

July 2021



The ubiquitous checkout



Bolt is the fastest-growing, scaled, global network around identity-powered checkout

Phase 1
Founding - 2020



Building the checkout layer



Phase 2
Present



Building the network



Phase 3
Future



Bolt, everywhere



The Holy Grail: One account for all of commerce



For Consumers

Simplicity



For Merchants

Conversion



For Bolt

Network



Merchants have responded by offering single site accounts...only adding to the friction

The screenshot shows a checkout page with a shipping form on the left and a 'My Bag' section on the right. The shipping form includes fields for first name (Ryan), last name (Breslow), address (588 Sutter Street, #614), zip (94012), city (BURLINGAME), and phone ((850) 488-1225). A 'CONTINUE' button is at the bottom of the form. The 'My Bag' section shows one item for \$75.00 with an 'ENGRAVE THIS ITEM' button. Below that is an 'Order Summary' table:

Order Summary	
SUB TOTAL	\$75.00
SALES TAX (9.250%)	\$6.94
SHIPPING	\$0.00
Second Day - FREE	
TOTAL	\$81.94
OR 4 INSTALLMENTS OF \$20.48 BY afterpay	

At the bottom of the page, there is an 'Offer Code' field and a 'NEED HELP?' section with contact options: 1.877.911.3883 CALL US 24/7, CHAT NOW, and EMAIL US. A 'MAXIMUM PURCHASE POLICY' link is also present.

***98%**

of shoppers have
1-3 store accounts

***70%**

of shoppers have
up to 6 accounts

Separate store and network accounts lead to customer confusion and retailers burdened with questions and complaints

**According to Bolt Consumer Report: Ecommerce Customer Accounts*



With *one login* and *one click*, Bolt customers transact across the entire Bolt network



+ DISCOUNT \$555.00

1. Shipping 2. Delivery 3. Payment

Email: janedoe@gmail.com Phone number: [redacted]

First name: [redacted] Last name: [redacted]

Street address: [redacted] Country: [redacted]

+ APARTMENT, BUILDING, FLOOR

ZIP: [redacted] City: [redacted] State: [redacted]

← Checkout

← EXIT CHECKOUT

+ DISCOUNT \$555.00

1. Shipping 2. Delivery 3. Payment

Welcome back!

Enter the code sent to your phone number ending in 5555.

[Redacted code input]

Resend code

CONTINUE AS GUEST

Select a delivery method

- Standard (1 to 3 business days) FREE
- Express (1 to 3 business days) \$12.95
- Next Day (1 to 2 business days) \$22.95

Verify your information

Jane Doe 77 Geary St. #409 San Francisco, CA 94109

WISA Ending in 3327

Pay \$555.00

GUEST CHECKOUT

← EXIT CHECKOUT

49%

Guest shopper conversion rate

vs.

75%

Bolt shopper conversion rate



We are the only player capable of serving a wide variety of end markets

End Markets	⚡ Bolt	[Redacted]	[Redacted]
Micro-merchants	✓	✓	✗
Mid-market	✓	✗	✗
Enterprise	✓	✗	✗
Platforms	✓	✗	✗
Portfolio groups	✓	✗	✗
Publishers	✓	✗	✗
Digital Goods & Subscriptions	✓	✗	✓

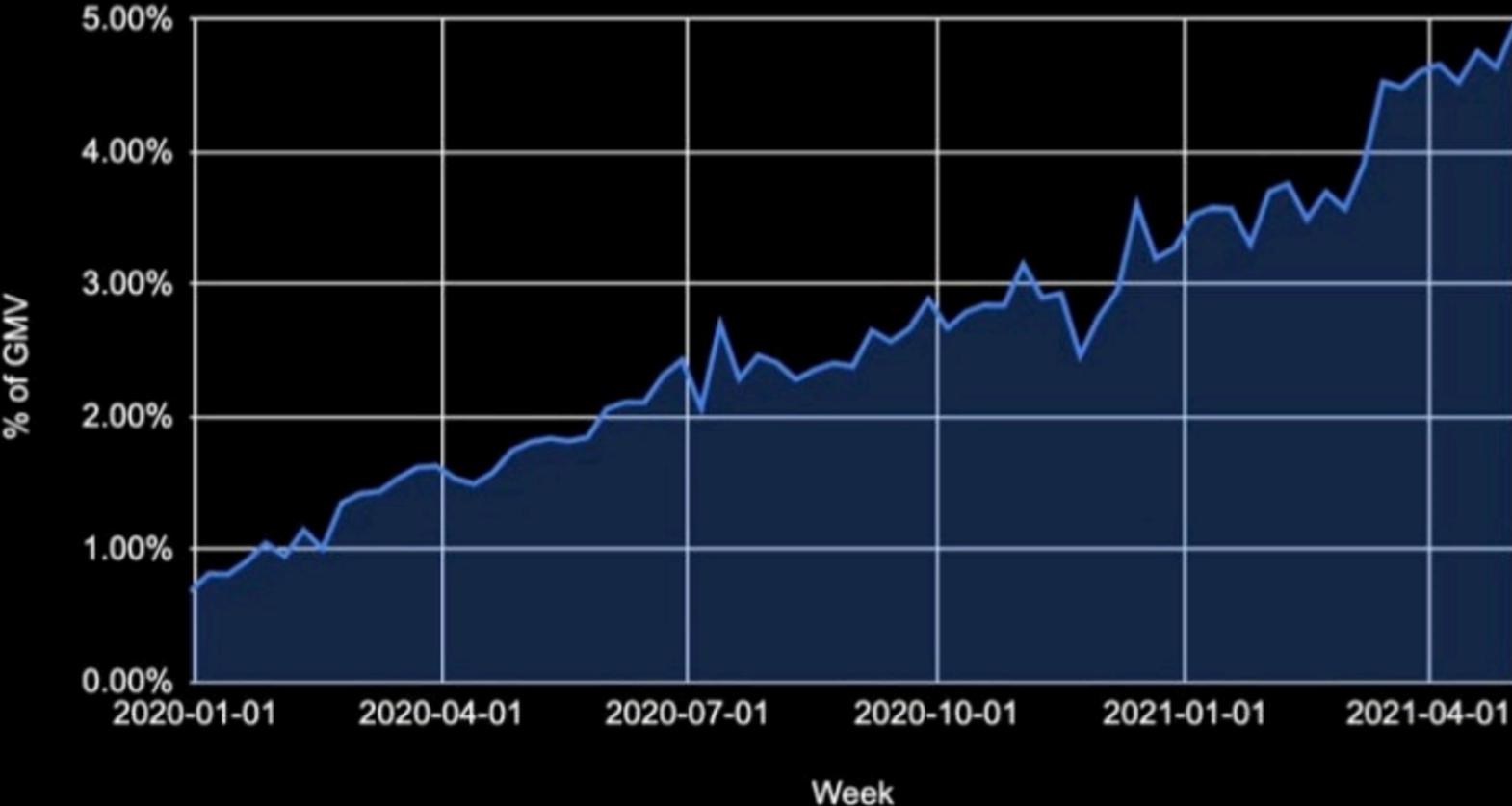


The impact of a network-driven transactions is game-changing

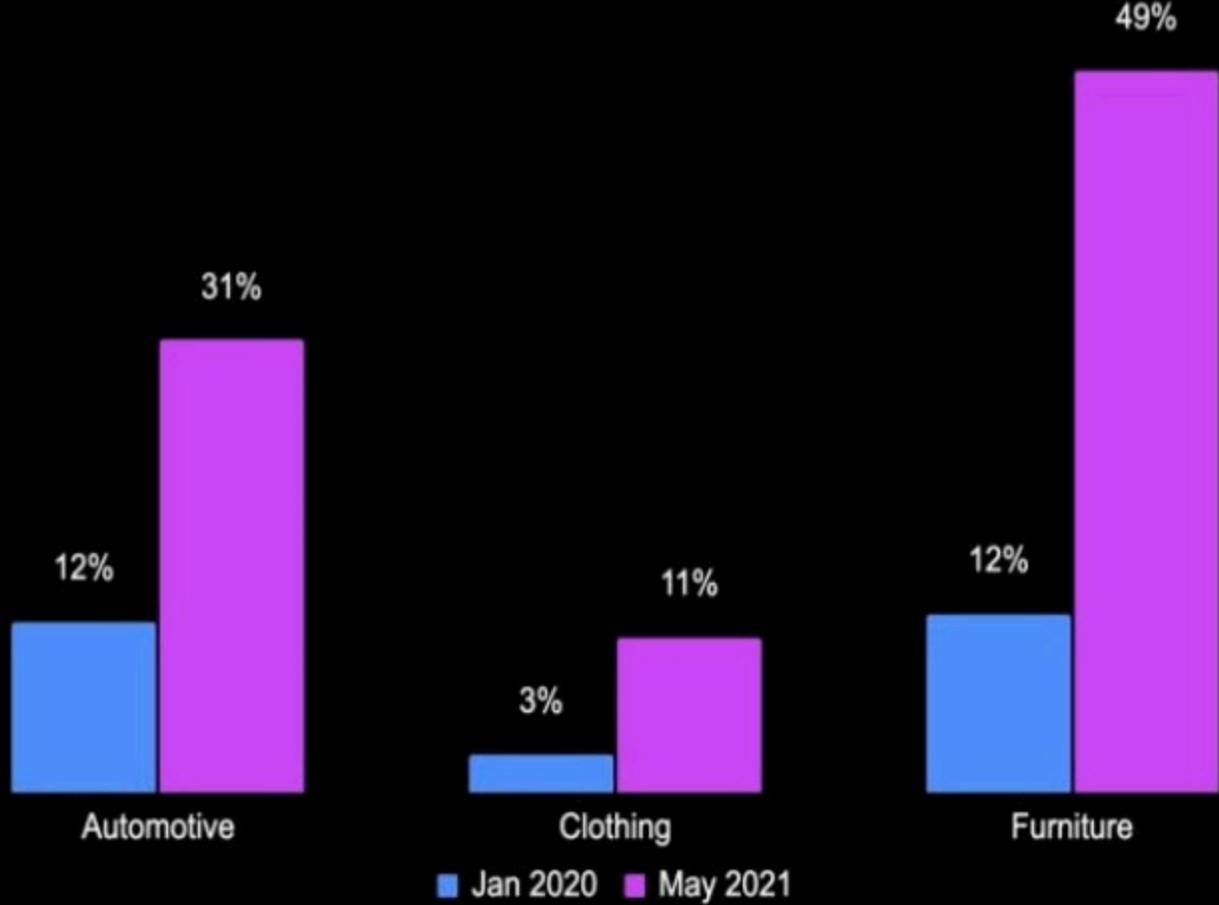


The network effect is explosive

Network Driven Transactions (% all GMV)



Breakout Verticals



This has driven rapid adoption and scale

\$XB GMV Live with Bolt



AKIRA

AGAPE | DIAMONDS

BADGLEY
MISCHKA.



BURT'S BEES BABY®



DITA



FOREVER 21

HEADLIGHTSDEPOT™



INDUSTRY < WEST

LIMELUSH

LUCKY * BRAND

MOON AUDIO

Milk MAKEUP

POLYWOOD®

ReadyGOLF

RS | RESTAURANT
SUPPLY.com

SAFFORD



SWISS GEAR



What happens when we hit critical mass?

Bolt becomes an essential commerce infrastructure component

Virtuous cycle from network effects further entrenches Bolt's positioning



At **50M** accounts, Bolt will power **~1/3** of a merchant's transactions before they even sign



And we are pioneering the movement for Conscious Culture

conscious.org

The screenshot shows the Conscious Culture website. The header includes the logo 'CONSCIOUS CULTURE' with the tagline 'Bridging Humanity with Execution' and a 'Next Up INTRODUCTION' button. A sidebar on the left contains navigation links: 'JOIN THE MOVEMENT!' (Twitter, Discord, Get updates), 'TAKE THE PLEDGE' (Conscious Culture Pledge), and 'READ THE PLAYBOOK:' (Introduction, About, A Conscious Culture, Mission and Vision, Operating Values, Building our Team, Working Together, Setting Goals & Tracking Performance, Managing our Team). The main content area is titled 'THE CONSCIOUS CULTURE PLEDGE' and features a red box with the text 'CONSCIOUS CULTURE THE PLEDGE Bridging Humanity with Execution'. Below this, it lists 'THE 10 COMMITMENTS OF A CONSCIOUS CULTURE' and begins with 'As a Conscious Company, I commit to:' followed by three numbered items: 1) Putting the team's health and well-being first, 2) Keeping standards for execution high, but fair, and 3) Giving feedback frequently, consistently, and candidly.

The screenshot shows a Fast Company article. The header includes the 'FAST COMPANY' logo and a 'LOGIN' link. The article is dated '05-25-21 | WORKPLACE EVOLUTION' and has the title 'This fintech startup thinks it can help companies build conscious business cultures'. The sub-headline asks 'Can Bolt's "culture playbook" become the 2021 equivalent of Netflix's famous "no vacation policy" PowerPoint deck?'. The main image features Ryan Breslow, Founder and CEO of Bolt, smiling, with a blue lightning bolt graphic overlaid on the right side. The caption below the image reads 'Ryan Breslow, Founder and CEO of Bolt [Photo: courtesy of Bolt]'.



⚡ Bolt

**One account
for all of
commerce**





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