



# Your commerce site, your way

The headless commerce platform purpose-built for growth.

October 2020  
Version 1.0



Team

# Founded by leading eCommerce execs



**Faisal Masud**  
CEO

eCommerce veteran with leadership roles at Amazon, Google, eBay, Staples



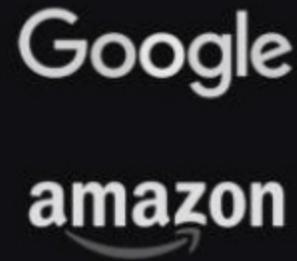
**Ryan Bartley**  
Co-founder & CRO

eCommerce Executive at Fortune 500 Companies



**Luke Shardlow**  
CPO

Led Product teams at Staples, eBay



Our Momentum

# Fabric is hyper-growth

## Our Business

**2017**

Founded

**\$750M**

Platform GMV

**\$10B+**

Commerce leadership at  
3 Fortune 500 companies

## Our Team

**3 locations**

Seattle, Vancouver, Bangalore

**55**

Engineering & Product Org

## Our Investors



# Fabric serves 4 verticals



Multi-channel Retail



D2C, DNVB, CPG



B2B Commerce



Developers

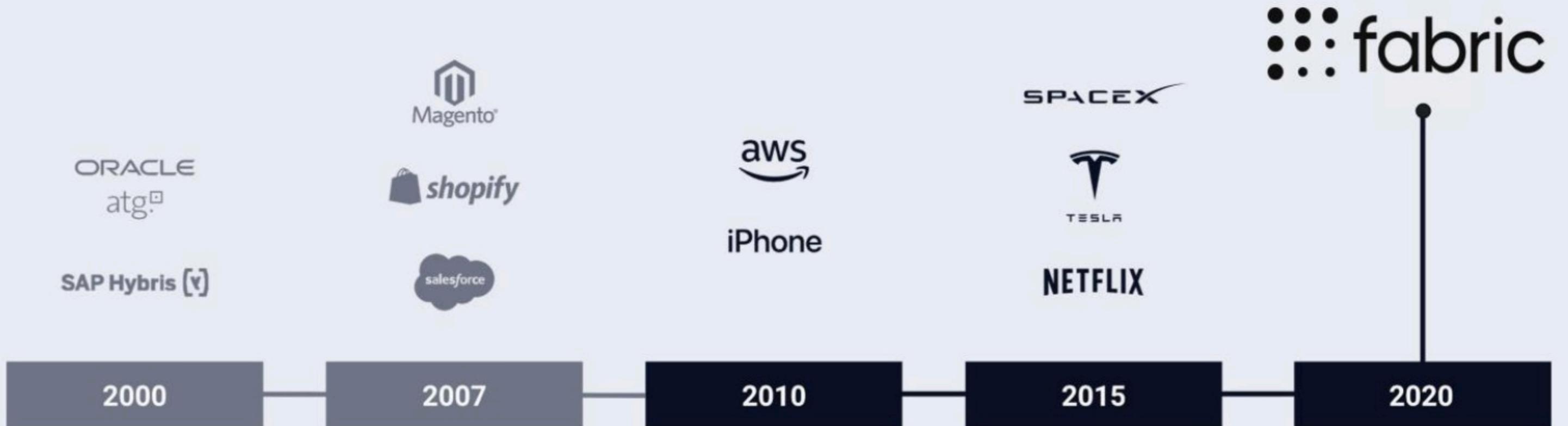
Fact

# The ways people shop, buy and procure are changing for good

#eCommerce #Retail #D2C #B2B #Marketplaces  
#Social #Wholesale #Global



# Your legacy platform is holding you back from real growth



**A LONG, LONG TIME AGO...**  
Era of Pre-Cloud, Pre-Mobile Monolithic Systems

**DECADE OF EMERGING TECH**  
Era of Emerging Cloud, Mobile, APIs, & Machine Learning

**THE NEW COMMERCE ERA**  
Fabric is the new way forward

# Modular Suite of Commerce APIs & Applications

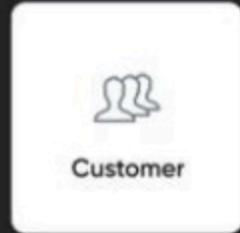
## Experience Platform

Storefront + Headless CMS

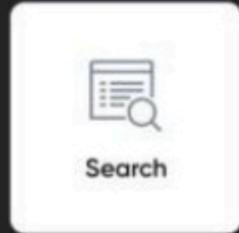


## Headless Commerce Platform

Full suite of APIs for multi-channel commerce



Customer



Search



Product



Price



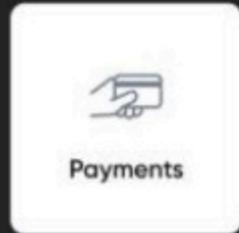
Promotion



Workflow



Shipping



Payments



Tax



Order



Event Bridge



Integrations

## CoPilot™ Applications

Intelligent Applications, built for Growth



ORDER MANAGEMENT SYSTEM (OMS)



POINT OF SALE (POS)



PRODUCT INFORMATION MANAGER (PIM)



MEMBER



OFFERS (PRICING & PROMOS)



DROPSHIP

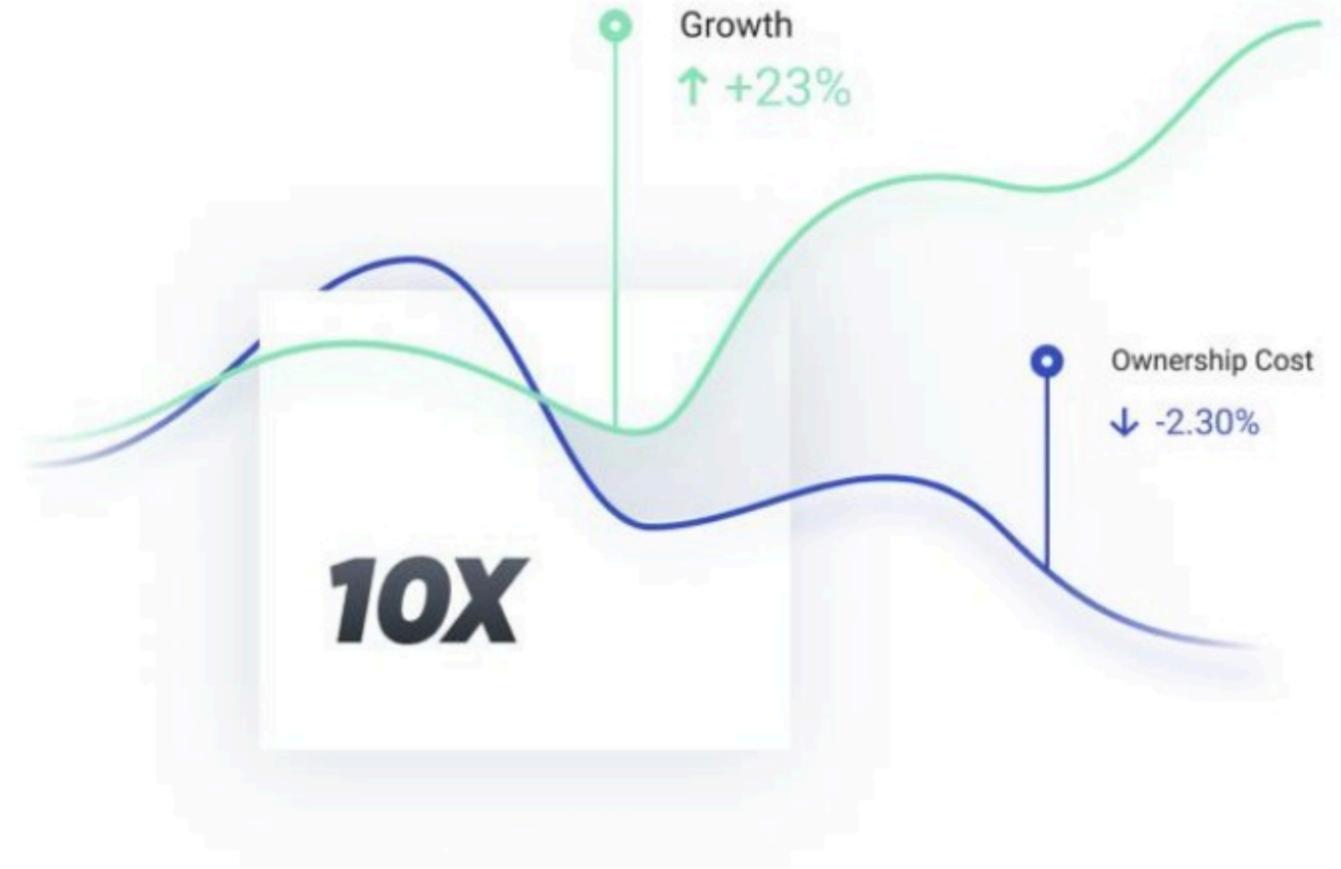
# Crazy fast time to value

Choose the tools that fit your business

Dedicated launch and growth managers

No risky and long replatforming projects

Launch in weeks



Why Fabric

# Modern tools for the modern business

Choose the tools that fit your business

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Why Fabric

# Extensible, single-tenant SaaS

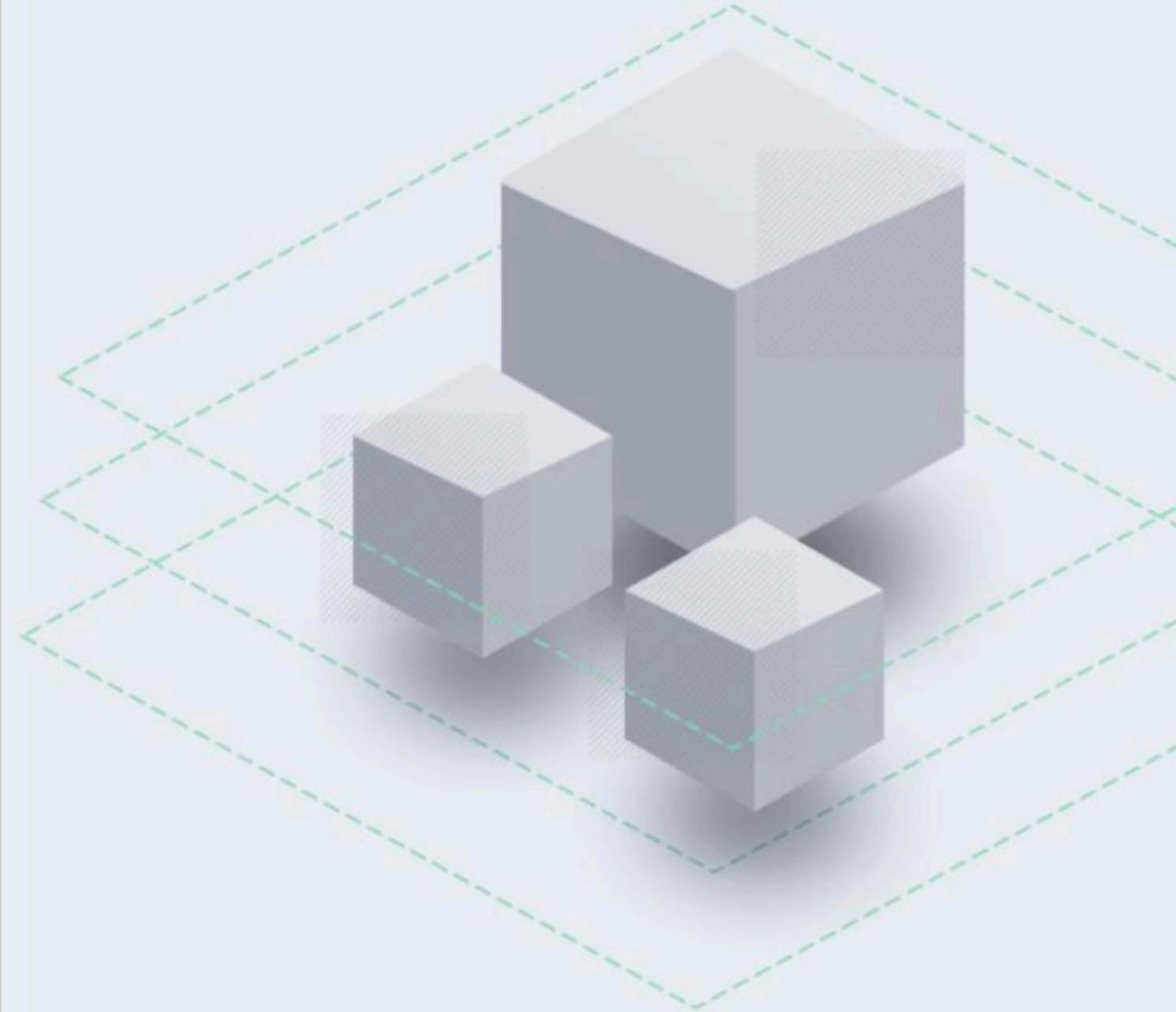
B2C, B2B, & Multi-channel in 1 platform

Cloud-native SaaS, no maintenance

Open APIs & Developer tools

Pre-integrated with 30+ leading vendors

Advanced scalability, security, privacy,  
compliance, and extensibility



# Featured customers



*“Within months of implementation, our site speed increased, online engagement expanded significantly, and conversion and revenue run rates increased by nearly 3x. And we are just getting started. Together, we will continue to build and innovate toward an experience that both rivals and enhances the magic of the abc store.”*

Aaron Rose, CEO, ABC Carpet & Home

abc carpet & home

*Eddie Bauer*

 **BuildDirect™**

Comparison

Legacy Platform

Complex, Expensive & Frustrating



Simple & Powerful SaaS

Total Cost of Ownership

5 -7% of GMV, complex contracts

Simple monthly subscription

Customer Experience

Slow page loads, standard themes

Sub 1 sec. speed, your brand experience

Features

Rigid Monolith, +20 Bolt-on Vendors

Modular, APIs, Pre-integrated

Time to Value

12-16 months of "Replatforming Hell"

Launch in weeks

Developers

Expensive, specialized resources

Easy to find, high velocity

Scalability

Expensive servers, burden to maintain

High Scale, Single-tenant SaaS

Tools

Slow, clunky & painfully lacking

Fast, Intuitive & Enterprise-grade

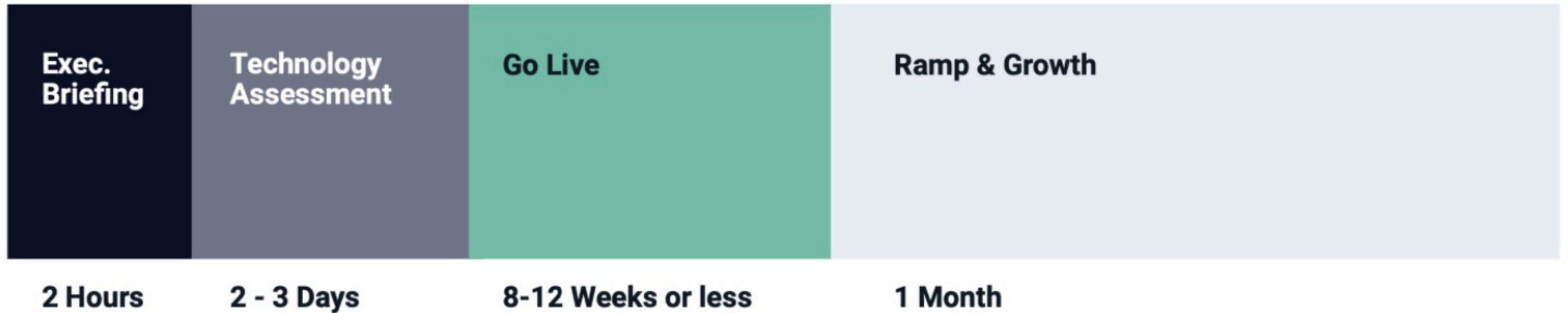
Feature Velocity

1-2 releases/month, things break often

Continuous Improvements

Get started with Fabric

# Simple, efficient, and fast







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