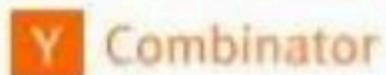


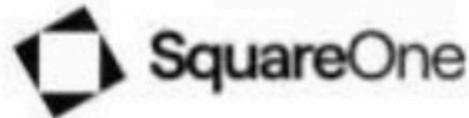


Transforming commerce Frontend.

BACKED BY:



CREANDUM



PATRICK FRIDAY, CEO

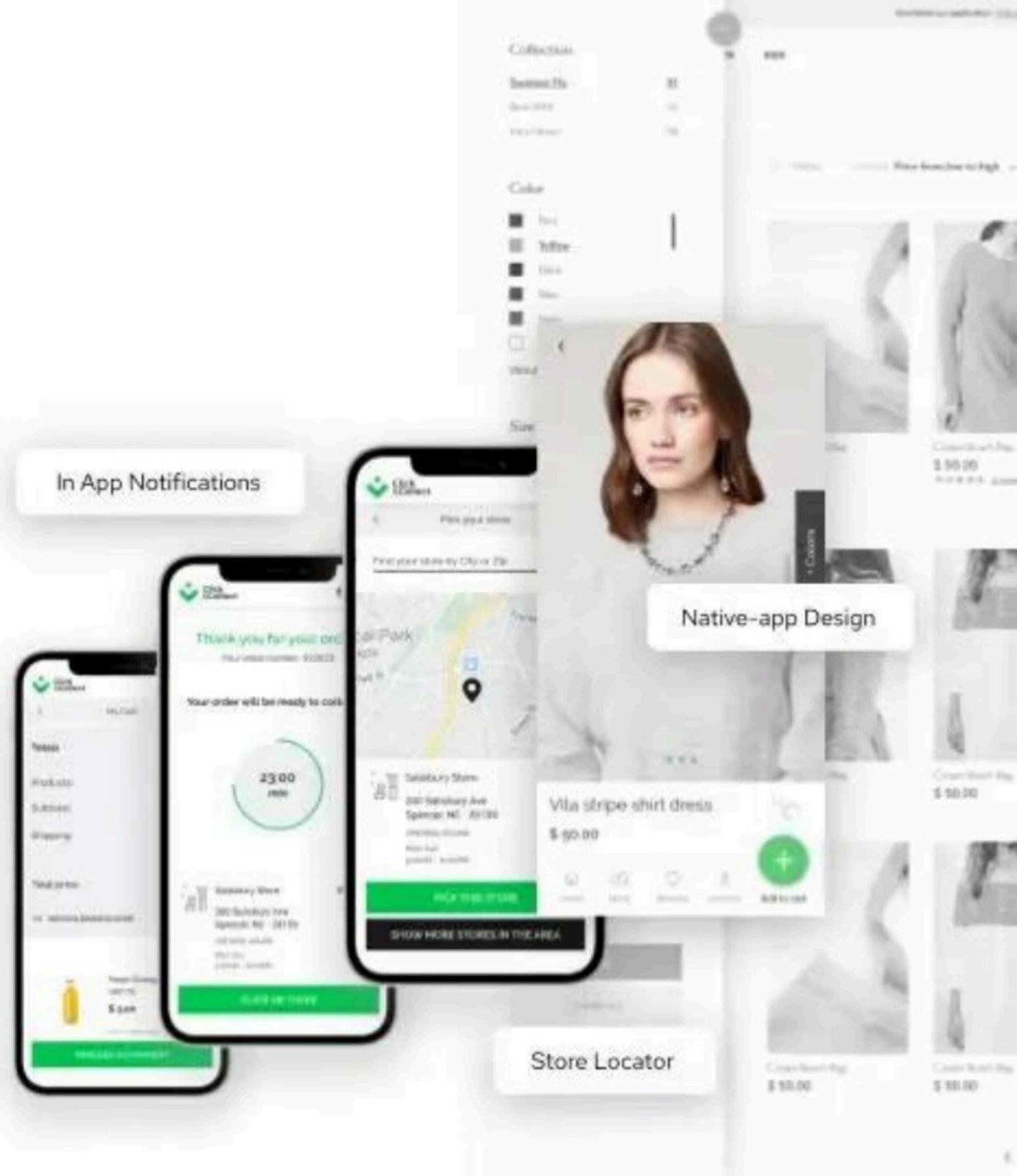
 vuestorefront.io



In App Notifications

Native-app Design

Store Locator





2200+ eCommerce businesses worldwide already trust Vue Storefront

ZADIG & VOLTAIRE

AROMA ZONE
LAURENCE MATHIEU LE JARDIN & BOUTIQUE

BabyBunting 

BERLIN
BRANDS
GROUP

BROMPTON

expondo

-lovecrafts-

EGO

likewise.

M.J. BALE

MKM

oberalp
GROUP

ORGILL

PAWS

 pflege.de

 PriceSmart

puKka

 SensoPur
GROUP

TAMRON

TALLY WEIJL

 Tarkett

VLISCO

WHITE STUFF

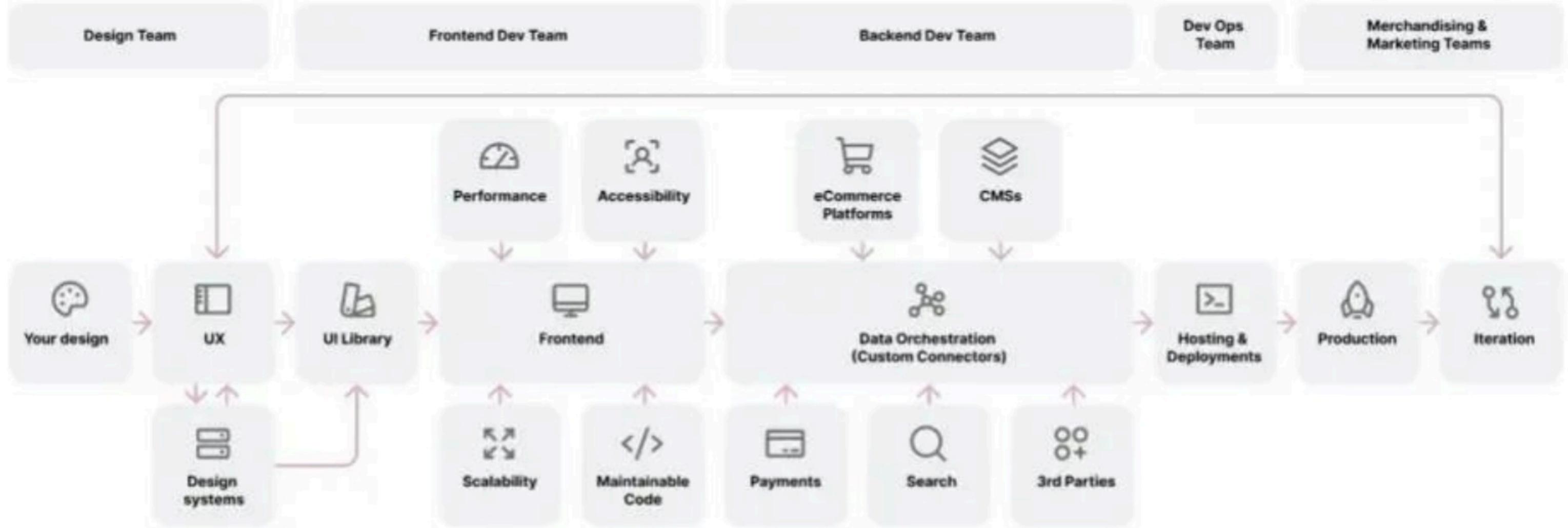
ZENNT

WS ■ NL



Building Frontend is complex

Catering to today's customers' needs is complex but impeccable

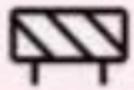




Problem

Commerce companies are stuck on outdated legacy platforms & frontend solutions that are not optimized for today's customer expectations.

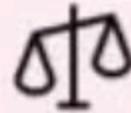
They want to upgrade, go headless & composable, but it is:



Far too complex with resistance to change from IT



Far too expensive, difficult understanding of long-term benefits for C-Level



Far too hard to write custom frontend and achieve great performance



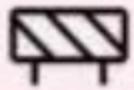
Far too high time-to-market & time-to-value



Problem

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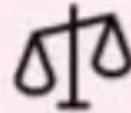
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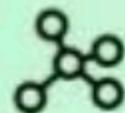


Solution

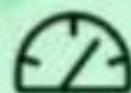
We are helping commerce companies go headless & composable faster, cheaper, and easier.

We are the leading Frontend as a Service (FEaaS) for composable commerce, built as a single application.

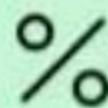
We've built Vue Storefront to:



Provide API Orchestration and give out-of-the-box integrations with market-leading solutions



Provide faster User Experience (performance) without changing Backend / CMS / Search - Start with Frontend



Reduce frontend implementation cost by 60%



Provide performance oriented architecture, by consolidating all of the key elements needed to:

Design → Connect → Build → Deploy → Monitor → Analyze → Improve



What is so unique about our approach?

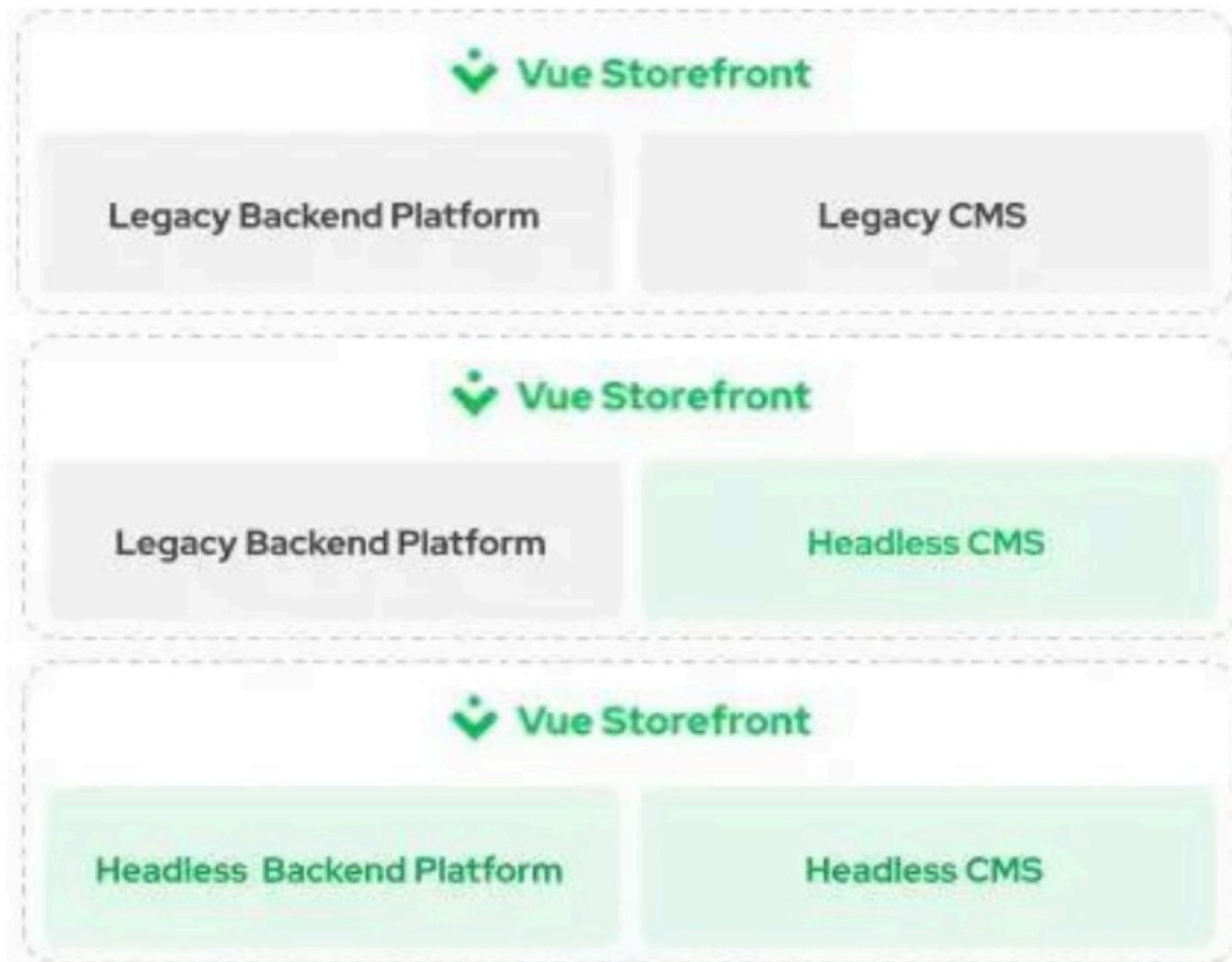
We are the Frontend connecting both backend platforms & CMSes, together with any other 3rd party service (Search / Payments and more)

This approach fits into **any** migration scenario and current platform-stack of our customers.

CURRENT MONOLITHIC STACK



MIGRATION SCENARIO - CHANGING VENDORS





What we do, was already done in the past with Backend Monolith Platforms



Founded 1997
Acquired by SAP in 2013 for \$1.5B



Founded 2004
Acquired by Salesforce in 2016 for \$2.8B



Founded 1991
Acquired by Oracle in 2011 for \$1B

Those 3 companies have something very similar in common:

- They focus on large enterprise customers
- They were creating a new category - eCommerce SaaS
- Their main competitor was a custom build eCommerce backend engine
- They did very large exits (at their time)
- Their efforts to educate the market and clear category creation, created many followers, focused on different market segments:





More than 20 years later, we had to create our own new category: Frontend As A Service



Why this is similar to what Hybris, Demandware and ATG did?

- Composable & Headless is only a good fit for larger mid-market and enterprises at this point
- We are the creators of a new category - Frontend As A Service (FEaaS)
- Our main competitor is a custom build eCommerce frontend
- We are seen as a key educator in the market on this new category

- Our efforts to educate the market and category creation, created
- many followers, focused on different market segments: *Small & Mid-Market / Low-code / Only Cover 1 backend (not direct competitors)*

shōgun frontend FRONTASTIC Instant Commerce

Magento PWA Studio



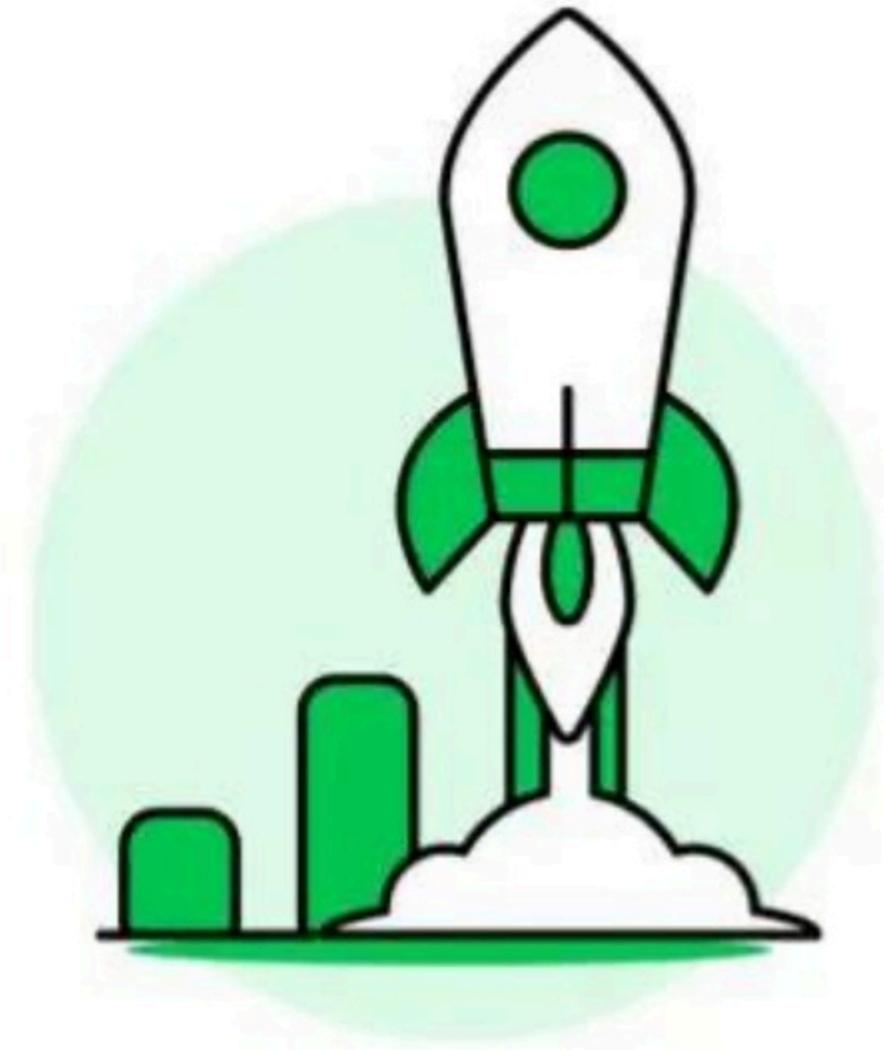
We are changing the way how & why people buy in 2022 and going forward

Starting with the Frontend

Why is this change so important for customers?

- Customers were buying monolith platforms for the past 20+ years, but the times and needs have changed
- Backend platforms have become a commodity, have no impact on driving revenue
- With the Headless approach, the whole complexity & revenue impact was pushed to the Frontend
- Buyer experience is the key, backend have no impact on this
- Since Vue Storefront integrated with most of the key tech vendors, our customers can start with figuring out their frontend strategy first
- Backend migration is much more expensive and takes more time than the frontend implementation. Customers can start with frontend, increase revenue, then think of which backend to choose and migrate.

Huge market potential





Underlying e-com market is massive and growing fast; in the long run VSF can even go beyond e-com

TAM \$4B today, expanding to \$9B in 2030

EU + US + Emerging markets	Today	2025	2030
US + EU	\$3.9B	\$5.1B	\$7.1B
Emerging Markets	\$520M	\$990M	\$1.8B
SUM	\$4.4B	\$6.1B	\$8.9B

Potential Future Markets

Global Enterprise Content Management Market:

2020 - \$21.5B / 2030 \$53.2 CAGR 9.8%

Global Online Travel Market:

2020 - \$354B / 2031 \$1.8T CAGR 14.8%

Global Digital Insurance Market:

2020 - \$96B / 2030 - \$279B, CAGR 11.3%

Global Online Banking Market:

2019 - \$11.4B / 2027 - \$31.8B CAGR 13.6%



Founders with deep e-commerce and company building experience



Patrick Friday
CEO & Co-Founder

10 years of experience working with B2B Sales.
Entered eCommerce space in 2012.
Early employee at Vivino.
Focused on mobile apps for eCommerce for 6 years. Was running his own eCommerce for 3 years and sold it after.

patrick@vuestorefront.io



Filip Rakowski
CTO & Co-Founder

Technical Founder of Vue Storefront.
Frontend architect, International speaker
Community builder, Educator.
Official Vue.js Community Partner.
Author of Storefront UI.
Early advisor to SAP Spartacus team.

filip@vuestorefront.io



Bart Roszkowski
COO & Co-Founder

15 years of experience in building companies
Serial entrepreneur who has started 3 companies and sold them all.
Experienced in VC, CMO, CPO, COO and CEO roles

bart@vuestorefront.io



We've assembled a best in class leadership team in commerce



Gordana
CRO

Ex SVP Sales & Partnership
Contentstack, grew revenue
from \$0-20M ARR)
20 years in Sales



Tim
CTO

Ex CTO at SendCloud, Costo,
More than 15 years in SaaS, 20
in engineering.



Jeffrey
VP Partnerships

Ex BORN Group & True Fit
20 years of Sales & Partnerships
in eCommerce

100

Employees

37

Go To Market

16

Operations

7

Community

40

Product & Engineering

Angels: we have a selection of the most experienced composable commerce and tech leaders that are advising us

Carsten Thoma - Founder SAP Hybris

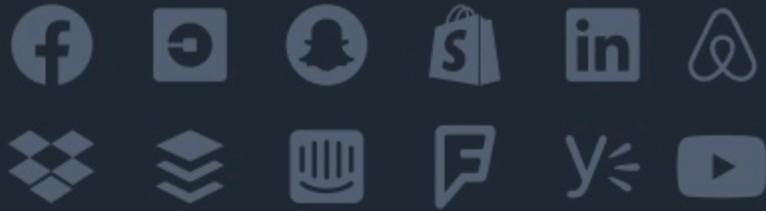
Heini Zachariassen - Founder Vivino

Mark Lavelle - Ex CEO Magento/Adobe

Jeff Barnett - Ex CEO Demandware/Salesforce

Paul St John - VP Enterprise Sales Github

Evan You - Founder of Vue.js



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