

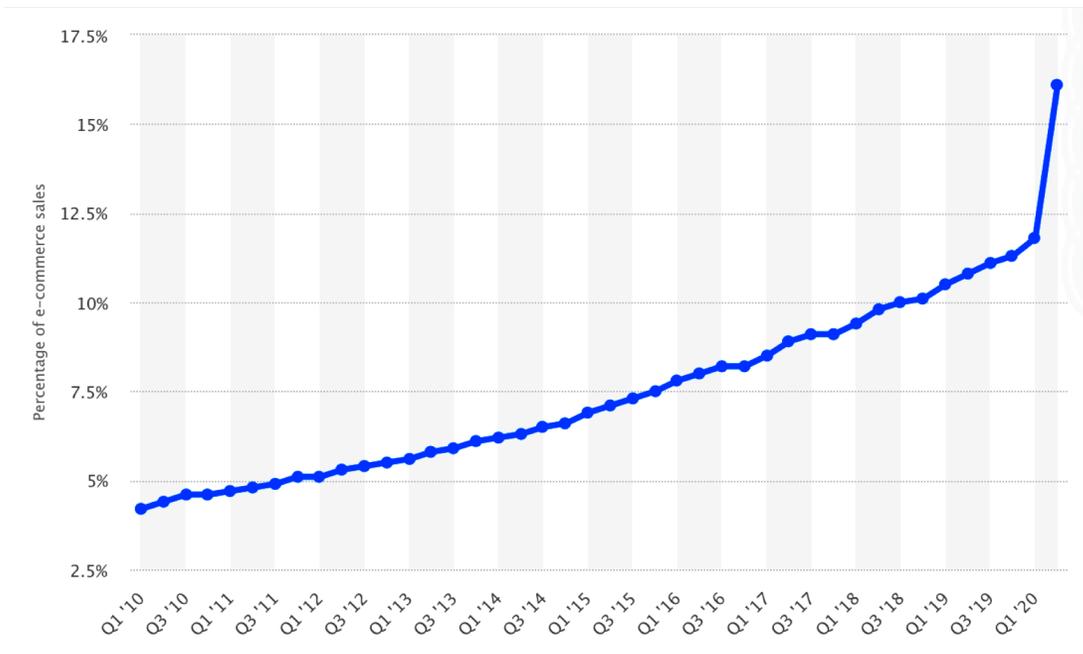


Dan LeBlanc, Founder & CEO

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COVID-19 has accelerated the eCommerce revolution

Quarterly share of eCommerce sales of total US sales



Shopify Stock Price



SaaS has made it easy to launch and grow a D2C business but insights are often out of reach



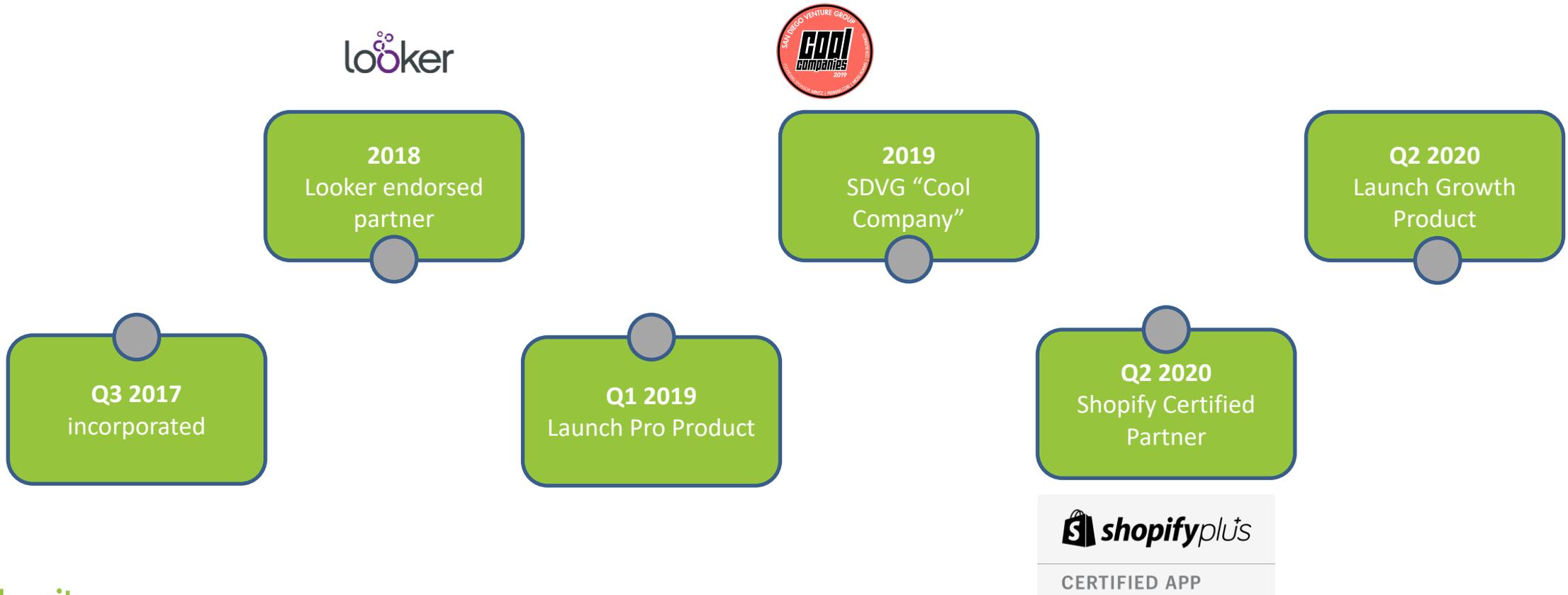
Google Ads

omnisend

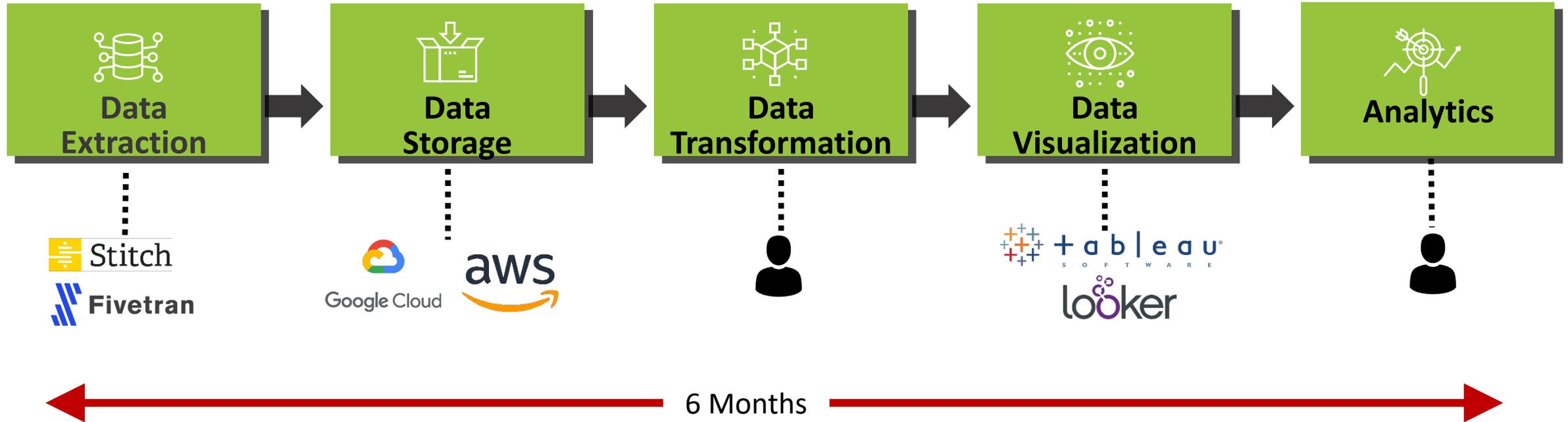


Daasity was founded to solve this problem

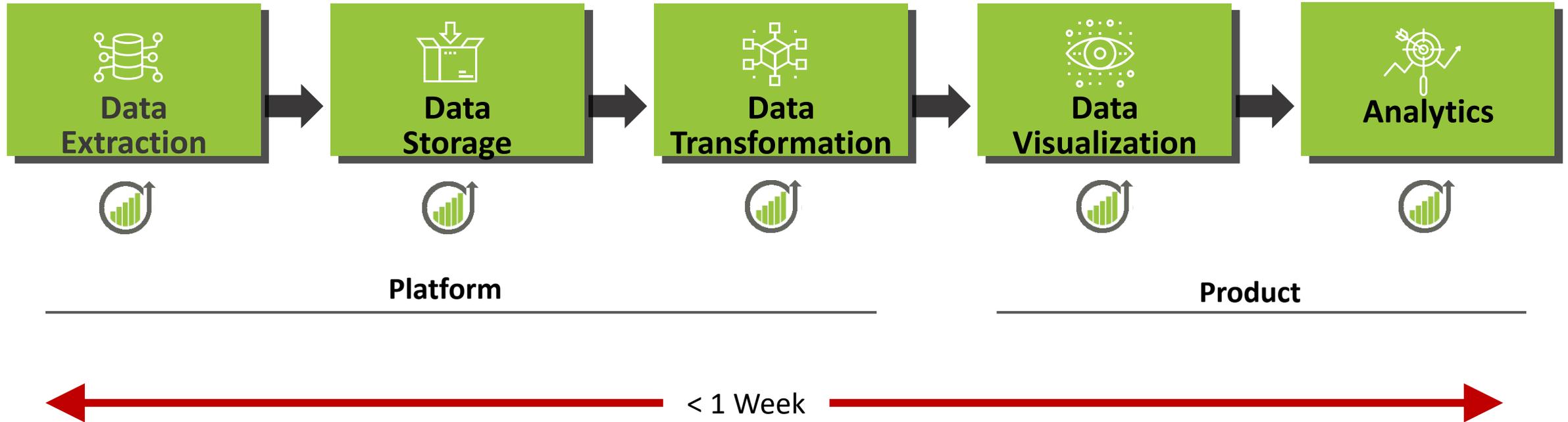
We're new. But already have traction



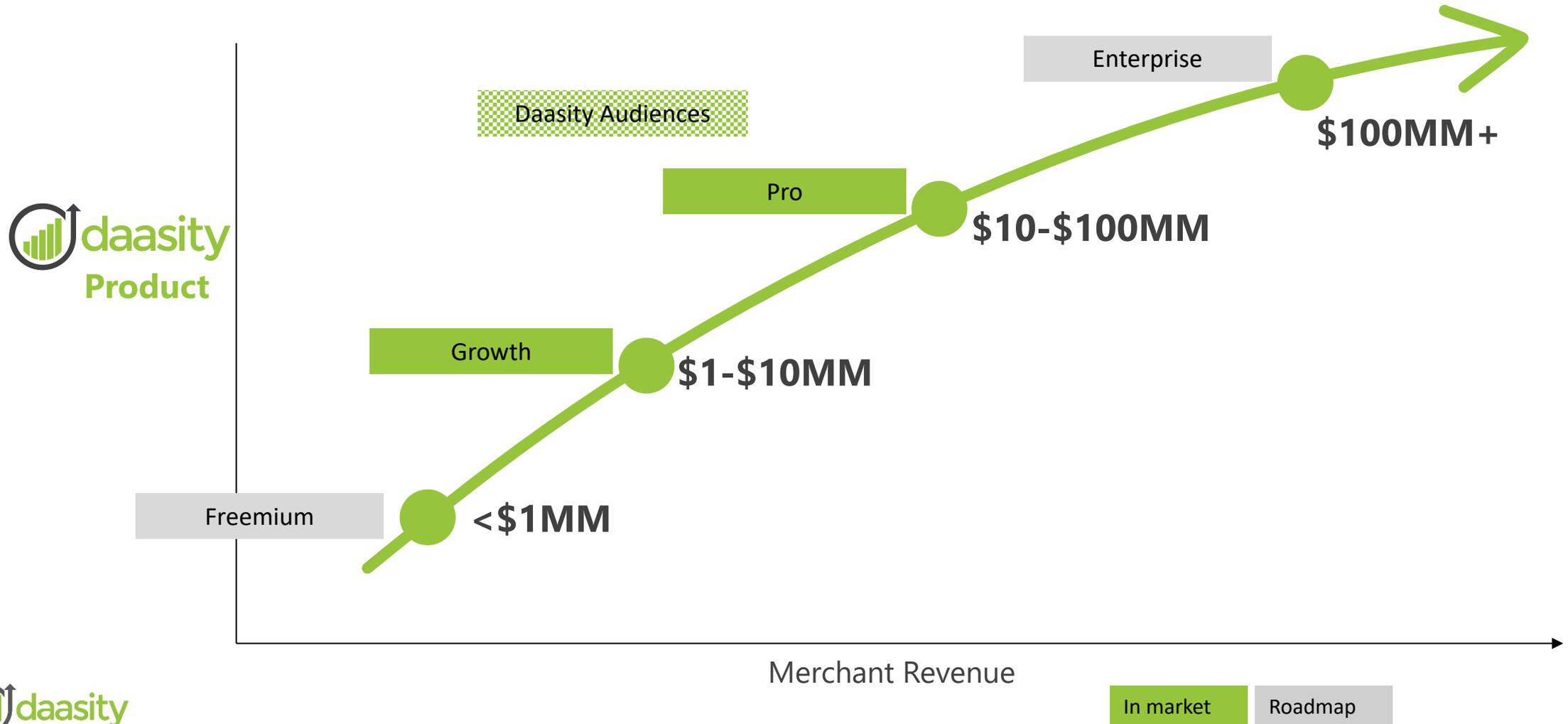
Direct-to-consumer (D2C) brands struggle to use data strategically because they don't have an integrated data solution



Daasity has built a **platform to solve this** for small to mid-size D2C companies



Our platform enables products for smaller businesses that will grow into later stage enterprise solutions



LANDSCAPE

	Data Extraction 	Data Storage 	Data Transform 	Data Visualization 	D2C Analytics 	Funding to date
	●	●	●	●	●	
	●					Acquired for \$60MM in 2018
	●					\$15MM in 2018
	●	●		●		\$690MM over 7 yrs; IPO 2018
	●	●		●		\$103MM 2018; Acquired June 2019 \$2.6B
	●	●	●	●	●	\$16MM 2018
	●	●	●	●	●	\$7.2MM 2020

Product Pricing



\$899 - \$2,499 Set up Fee

+



\$199 - \$2499 Monthly Platform Fee

+



\$2,500 + Services Configuration
(Optional for Pro Only)

\$1K - \$30K+ Annual Revenue per Client

 **VUORI**

TULA
SKINCARE

KOPARI

*who
gives a
crap*


VINCERO

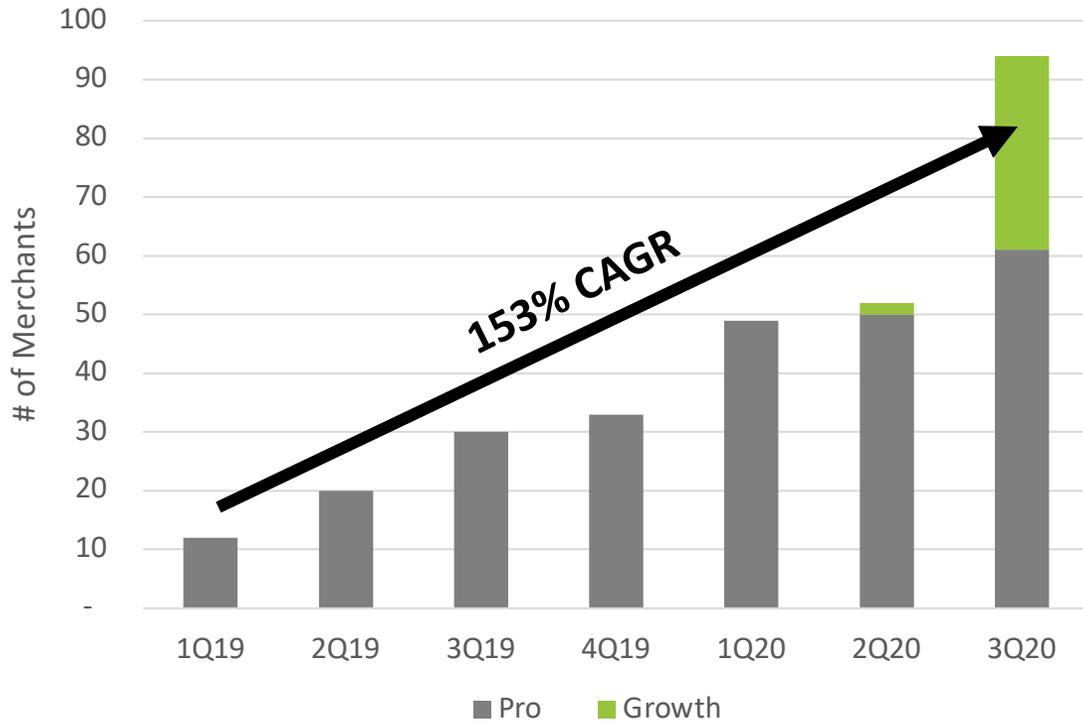
Caraway

MANSCAPED

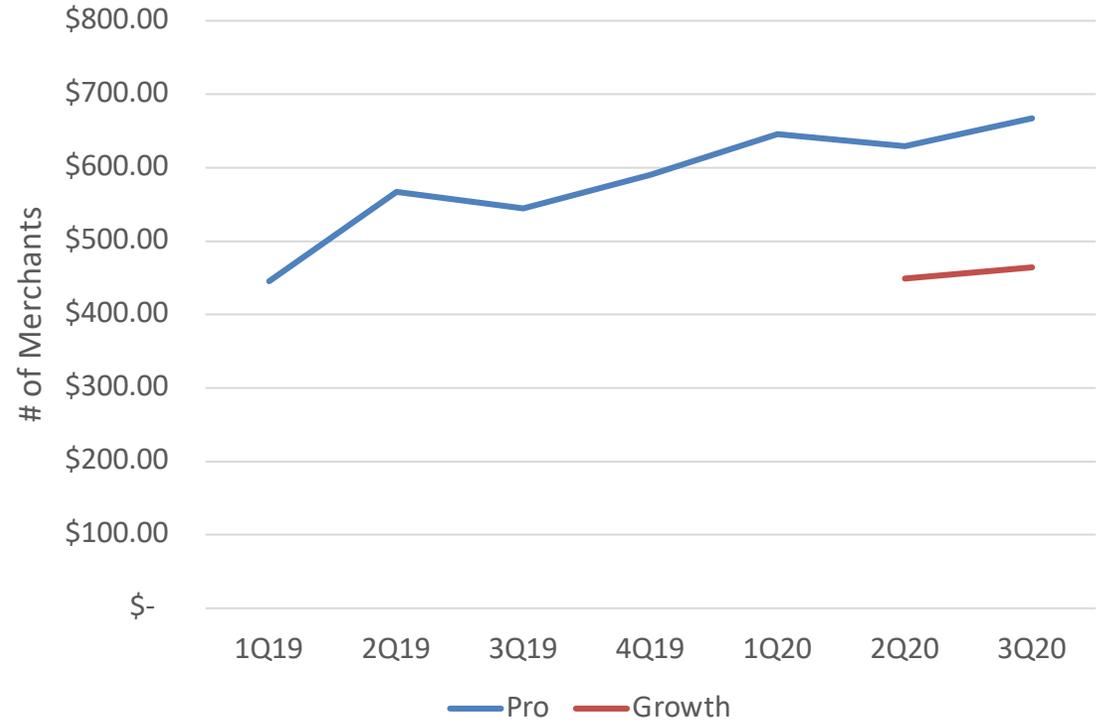
MORI

The acceleration in eCommerce has allowed Daasity to increase Product revenue and increase customer growth

Merchant Growth



Product MRR



THANK YOU

