glowtify

Fueling e-commerce brands

Fueling e-commerce growth with AI-powered strategies & tools

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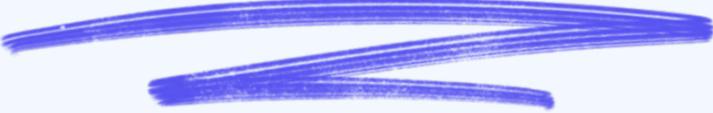
Merchants are navigating in the dark

When challenges are not understood and effective solutions are difficult to identify, it becomes difficult to achieve business growth. Merchants have a hard time with:

Understanding business challenges & opportunities

Aligning business objectives and marketing goals
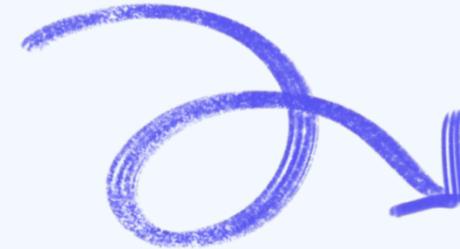
Identifying High-ROI initiatives & how to implement them

The lack of strategy is one of the top reasons why business don't achieve growth.

Why having a strategy is important? Because marketers who document strategy are

674%

more likely to report success.

Having no plan is planning to fail

90% of all new eCommerce (online only) businesses fail within the first 120 days of launch.

17% of marketers have documented the majority (if not all) of their marketing strategy.

377% of goal setters are more successful than their peers.

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That's where we come in

Our e-commerce AI-powered recommendations engine offers a clear and data-driven roadmap to guide merchants on how to optimize and improve their businesses.

Raw data intake

- Conversion rate %
- LTV Value $
- CAC $
- PageSpeed insights
- Organic visits

Categorize & prioritize

- Increase revenues
- Increase customer loyalty
- Increase marketing services efficiency
- Increase website performance
- Increase website traffic

AI-powered recommendations

Oct 2021

October

12 E-commerce **Key** Strategic **Metrics**

+45 Categorized **Goals**

+750 actions

- Increase brand awareness
- Increase website traffic
  - Social media contest in the...
- Increase website traffic
- Increase website traffic
- Reduce the cost of new customer acquisition
- Create high quality pipeline

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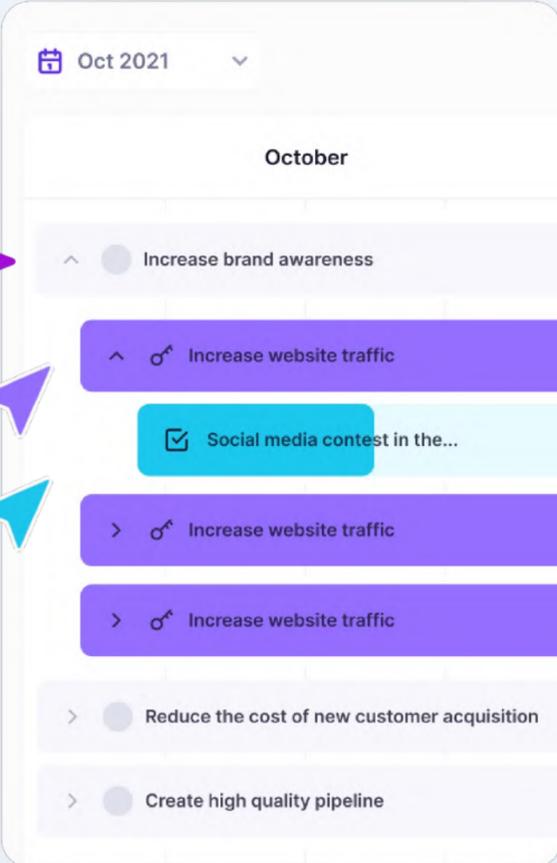
Think of it as a Strava for e-commerce stores

~~Train~~ **Plan** smart, easily track your progress, and achieve your ~~fitness~~ **e-commerce** goals.

01

Benchmarks
Automated scoring system that identifies areas for improvement based on key metrics
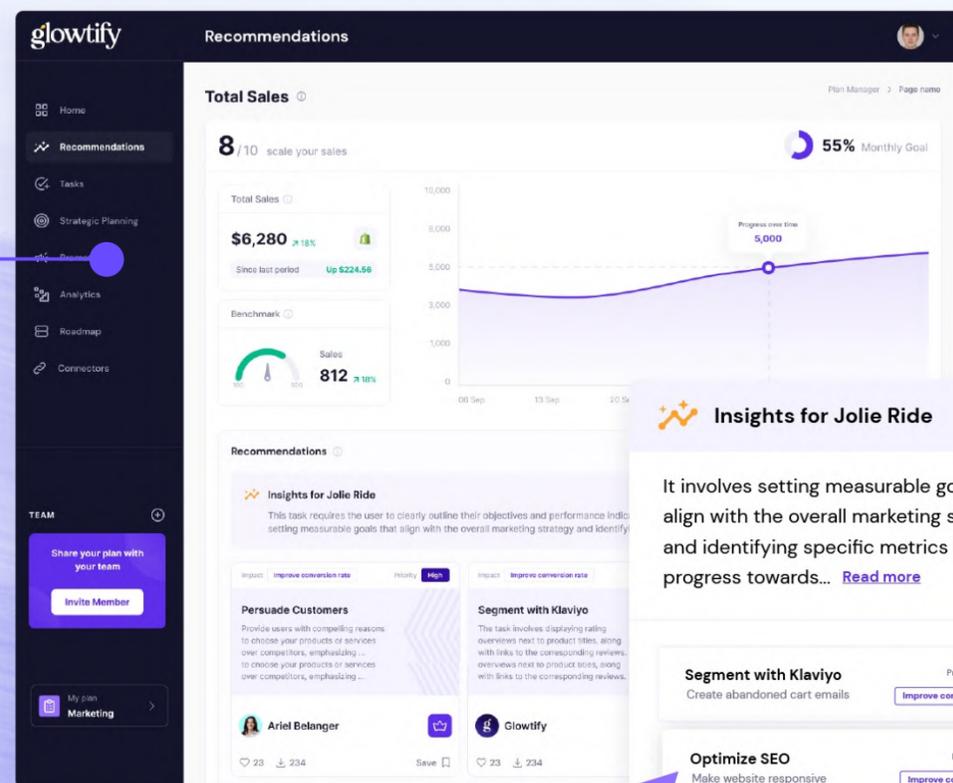
02

Recommendation engine
AI prioritized recommendations & clear-cut "how-to" roadmap

03

Don't miss an opportunity
Plan your annual promotions, get recommendations & align your team

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Connect data to solutions

A unique recommendation engine
that sets us apart

➡ AI-powered suggestions for a catalog
of over 1000 pre-made tactics
and strategies.

➡ Access to a community of users
and experts who share valuable tips,
resources, and insights.

➡ Streamline execution by delegating
to employees, partner agencies or
even independent contractors.

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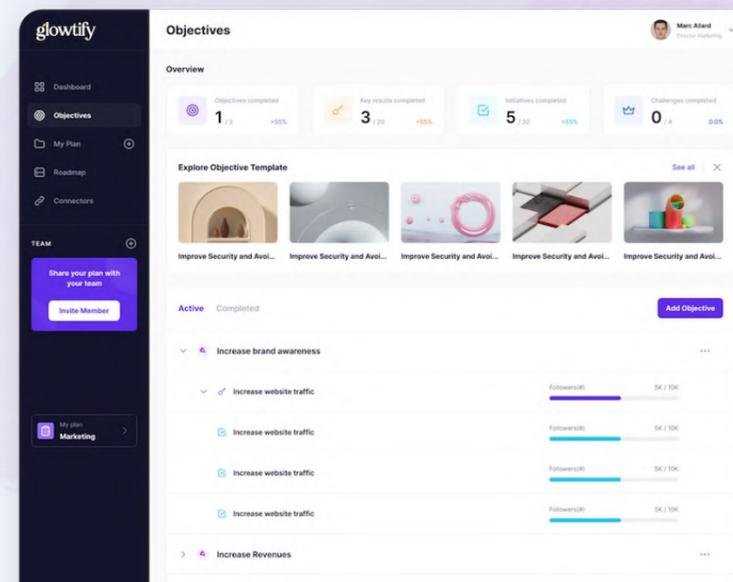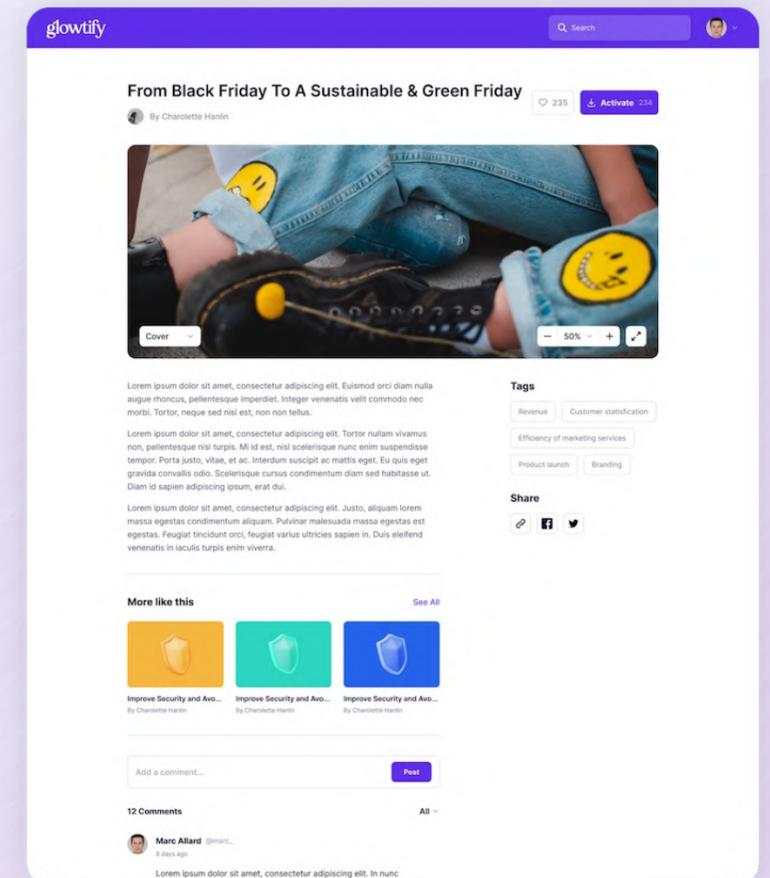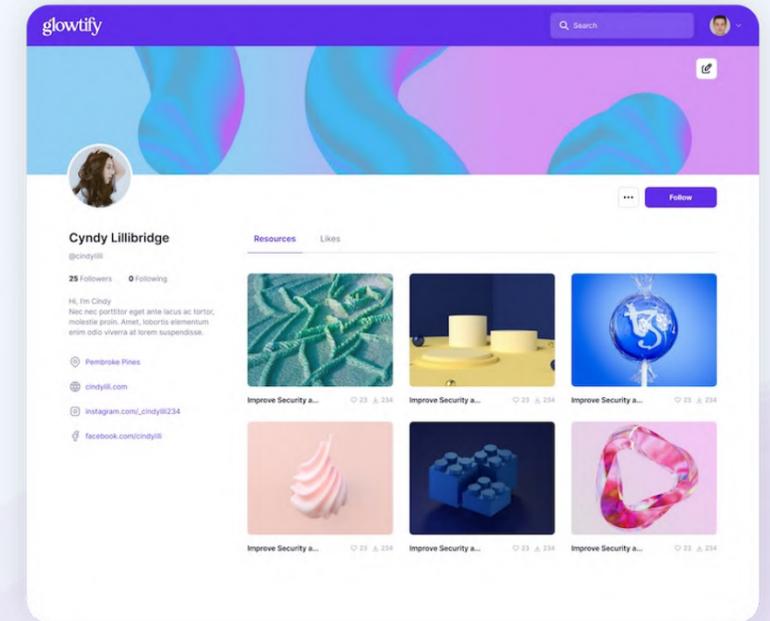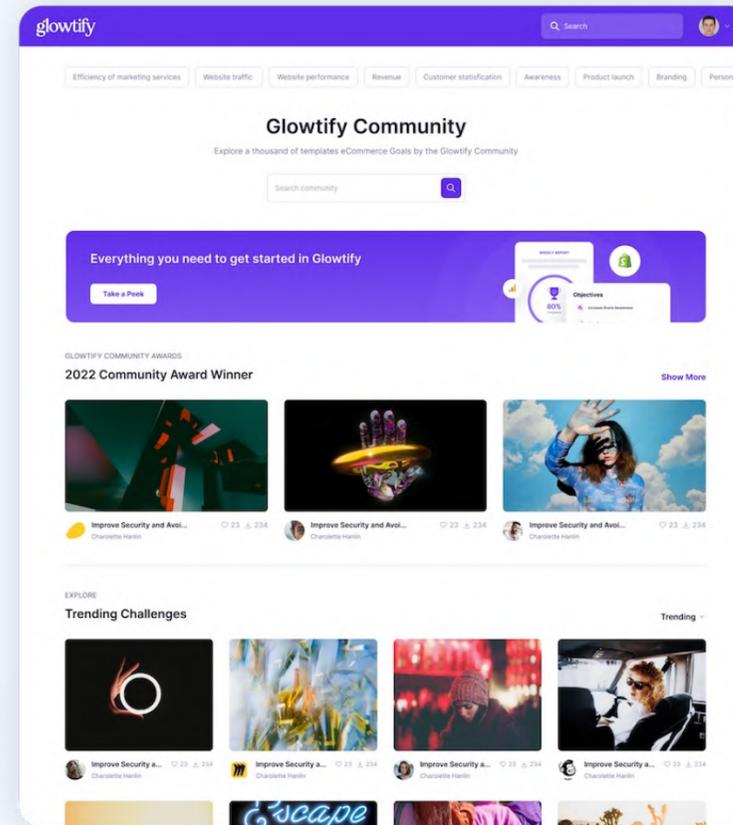
Current status, accomplishments & use of funds

April 11 2023

Current status

JAN 23
Shopify App approved and launched

FEB 23
Launched paid features on Shopify

MARCH 23
Integrated ChatGPT to recommendations + Stripe Paywall

APRIL 23
+300 merchants subscribed
+40 paying merchants

Upcoming Milestones

APRIL 23
V2 UI launch + new contextualized AI framework

MAY 23
Public Launch & PR campaigns

JUNE 23
Deploy 10 gamified challenges with enterprise collaborators like Klaviyo, Yopto, PageFly, Google.

JULY 23
+500 paying merchants

Use of funds

1
Scale our user acquisition campaigns

2
Accelerate the development of our recommendations engine

3
Launch WooCommerce & Adobe Commerce Connectors to be available to more merchants

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PRODUCT DIFFERENTIATORS

#1 Shopify app
To collect stores data and learn from what is improving & connect to solutions.

#2 AI-powered recommendations
Glowtify will tailor Store's biggest potential initiative gains aligned with marketing goals.

#3 Community & Gamification
Glowtify helps teams get a jumpstart on collaboration with its community-driven solutions that features a variety of ready-made strategies, tactics & gamified challenges.

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Competitive landscape

	glowtify	Gtmhub	cascade	Polar ANALYTICS	Digitalfirst.ai	SUPERMETRICS
Focus	E-Commerce	OKR	Strategic planning	Analytics	Digital templates	Analytics
Solutions oriented	✅	✅	✅	❌	✅	❌
AI Capabilities	✅	❌	❌	❌	✅	❌
Shopify App	✅	❌	❌	✅	❌	✅
Tracking & reporting	✅	❌	❌	✅	❌	✅
Pricing	$	$$$	$$	$	$	$$$
2022 Revenue	N/A	$9.4M	$17.2M	N/A	N/A	$51.7M

We want to accelerate our merchants acquisition to reach 1,500 paying merchants by end of 2023.

MRR $ projection

$150.0K

$105.0K

WE ARE HERE
SEED

$47.0K

$1.0K

April   July   October   December

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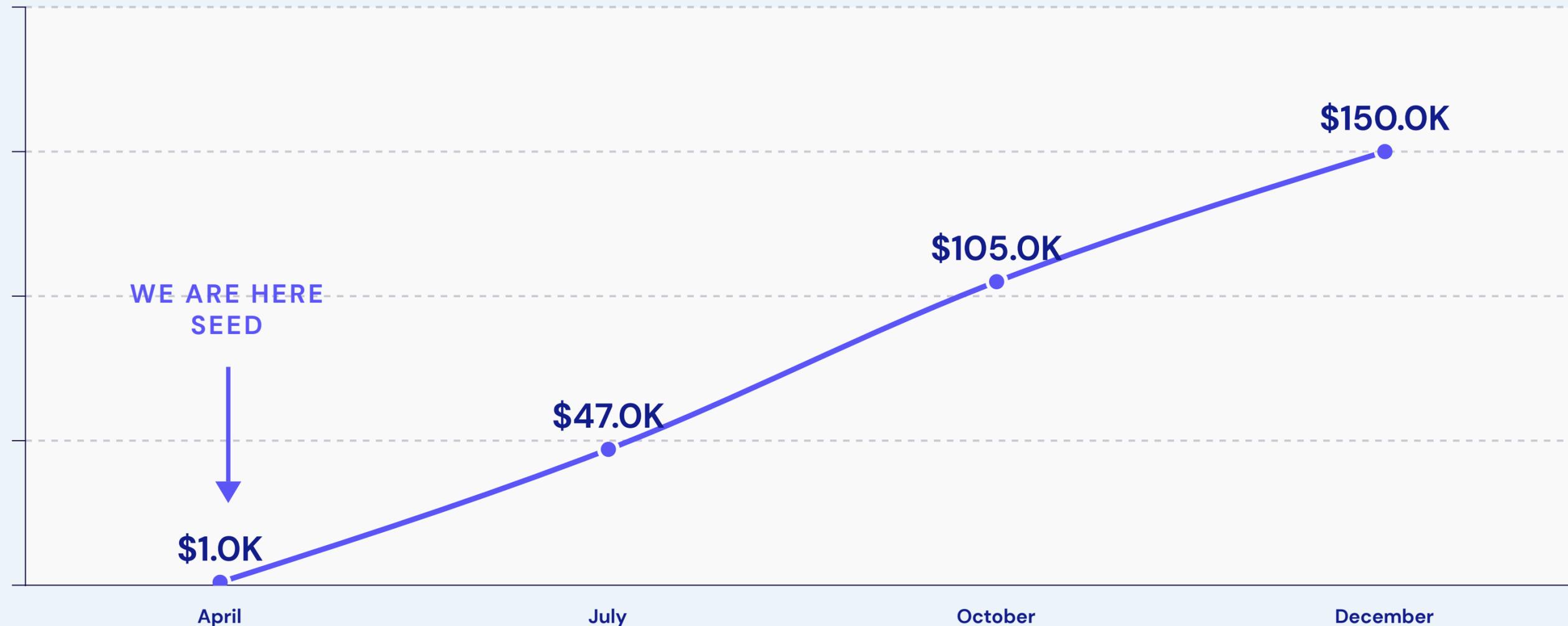
On a mission to redefine how e-commerce strategy is done and to assist merchants in building their own success stories.

Marc Allard
CO-FOUNDER & CEO

- Owner of Walter Interactive, an e-commerce agency founded in 2014, with 250+ clients and $1.5M in annual revenu

JP Arcand
CO-FOUNDER & COO

- 10+ years in business strategy (P&G, Dandurand) & partners management

Yves–Gabriel Leboeuf
CO-FOUNDER & EXECUTIVE CHAIRMAN

- Co-founder at Flinks, a fintech company, raised over $150M
- Previously co-founded Walter Interactive with Marc

Olivier Fradette–Roy
CO-FOUNDER & CTO

- Experienced developer with a demonstrated history of building successful commercial products.

Olivier Blais
ADVISOR & HEAD OF AI

- Co-founder & Head of decision science at MOOV AI
- Olivier is a data science expert whose leading field of expertise and cutting–edge knowledge of AI and machine learning

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But what's next after that?

Scale the engineering & UX team to accelerate feature launches

- Re-engage with Europe & North America Shopify partners Lead

- Implement contextualized AI Data model

- Deploy new V2 UI

- AHREF connector for SEO recommendations

- Launch WooCommerce & Adobe Commerce Connectors

2023
Q2

- Add Facebook, Google Ads, Tiktok connectors

- Launch BigCommerce Connector

- Partner with 5 key entreprise collaborators for sponsored content

- Grow the community capacities

- Launch the referral program for agencies

Q3

- Launch Upwork & Fiver integration to access talent pool of quality professionals & agencies

- Add the branding scoring model

- Launch the Global site Score

Q4

- Raise with VC

- Add gamification features

- Add Dall-E image AI integration

2024
Q1

😎 1 500 paid subscribers

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We want to develop the #1 best e-commerce strategy app in the market, with the help of 25 000 merchants by the end of 2026.

MRR $ projection

$2.5M

WE ARE HERE SEED

$1.3M

$620.0K

$200.0K

$1.0K

Q1 2023   Q1 2024   Q1 2025   Q1 2026   Q4 2026

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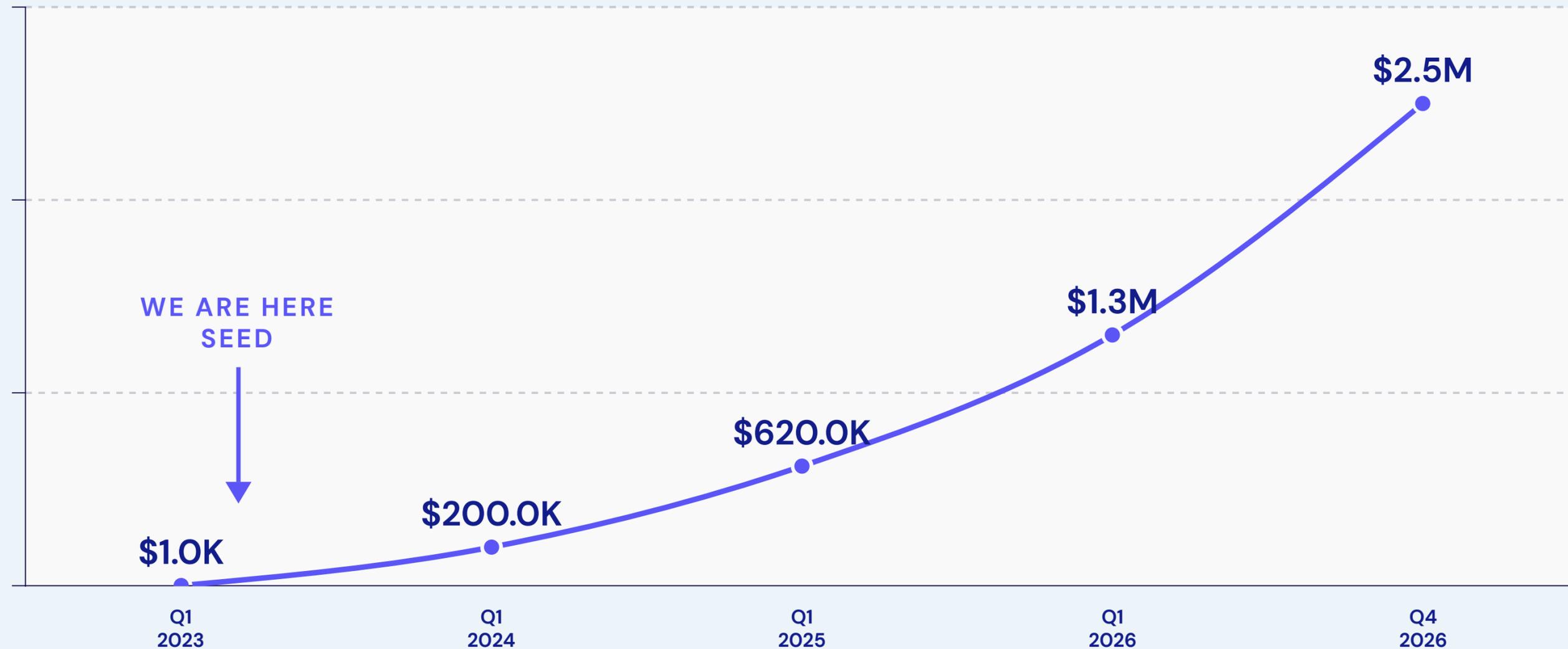
Marketing acquisition strategy

Marketing budget: $300,000 to acquire 1,500 paying users
80% USA | 20% Canada

	Q1	Q2	Q3	Q4
		Public Launch		
Social Paid Channels		**Social Ads Campaigns**		
		Google Ads Campaigns		
Indirect Channels		**UGC + Co-creation Community** (Sponsored Creators)		
Inbound	**Content generation, SEO** (Ongoing since January 1st 2022)			
Shopify AppStore Community	**Shopify App Launch**	**Shopify App Store Search Ads & Community Contributor** (Forums & Blogs)		
Onboarding	**Walter Interactive's client** (Onboard 50 clients before launch)			
Outbound	**Cold Email Campaign**			
		Press outreach	**Press outreach**	**Press outreach**