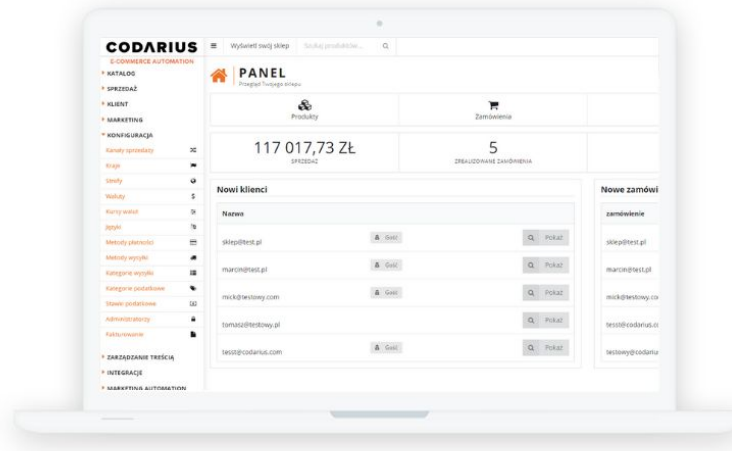


CODARIUS

E-COMMERCE AUTOMATION

First saas e-commerce platform
with artificial intelligence and marketing automation



Our mission

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We are a producer of online sales software with marketing automation functions in software as a services (saas) model. We work with clients comprehensively, starting from platform implementation, creating a dedicated graphic design compatible with UX/UI, platform configuration, importing products to preparing a campaign in Google Ads.

One of the advantages of our solution is the built-in marketing automation functions that allow you to increase the conversion and customer attachment to the brand.

Team

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- Grzegorz Sadłoń - CEO
- Anna Siry - Head of Sales
- Marcin Frątczak - CTO
- Oskar Paradowski - Chief digital officer
- Dawid Drzyzga - Customer Support
- Patrycja Kłosińska - New Business Manager



Problem

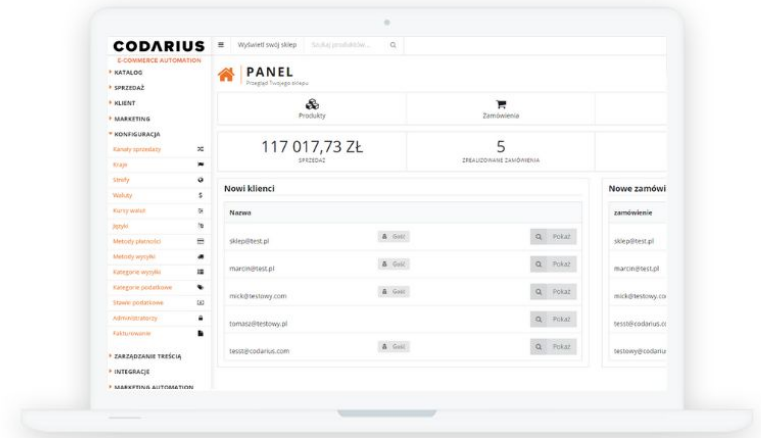
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- The client has no knowledge which solution and tool for his online business he needs.
- Over 80% of small stores launched every year was closed in the first year of operation, because their owners did not know how to generate traffic and sales.
- Currently, the e-commerce automation solution is available as additional tools that can cost up to PLN 900 per month.
- The e-commerce market in Poland is not yet able to use artificial intelligence to increase conversion in stores.
- Competitive platforms do not provide the support of a dedicated supervisor, only a BOK where the waiting time for a response to a ticket lasts up to two weeks.

Solution

Codarius is an online store platform using marketing automation and artificial intelligence, which help in generating sales and increasing conversion in stores.

In addition, each client is provided with a dedicated support expert who provides knowledge and support for the client - there is no need to hire an inhouse specialist.



The size of the markets



29 000

Number of online stores in Poland in
2018

**PLN 45
billion**

The value of the Polish Internet sales
market in 2018

\$653 billion

Value of the global online sales
market by Statista -
<https://bit.ly/2AHbfqf>

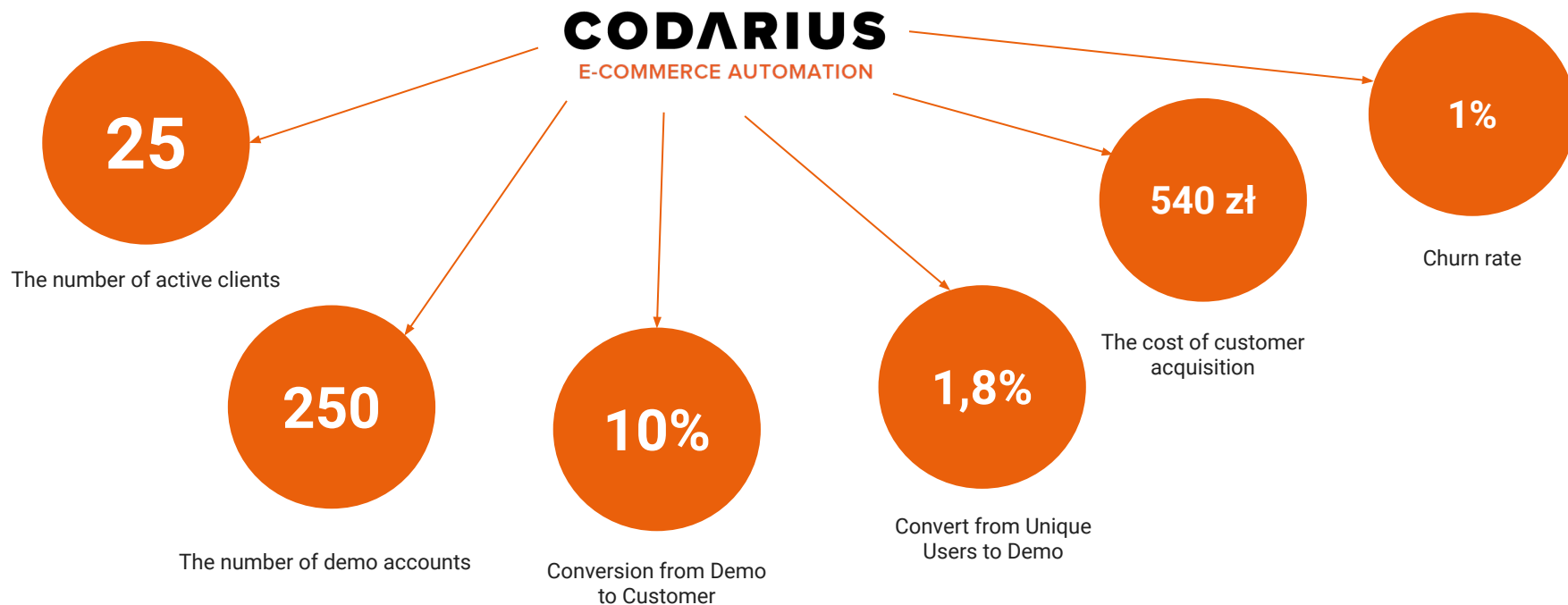
Services

10

1. **Online store b2c** - subscription model
2. **B2B platform** - subscription model
3. **Graphic packages** - fixed price model
4. **New features** - fixed price model
5. **Deployment of modules and applications** - time and material model
6. **Additional technical support packages** - time and material model

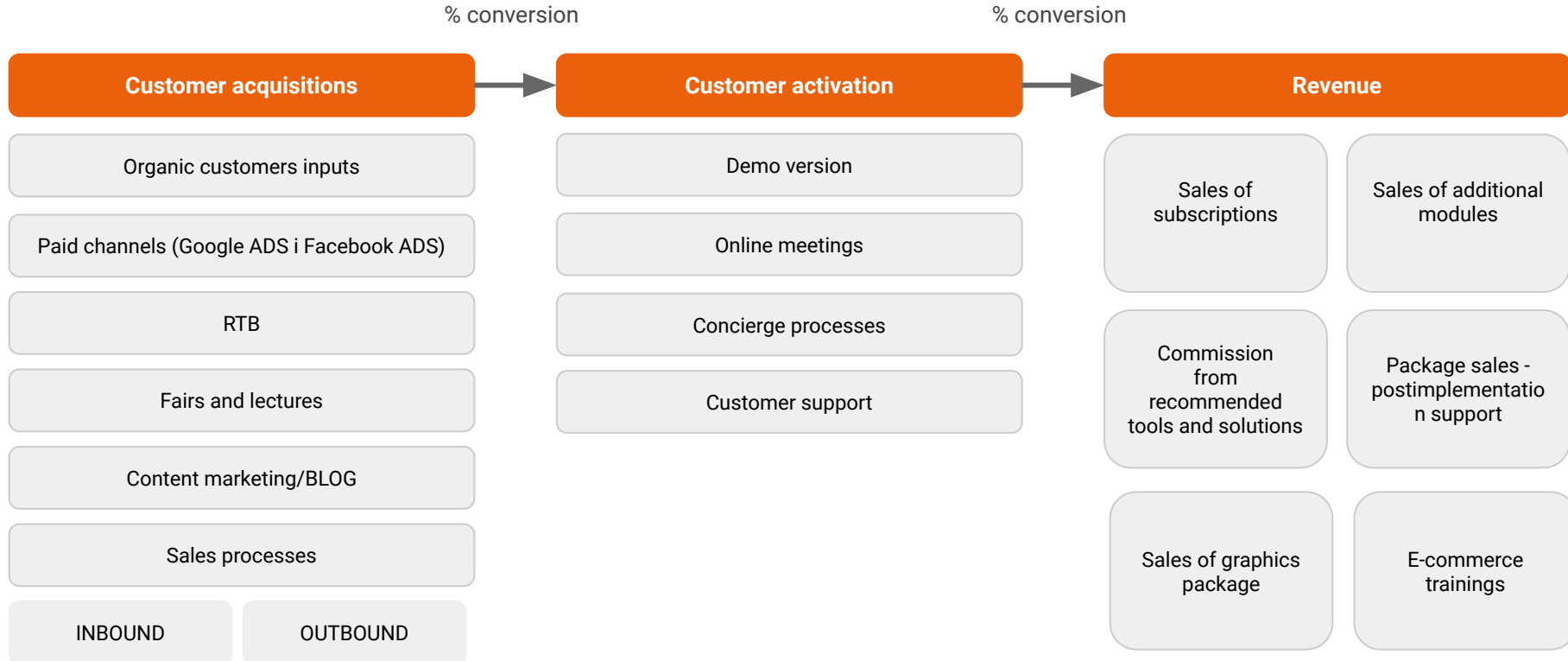
Business model

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Marketing & Sales

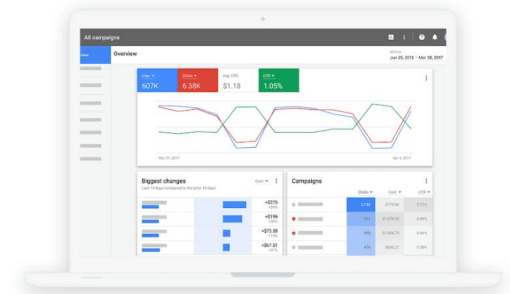
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Competitive advantage

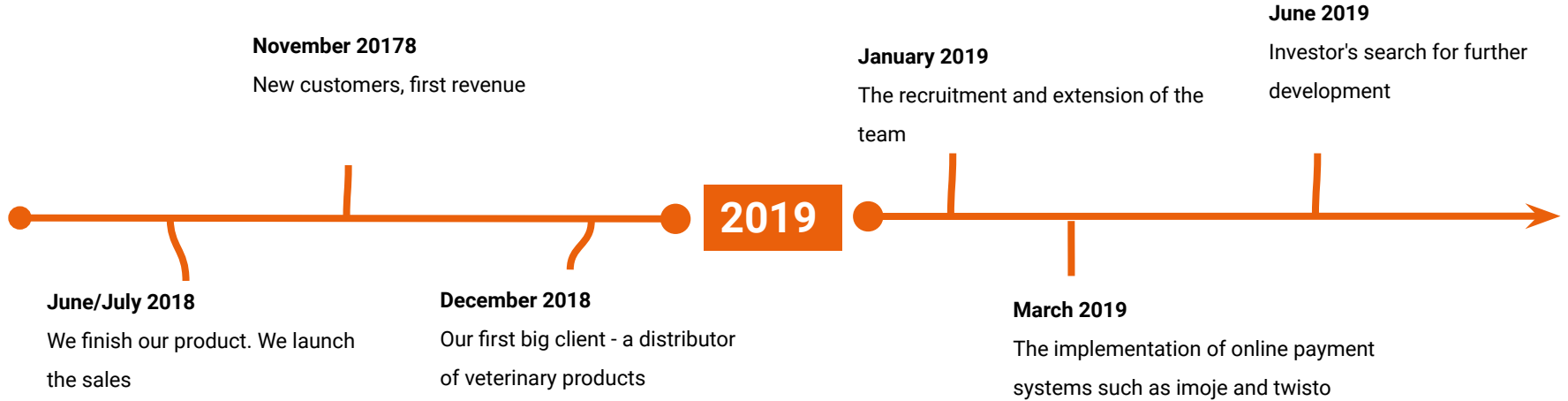
13

- As a team, we have over 11 years of experience in e-commerce. We have worked for the largest brands in Poland and abroad
- We have built-in marketing automation tools that increase customers' sales by 15%
- Marketing automation is available in every package, which allows the customer to save up to PLN 900 net a month.
- We provide a dedicated support which shortens the response time to customer queries and errors
- We can customize the shop per subscription per customer based on it
- We have implemented continuous integration



Where are we now?

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Competition

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SaaS ecommerce platform



Marketing automation platform





Grzegorz Sadłoń

CEO in RN300 Sp. z o.o.

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