



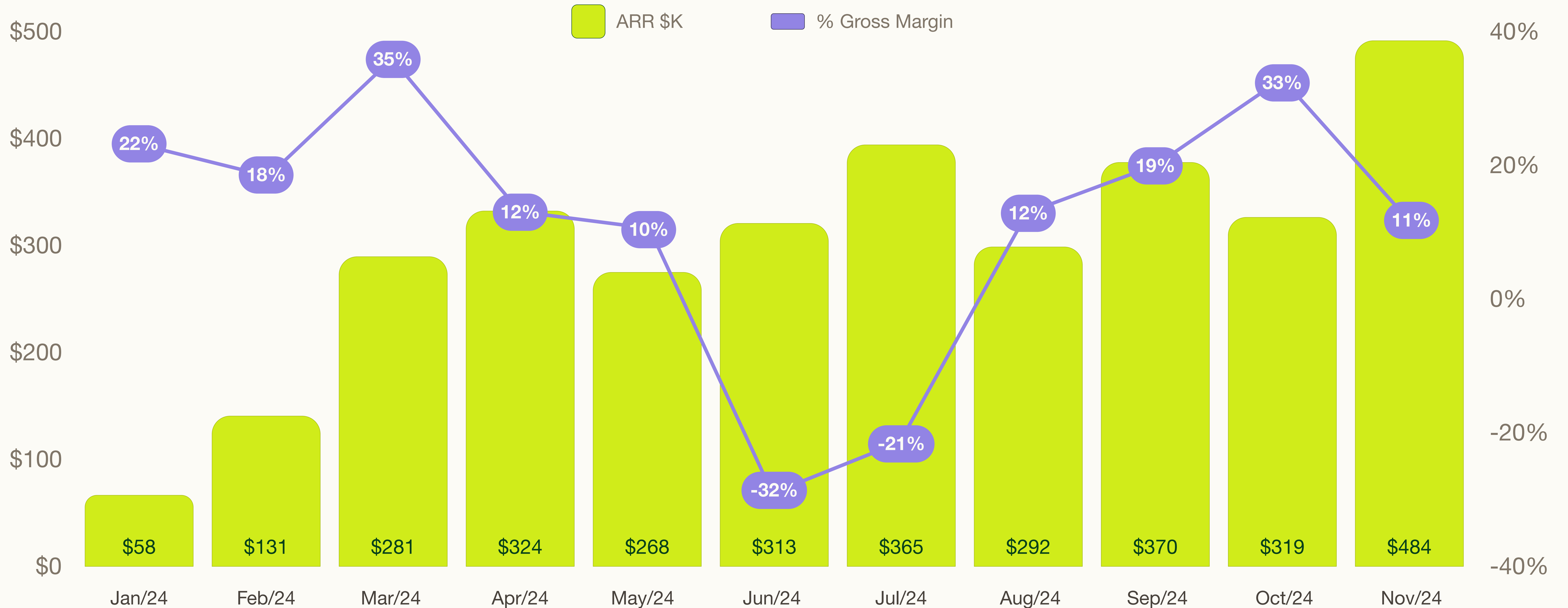
Investor Updates
April 2025

 Today's Topic

Crisis Managed, Action Plan Defined

When models and reality disagree, reality usually wins




deco.cx grew to **\$484K ARR** and an average **19% gross margin** by November 2024



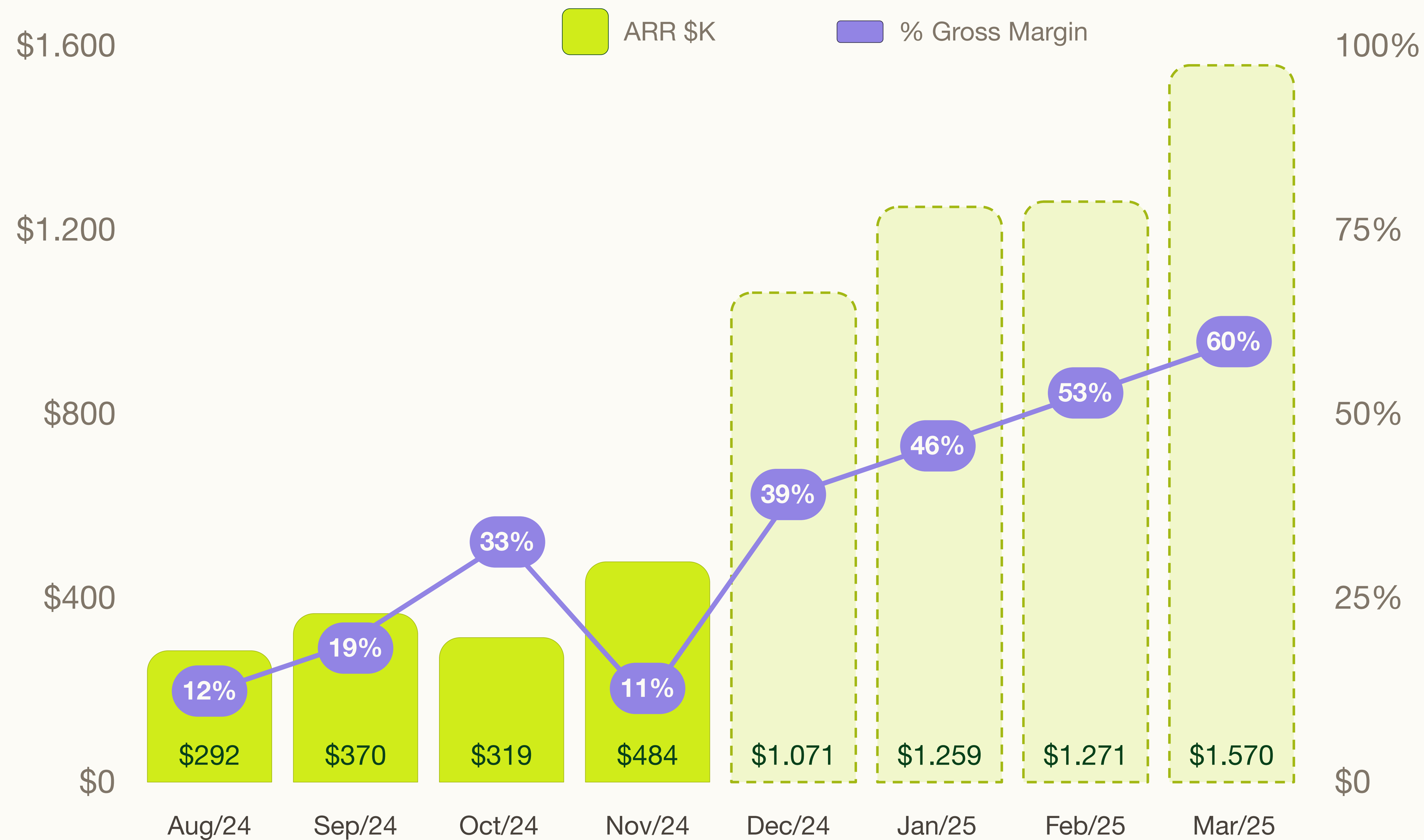
Note: June and July margins affected by AI bot scraping; Avg % Gross Margin desconsideres AI bot attacks; Measured by cash inflows;

Investor Updates Apr '25

Founders and core-team pivoted to **AI-first** Webdraw targeting **self-service** adoption and **\$30M ARR in 12 mo.**

	ARR	Time to reach ARR
 CURSOR	\$100MM	21 months
 lovable	\$10MM	2 months
bolt	\$20MM	2 months
 webdraw	\$30MM	12 months

We expected storefront revenue to grow to **\$1.5M ARR** and **60% gross margin** by March 2025 with existing pipeline



As we closed the year, we had a series of plausible-looking expectations

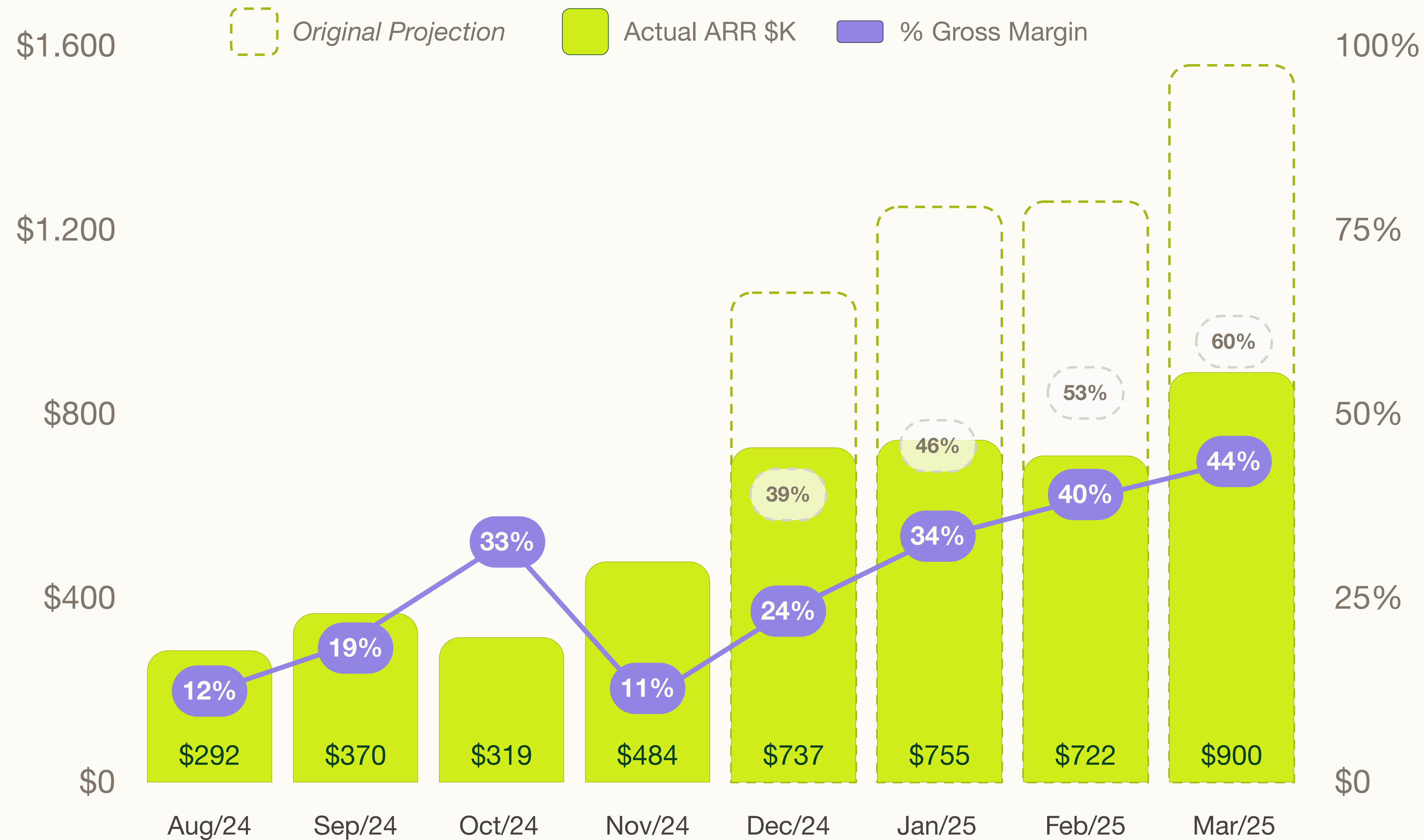
FARM and Reserva were expected to go live with tremendous impact to ARR

Additional leads in pipeline were expected to close faster with services

Infra improvements were pointing to a possible 60% gross margin in reach



Results: Revenue flat, margin low, adoption slow



Poor performance of accounts: Farm and Reserva delayed go-live for months and contracts closed smaller than expected.

Margin didn't grow as expected

Pipeline leads didn't convert

Forecasted **worst-case** happened

Δ ARR Projected vs. Actuals **\$335K** **\$504K** **\$549K** **\$670K**





This *little maneuver* taught us lessons in focus, growth, and product

Focus

- Splitting founder focus **slowed our execution**
- **Ambiguous future** declaration hindered our team focus

Growth

- **Pursued a solution** — monetization of AI Apps — instead of a problem
- Failed to find a **specific use case** to align incentives correctly
- Professional services **prioritized platform over services revenue**

Product

- **3-min WOW factor** is crucial for self-service and global adoption
- **Product-led growth** requires zero regressions in happy path
- Good UI is hard & less relevant now in a **world of liquid intelligence**

Addressing reality, we did a reorg to preserve runway and double down on B2B enterprise

over the last 2 months we went from

6 → 12 months *runway*

Limited resources made Webdraw a risky pivot

Adequate payroll to reality: cut 10 FTEs

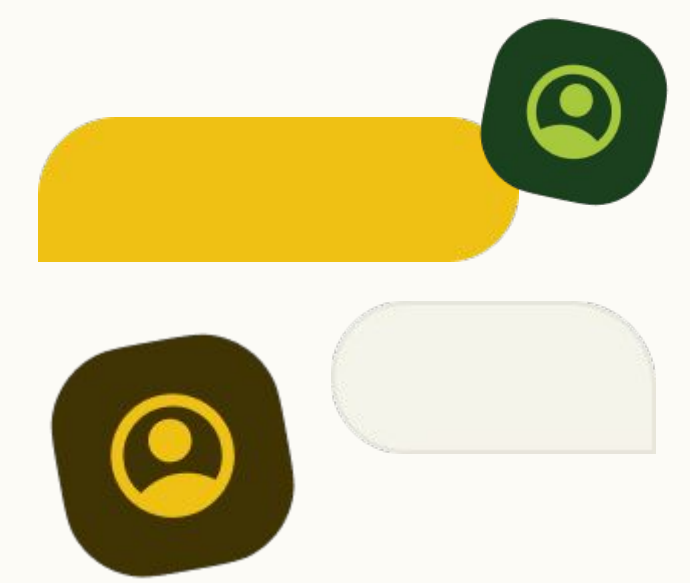
Focus company on B2B AI Agent platform

Clearer right-to-win + early innings AI adoption


45-DAY ACTION PLAN *(April 30th)*

+\$90k
in net new revenue

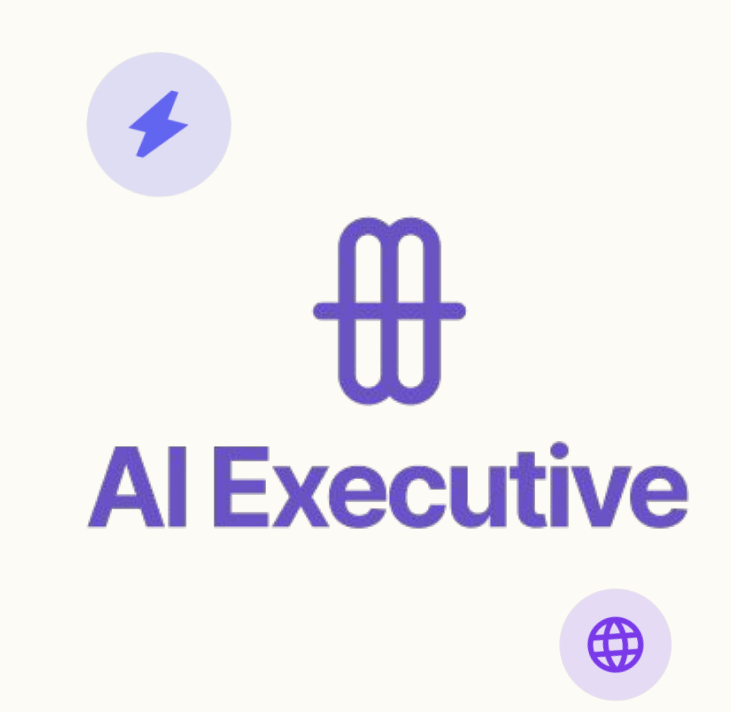
60%
gross margin



Sales
deco.chat



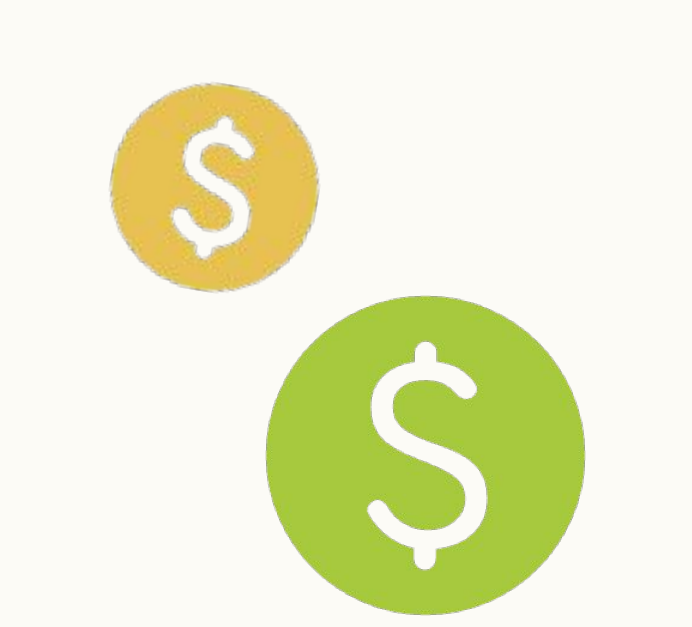
Licensing
Agents to
companies



AI Executive
Executive
AI Course



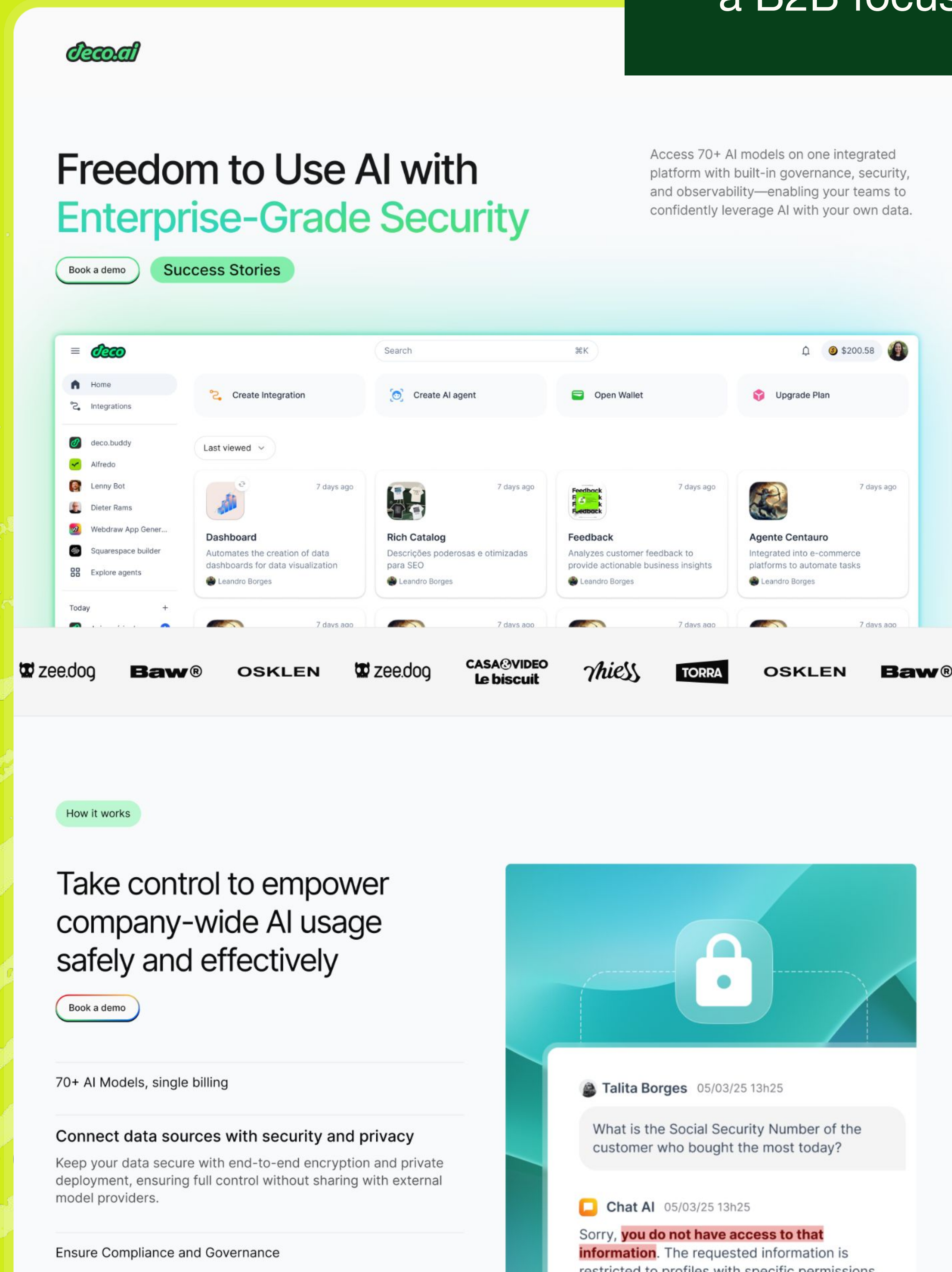
Infra
optimization
and GCP
migration



Receivables
anticipation

Discovery on the playing field

Quickly built a PoC and LP for a B2B focused version of Webdraw



“No solution offers **governance**, and that's my biggest concern. Who's writing what? Are they saying something inappropriate or not? Can I **create rules** about who can or cannot access information? Costs, token usage, expenses... **That's really hard to find!**”



“If we can easily **reuse** what's **already built**, why not **empower** departments with **self-service AI** and **free our team** for complex tasks? Instead of centralizing everything, we could scale faster, unlocking smaller use cases that collectively transform how we work.”



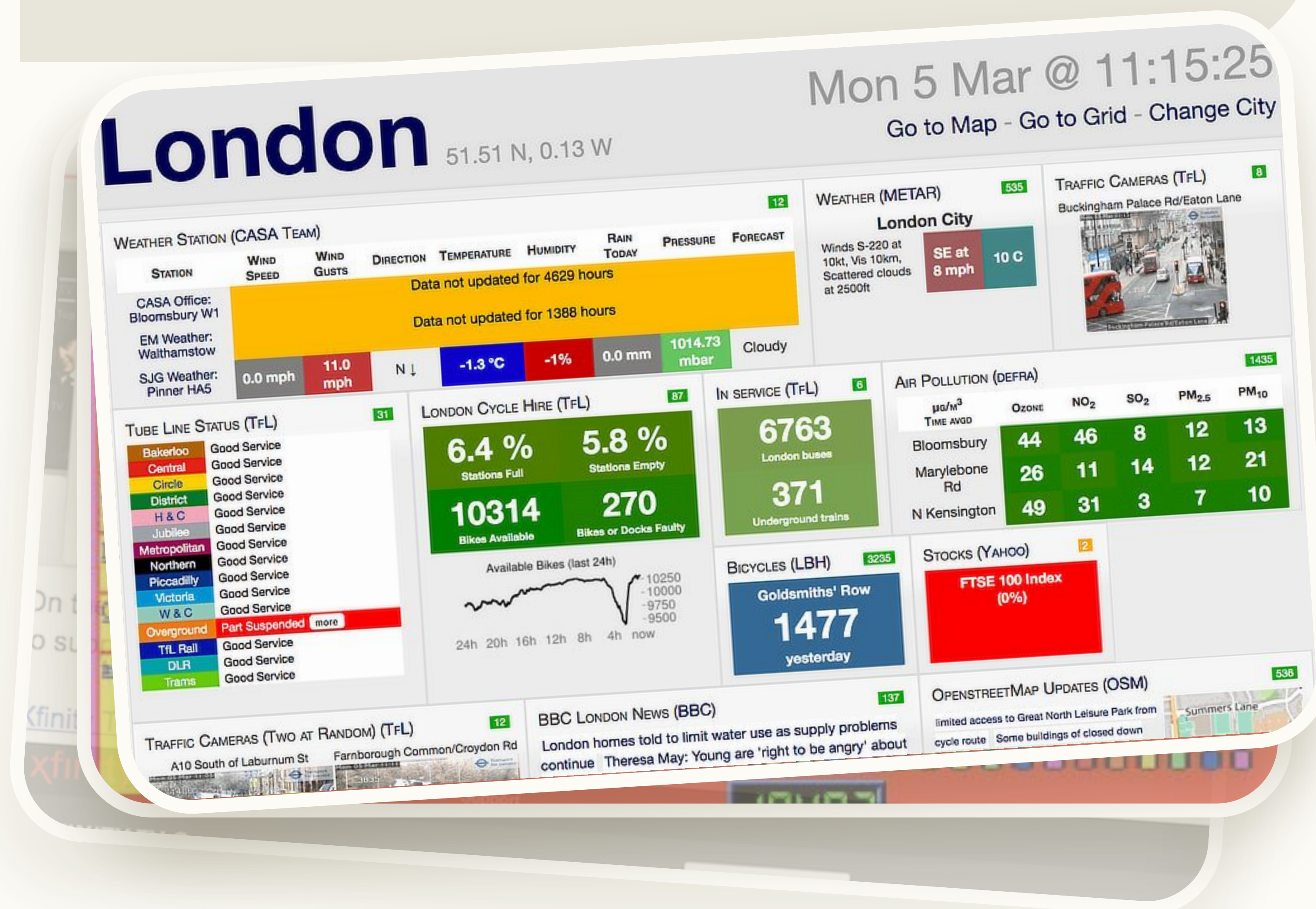
“Tools like Bolt, N8n, and Zapier solve real problems for sales, legal, and HR teams, but they're **hard to adopt** due to technical barriers and **integrations** with tools like Drive and Slack. Something easier, with **ready-to-use cases** per department, would be a no-brainer.”

Nobody wants to deal with janky UI

With **Apps**, software creation was *constrained* by tinkering with UI

With **Agents** and tools, *UI is on-demand* and tailored to each application

Can you show me that data in a pie graph?



Agents integrate with
your data and replace
99% of UI-effort



AI Apps vs AI Agents



Traditional apps enhanced with AI features



Visual interface with integrated AI elements



User still needs to **navigate the interface and make decisions**



AI as a complementary resource to the main flow



Scalability limited by the need for human interaction



Autonomous decision-making capability



Conversational or task-oriented interface



Agent navigates context and performs complex actions



AI as the system's core and main interaction tool



Highly scalable by drastically reducing human intervention

We discovered 3 main pain points in Enterprise AI adoption

The diagram shows a central 'Data Store' cloud icon. Arrows point from it to 'ERP', 'Quality', and 'MES' icons. From these, arrows point to 'AI & Predictive Analytics Algorithms'. From the algorithms, arrows point to 'Dashboards' and 'Alerts' icons. In the background, two stylized human figures are shown interacting with the system.

Choice between centralization & fragmentation

A stylized orange robot with a black visor and a single antenna. It is surrounded by several document icons connected to it by lines, symbolizing the overhead of integrating multiple providers.

Integration and context overhead for each new provider

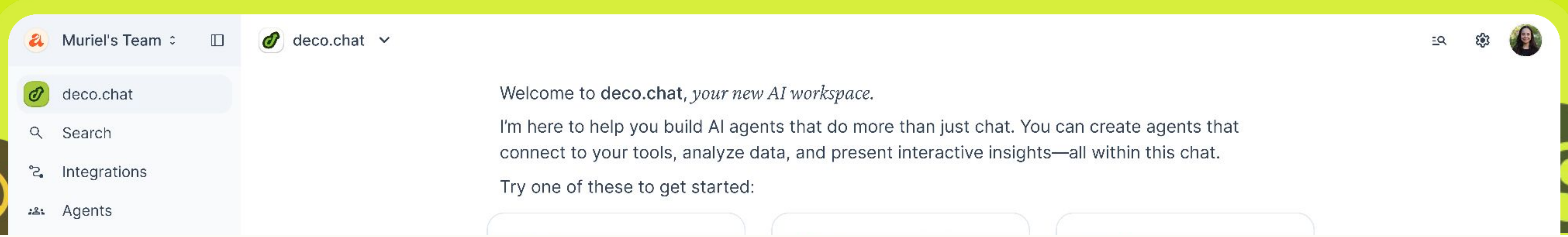
A stylized person with their head buried in their hands, looking down at a computer screen. Several dollar signs are scattered on the screen, indicating a lack of visibility and control over usage and costs.

No visibility and control over usage and costs

deco.chat

The Agent Workspace where hybrid teams **execute the future**

You can think of it as **NOTION** meets **SLACK** for Agents & Humans



Autonomy

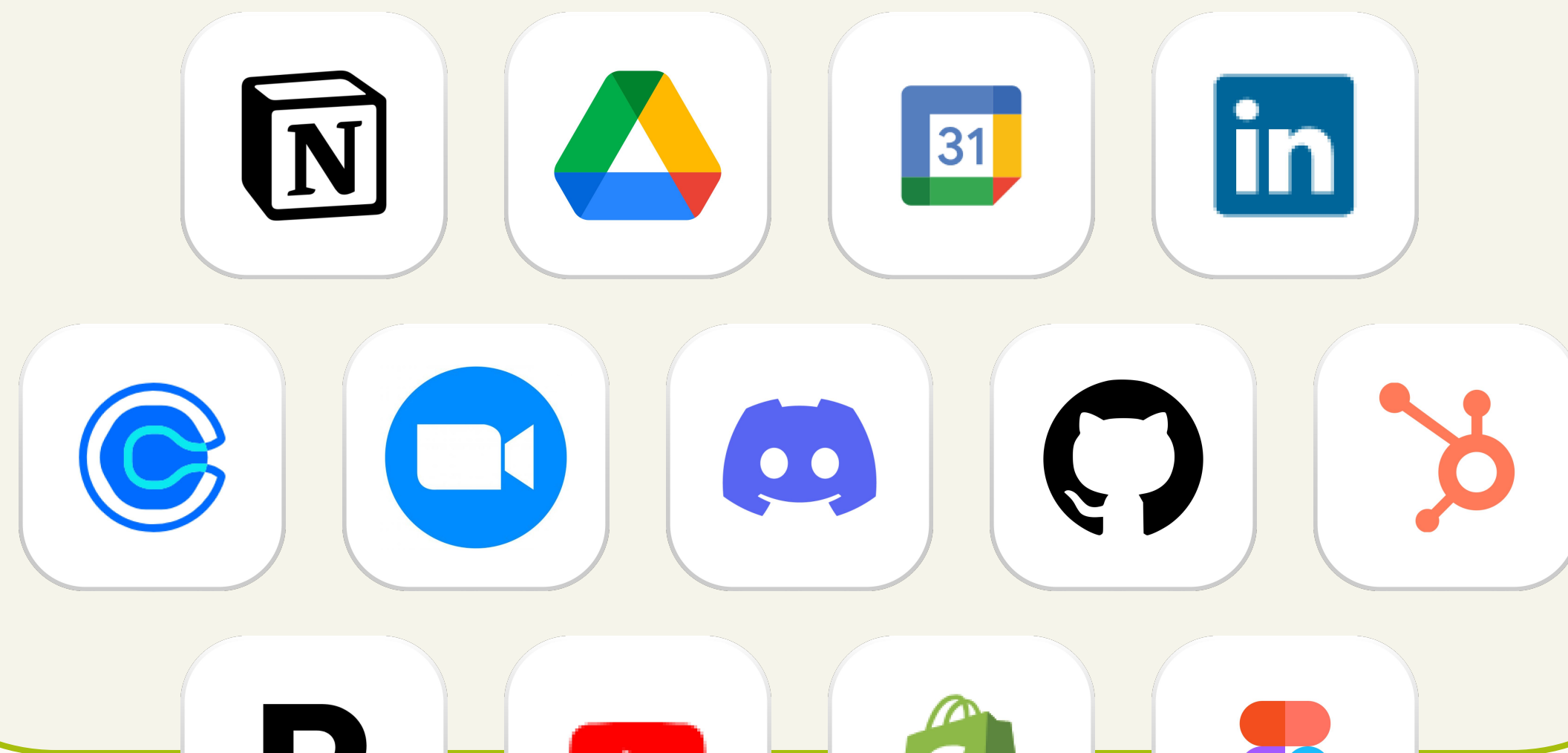
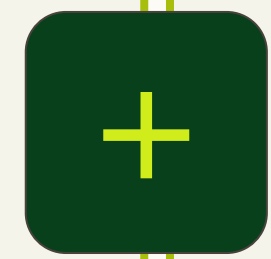
webdraw

Empower company-wide Agent building

- Self-service AI gateway (60+)
- Wallet and integrated billing
- S3-compatible File System
- Teams & shared folders

Context

Agents operate on-brand and on-strategy



Governance

deco.cx

Granular control over usage and costs

- Enterprise CMS
- Infrastructure and backend
- Detailed billing and controls

GTM working-theory:

- 1 Self-service onboarding**
Source demand widely
- 2 Sales-led strategy**
Big projects drive roadmap
- 3 Cloud partnerships**
Shortens sales cycles

i Implementing storefront took 4 months.
An agent can be deployed in minutes.



Buyer

Scale-ups and tech savvy enterprises (100+ to 5000+ FTEs)



Decision maker

Chief Data Officer, CISO

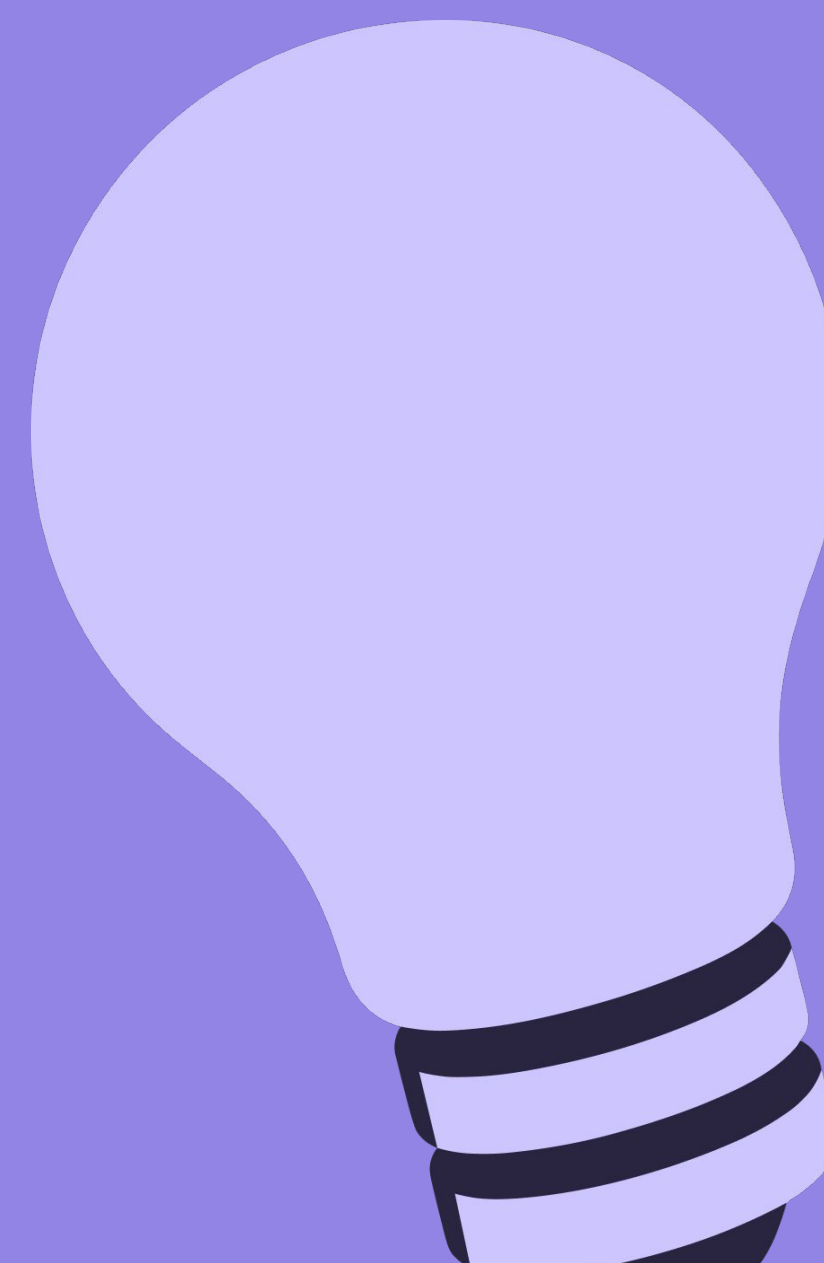


End-user

Front-line knowledge worker that is closest to the process

Sales-led model

Learn first-hand from high-stakes enterprise projects



Strategic partnerships with consultancies

Active discussions with consultancies

accenture > TOTVS

IBM Valtech * Quality Digital

Cloud provider marketplace distribution

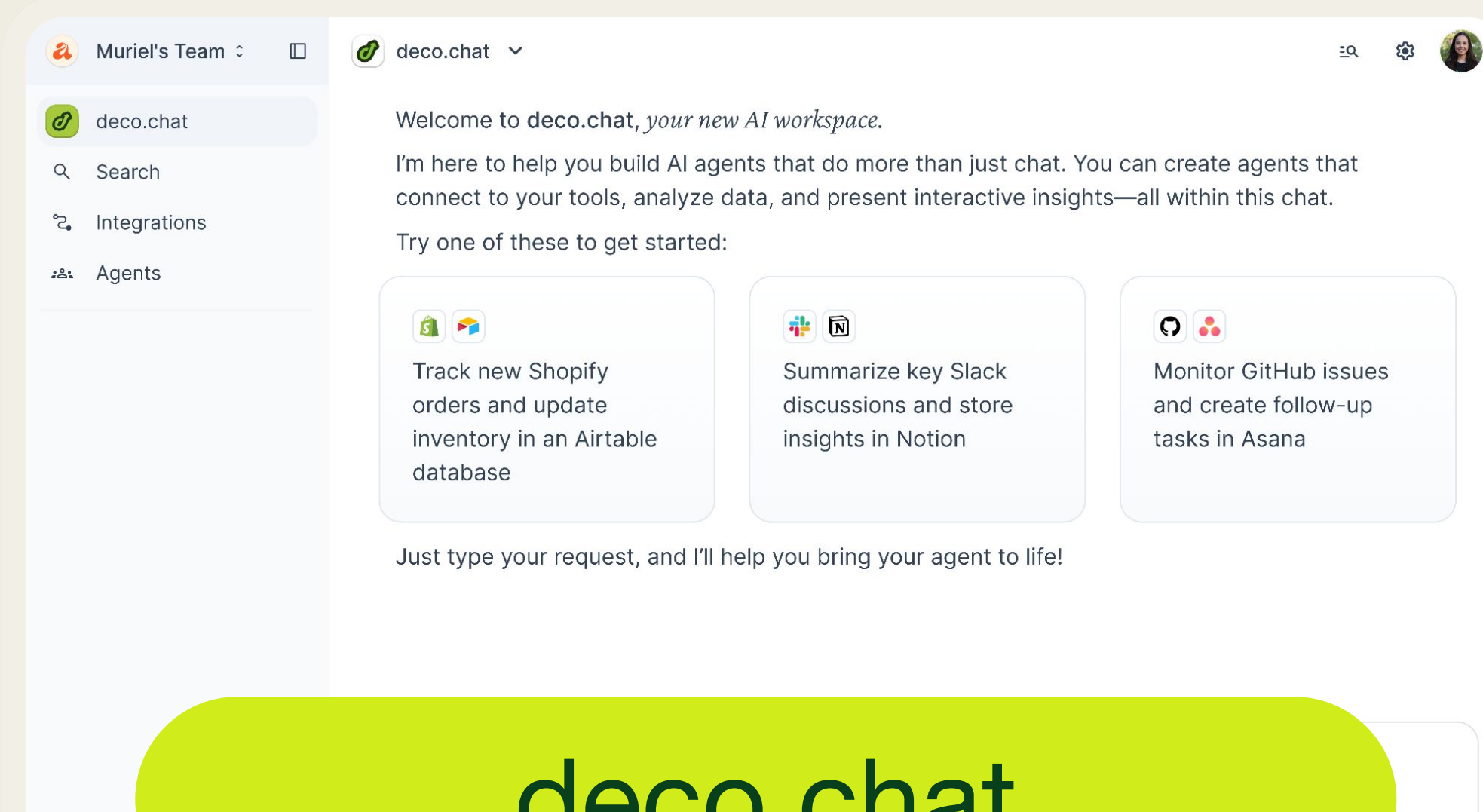
Help enterprises spend their cloud and AI credits

Google Cloud aws

A few asks URLs:

1 **deco.chat**

Stop using ChatGPT. Show deco.chat to scale ups and tech savvy enterprises.



deco.chat

2 **car cará**

Leads for AI Adoption services across enterprise. Agents with private data.



carcara.tech

3 **AI Executive**

Leads for training, in-company or online. Preferably top executives.



cursodeai.com.br

*Any
Questions?*

“In life you wind up with one of two things – the results or the reason why you don’t have the results.

*Results don’t have to be explained.
They just are.”*

deco

*Thanks!
See you in
July 2025*