



JANUARY 2026

Investor Updates

- 01 **2025 Retrospective**
- 02 What We Learned
- 03 Results
- 04 Direction
- 05 2026 Priorities
- 06 Our Asks

RETROSPECTIVE

2025 in Review

2025 Journey



Q1

Webdraw sunset
Hard focus decisions

🔥 January burn: 1M BRL



Q2

Design partners
(deco.chat → early enterprise usage)



Q3

Product consolidation
BF preparation



Q4

Black Friday scale
MCP Mesh launch
(future-proof architecture)
Co-founder spun out services company
(First deco spin-off — praise to Lucis)

🍷 December burn: 20k BRL



deco.cx in Numbers



146

Total Sites



86,199

Total Commits



46,332

Content Publishes



24,897

Developer Commits



448

Unique Authors



286

Unique Developers

Top 10 Sites by Contributions

01	farmrio	5,404	34 devs
02	osklenbr	4,543	24 devs
03	lojastorra-2	3,828	28 devs
04	montecarlo	3,588	21 devs
05	nkstore	3,260	37 devs
06	casaevideo	3,163	29 devs
07	oscarcalcados	2,858	23 devs
08	lebiscuit	2,394	31 devs
09	alphabeto	1,853	21 devs
10	aviator	1,648	18 devs

Top Authors

01	mateus.sousa casaevideo	2,671
02	stephanie.moraes montecarlo	1,824
03	raissa.severino osklenbr	1,610
04	Rodrigo Tassi gaston	1,239
05	fernanda.borba.bioo nkstore	1,173

Top Developers

01	dan-liberato osklenbr	1,877
02	Matheus Aparecido decocms	1,328
03	Enilson Silva consulta-vtex	1,276
04	decoWicommAlucard emporio	795
05	Jorge Lucas osklenbr	703

RETROSPECTIVE

We successfully
transitioned into an AI-
native company

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SECTION 2

What We Learned

And what changed because of it



Organizational Maturity

[AI-FIRST]

Fully AI-first in practice: agents daily, engineers in Cursor, business teams vibecoding, MCP-first by default



[PRODUCTION]

We now operate as a production AI team: real systems, real constraints



[PULL]

This shows externally. Platform and engineering leaders increasingly come to us for advice on scaling AI internally.



Distinctions

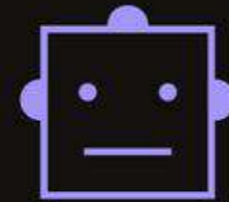
Focus = willingness to let go
Finish bets before starting new ones
Shoot bullets then cannonballs

Building with AI agents



Business impact first

Impact from a few agentic solutions comes before team autonomy



Autonomy with control

Start with reliable, pre-built agents, then compose new ones



Agents are software

They require engineering, observability, and governance



Collaboration is essential

Devs and non-devs must work in the same system

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SECTION 1

Results

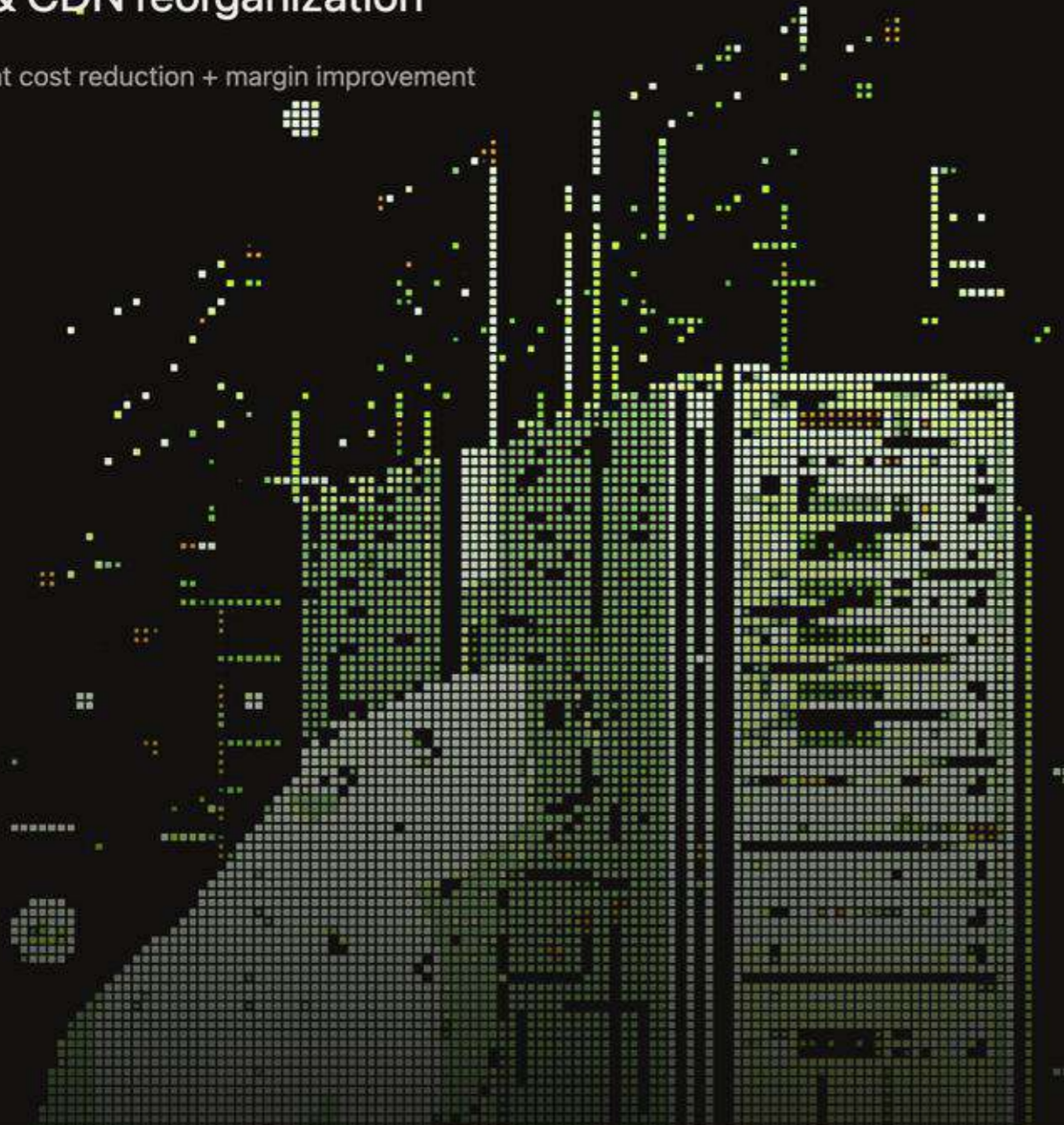
What concretely happened

Operational Wins

[INFRA]

Infra & CDN reorganization

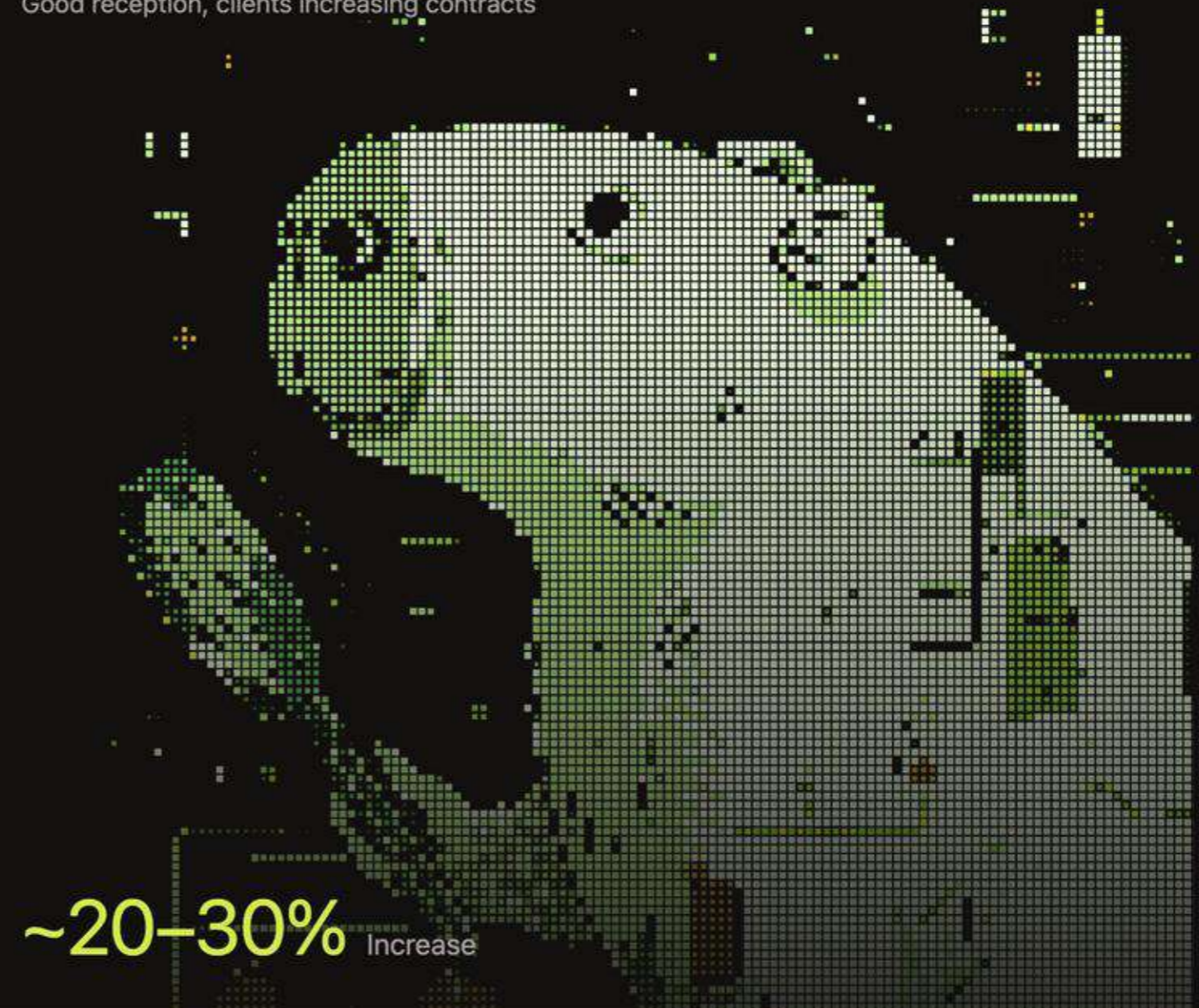
Significant cost reduction + margin improvement



[PRICING]

Diagnostic + repricing process

Good reception, clients increasing contracts

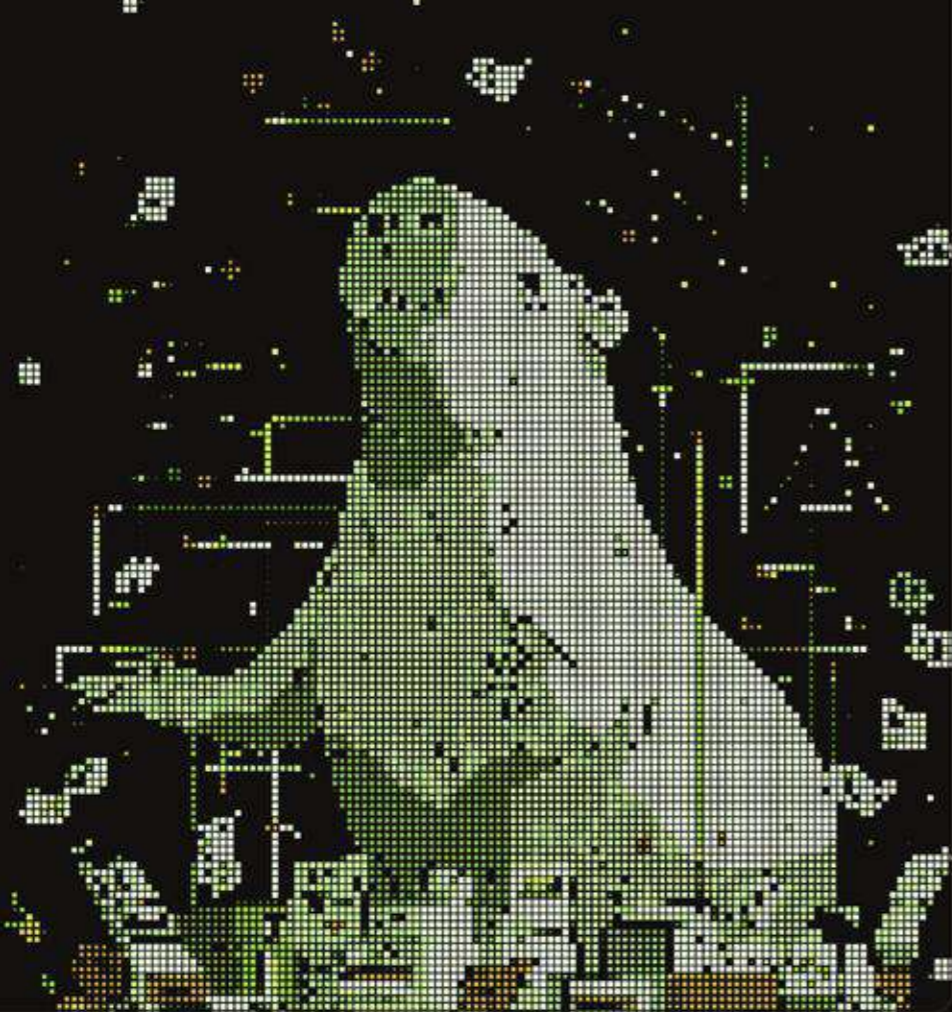


Revenue, Resilience & Customer Results

[IMPACT]

We doubled the number of pageviews from paying customers

2x YoY



[RESILIENCE]

We handled peak load successfully

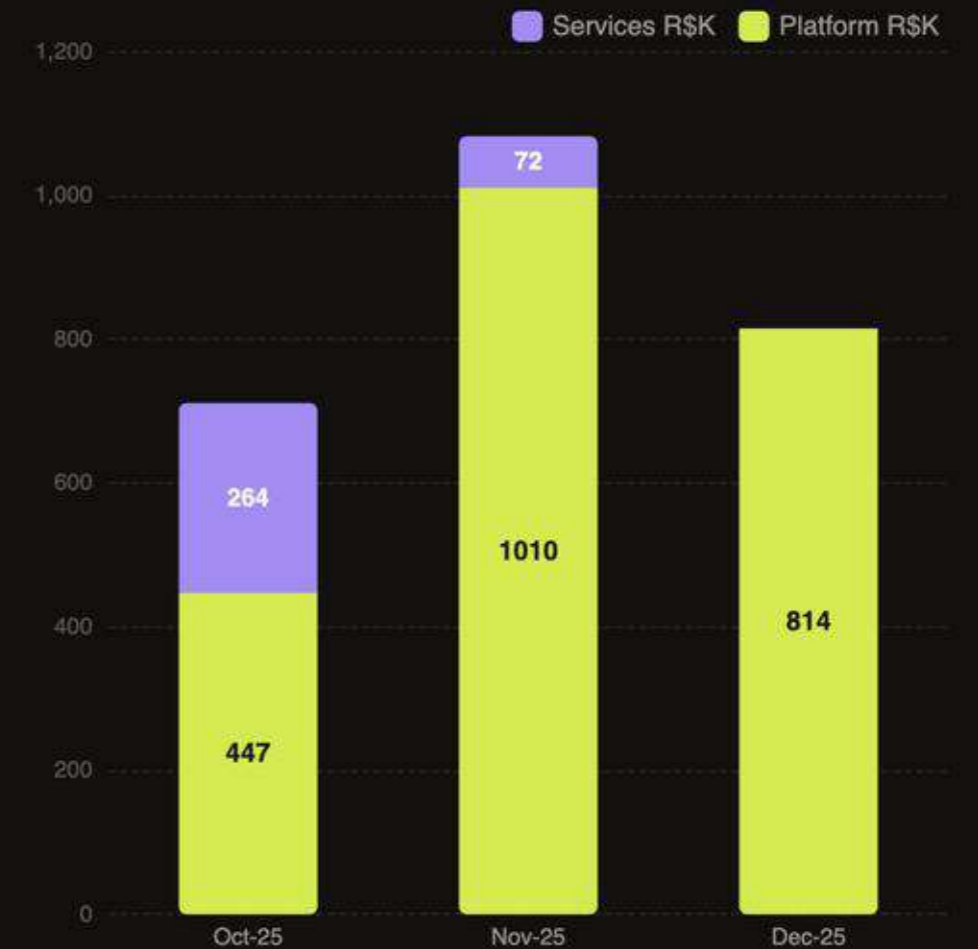
>4.5x



[REVENUE]

Record revenue in BF & December

3x YoY



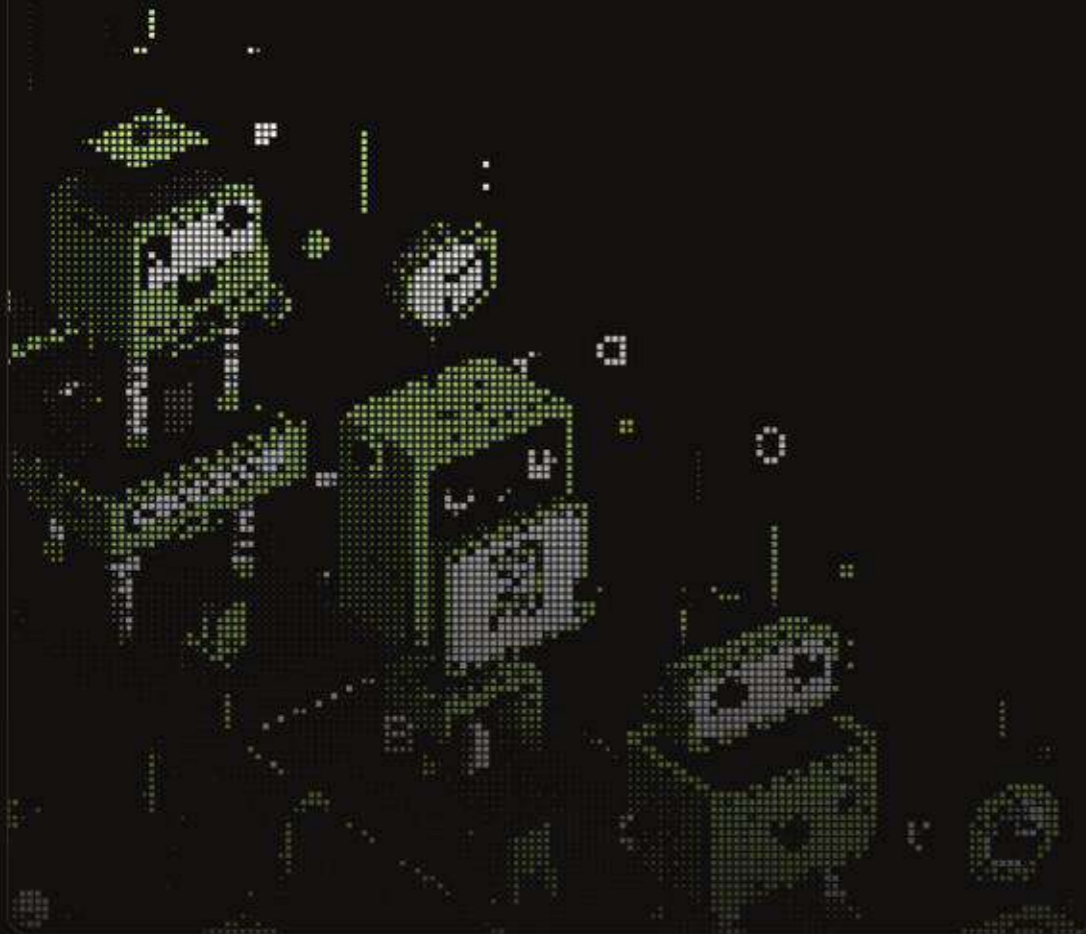
Product & Platform Results

[PARTNERS]

Proven "AI software in production" through Design Partners

One anti-fraud agent cut fraud detection time from:

7.5 days → **MINUTES**



[MCP MESH]

MCP Mesh launch — open-source, self-hosted foundation for Internal AI Platform

11,022

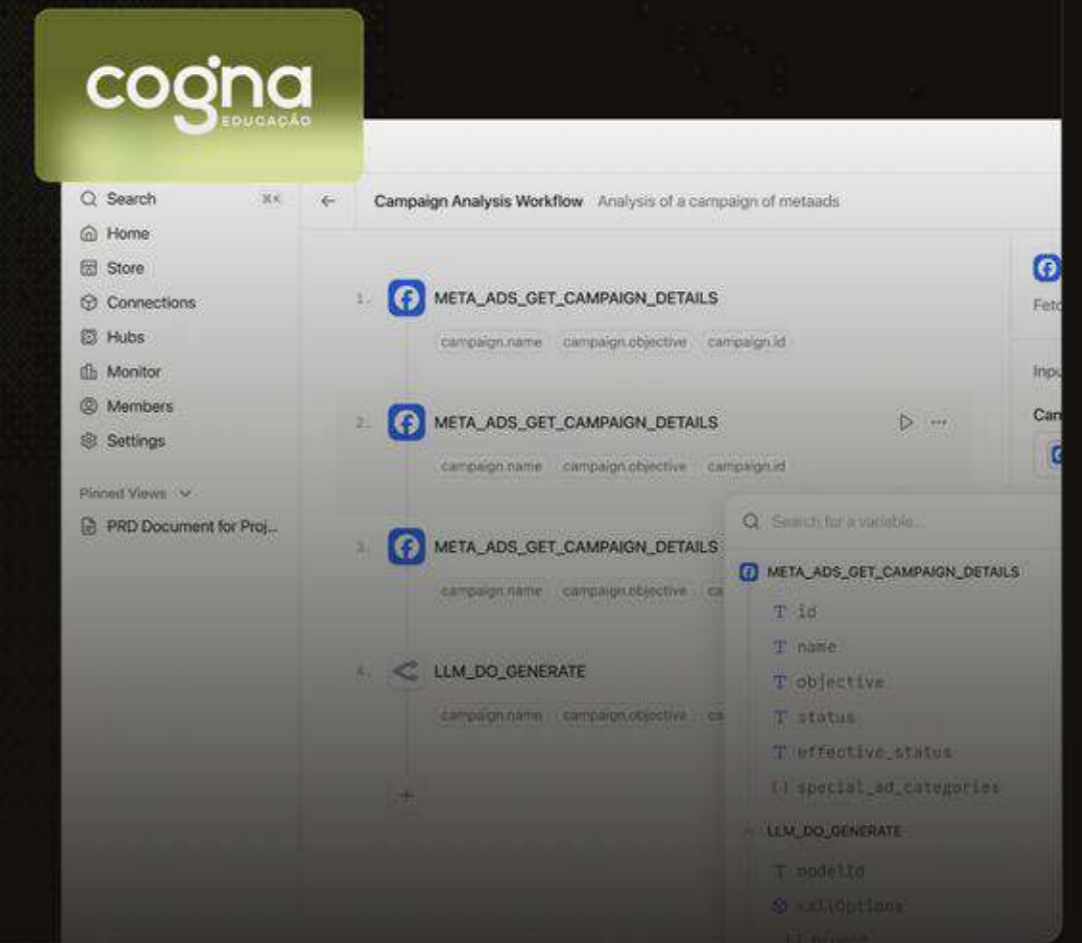
Downloads



[ENTERPRISE ADOPTION]

First self-hosted AI OS customer + \$500k in ACV in the pipeline.

\$70k–\$150k ACV (Cogna)



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SECTION 3

Direction

What we are building now



Q1 Validation Phase

Choosing our path forward


In Q1, we will validate **two hypotheses in parallel** and choose one to scale.

HYPOTHESIS A

Internal AI Platform

Cogna + other enterprises

Companies need a governed, extensible platform to build, run, and manage internal agents — and our MCP-first, open, composable approach can meet that need in a scalable, adoptable way.

[Read the reference article](#) 

HYPOTHESIS B

AI Agents for site & commerce evolution

Farm + deco.cx customer base

Digital teams will pay for packaged AI software that moves real metrics — and our way of building and operating these agents can deliver that reliably and repeatably.

Our approach



[OUR ROLE]

We build the AI OS primitives enterprises use to assemble, run, and evolve their own internal AI platforms.



[OUR IMPLEMENTATION]

deco CMS is our implementation: open-source, composable, extensible, MCP-first.



[OUR DISTRIBUTION]

The open-source community is central, not just for distribution, but for credibility, learning, and compounding.

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SECTION 4

2026 Priorities

2026 PRIORITIES

Global Community first.
Fortune 500 next.
Thousands of agents in our Store.

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SECTION 5

Our Asks



Asks

1 Intros to AI Platform teams

2 Intros to large ecommerce players with appetite for operational AI

Thank You

Questions?