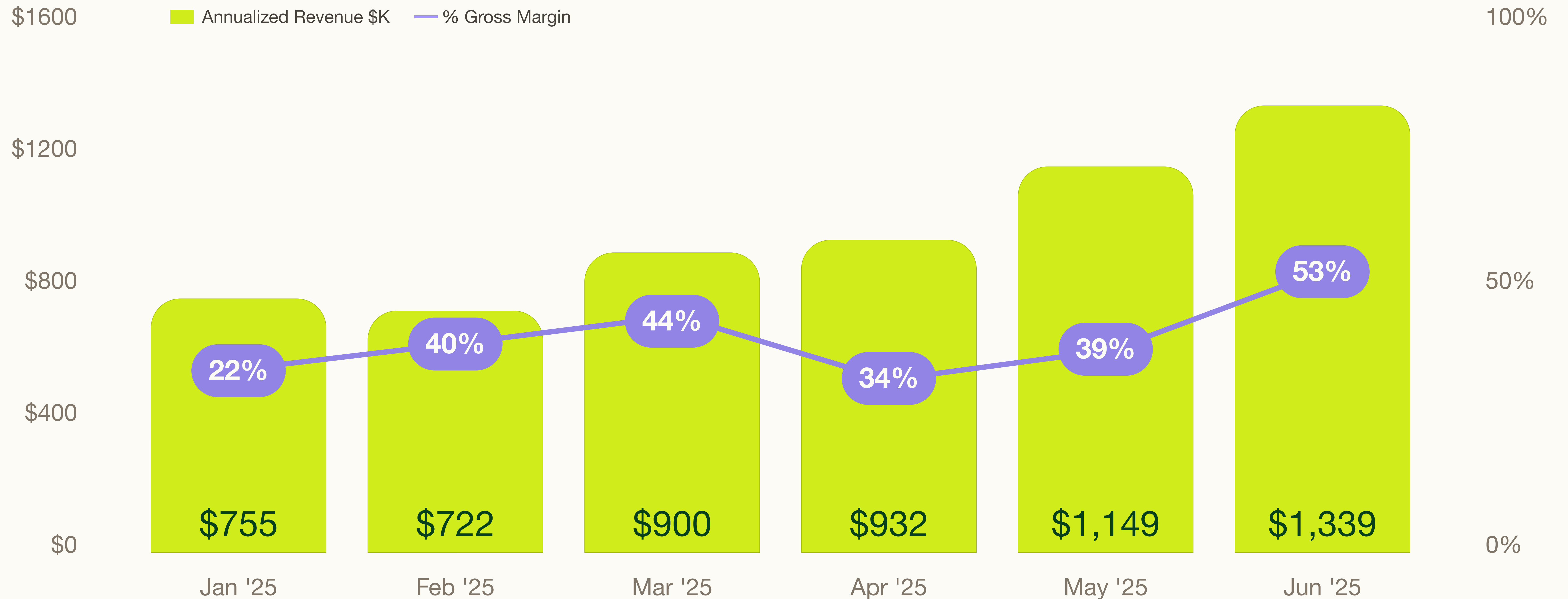















Investor Updates
July 2025

deco.cx grew to \$1.3M Annualized Revenue and gained 9 p.p of gross margin in 2Q25



Results

Late-Stage Pipeline: 3 Contracts Signed, 5 in Final Negotiation

	Status	Revenue (one-off, in US\$)	Recurring (US\$)
	Closed	10K – 50K	—
	Closed	< 10K	—
	Closed	10K – 50K	30 seats / mo
	Final negotiations	> 50K	10% revenue share
	Final negotiations	> 50K	100 seats / mo
	Final negotiations	< 10K	10 seats / mo
	Final negotiations	10K – 50K	—
	Final negotiations	< 10K	30 / lead converted
	Final negotiations	> 50K	—
	Proof of concept	TBD	TBD
	Proof of concept	TBD	TBD

Note: Revenue figures listed do not include markup on top of AI usage, which is contemplated in some of these contracts and will increase total monetization over time.

Revenue growth and efficiency gains kept our finances on track

Last investor update

6 → 12 months
runway

12-month runway preserved: revenue & efficiencies offset burn

NOW

12 months
runway

Projects and pipeline generating revenue

Further payroll adjustments: cut 7 more FTEs

Infrastructure efficiency gains and cloud credits

Additional equity funding



 Results

Steady shipments:
*Hering, Stone & more
powered by deco.cx*

Pageviews

106M

Requests

1.1B

Bandwidth

45TB

FARM RIO
ETC

stone[®]

 **Oficina**[®]
RESERVA

 **HERING**

**SEMANA
GRANADO**

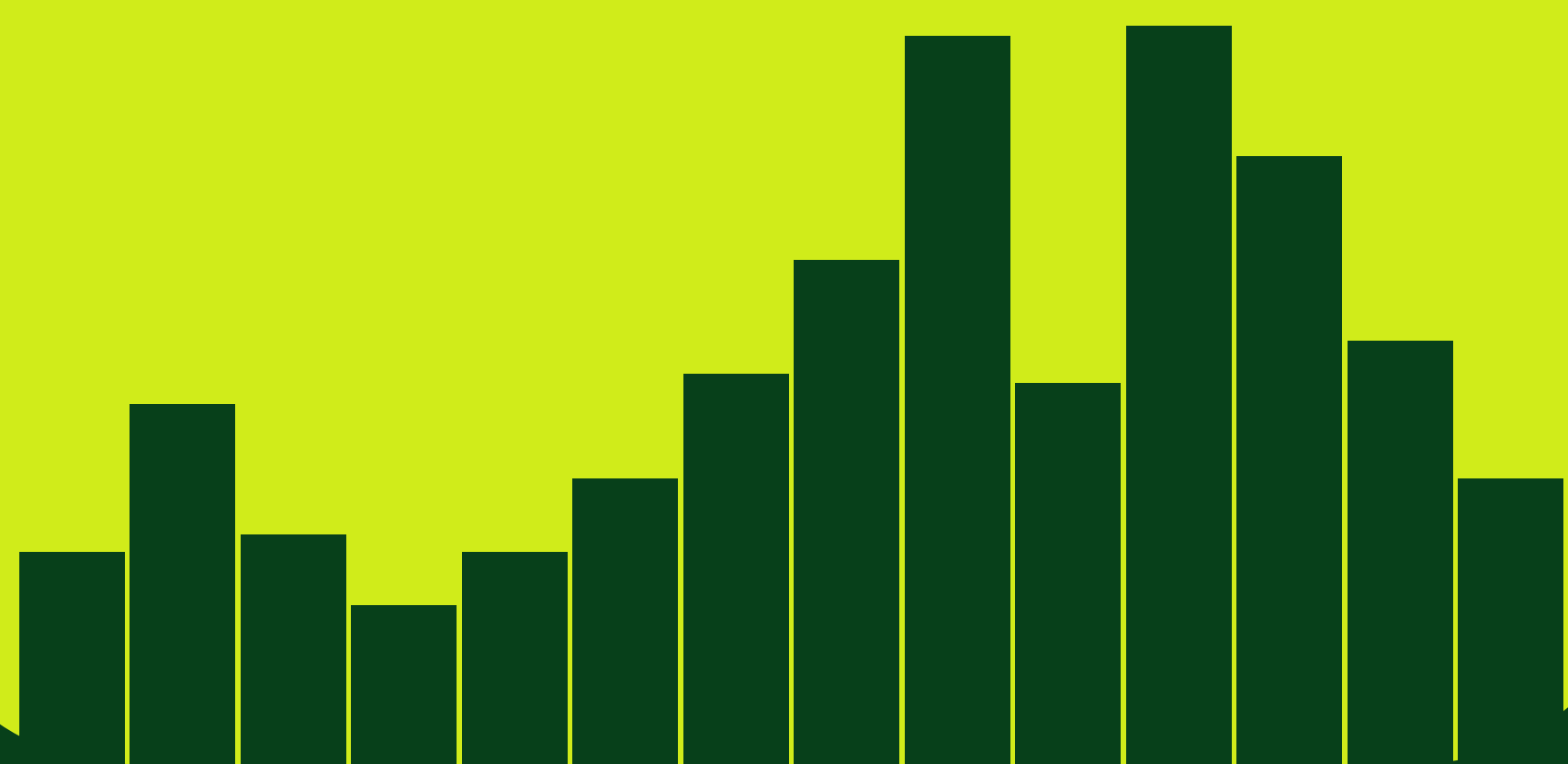
*CONSULTA
REMÉDIOS*

Results

90 days:
4 repos & +830
merged PRs

The deco.chat repo has
994 commits to date.

April — June



42 Open ✓ 564 Closed

<input type="checkbox"/>	Author	Label	Projects	Milestones	Reviews	Assignee	Sort	
<input type="checkbox"/>	✚	Adding rules for Data Flow and Wallet ✓						1
		#727 by lucis was merged 1 hour ago · Approved						
<input type="checkbox"/>	✚	fix(ui): scrollbar show on hover and use color token ✓						
		#724 by rafavalls was merged 15 hours ago · Approved						
<input type="checkbox"/>	✚	Adds fixed deco-chat-api-token ✓						
		#723 by mcandeia was merged 16 hours ago · Approved						
<input type="checkbox"/>	✚	fix(ui): update correct color tokens ✓						1
		#722 by rafavalls was merged 17 hours ago · Approved						
<input type="checkbox"/>	✚	Adds workspace eq (for multi-tenancy) ✓						1
		#721 by mcandeia was merged yesterday · Review required						
<input type="checkbox"/>	✚	refactor: migrate TRANSCRIBE_AUDIO tool to SDK and update AIAgent int... ✓						1
		#720 by pedrofrxcx was merged yesterday · Review required 4 tasks						
<input type="checkbox"/>	✚	Install all deployed apps as MCPs. ✓						2
		#719 by mcandeia was merged yesterday · Review required						
<input type="checkbox"/>	✚	use mentions ✓						1
		#718 by guitavano was merged yesterday · Review required 4 tasks						
<input type="checkbox"/>	🚨	Tavano/fix mentions ✓						
		#717 by guitavano was closed yesterday · Review required 4 tasks						
<input type="checkbox"/>	✚	fix: runtime error ✓						1
		#716 by tlgimenes was merged yesterday · Review required						
<input type="checkbox"/>	✚	Run workflows inside a durable object ✓						1
		#715 by mcandeia was merged yesterday · Review required						
<input type="checkbox"/>	✚	fix: add vite-plugin-pwa to solve dynamic import error ✓						4
		#714 by igorbrasileiro was merged yesterday · Approved						
<input type="checkbox"/>	✚	Chore: improve workflows ✓						1
		#713 by tlgimenes was merged yesterday · Review required						
<input type="checkbox"/>	✚	Prompt history ✓						6
		#712 by guitavano was merged yesterday · Approved 4 tasks						

Everyone in the team is
now contributing



What can I help with?

Use this chat to ask questions, generate content, execute tasks or *build personalized agents.*

Type a message...



Untitled

Describe what this agent does...

OpenAI GPT-4.1 mini

Type / to add tools and more

Add context and behavior to shape responses, or '/' for tools and more...

From spray-and-pray to focused depth

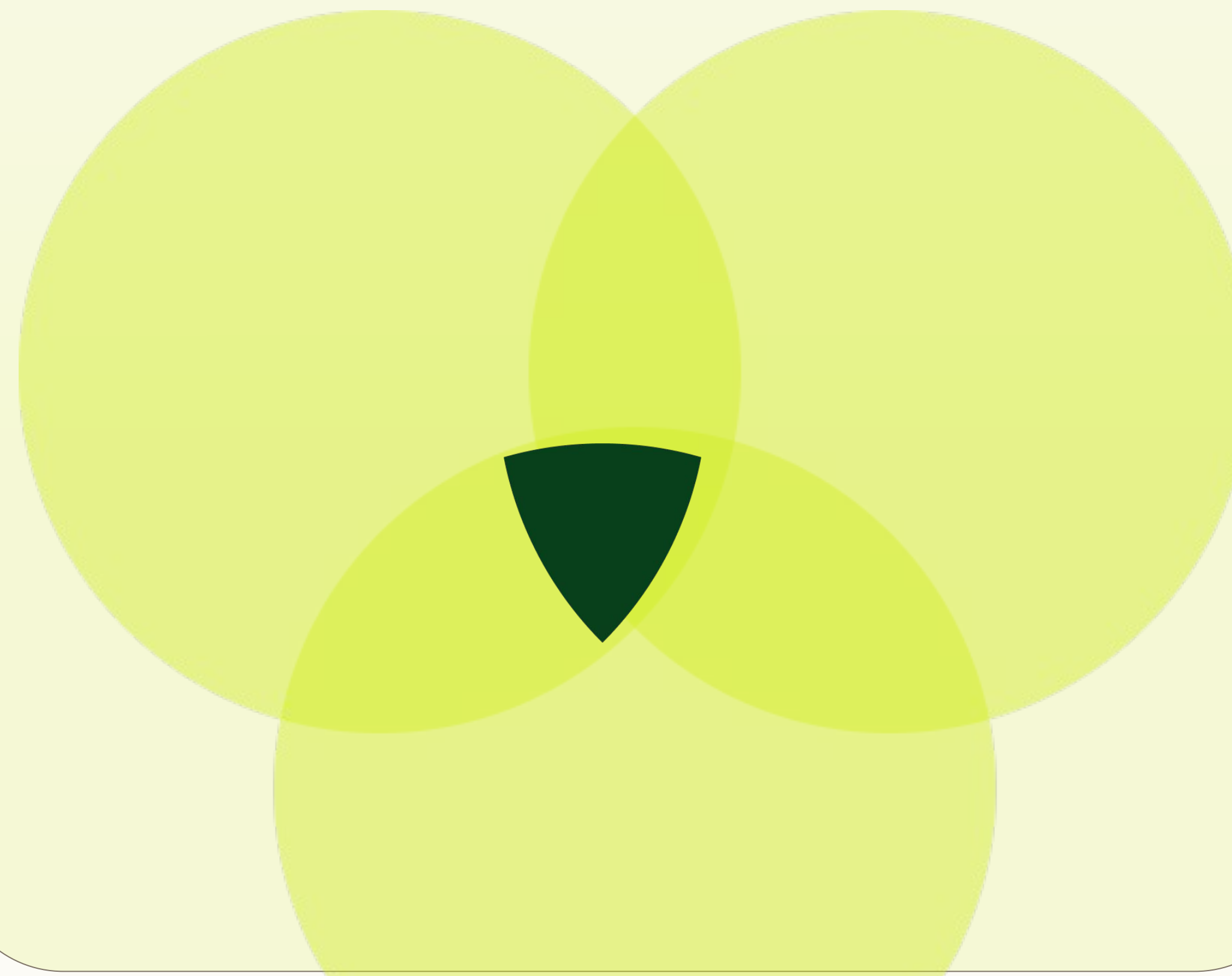
How we started

We met 40 prospects —
and refined our thesis



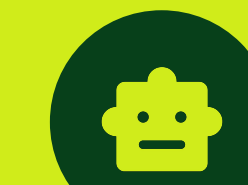
What we experienced

Sustainable deals need
Interest × Commitment ×
Willingness to Pay



Our new filter

We now advance
prospects only when:



The company has already
chosen to go AI-first – it's not
a side project.



They pull us in: the initiative is
driven by them (*they follow up,
ask for new conversations*)



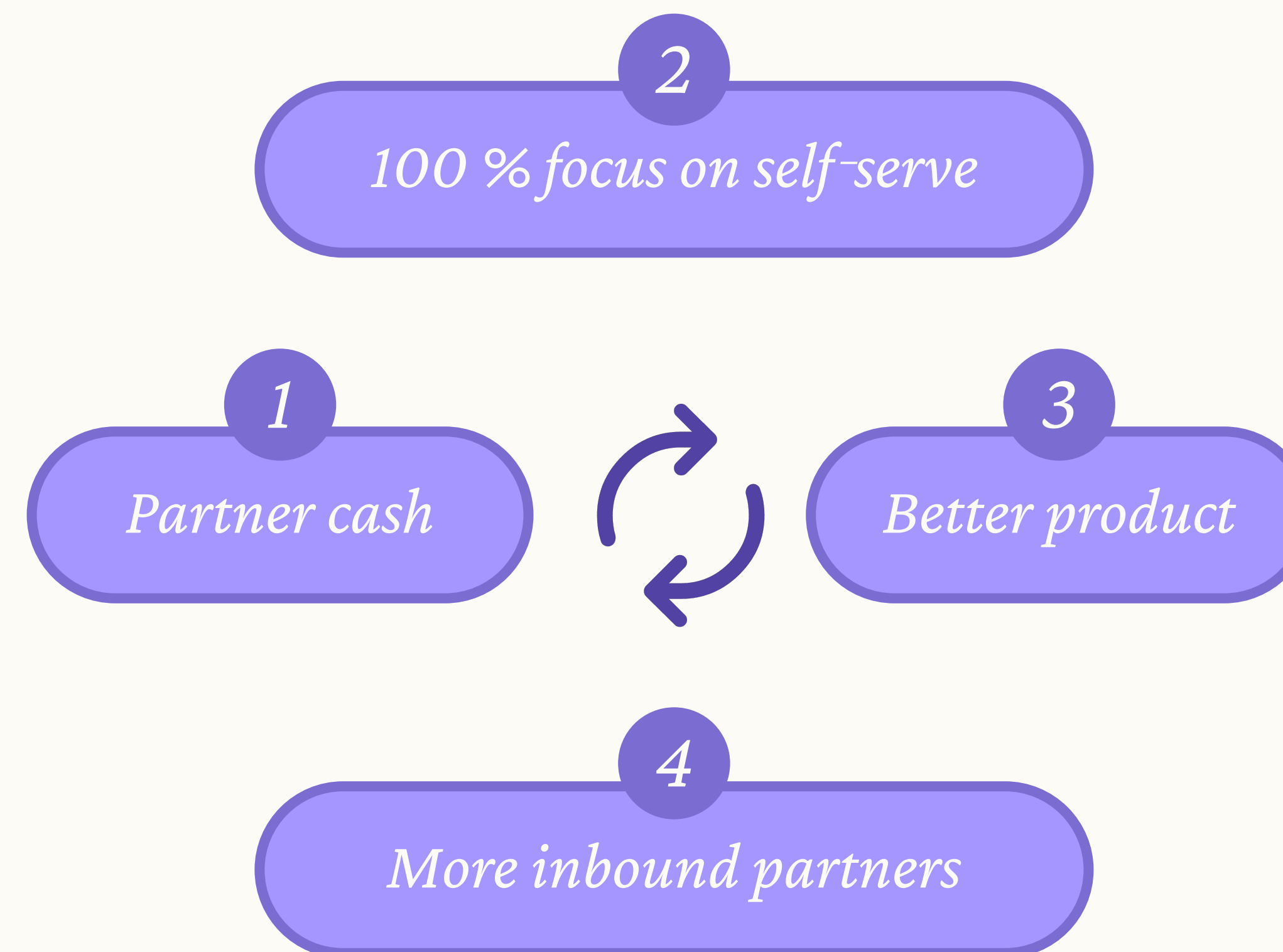
Budget is real:
≥ R\$150 k / month, kicking off
within 90 days.

Design-partner revenue secures runway; open-source self-serve allows global scale.



Design-Partner Track (Depth + Cash)

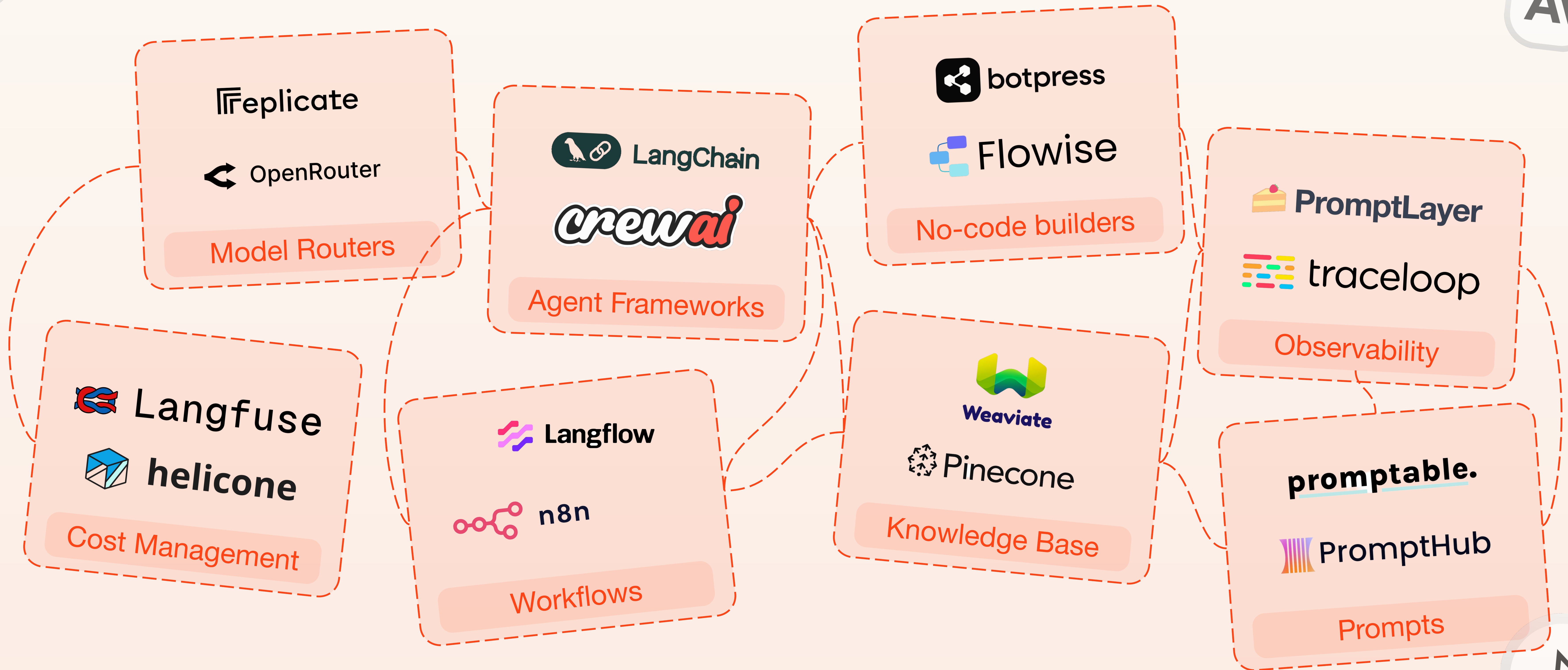
- 3-5 embedded enterprises
- \geq R\$150 k / m each → **extends runway**
- Data & on-call pressure refine roadmap



Self-Service + OSS Track (Scale)

- One-click signup, permissive OSS licence
- Forks, plugins, localisation → **global reach**
- Partners walk alone → more projects

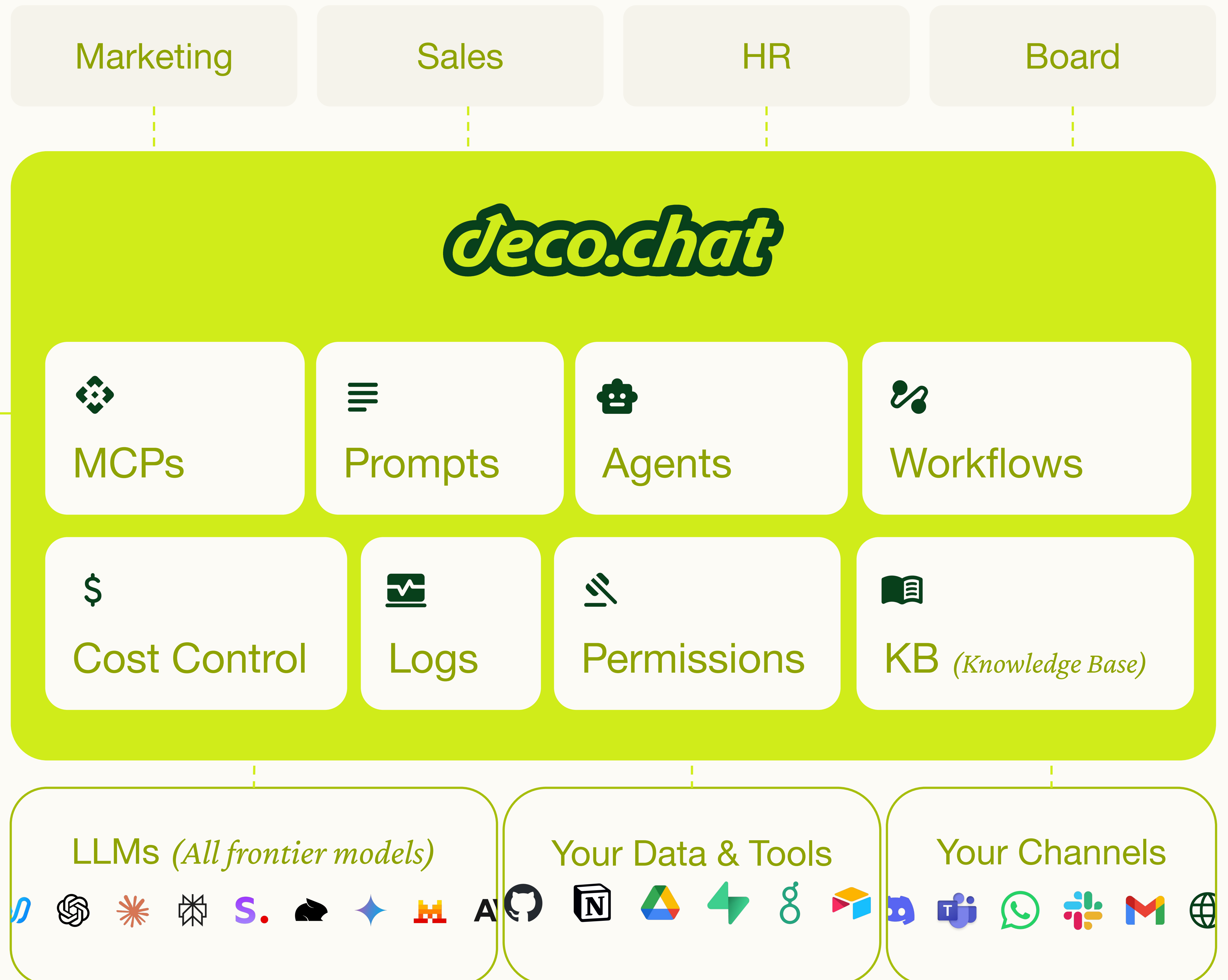
Enterprise AI adoption is fragmented and expensive



💡 Positioning

The OS for *AI Transformation*

Vibecode your AI workflows,
deploy with one click



Dual GTM: Design-partner depth; B2C2B reach

Design-partner track

- ✓ 8 hot accounts



- ✓ **Goal:** convert 4 within 60 days to the R\$150 k/month contract ⇒ covers burn & funds growth.
- ✓ Enterprise feedback hardens roadmap

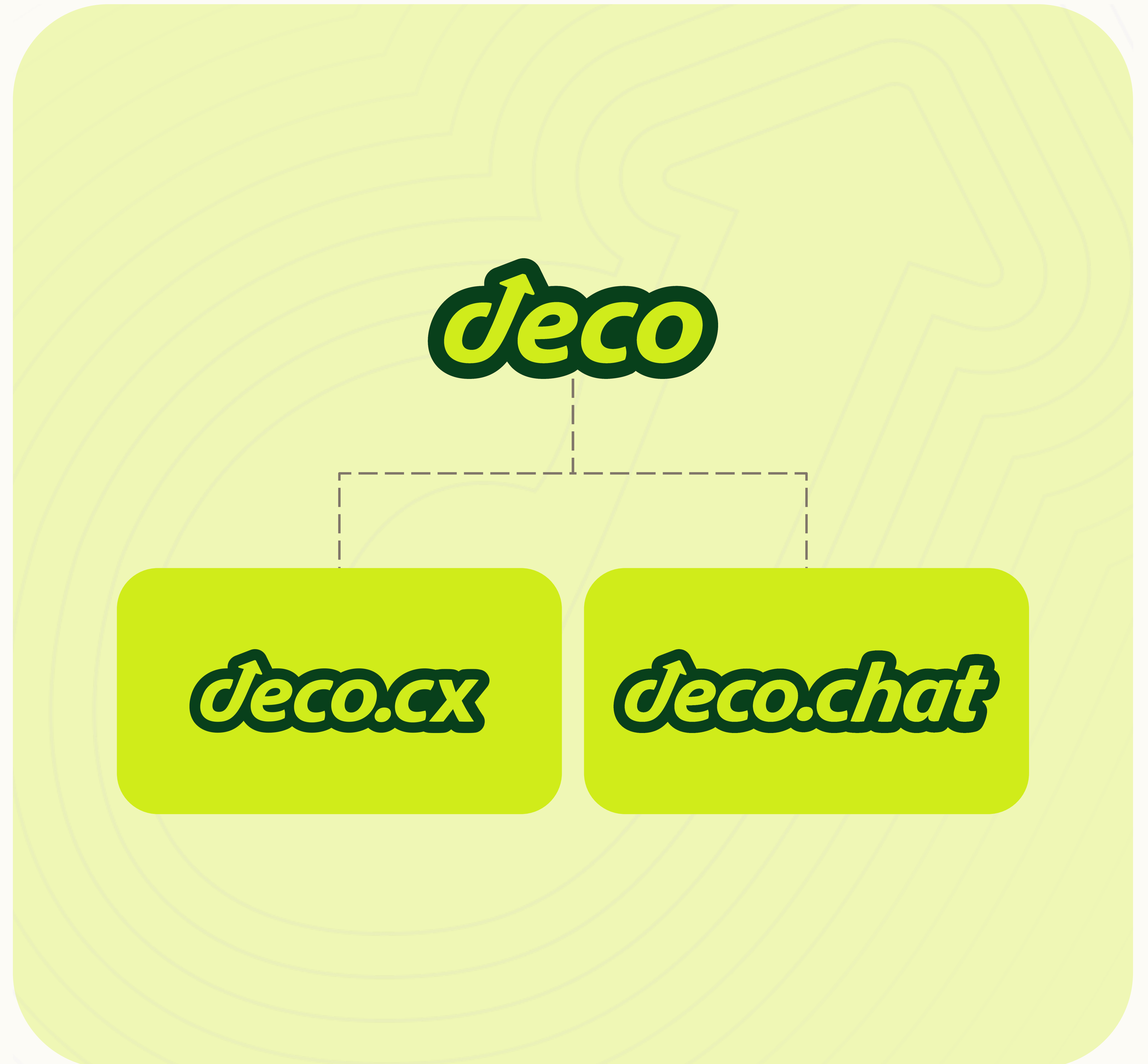
B2C2B Self-Serve Track

- ✓ **Free tier** → pay-as-you-grow
Target builders adopt on their own.
- ✓ **Expands footprint without extra headcount;** next design-partners can emerge from this pool.
- ✓ **Metric:** 500 active builder in 2025 plan.



Integration of *deco.chat* and *deco.cx* under the *deco* umbrella

- Serving brands we *already* have
- Automating SIs and ecommerce workflows



*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
October 2025*