

First-Party Data Platform for eCommerce



**Conventional advertising technologies
break
in a privacy-first world.**



**DTC brands waste
billions of dollars each year
targeting the wrong customers.**



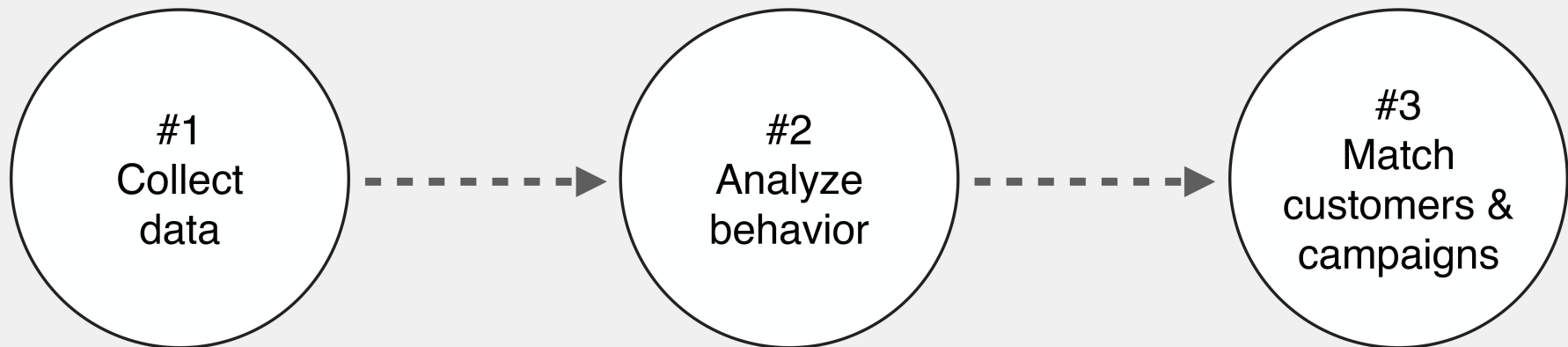
**Fueled will revolutionize
eCommerce analytics
and ad targeting.**

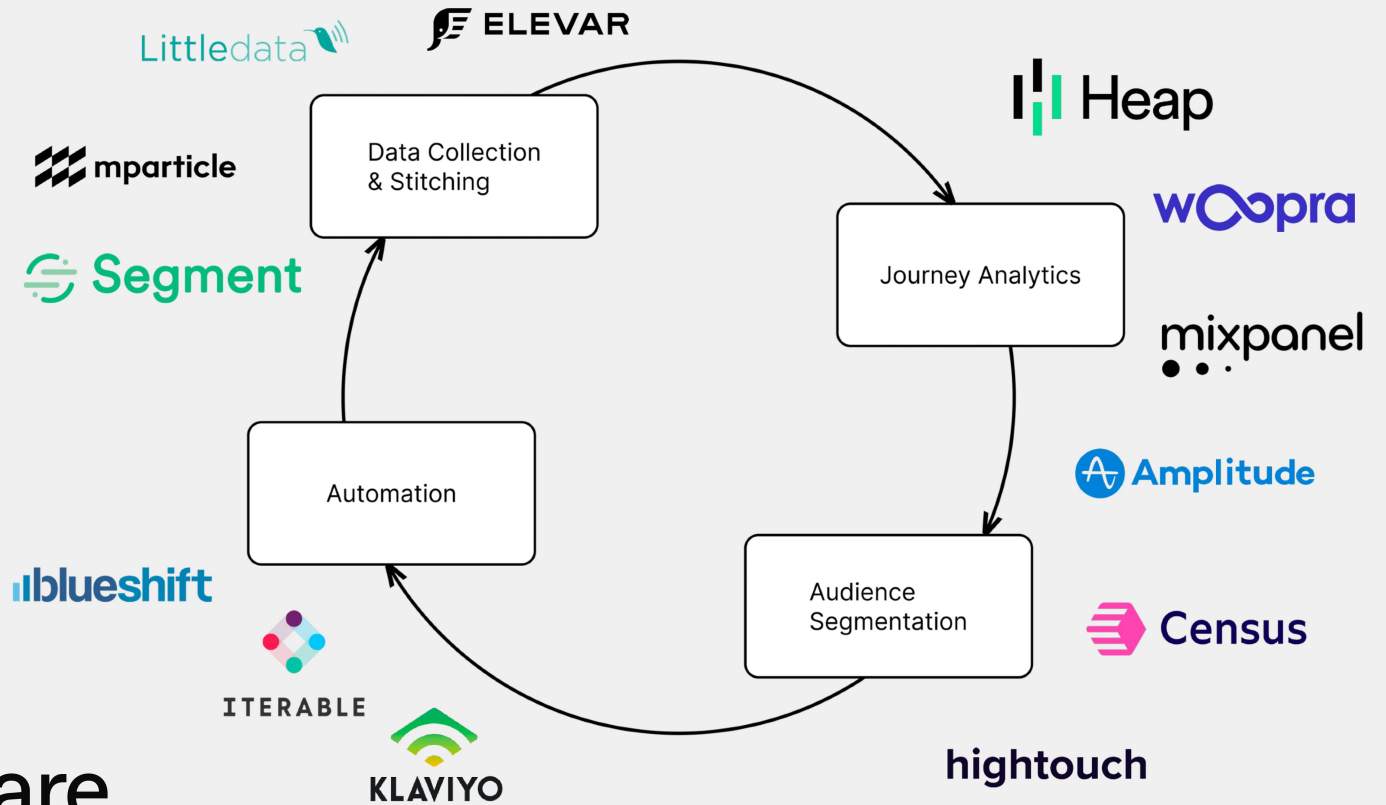


**Fueled is a Composable
First-Party Analytics Platform
for eCommerce.**

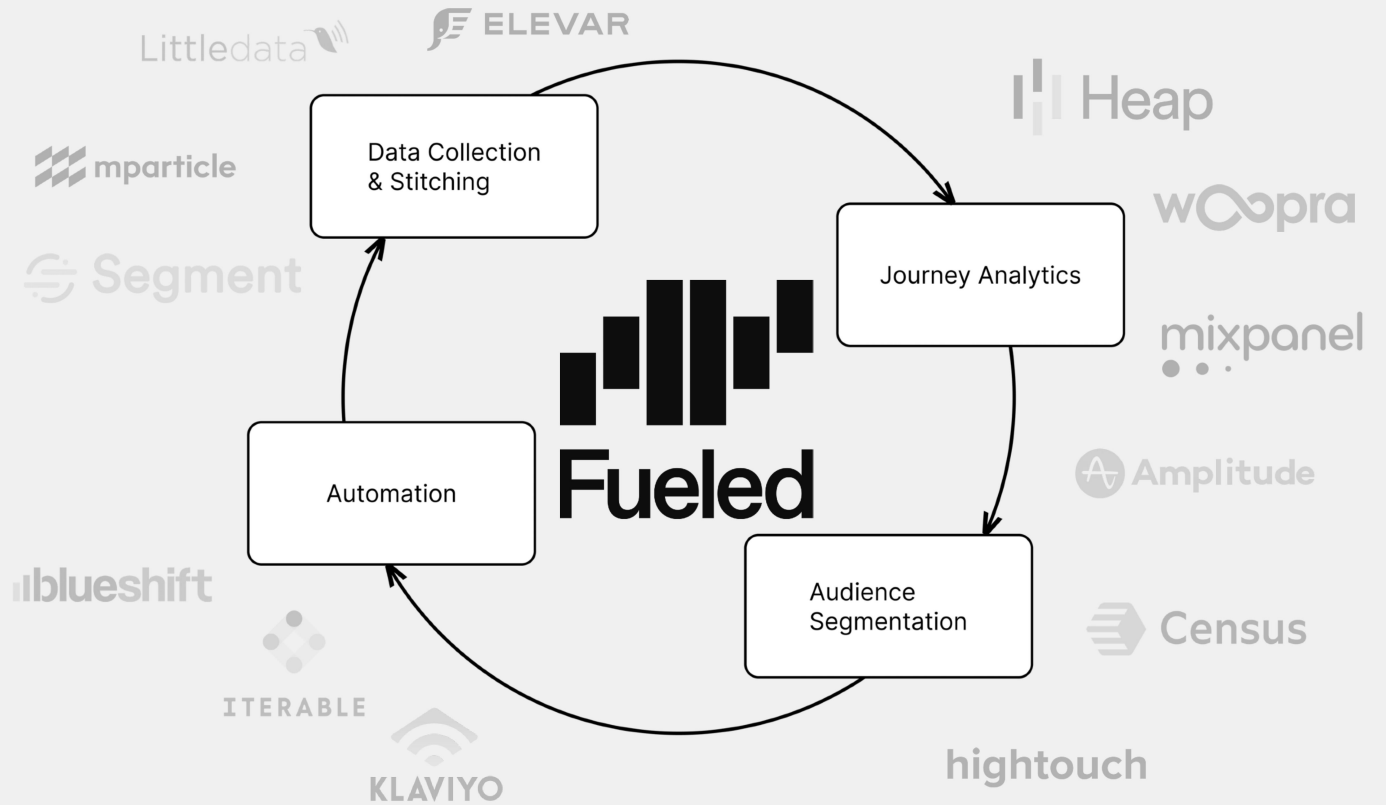


**Fueled makes it easy and affordable
to collect 1st-party data and personalize campaigns.**





Other solutions are expensive and complex. And they require a lot of consultants.



Fueled provides simple, affordable, and accurate 1st-party targeting.



Leadership



- eCommerce marketing leader (20 years, \$15M in sales)
- Led four \$1M+ web application builds
- Multiple successful exits

Sean Larkin, CEO



- Software engineering leader
- 18 years building engineering teams
- Co-founded a startup that raised \$8M+

Eddie Svirsky, CTO



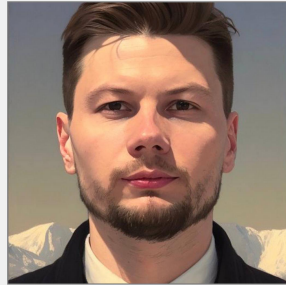
Staff



Sean Larkin
CEO



Eddie Svirsky
CTO



Alex Vikacrhuk
Developer



Alex Klishchevskiy
Developer



Dmytro Vecher
QA Engineer

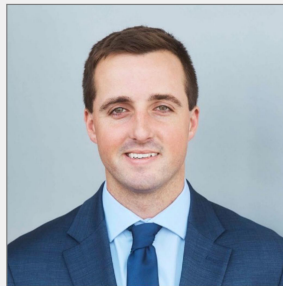


JJ Robinson
UI/UX Design

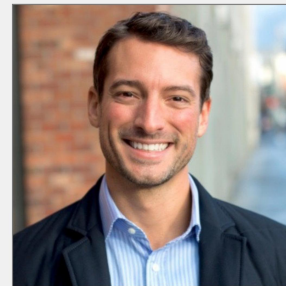
Advisors



Shannon Flahive
Ensemble Innovation
Ventures



Brendan Abernathy
Partnerships @
BigCommerce



Joel Siedenburg
Founder @ locl.id



Hilary Swan
Founder @ RebelScout
Consulting



Traction (Last 8 months)

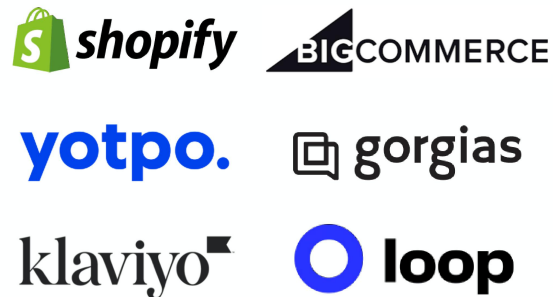
1,540

Active installations
(In 78 countries)



4M

Events tracked
daily



\$75M

Purchases
tracked monthly





Go-To-Market

Platform Marketing, Tech Partnerships, & Partner-led Growth

10

One-click app store
launches, July '23

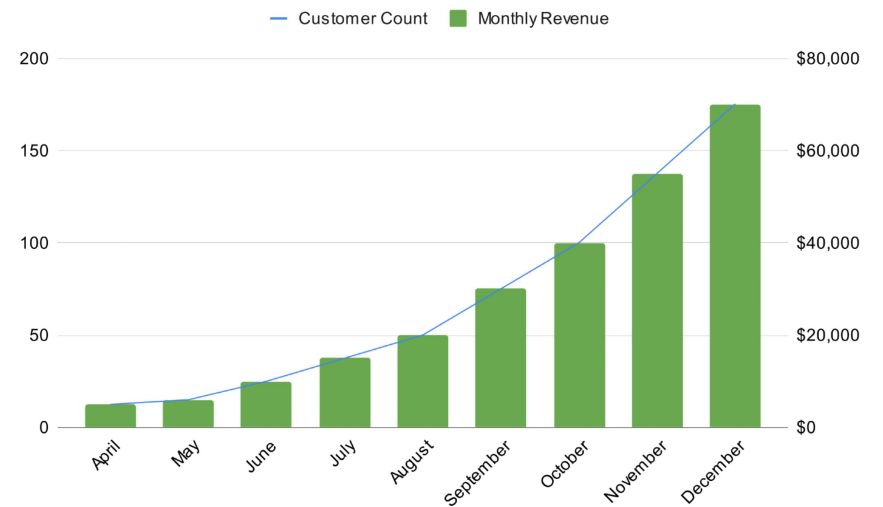


40

Agency
partnerships, Sept '23



Projected Growth: April '23 — December '23



Forward-looking projections cannot be guaranteed.



Interested in investing in Fueled?

You can learn more about our community investment round at: [WeFunder.com/fueled](https://www.wefunder.com/fueled).

The screenshot shows the Fueled investment page on WeFunder.com. The page features a main header with the text "INVEST IN FUELED" and a sub-header "Unlock the power of 1st-party data for the next generation of DTC eCommerce". Below this is a large video player with the text "Get connected. Surface patterns. Drive growth." and a red play button. To the right of the video player is a countdown timer for the "PUBLIC LAUNCH ON JUL 10 @ 7:00 AM ET" showing 13 days, 12 hours, 59 minutes, and 27 seconds remaining. Below the video player is an "INVEST" button with a minimum investment of \$500 and a "WATCH FOR UPDATES" button. The page also includes a "Notable Investors" table, an "Investment Terms" section, and a "Highlights" section with five numbered points.

INVEST IN FUELED Share

Unlock the power of 1st-party data for the next generation of DTC eCommerce

Get connected. Surface patterns. Drive growth.

EXCLUSIVE Friends Invest First

PUBLIC LAUNCH ON JUL 10 @ 7:00 AM ET

13 DAY 12 HOUR 59 MIN 27 SEC

INVEST min \$500 INVEST WATCH FOR UPDATES

INVESTMENT TERMS

-\$6.25M - \$5M valuation cap **Future Equity**

Early Bird Bonus: The first \$50K of investments will be in a SAFE with a \$5M valuation cap and 10% discount

Investor Parks: \$1K, \$5K, \$10K

LEAD INVESTOR **Jeremiah Prummer**

As an eCommerce vet of 10+ years, and a SaaS founder in the space, I see...

Notable Investors

Luke Amery	Sharon Gee
Rishi Shah	Preston-Werner Ventures
Tom Preston-Werner	Antler

Highlights

- 1 Leveraged by 1,400 eCommerce brands - in 78 countries.
- 2 Tracking 120M monthly customer events. (Will hit half a billion monthly events by EOY.)
- 3 Tracking over \$75M in monthly purchase events.
- 4 Doubled our monthly recurring revenue in May 2023.
- 5 eCommerce is a \$5.7 trillion/year industry with no open source analytics. We're fixing this problem!



Testing the waters legal disclosure.

We are 'testing the waters' to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and only through Wefunder's platform. Any indication of interest involves no obligation or commitment of any kind.



Get connected.
Surface patterns. Drive growth.

Visit <https://wefunder.com/fueled> for more information.

Sean Larkin
sean@fueled.io



Appendix

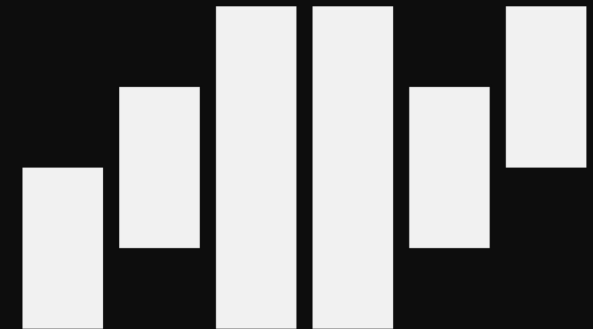


Target Customer

eCommerce Brands with:

- \$500K-150M/year in revenue.
- At least one full-time marketer on staff.
- May or may not have in-house engineering.
- “Stuck” in terms of improving conversion and customer lifetime value.

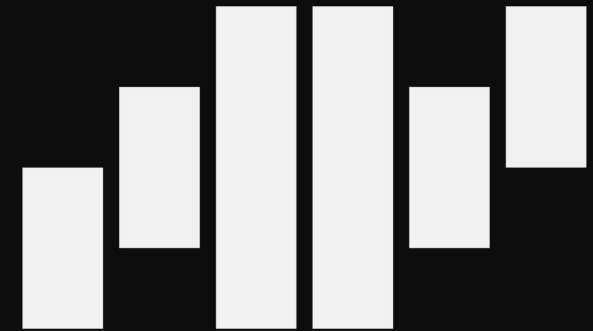
We estimate that there are over 1,000,000 eCommerce brands in the U.S. that meet this criteria.





Market Opportunity

- 1 million Shopify & BigCommerce merchants that meet our ideal customer profile.
- \$20+ billion/year spend on eCommerce-related SaaS.
- Shopify/BigCommerce merchants typically leverage 6-12 paid apps/site.
- The customer data platform (CDP) market is expected to grow from \$1.1B in 2019 to \$4.2B by 2025.
- Less than 2% of 1.8M U.S. eCommerce businesses leverage CDP-related tech currently.





Initial Pricing

Fueled

\$199/month

- Client-side and server-side tracking for accurate attribution for Shopify and BigCommerce
- 1st-party Tracking setup
- Stream data into Google Analytics and Facebook Conversion API
- Stream data to Segment

Fueled Plus

\$399/month

- A full customer data solution for your business
- Includes everything in Fueled, plus our premium sources & destinations
- Stream your events into your own data warehouse

Fueled Active Insights

\$499/month

- Build cohorts
- Analyze customer journeys
- Push segments with automation

Fueled Storage

\$599/month add-on

- Stream your data into our fully-managed data warehouse
- Analyze your data with BI tools like Tableau, SuperSet, Mode, or Looker

* Merchants with more than \$20M/year in revenue graduate to enterprise pricing.



Competitive Landscape

	Littledata	ELEVART	Triple Whale	KLAVIYO	Segment	imparticle	Amplitude	mixpanel	Fueled
Customer Data Platform Features									
eCommerce-specific attribution tracking	✓	✓	✓	✓	✗	✗	✗	✗	✓
1st-party Attribution scripts	✗	✗	✗	✗	✗	✗	✗	✗	✓
Complete server-side (offline) event tracking	✓	✓	✗	✗	✗	✗	✗	✗	✓
“Sources & Destinations” integration catalog	✓	✗	✗	✗	✓	✓	✗	✗	✓
Identity resolution across channels	✗	✗	✗	✗	✓	✓	✗	✗	✓
Built-in data warehouse	✗	✗	✗	✗	✗	✗	✗	✗	✓
Journey Analytics Features									
Funnel, flow, and retention analytics	✗	✗	✓	✗	✗	✗	✓	✓	✓
Attribution analytics	✗	✗	✓	✗	✗	✗	✓	✓	✓
Marketing Automation Features									
Audience segmentation tools	✗	✗	✗	✓	✓	✓	✓	✓	✓
Google Ads & Facebook Audiences push	✗	✗	✗	✓	✓	✓	✓	✓	✓
Onboarding & Pricing									
“One-click” install for major eCommerce apps	✗	✗	✓	✓	✗	✗	✗	✗	✓
Frictionless onboarding and training	✗	✗	✓	✓	✗	✗	✗	✓	✓
Priced for emerging and mid-market brands	✓	✓	✓	✓	✗	✗	✗	✓	✓



Testimonials



“We leverage Fueled to better understand our customers and drive more cost-effective customer acquisition campaigns on Facebook.”

— Willy Van Dehy, CEO of Slumber Cloud



“Finally! Fueled’s subscription eCommerce reporting features help us predict which customers will have the highest lifetime value.”

— Reggie Black, Founder of Better Way Health



Forward-Looking Statements (Safe Harbor Notice)

This document and other publicly available documents from Fueled, Inc., including the documents incorporated herein and therein by reference, contain, and our officers and representatives may from time to time make, "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. Forward-looking statements can be identified by words such as: "anticipate," "intend," "plan," "goal," "seek," "believe," "project," "estimate," "expect," "strategy," "future," "likely," "may," "should," "will" and similar references to future periods. Examples include, among others, statements we make regarding expenses, revenue goals or expectations, current customer amounts and growth, potential market size and growth, product development timelines, sales strategies, relationship development, fundraising, risk management, capabilities, features, or team member involvement and recruitment. Forward-looking statements are neither historical facts nor assurances of future performance. Variances will occur and some may be outside of management's control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. You should not rely on any forward-looking statement. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following: Economic and financial conditions, including volatility in interest and exchange rates, commodity and equity prices and the value of financial assets; volatility in the capital or credit markets; our inability to secure continued operational funding; inability to maintain, attract, or develop labor or materials supply; low demand for our product or services; legal changes, including those related to privacy; competitor product development; larger, more experienced competition; increased cost for producing products; departure of management or inability to attract managers; technology, network, security, or privacy disruptions, breaches, or other issues; and other factors that may affect any speculative or technology business. Any forward-looking statement is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.