



ezdia

Investor Presentation

eZdia Surpasses 100 Customers



* 11 full-time employees in U.S. and remaining are contractors.

* Company registered in 2008

The Problem

Optimizing eCommerce content pages is underutilized as a growth strategy because it is difficult and time consuming for marketers to implement and measure success.

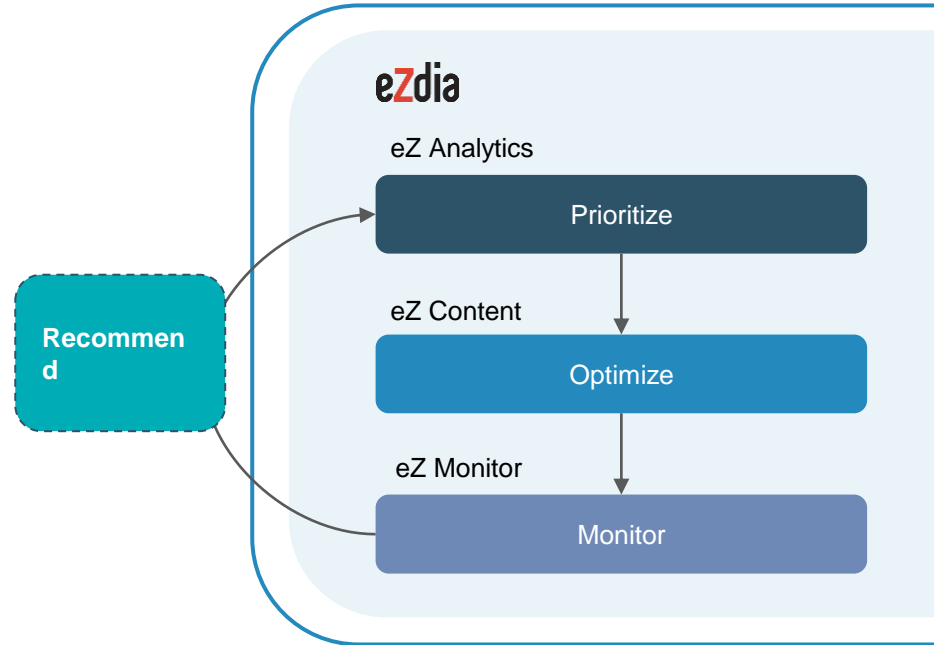
Forbes

experienced expansion, in the midst of retail shrinking. By the end of 2020, global e-commerce sales are expected to reach \$4.2 trillion, explained in a report by the e-commerce behemoth Shopify. But, creating a website and selling your products isn't that easy. The cash won't just flow in once you hit publish on that new Shopify site. The competition is getting steeper and online shopping behaviors are changing faster than ever before.

The Solution

An AI driven eCommerce content conversion platform which identifies, prioritizes, and optimizes product pages while continuously improving content and monitoring performance.

eCommerce companies will be able to convert more shoppers by focusing on low performing product pages.



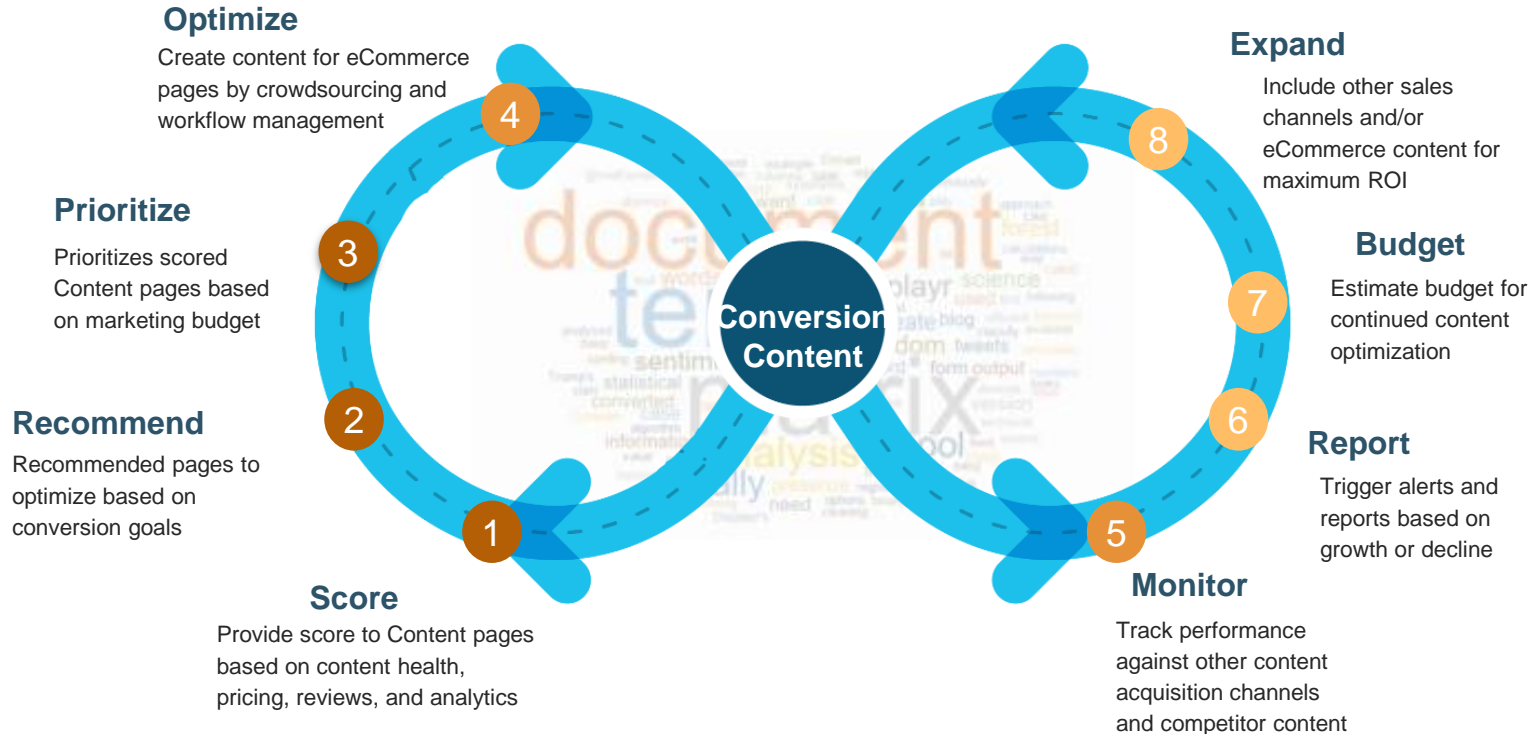
Vision

eZdia is revolutionizing the way brands and retailers use eCommerce content to convert shoppers into buyers.

eZdia will be the **easiest** and **most effective** platform that will enable businesses to use content as an **online growth strategy**.

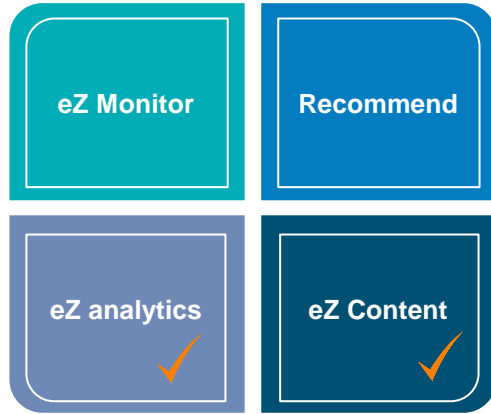
How it works

Automatically manages eCommerce content for optimum traffic and conversion



Roadmap to Achieve Vision

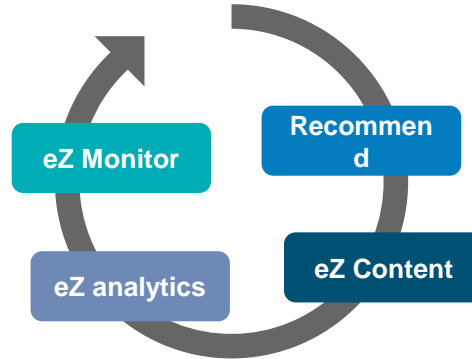
Build and Strengthen Platform Components



6 MONTHS

April 2021

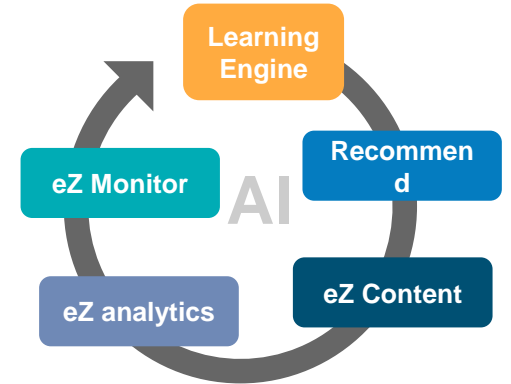
Automate



9 MONTHS

Sep. 2021

Make Smarter



12 MONTHS

Business Model

ezdia	eCommerce Site	MarketPlace	eCommerce + MarketPlace	
	DIY	DIY	Full Service	
	\$499/mo	\$999/mo	\$3K to \$15K /month	
eZ Analytics	Conversion Analytics	Marketplace Analytics	Conversion Optimizer	Performance Optimizer
eZ Content	On-Site Content	Marketplace Content	Auto Correction and Workflow	
eZ Monitor	Google Rank, Sales Tracking	MarketPlace Rank, Sales tracking	Multi Channel Matrix	
Channels	eCommerce Site	+ Marketplace	+ Multiple Marketplaces	Channel Optimizer
Content Optimization	\$300 Credit	\$600 Credit	Budget Optimizer	

Customer Acquisition Channels

Marketing

- Free Trials
- Marketing Campaigns

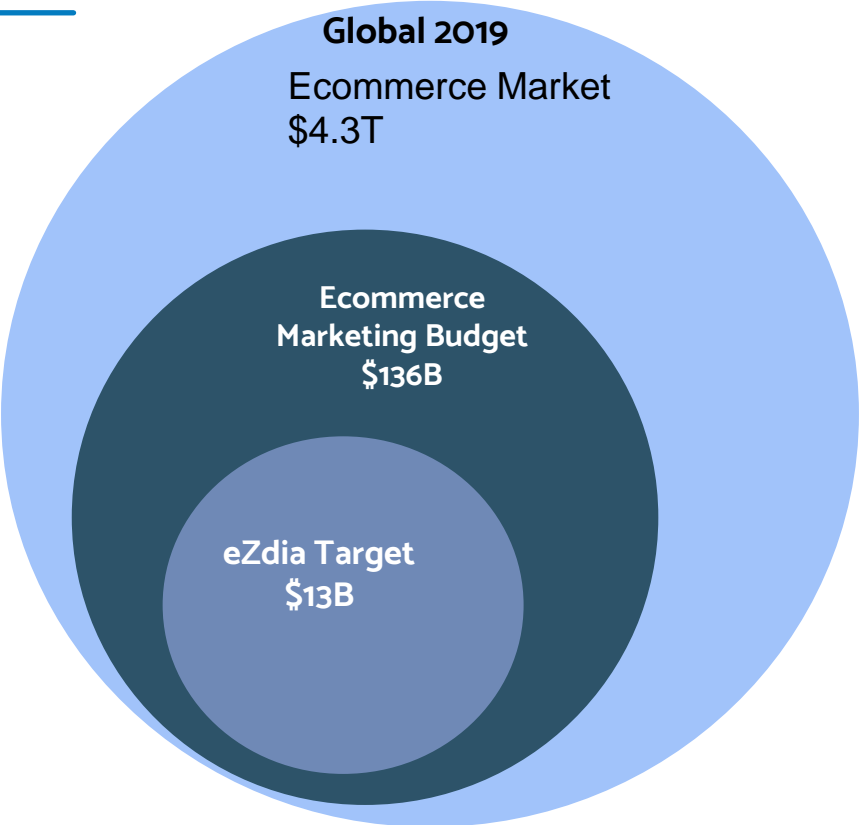
Direct

- B2B Direct Sales
- Referrals

Partnerships

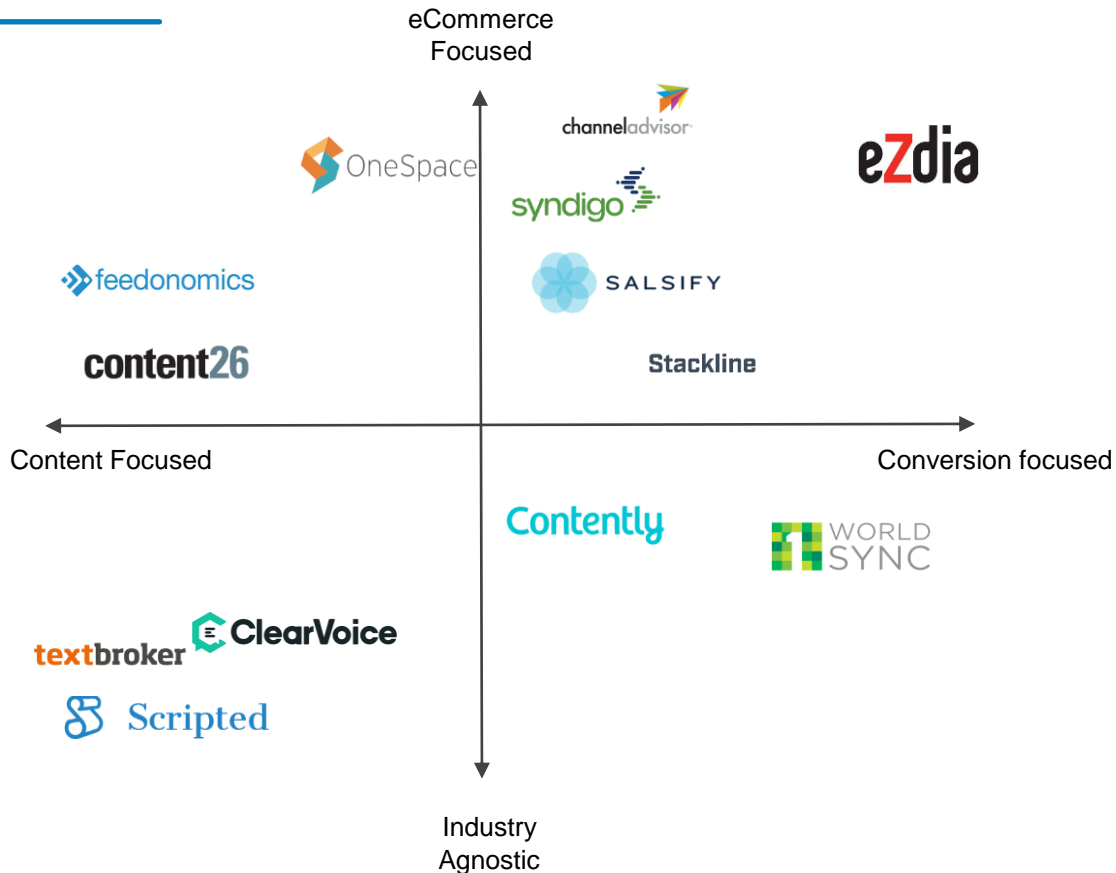
- PIMs
- SEO Companies
- CX Companies
- MarketPlaces

\$13 Billion+ TAM



Source - \$136B Statista
\$13.6 B+ TAM is estimated based on 10% attribution towards overall marketing spent

Competitive Landscape



The Team

100+ years of combined eCommerce experience



Deepak Goyal

Co Founder and CEO



Rahul Shah

Co Founder and CTO



Ken Burke

Board member and VP of
Sales



Greg Harris

VP of Content Strategy

Use of Funds

eZdia is seeking a 3m raise (2.5m from Angel and VC investors and 500k from our WeFunder campaign (over 300k is currently invested)).

Product (\$1.5m)

Developers

Data Science Team

Partners Integration Team

Sales and Marketing (\$1m)

MARKETING Budget

PRODUCT MARKETING

Enterprise Sales

Key Executive Hires (\$500k)

COO

VP Data Science

Be a part of our exciting journey !

Thank you!

Question?