

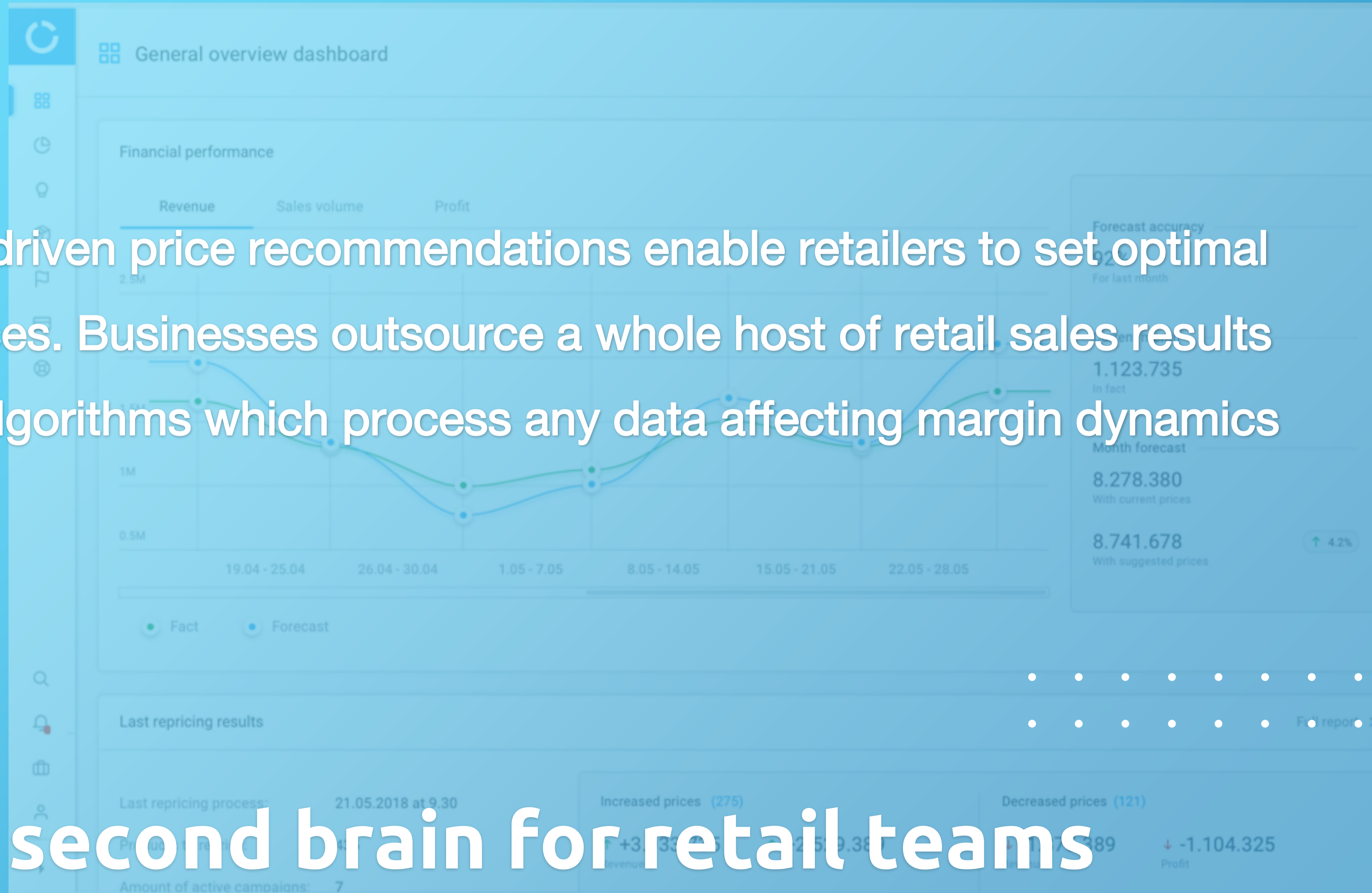


Competera's Journey & Lessons Learned



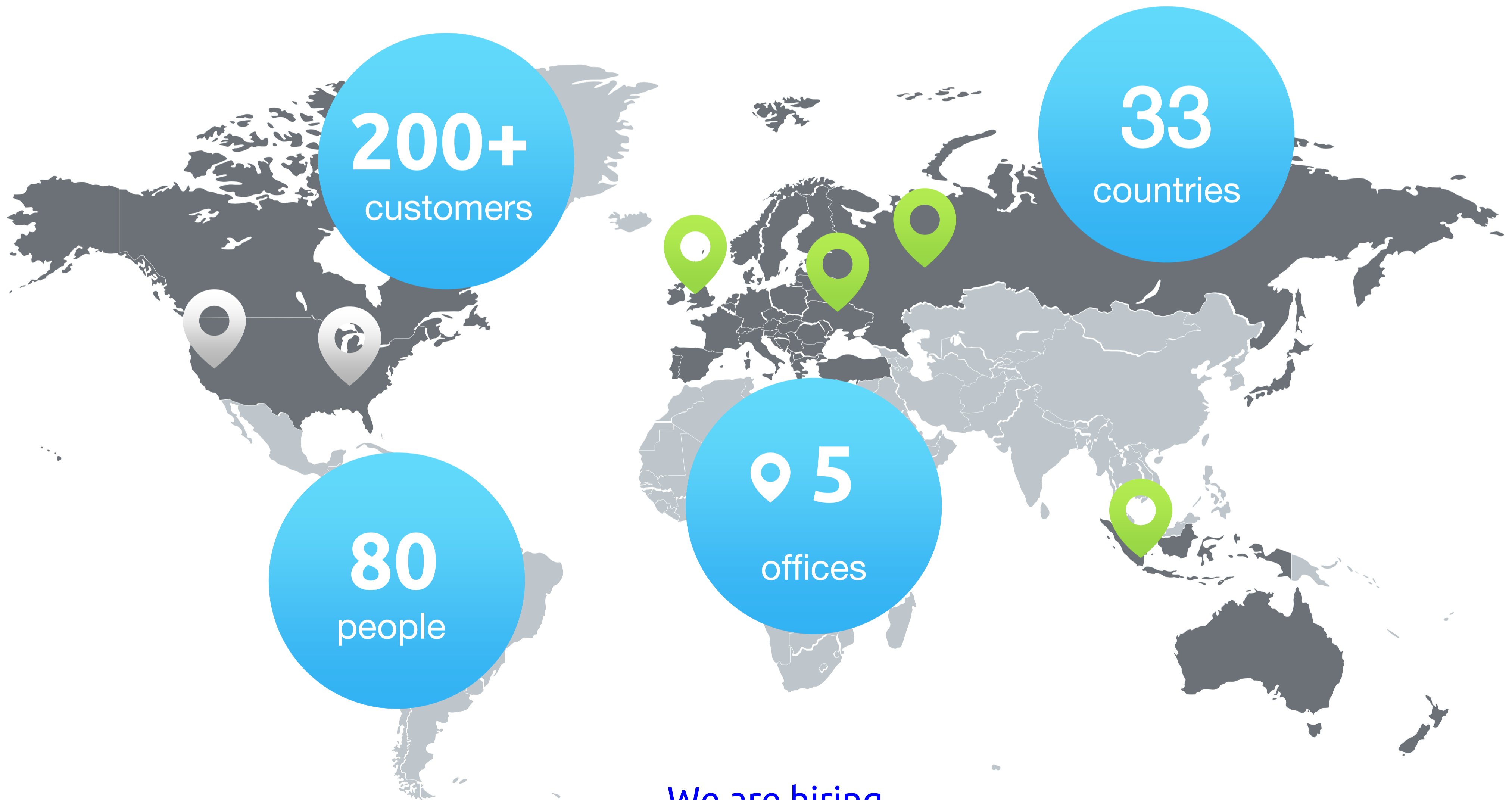
How we are?

AI-driven price recommendations enable retailers to set optimal prices. Businesses outsource a whole host of retail sales results to algorithms which process any data affecting margin dynamics



The second brain for retail teams

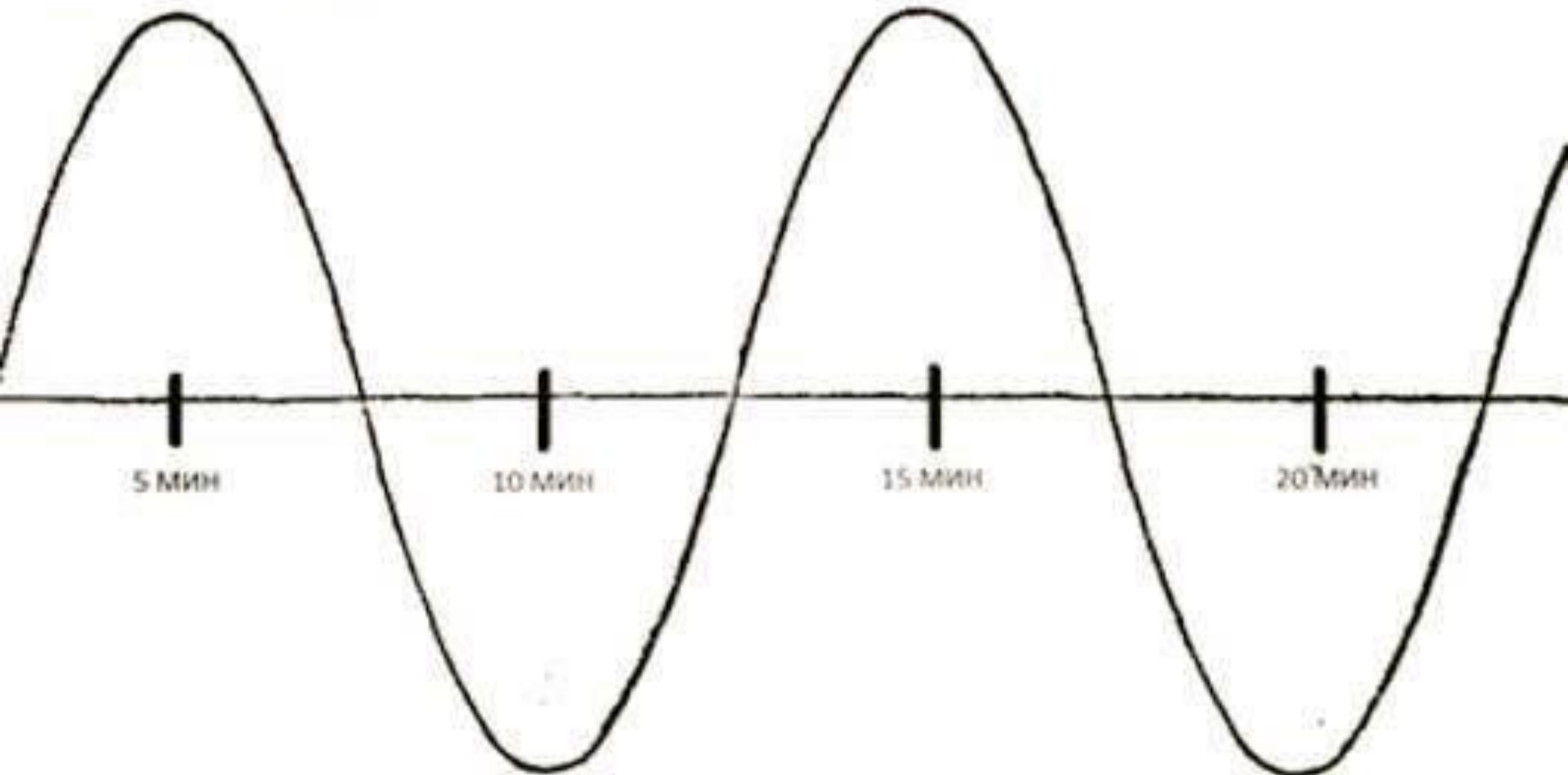
Competera Today



[We are hiring](#)
[#competeradreamteam](#)



ВСЕ БУДЕТ ЗА.....ИСЬ



ВСЕ БУДЕТ ЗА.....ИСЬ

Я УМРУ БОМЖОМ

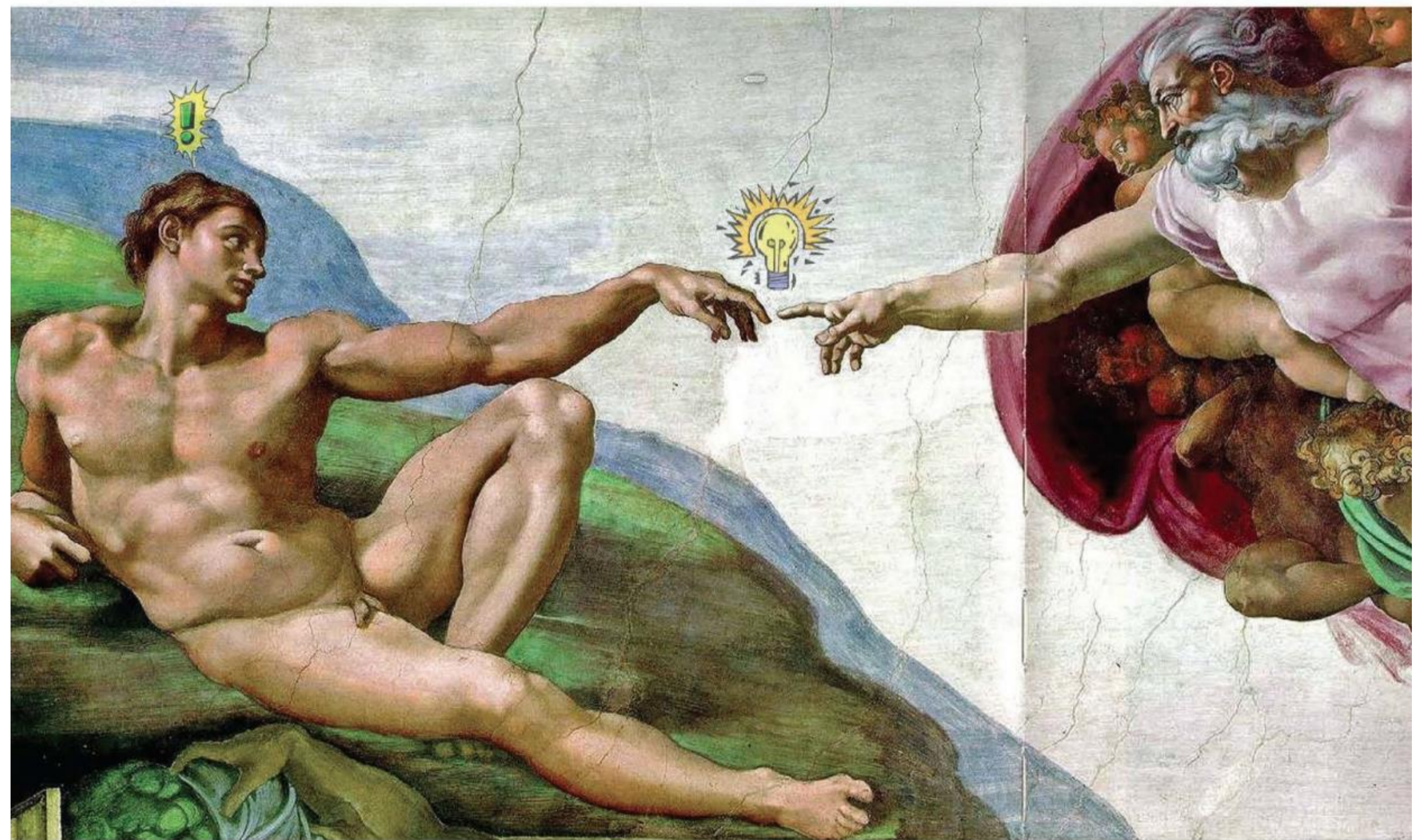
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competera |

DREAM

The Four Steps to the Epiphany

Successful Strategies for Products that Win



Steve Blank

competera | Competera's journey

Каталог товаров 0 800 300 100 Найти

Главная Чай Код т

Competera Selected (0) Comparison with competitors % 123 ACTIONS

Product name	SKU		Price range	
305 Approach easy	305approach ea	108.71	118.98 – 140	
Inobe Termic	PC005887	306	272.30 – 351.49	
Trx Termo UA	PC006496	180	171.50 – 245	
Hidry Complet UD	PC005337	300	223.99 – 277.39	
Chaqueta TRX2 Shell	PC005864	305.06	301 – 343.99	
Penda	PC005395	79	65.02 – 91	
Prote Extreme UA	PC006413	110	102.20 – 145.01	
Uhsi Extreme UA	PC006411	80	87.15 – 122	
TRX2 PES Stretch hombre	PC006534	113	95.20 – 132.99	
Rapace GTX hombre	61017	149	149.13 – 219.95	
Dibona hombre	20279	106.95	112 – 112	
Mtn Trainer GTX hombre	63026	123.12	103.44 – 189.99	
Kestrel 68	5230	140	143.64 – 143.64	
Kestrel 58	5231	132.95	125.26 – 176.01	
Kestrel 48	5232	122	145 – 160	
Kestrel 38	5233	115	142 – 154	

Categories: Chaquetas, Pantalones, Botas, Zapatillas, Mochilas, Alforjas, Mochilas Portabebés, Mochila, Saco de dormir, Bastones, Tienda de campana, Frontal, Funda vivac, Peluca

Competitors, Price, Promotion, Product, Tags, Age

Price is the same, Price is more, Price is less, Promo

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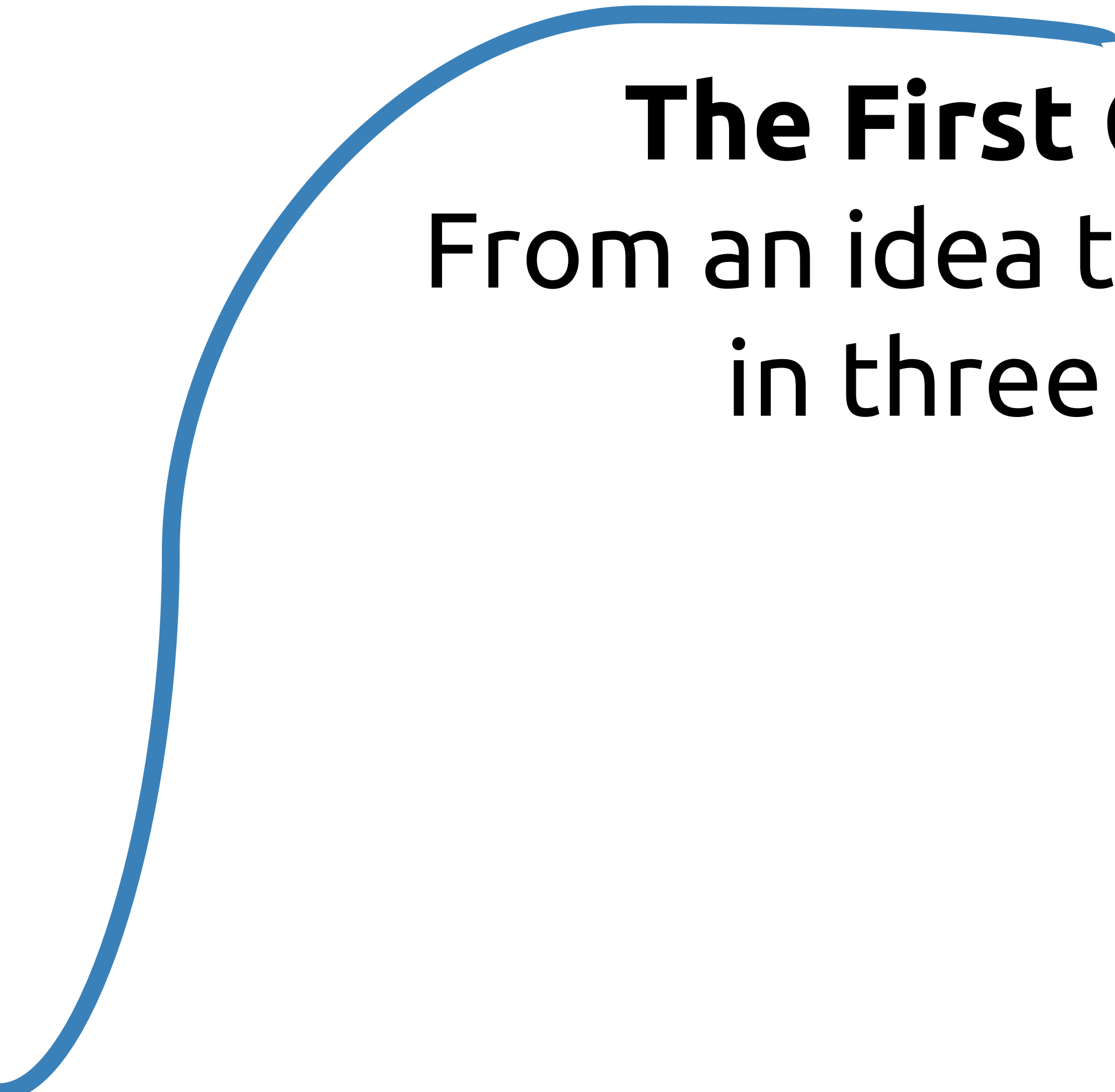
At first, there were the

three of us:

Me (M&S + Product)

Andrey (CTO + Product)

**Konstantin (Fullstack part-time
dev)**

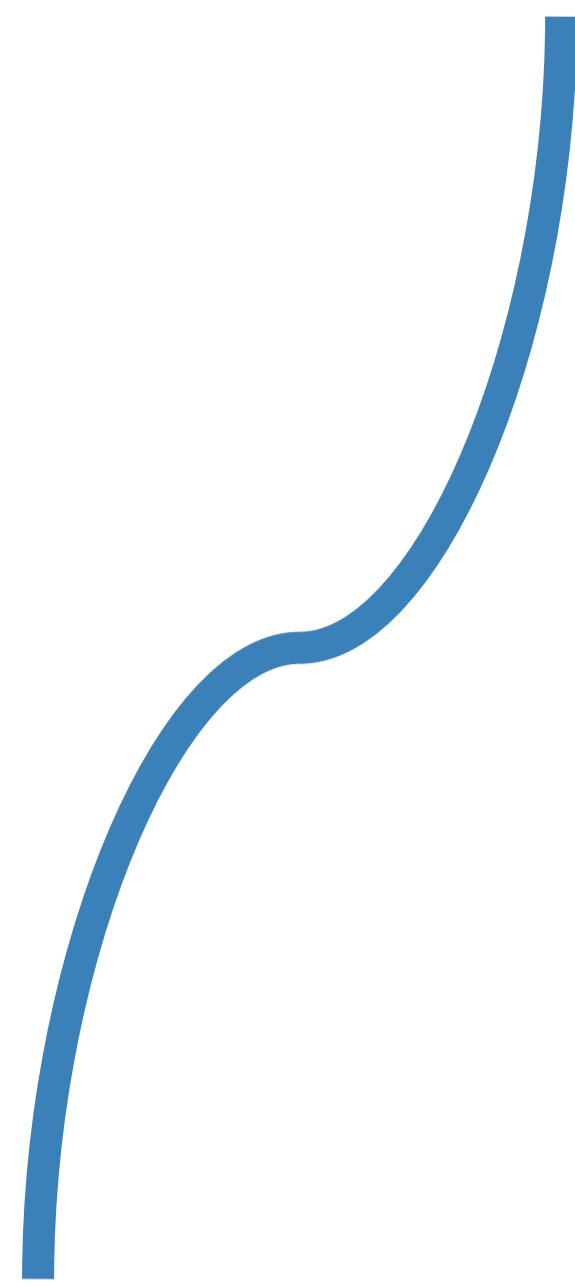


The First Customer

From an idea to the contract
in three months

A large group of yellow Minions from the movie 'Despicable Me' are shown in a dark, industrial setting. They are all looking towards the camera with various expressions. The text 'Humans as a Service' is overlaid in the center in white, bold font.

Humans as a Service



**We gained the first ten
customers through
references and face- to-face
sales**





Late 2014

- Rented the first office
- Hired the first employees
- Alex (COO) joined the team

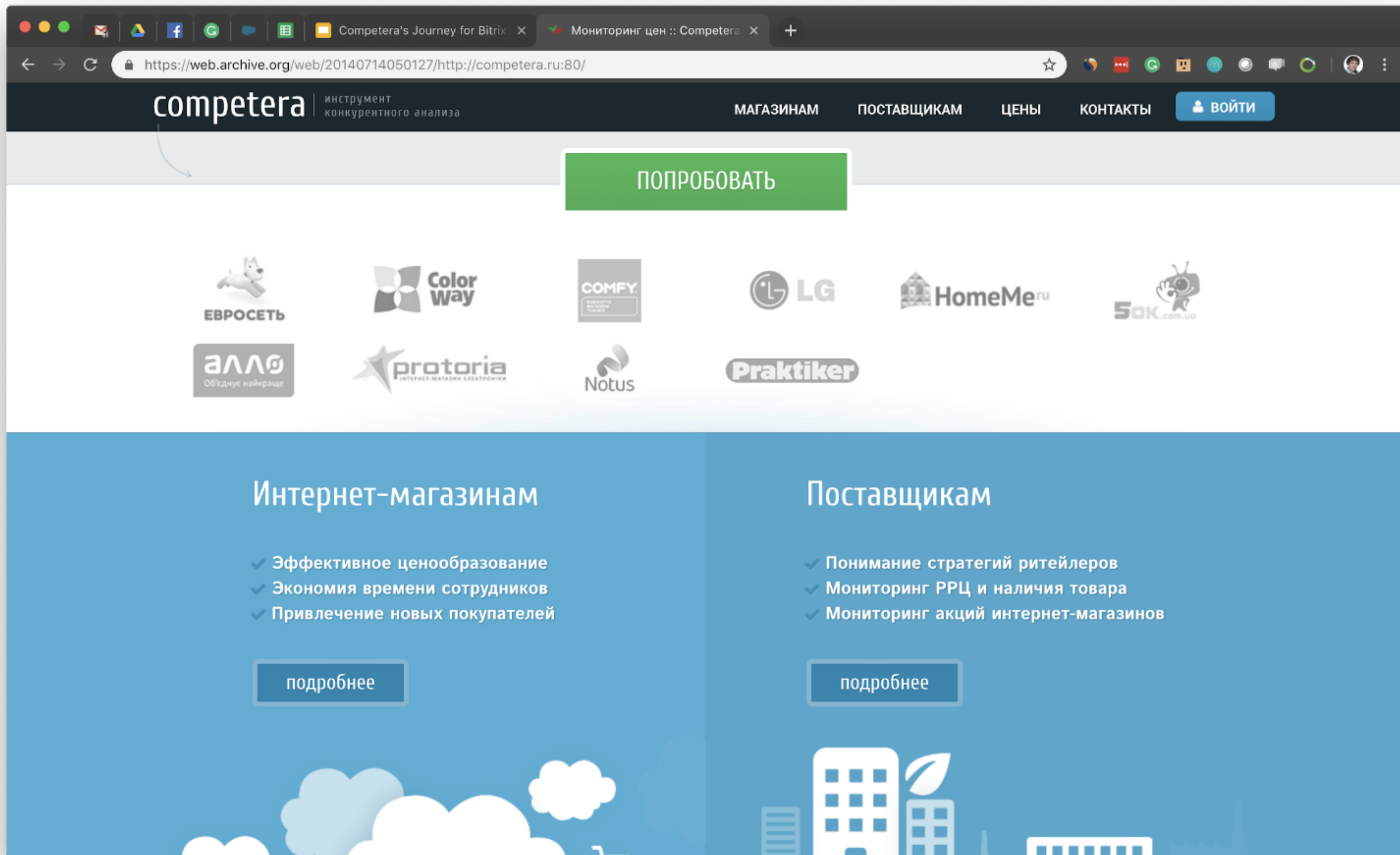
**Competera had as many as six
people back then**







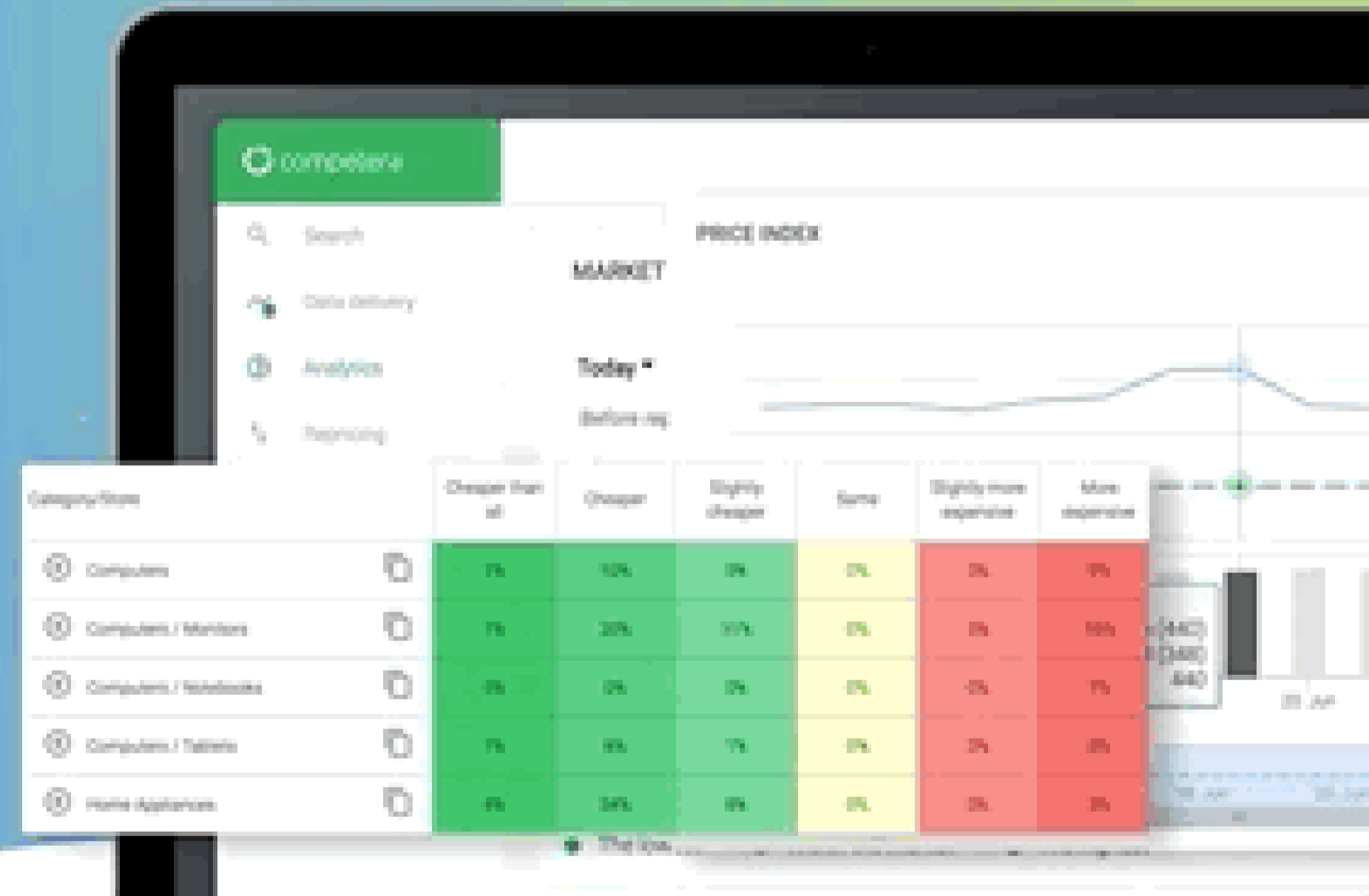
**We created the first
website the night before
an eCommerce
conference**



Right Prices. For The Right Products. Every Day

The family of products for online and brick-and-mortar retailers to supercharge pricing with quality guaranteed competitive data scraping, 360° market analytics, rule-based and AI-driven price recommendations.

TRY OUT COMPETERA





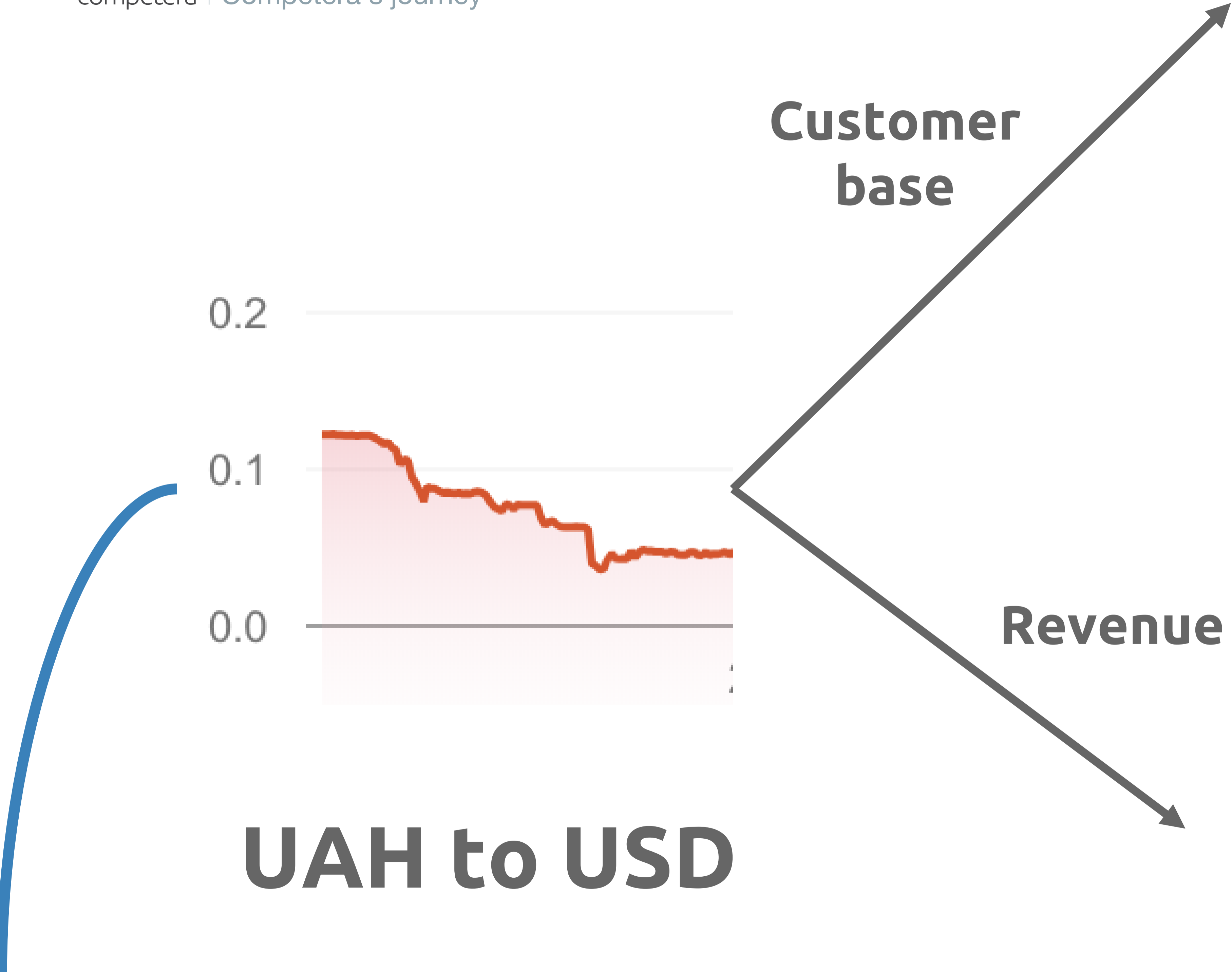
2014 - 2015

Ukraine + Russia + Latvia



Best B2B
Startup

★ ★ UKRAINIAN
★ E-COMMERCE
★ ★ AWARDS



UAH to USD

Customer base

Revenue

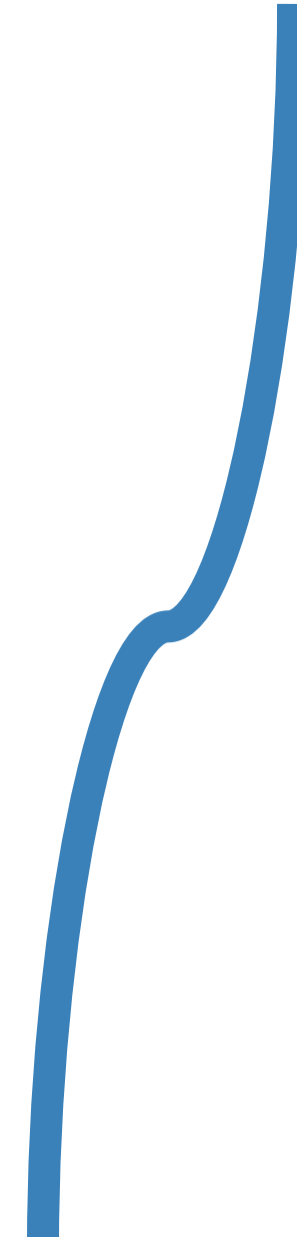


A new ambition was to target
over 60% of our MRR
worldwide



2014 - 2015 and early 2016

Most of our sales came from regional partners, the referral program, and direct sales



Late 2016

Hired the first Marketing Director



2016 - 2017

“Bootstrap” scaling mode

compet



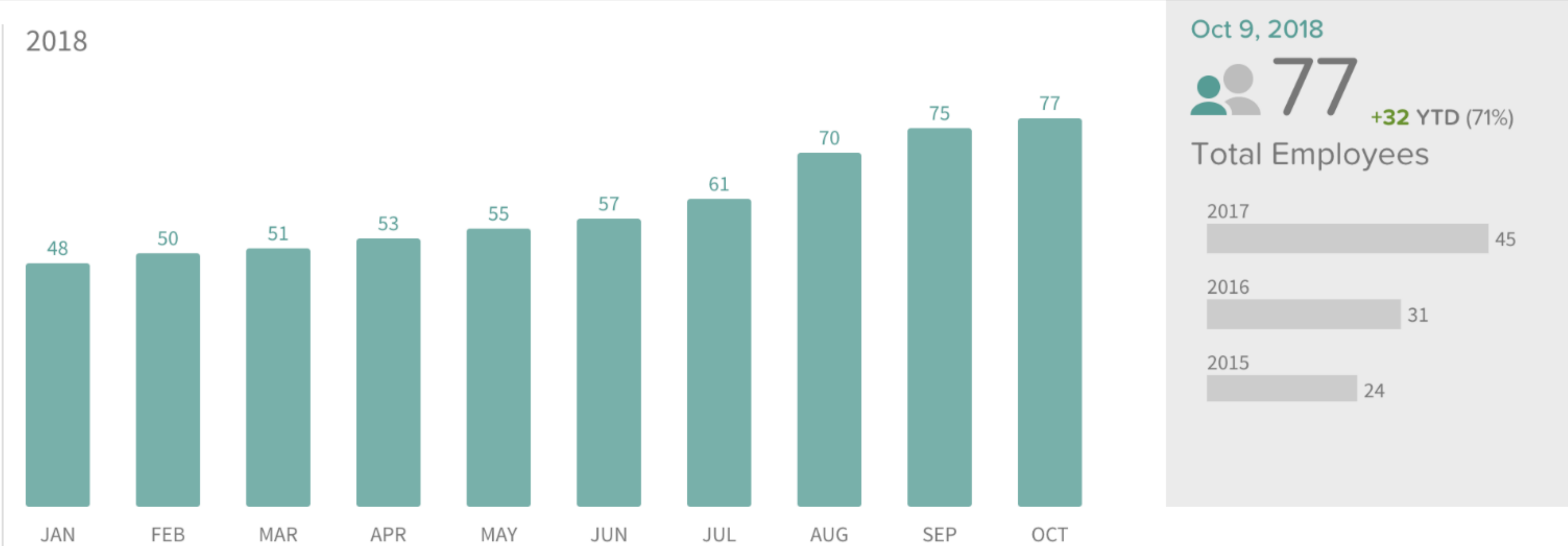
Testing new product directions & customer segments



2018

- **Singapore-based sales office**
 - A new team structure

Today



30+ new employees

w

Highlights

Competera has optimized **2.6 million** prices to date

2014

Founded

2015

One of the best
Data Delivery
Solutions on the CIS
market



Best B2B
Startup

2016

Awarded as
“Breakthrough of
the Year”



Contributor of the
best future in retail
experience

2017

Competera Pricing
Platform helps
clients from 25
countries



Top Writer
Price
Intelligence

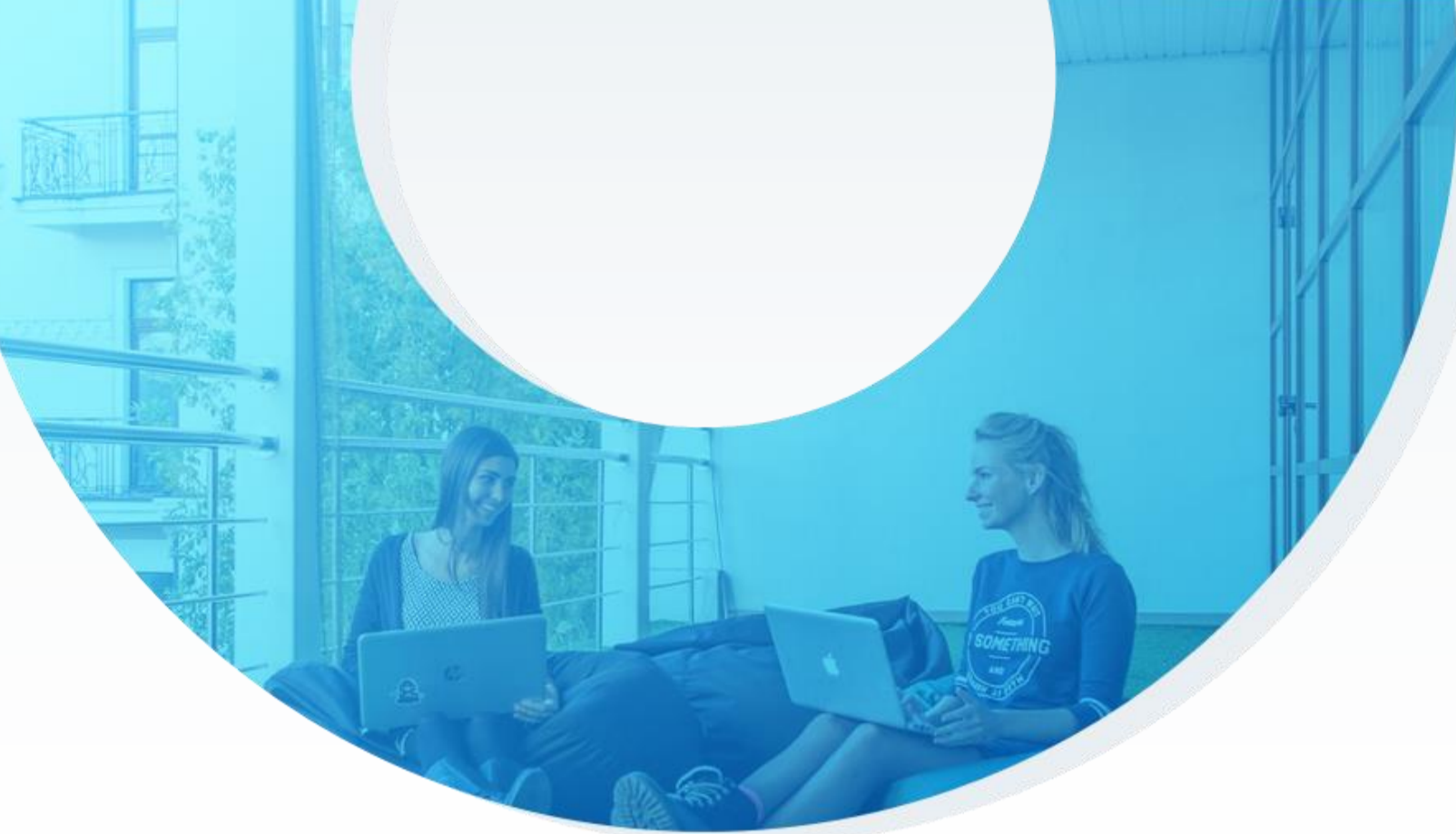
2018

Predictive Pricing
Engine launched

What's Next?

2019

- Scaling
 - The UK-based HQs
- Eight new sales locations
 - A new product
 - 100 new employees



 **competera** | pricing
platform

Q&A

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