



Stableai[®]
Commerce

**A new way to create, operate and
guide online stores to profitability**

Founding team



Our Track Record

Working as a team for 17 years

Bootstrapped from a two men team to \$100M+ in revenue over 10 years.

Helped other eCommerce owners to start or improve their operations

◆ THE PROBLEM 1 ◆

Etsy Fees Are Crushing Sellers



25%-50% Fees
Per Order Revenue
Lost to marketplace fees,
ads, and hidden costs

No Ownership
Sellers has no way to contact
customers
Marketplaces own the customers

Fear To Be Banned
Thousands of shop bans.
Hundreds of thousands listing
bans



ETSY SELLER UNIVERSE

Etsy

ETSY SELLERS: 5.6 MILLION

10% HAVE OWN WEBSITE

560,000



90% NO OWN WEBSITE

5.04 MILLION



TOTAL

5.6 MILLION

TOTAL ADDRESSABLE MARKET (TAM)
\$24 BILLION

*Note: Numerical values and percentages are visualized by flow
OWN WEBSITE refers to independent e-commerce storefronts.
NO WEBSITE relying solely on platforms & social media.*

◆ THE PROBLEM 2 ◆

Running your own store is hard

**90%
Churn Rate**

Most stores fail.
DIY eCommerce is broken.

Ecommerce

GAME
OVER

5%

Profitable Stores

Only 1 in 20 stores makes
consistent sales.

**\$150k/Year
Hiring Costs**

eComops teams are
expensive to hire and manage

Why Success in eCommerce Is So Hard?

Lets Look at A Successful eCommerce Operators
These are areas they have to master to be profitable:

DESIGN

UX/UI, Ads, Branding

DEV

Implementation
limitations, tech stack,
implementation cycle

BI

Track competitors and
react fast.

A/B Testing

MVT vs. A/B, statistical
significance, setting up
the technical side

SEO And Content

Onsite, Offsite, GEO, Technical,
Link building,

Analytics

Client side, server side, how the
system works and counts metrics

Social

Video production, Influencers

Performance Marketing

Ads, Programmatic, Re-marketing,
Social, Email Marketing, Strategy

Now Imagine a Beginner

Most eCommerce founders are beginners

The Reality For A Newcomer

- Doesn't know what to do
- Doesn't know how to do
- Doesn't have appropriate tools
- Doesn't have appropriate resources
- Doesn't have appropriate experience

Newcomers Doesn't Ask:

“How do I optimize?”

They Ask:

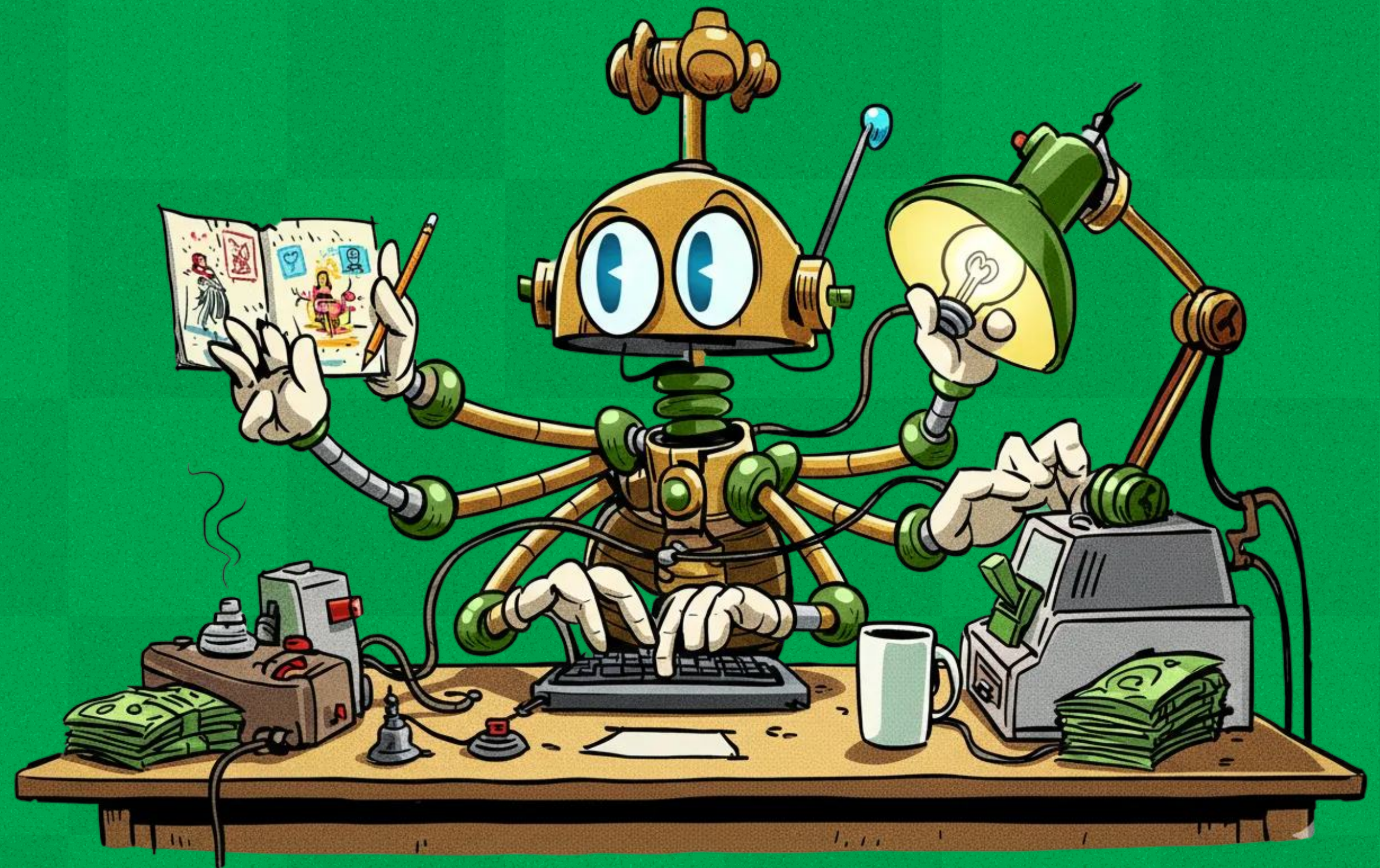
“Where do I even start?”

The Solution



Stableai[®]
Commerce

Saves 95% on the costs of hiring
and operating a team



AI Native Infrastructure

An AI agent that converts Etsy store
to a standalone web store and runs
end-to-end operations: design, dev,
pricing, promos, analytics,
marketing

Guides The Operator

The Agent guides the owner on
what has to be done next,
constantly pushes them and explains
the “why”, leaving the owner only
to make the decision

Go-To-Market: Etsy Sellers



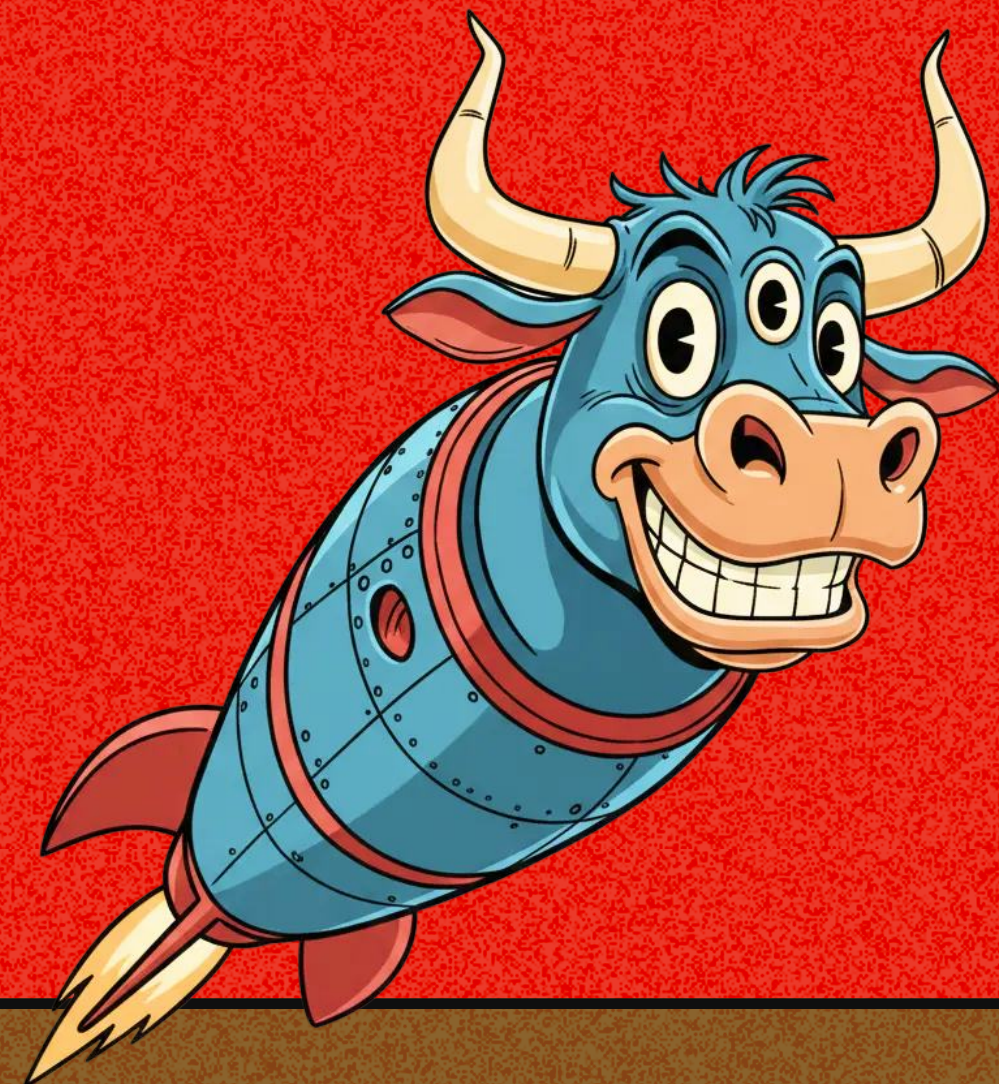
Marketplace Sellers

- Successful on Etsy - but no owned storefront
- Target audience of 4 million small business owners
- Ready to pay so someone will build them an independent store and brand
- Already have a product and shipping solved
- 30 Day Challenge to take marketplace sellers towards their first online sale

THE VALUE PROPOSITION

Feature	Manual Operations	Stable Commerce
Setup Time	Weeks to Months	20 minutes
Cost	High (Multiple Salaries)	20x less then a Human Team
Expertise	Dependent on Hiring	Instant Access (World-Class)
Management	Complex Coordination	Simple Prompts

Roadmap



Within 18 Months
\$3M ARR
(500 Stores Signed)

Phase 3 — Scale (Months 12–18)

- Scale paid acquisition
- Expand to new customer segments
- Strengthen growth engine

Phase 2 — Expansion (Months 6–12)

- Expand marketing channels
- Optimize onboarding and activation
- Increase conversion and retention

Phase 1 — Foundation (Months 0–6)

- Finalize the core AI agent
- Launch full version
- Acquire first paying customers
- Validate product–market fit

Positioning **Stable** as the default go-to platform for crafts sellers