



Shopify Canvas



Key Partnerships

Shopify has a curated App Store with multiple eCommerce apps that can be directly installed on the Shopify Platform

Developer Community

Shopify is the dominant eCommerce platform, so their partnerships with leading Dev. partners are important to their growth

Shopify uses events such as *Shopify Unite* to help grow its partners and co-create new products

Facebook

Shopify software will be on of the back-end providers for the new Facebook store

Key Resources

Platform, Brand, Finance

- Shopify is the dominant eCommerce platform for SME
- Brand power helps create new partnerships/growth
- Well-capitalized for new growth streams

Key Activities

Innovation, Community Growth

- Platform innovation and new merchant product rollout (ie. shipping, Fintech)
- More than 1 million merchants on platform. Need to nurture and grow that base

Value Proposition

Subscription-based eCommerce platform for SME (small and medium enterprises).

- Simple, plug-and-play eCommerce software to manage online storefronts
- Merchant services adds other value layers around payments, etc.
- Shopify Plus for large enterprises



Customer Relationships

Support for SMEs. Shopify Plus

- Many tools, forums to support SMEs
- Shopify Plus is a separate business unit dedicated to larger customers

Channels

Digital and Events

- Offer support (both in chat and live) for all of its customers
- Run events such as Shopify Unite and Partner Town Halls to build community

Customer Segments

SMEs, large eCommerce stores

- More than 1 million merchants on Shopify platform
- Many of the world's largest retail brands use Shopify Plus to power their online store
- New Shop App for consumers creates a new channel by bringing customers directly to independent brands via Shopify

Cost Structure

Platform - continuous development of platform requires large ongoing investment

Customer Acquisition - spending on marketing, affiliates, branding to continue to acquire customers

Innovation - Shopify continues to invest in acquisitions and future potential growth areas, requires large teams to run

Revenue Streams

Subscription: monthly subscription fee. Accounts for ~40% of Shopify revenue

Merchant Services: additional merchant services (ie. payments, shipping, etc.) account for ~60% of revenue

Fintech: launch of Fintech services will *likely* lead to the creation of new revenue streams