



# The Distributed Commerce Network

DTC brands we love were created in the last decade thanks to  
online advertising that was highly effective

WARBY PARKER



***Glossier.***

Caraway®

bala

alo

And hundreds of others all grew thanks to the power of distribution on the web

But in 2021, Apple's privacy changes changed the way  
DTC brands could advertise...



...resulting in exponentially higher customer  
acquisition costs



# In that same time, creators became the inevitable point of distribution

Stories inspire action - and it's happening everywhere



>140MM in tequila sales in Yr 1

Dwayne Johnson, 306M followers



>\$100MM in burgers in 15 months (his 1st product)

Mr Beast, 27M followers

Initial Fermat Opportunity



\$150K in home goods sales in 3 months

Influencer, 49K followers

- ▶ 600K+ Creators with over 10K Followers on IG alone
- ▶ \$100B+ GMV Opp for mid-size creators



# Creator commerce is growing 3x faster than e-commerce

Creator commerce set to grow from 5% to 17% of e-commerce by 2025

Shopify 4x'ed social commerce over past year alone

Businessweek | The Big Take

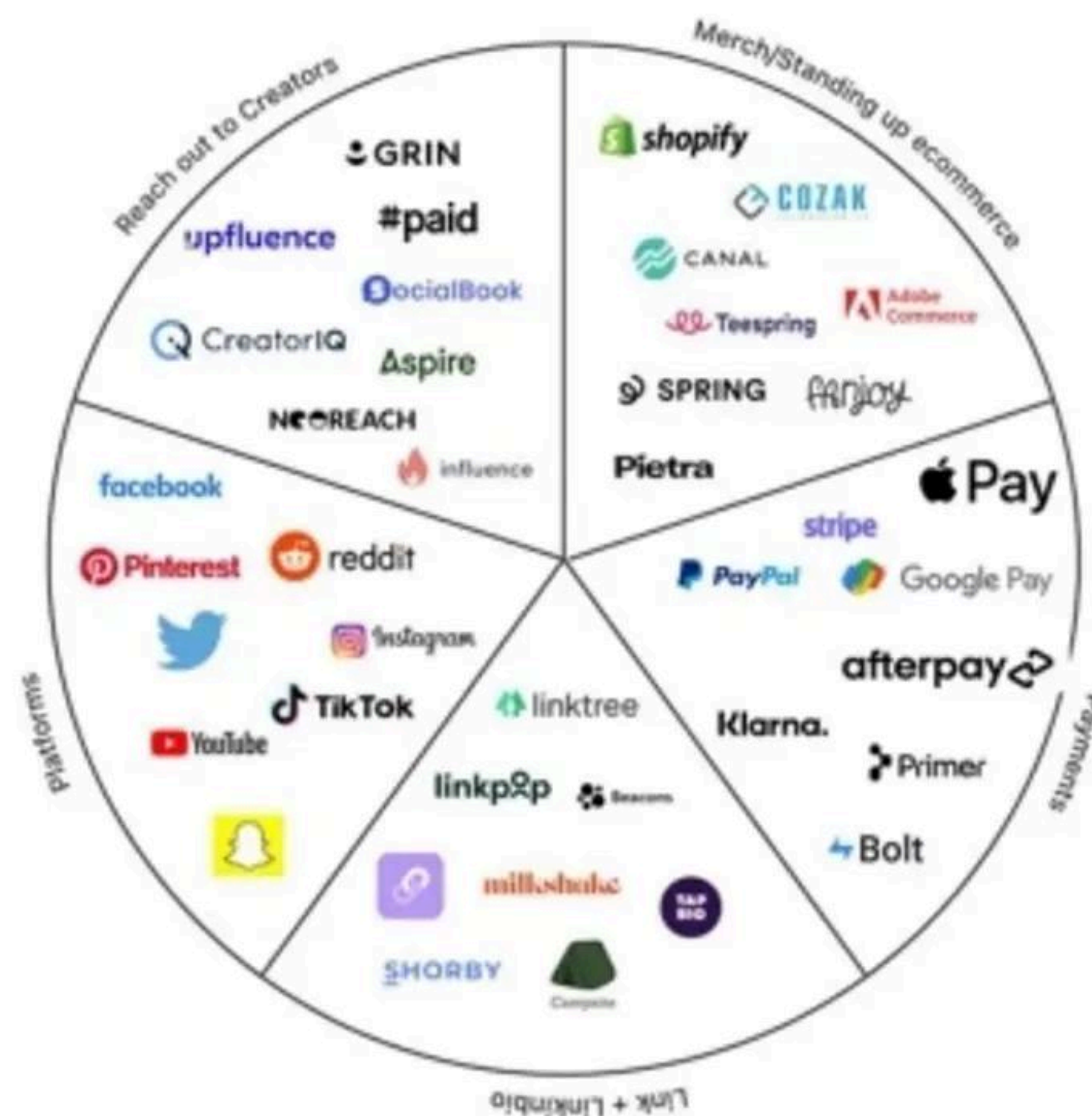
## How Shopify Outfoxed Amazon to Become the Everywhere Store

## Instagram Wants You To Tag Products, Not Just People, in Photos

MAY 22, 2021 JASON SCHNEIDER

## Beyond Aggregation: Amazon as a Service

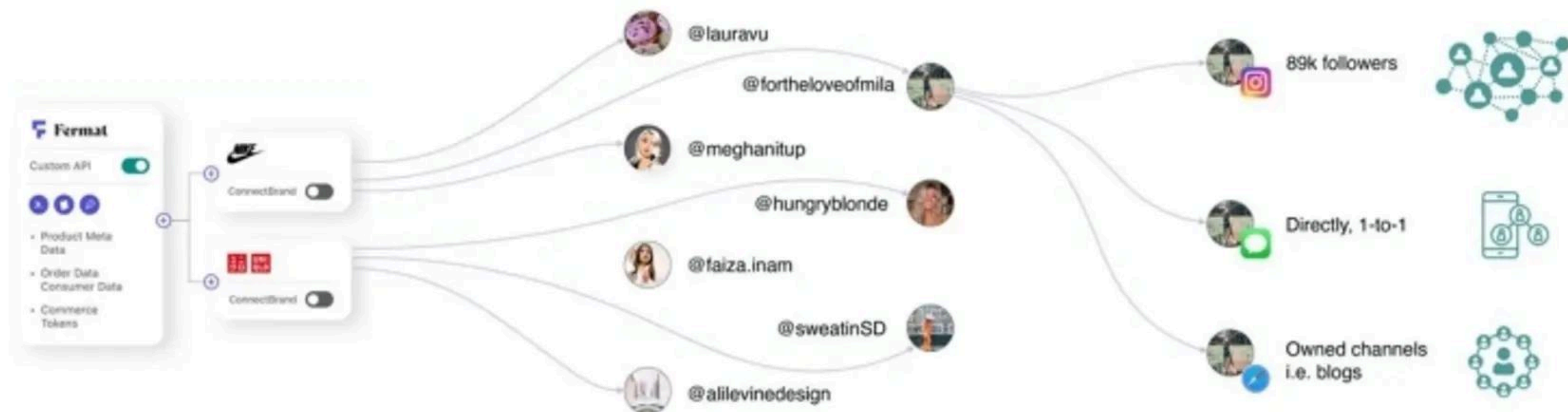
Monday, April 25, 2022





# What we do

How Fermat helps brands and creators



We build tools to seamlessly connect brands...



...with creators, so they can surface...

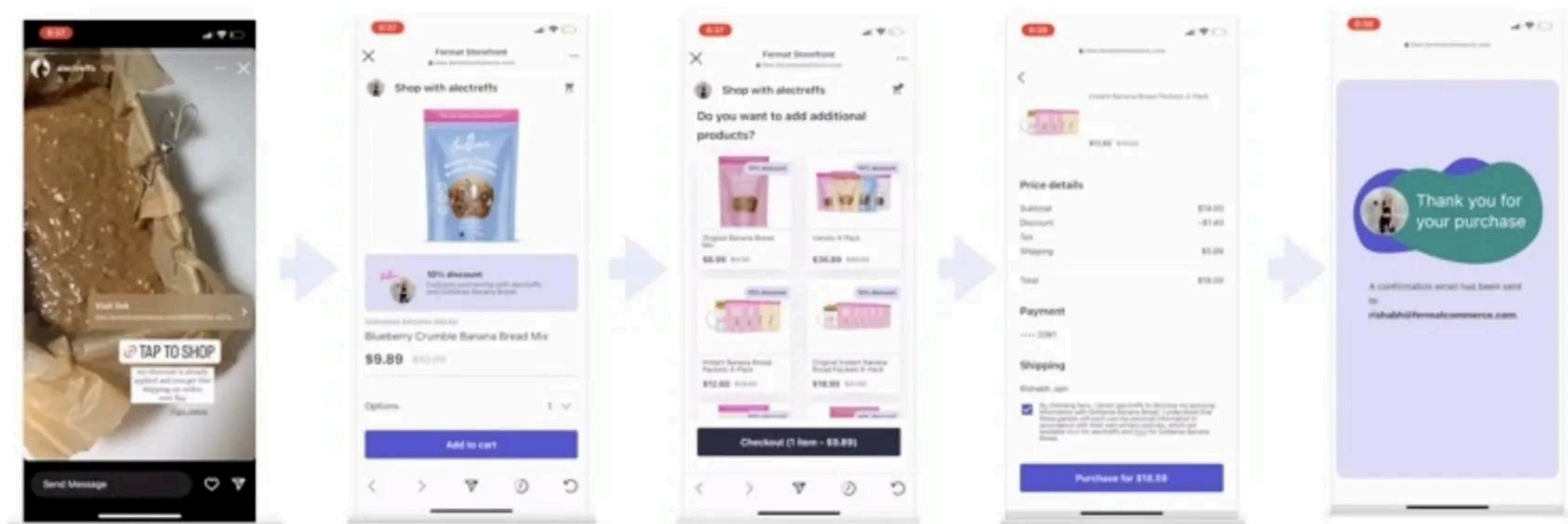


...direct commerce with audiences, independent of the channel



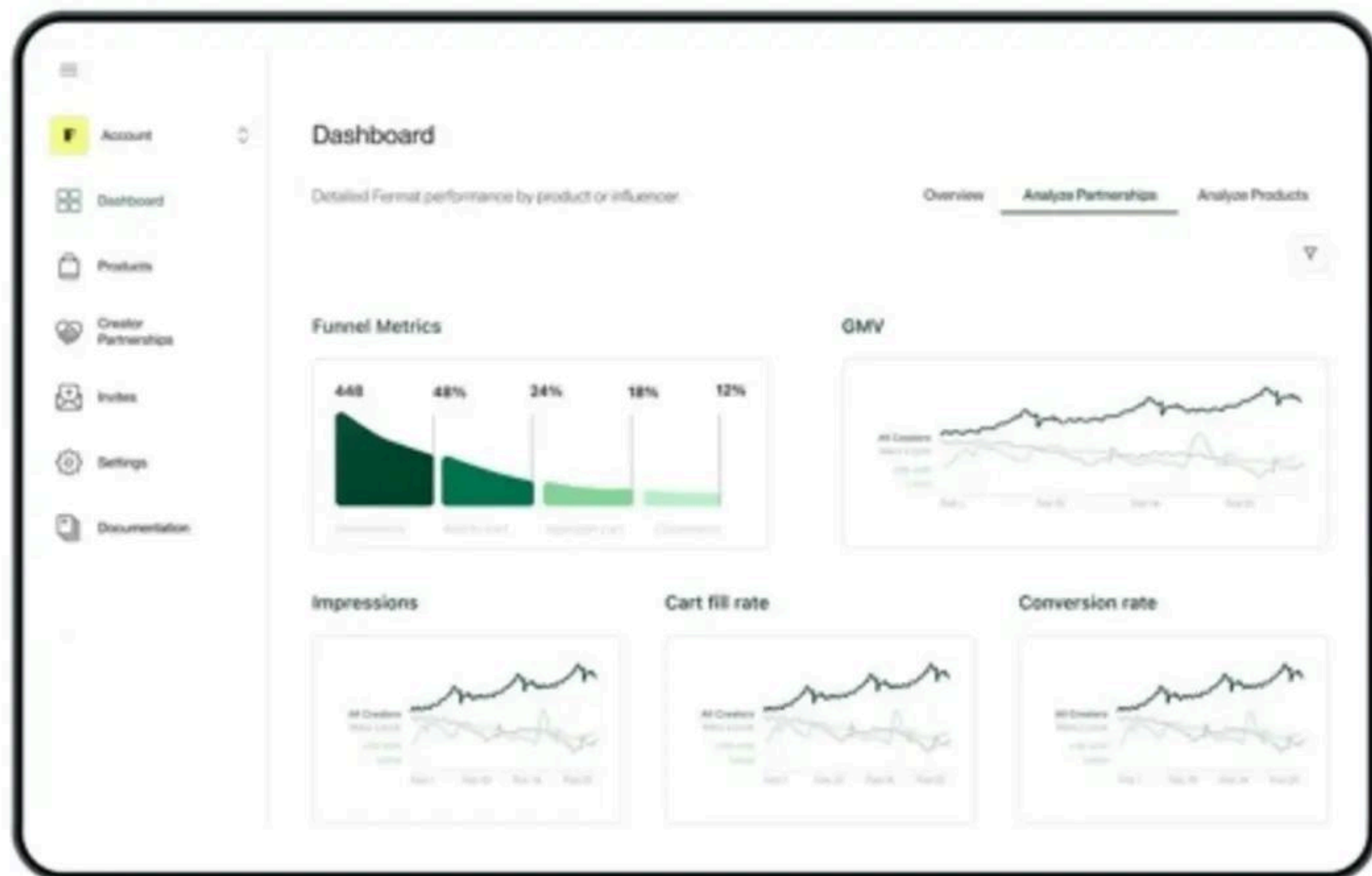
# A native experience for consumers

Creator and content maintained throughout the checkout



# Tools brands need to thrive in this new reality

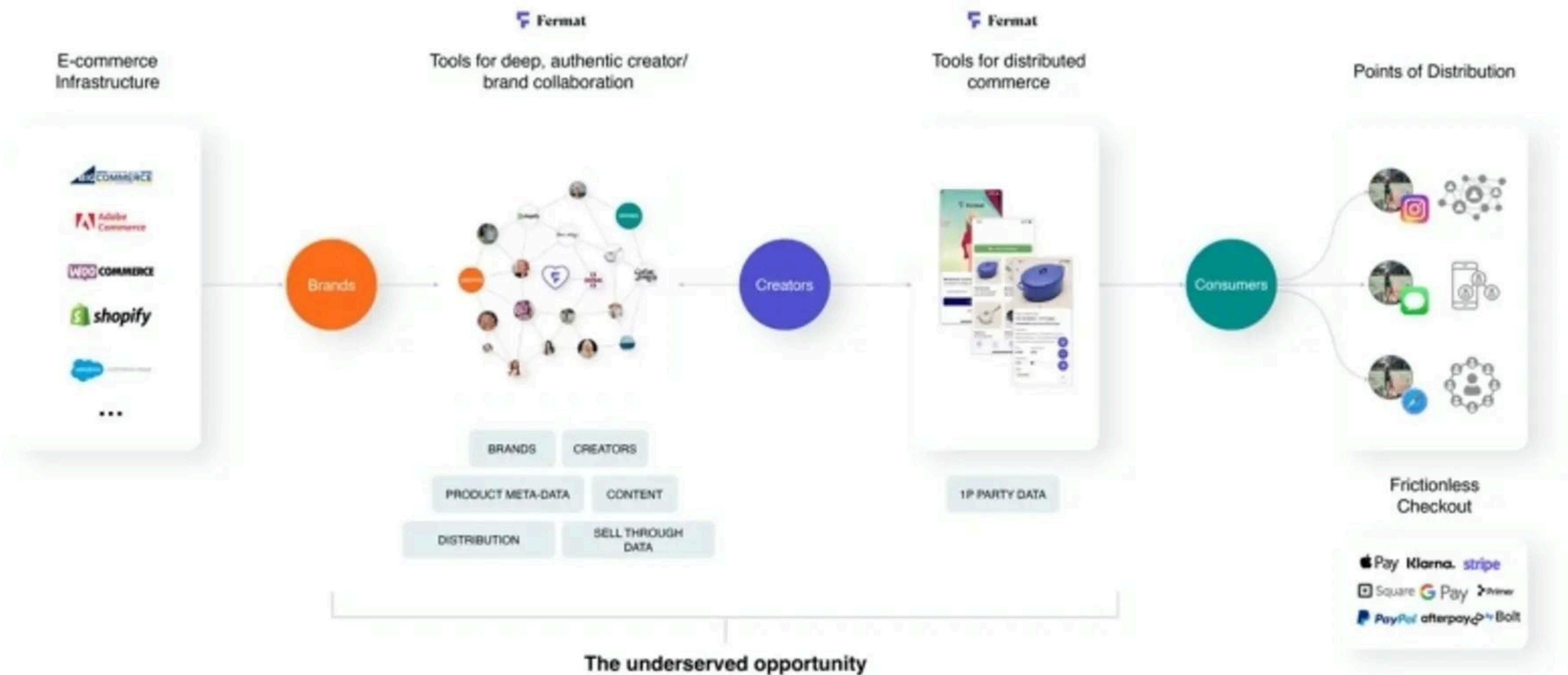
Fermat is available today to any brand on Shopify



- Own 1P data for your consumers
- Manage all your creator stores in a simple and scalable way
- Get 100% closed loop attribution data for all sales



# Fermat's unique place in this ecosystem



# Fermat team

Deep roots in ad tech

Founders:



**Rishabh Jain**  
*Co-Founder / CEO*

- Prev VP New Business at LiveRamp
- PhD Solid State Physics, MIT



**Shreyas Kumar**  
*Co-Founder / CTO*

- Prev Head of Eng for Platform at LiveRamp

Strong team from places like:



/LiveRamp

dolce vita

Investors & industry experts:

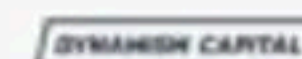
greylock

**QED**  
INVESTORS

Courtside



Eric Seufert,  
Mobile Dev Memo



Ben Faw,  
Dynamism Capital



Joel Jewitt,  
Founder LiveRamp