



WoonderSoft S.L.

South Summit Madrid

05 June 2025

# WonderShop

## Video Product Demo

Smart, User-Friendly Catalog Management Software





for WooCommerce

# Problem

Today's e-commerce landscape is burdened by:

1. Poor **catalog management systems** &
2. Low-quality **product information**.

This inefficiency drives Market fragmentation, by reducing:

1. **Transparency** &
2. **Consumer experience**.

## 54%

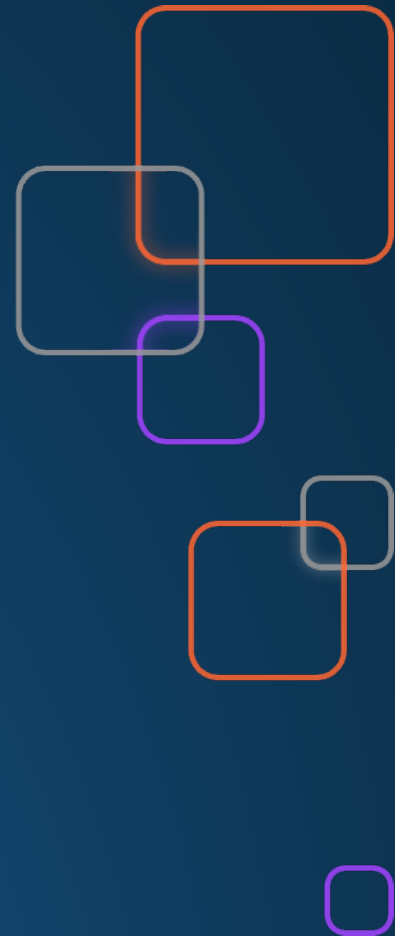
### Inconsistent Product Information

Retailers cite this as their biggest cross-channel selling challenge (Source: PromptCloud 2025)

## 70%

### Cart Abandonment

Average online shopping abandonment rate in 2025 (Source: Baymard Institute)



# Solution (1)

WonderShop's core objective for:

- **Store Managers,**
- **Consumers, &**
- **Suppliers**

are to deliver:

- **transparency,**
- **efficiency, &**
- **informed purchases decision.**

WonderShop's solution is to launch a **marketplace** through a connected “**Value Comparator**”.

To achieve this, WonderShop is developing **in-house Technology** built on:

- **scalable** integrations, &
- **real-time** synchronization —  
not outdated scrapers or static feeds.

**Transparency** leads to lower prices



# Solution (2)

**E-commerce is growing fast**  
—but it's also more:

- competitive, &
  - complex
- than ever.

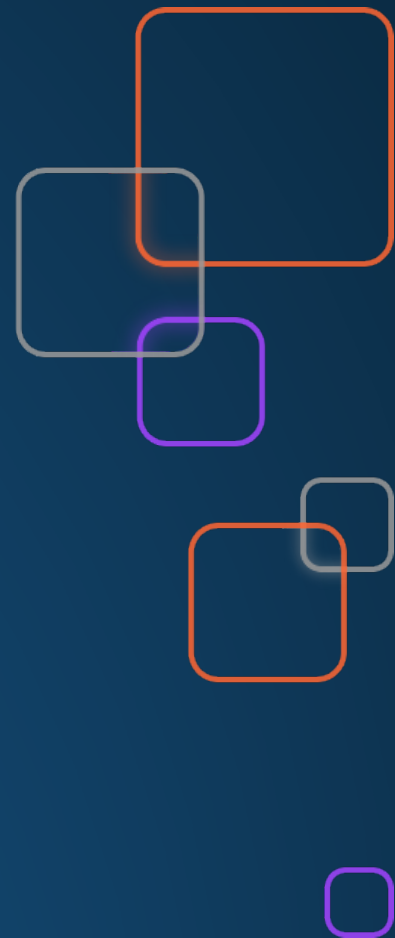
**Also, AI solutions**, like ChatGPT, are

- changing how people shop &
- raising **expectations** for:

- speed,
- accuracy, &
- relevance.

**Store managers** need tools for **today's challenges**

Efficient **catalog management** is no longer optional—it's **essential for survival**

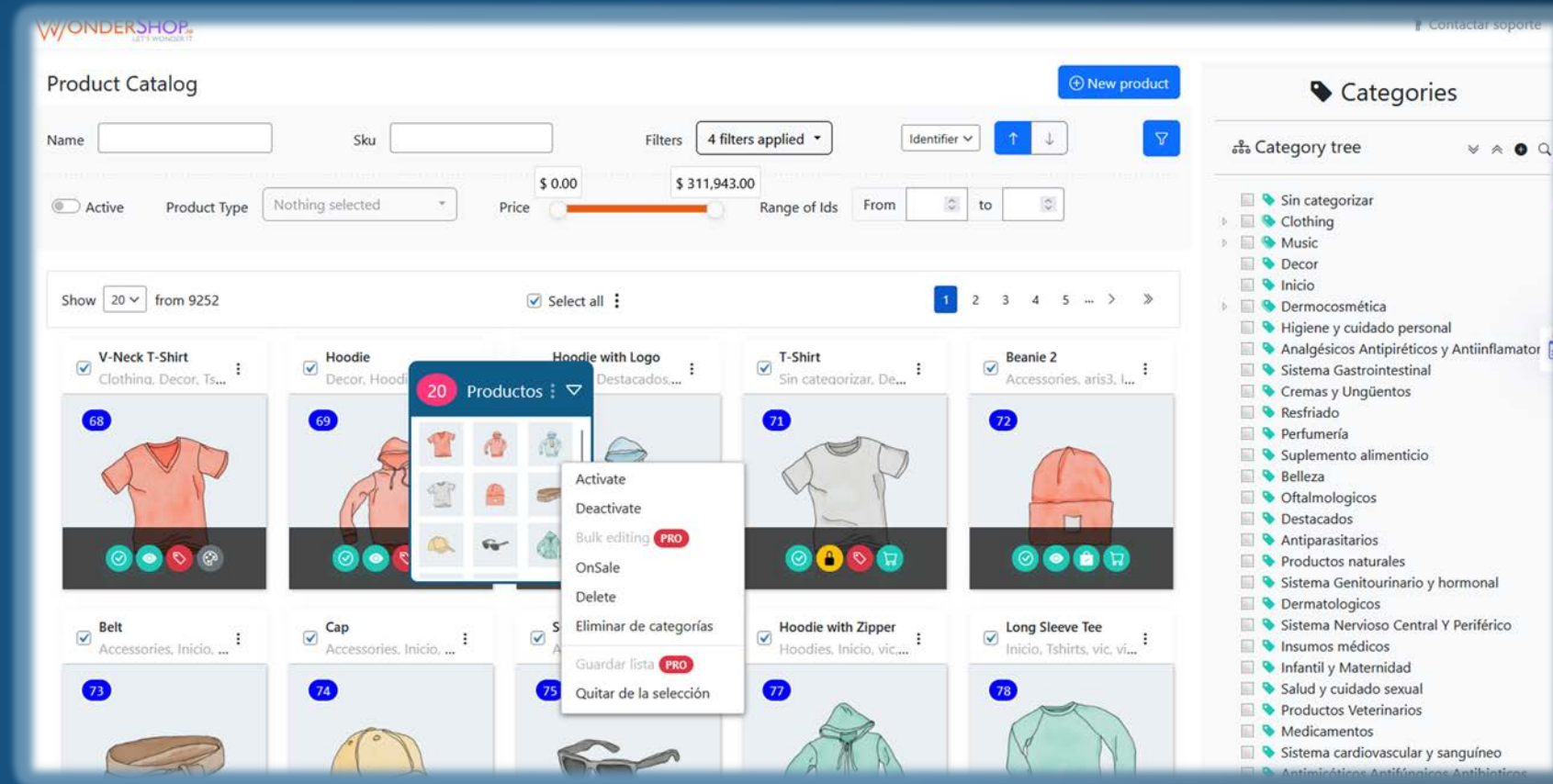


# Product: WonderShop today (Phase 1.1)

Smart features, designed to simplify:

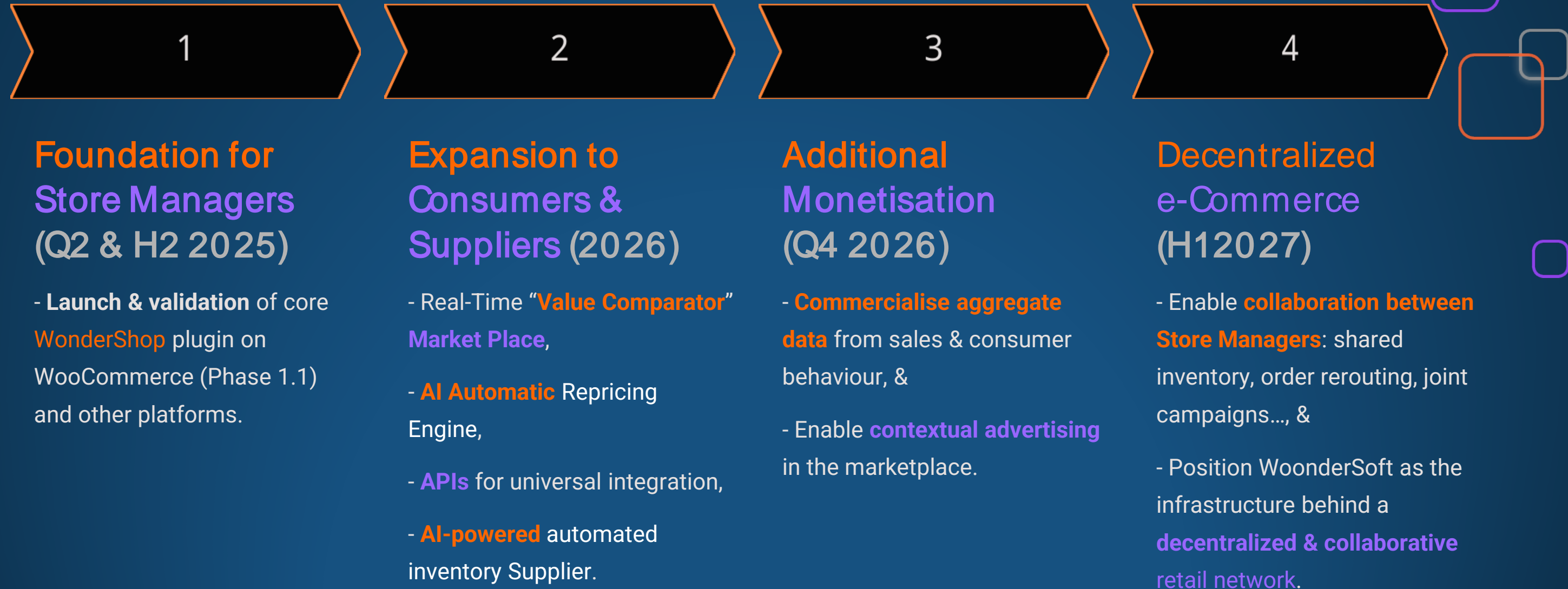
- catalog management &
- growth.

- Multi-Action Container (MAC) (reducing repetitive manual workload by up to 80%),
- AI-Powered SEO Optimization,
- Advanced Import/Export Engine,
- User-Friendly Interface, &
- Scalable Enterprise-Ready Infrastructure.



# Product: Roadmap to “End Game”

From a WooCommerce Plugin (Phase 1.1) to a Decentralized Commerce Infrastructure (Phase 4)





# Market Opportunity

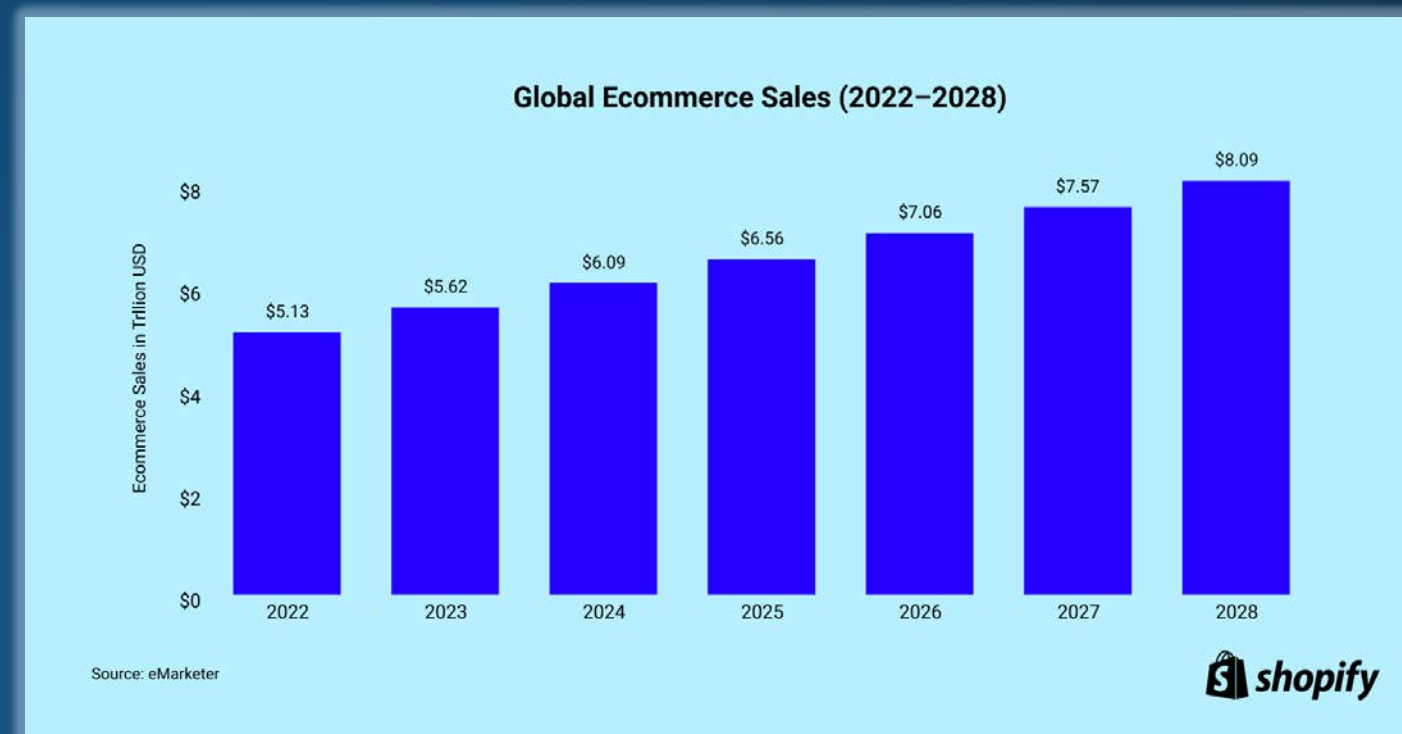


E-commerce is a **\$6tr+** global market —and **growing** fast.

❑ Phase 1.1 with over **8m** active stores in WooCommerce, gives us access to a:

- **massive installed base**,
- **product validation**, &
- **scalable path** to cross-platform expansion all while **generating revenue**.

❑ Phase 1.1: TAM **\$1.2bn**, 5% share -> SOM: **\$60m** ARR.



# Business Model (Phase 1.1)

We operate under a **freemium model**, offering **3 levels of services**:

Basic	Professional	Agency
Ideal for a store	Up to 3 stores	Up to 10 stores
<b>59€ / year</b>	<b>129€ / year</b>	<b>299€ / year</b>
<b>Benefits</b>	<b>Benefits</b>	<b>Benefits</b>
<ul style="list-style-type: none"><li>✓ 1 store</li><li>✓ Priority support</li><li>✓ Enhanced lists</li><li>✓ Customized filtering</li><li>✓ Extra information on products and categories</li><li>✓ SEO Score</li><li>✓ Advanced export/import of products and categories</li></ul>	<ul style="list-style-type: none"><li>✓ 3 stores</li><li>✓ Priority support</li><li>✓ Enhanced lists</li><li>✓ Customized filtering</li><li>✓ Extra information on products and categories</li><li>✓ SEO Score</li><li>✓ Advanced export/import of products and categories</li></ul>	<ul style="list-style-type: none"><li>✓ 10 stores</li><li>✓ Priority support</li><li>✓ Enhanced lists</li><li>✓ Customized filtering</li><li>✓ Extra information on products and categories</li><li>✓ SEO Score</li><li>✓ Advanced export/import of products and categories</li></ul>

Sales **channels** revenue generation:

- **SEM, SEO**, Web & Blog,
- Addons & Market Place from **WordPress** & **WooCommerce**
- **Social Media**: LinkedIn, YouTube, Instagram, Meta, TikTok.. & Influencers
- Through e-commerce Store Managers and via accountants and administrative agencies.

# WoonderShop Initial SEM Metrics

Initial results show **strong** user **interest**:



Early **May** notable **performance** overview:

- Average click-through rate (CTR) : **8%**
- Average conversion rate (CR) : **10%**
- Ready to launch the **English-speaking SEM** campaign.

# WoonderSoft SL Backing & Recognition (1)



Secured non-dilutive funding from Ekintzaile-Txekintek 2024

Awarded in recognition of our **innovative approach** and proven potential for sustainable **business growth**.



Endorsed by BIC Gipuzkoa

A leading Business Innovation Center (BIC) supporting **high-potential startups** in **technology** and **innovation** sectors.



Sponsored by Bidasoa Gunea Program

Granted **2 years of complimentary** sponsored **co-working space**.

# WoonderSoft SL Backing & Recognition (2)



## Wayra Startup Accelerator Program

10 startups chosen; includes 4 months & 200 hours of expert mentoring, ecosystem exposure and potential investment.



## Certified as “Empresa Emergente”

Certified as a Startup under Spanish Law (ENISA).



## Finalist – IRUN EKINTZAN Innovation Awards 2024

Honouring companies that drive innovation and create meaningful impact in the region.



# Founder Team

A **seasoned** & **diverse** team backed by a proven track record



**Aristides LÓPEZ, Co-founder & CTO**

Software Engineer, Cuba

- +20Y in architecture design and platform development, including modules and plugins.
- Focus on technical development and implementation of innovative solutions.



**Victor HERRERO, Co-founder & CMO**

Marketing graduate, expert in customer management and IT systems, France & Spain

- +20Y developing and maintaining platforms, optimizing UX, and providing customer support.
- Focus on customer relations and service quality.



**Nader Fernando FAYAD, Co-founder & CFO**

Aeronautical Engineer (ENSMA) & Master in International Finance at HEC (Paris)

- +17Y in the Citi of London in Investment Banking.





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