

Acquisition & Strategic Partner Investment Opportunity

Market

Sectors: Ecom Enablement, FinTech, Shopper Identity, Retail Tech, Data

Team

Whym is founded by 3 ex-Snapchat (SNAP) employees who share a background in retail, consumer technology, advertising, payments, e-commerce and DTC brand building.

The core team founders + 5 employees (engineering & product design).

Funding

Last round closed Sept 2021
Priced Seed

Merchant App

Merchants pay monthly SaaS for consumer data & dashboard plus a transaction fee on sales closed over Whym's sales channel.

- 500+ merchants connected to Whym's Shopify App & Stripe Connected
- Whym button on 20,000+ product pages
- Growing Monthly Active Viewers

Consumer App

Shoppers download a free iOS App w/ Safari Extension and/or Google Chrome extension for desktop.

- 35,000 consumer wallet accounts
- 6.75 million products collected by shoppers from ~900 online brands & retailers.



Backers

Our investors include VC funds from Silicon Valley, New York & Los Angeles including Deciens Capital, DNX Capital, participation from Lightspeed & Sequoia, and angels who lead commerce & payments for Facebook, Paypal, Venmo, Stripe, Fast & other major tech companies.

Meet the team.

W.

Whym's execs, former Snap teammates are retail, payment and consumer technology heavy-weights who have pioneered consumer-focused technology for years. Together, the Whym team creates a world-class experience, challenges the norm, builds category-defining products and has a great time doing it.



Kelly
Nyland



Founder & CEO

- Product Leader, GTM Specialist
- Four-time startup exec in emerging mobile technologies, NLP, AI and telco
- Viral, organic and highly-decorated GTM releases for 120 products in 40+ countries.
- (2) IPOs



Rhenee
Bartlett



Co-founder & COO

- Large scale SOPs & process
- People, Budgets & Roadmap
- Background: Telco, CPG & Mobile
- (2) Exits



Ryan
Hornberger



Founding Exec, VP Engineering

- Built Snapchat Ad platform // Payment infrastructure
- Enterprise SaaS @ \$1b monthly PCI compliant transactions
- Acquired by Snap Inc. + (1) IPO

Parrot

sphero

BB-8

Scan

crexendo

entrata



PRINCIPAL
ENGINEER



ENGINEER



SENIOR
DATA ANALYST



LEAD
ENGINEER



PRODUCT
DESIGNER



JUNIOR
ENGINEER

Board of Advisors

W.



ALEXIS
ZHU



JASON
PURDY



JOAN
BODENSTEINER



THERESA
DOBSON



JASON
COSTI



ALEX
MATTHEWS



CHELSE
LEE



TREVOR
NICHOLSON

stripe



BONOBOS



affirm



DRIFT



Casper



Snapchat, where he led the development of Snapcodes and the platform's first ad manager, contributing to the company's massive success. His technical acumen and forward-thinking approach to product development laid the technical foundation for Whym's innovative endeavors.

Beginning of the Company

United by a shared vision these three embarked on a journey to disrupt the e-commerce landscape through Whym. They initially identified text messaging as an untapped channel for commerce, pioneering a strategy that could leverage the ubiquity and simplicity of SMS to facilitate sales. This strategy culminated in the launch of Petalfox, an ingenious service that allowed customers to order unique flower bouquets ever week with a simple text message. The technology enabled secure payments over any direct messaging channel, vaulting consumer wallets through a quick onboarding and order-taking process. The logistical challenges of architecting an international vertical supply chain to support this repeatable revenue sales channel were immense, but the team's dedication and ingenuity made Petalfox a testament to Whym's capability to execute complex problems.

Leaving Supply Chain Logistics Behind to Scale technology to More than just one Brand

As Whym expanded, it wasn't long before the technology that powered Petalfox caught the attention of other merchants. The simplicity and effectiveness of selling via text message appealed to a wide range of businesses, leading to collaborations with companies like Siete Foods. Whym also saw an opportunity build a cross-merchant, universal shopping cart that would empower shoppers with a 'one-click checkout experience for all DTC brands at once'. Having built and launched this product, Whym has been able to validate the value that this created for shoppers.

However, Whym's journey was not without its challenges. A significant setback came when a major e-commerce platform decided not to allow other online point-of-sale channels to operate within it's ecosystem. This move could have been a death knell for many, but Whym saw it as an opportunity to pivot and innovate.

Response to Universal Cart being Rejected by large Ecommerce Platform

In response to these challenges, Whym focused on leveraging their

technology to address a growing problem in the e-commerce space: the declining ROI of online advertising. They developed Dopple, a revolutionary opt-in, multi-merchant shopping experience that respects user privacy while delivering personalized advertising. This move not only showcased Whym's resilience but also their commitment to enhancing the online shopping experience for consumers and merchants alike.

Pioneering Doppel API, First-party Data Cookie initiated by Shoppers

The creation of Dopple and its promise of a more personalized and efficient shopping experience represents a bold step forward in e-commerce. Whym's journey, marked by innovation, challenges, and resilience, illustrates the potential of technology to transform how we interact with the digital marketplace. Kelly, Rheene, and Ryan, through their collective vision and expertise, have not just built a company; they've sparked a movement towards a future where e-commerce is more integrated, intuitive, and inclusive.

Current Mission

Whym is looking to find the right partner that will a) most benefit by leveraging Whym's commerce suite and shopper identity solutions and b) to help scale their shopper-focused experiences as a part of large, trusted brand and audience.

Board of Advisors

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affirm



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Casper



Background Story on the Company

W.

In the rapidly evolving world of e-commerce, few stories are as compelling and visionary as that of Whym, a company that dared to reimagine the way we buy and sell through any digital sales channel. At the heart of this innovation are three founding members: Kelly, Rhenee, and Ryan. Each brings a unique set of skills and experiences that, when combined, form a powerhouse of creativity and technological prowess.

Kelly Nyland, CEO

Kelly, with her background in launching groundbreaking products like the world's first consumer drone at Parrot and leading marketing efforts for Sphero's robotic toys, including the Star Wars BB-8 robot, brought unmatched marketing expertise to the table. Her ability to captivate audiences and innovate within the marketing sphere made her an invaluable asset to the team.

Rhenee Bartlett, COO

Rene, whose logistical genius shone brightly with her involvement in deploying Snapchat's Spectacles via robots in some of the most challenging locations, including the depths of the Grand Canyon, added a level of operational excellence and daring execution that few could match.

Ryan Hornberger, VP Engineering

Ryan, the tech wizard of the trio, made significant strides at Snapchat, where he led the development of Snapcodes and the platform's first ad manager, contributing to the company's massive success. His technical acumen and forward-thinking approach to product development laid the technical foundation for Whym's innovative endeavors.

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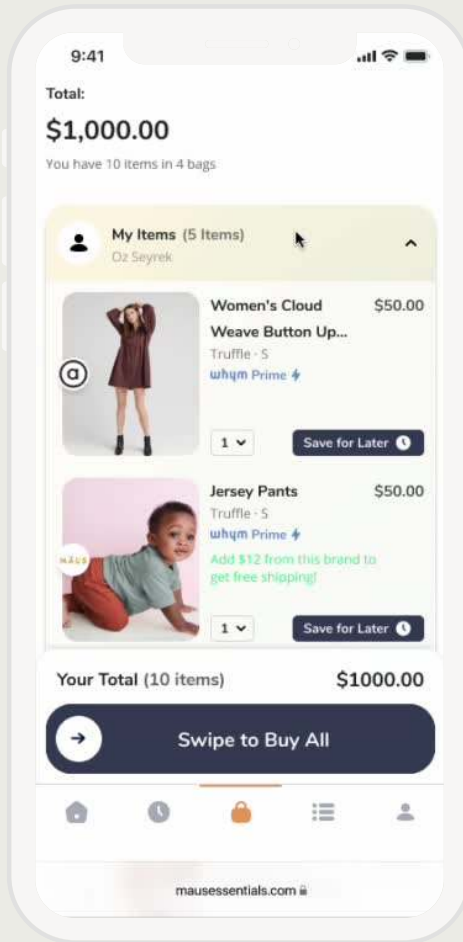
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Pioneering the First-party Data Cookie that is Controlled by Users

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Multi-merchant cart

Tax & shipping estimates configured

One-checkout, all brands

Orders pushed to individual merchant stores

One-tap checkout

Apple / Google Pay user onboarding

Promotions & discounts

Save For Later



Universal Cart

How it Works

Add five items from five separate DTC brands into one cart, then checkout with Apple or Google Pay - that's it. Whym does the rest.

Our software integrates with each merchant and facilitates individual orders to each store (powered by Shopify, Big Commerce or Magento).

Because we are integrated through Stripe to assign (MoR) Merchant of Record to each merchant transaction, shoppers see each merchant's name and order total on their credit card statement. Order confirmation emails, shipping notifications, customer service and returns are all handled by the merchant.

Business Model

By connecting to merchants via Stripe, we charge a 3% +10 cents in addition to credit card processing for any order processed by Whym.

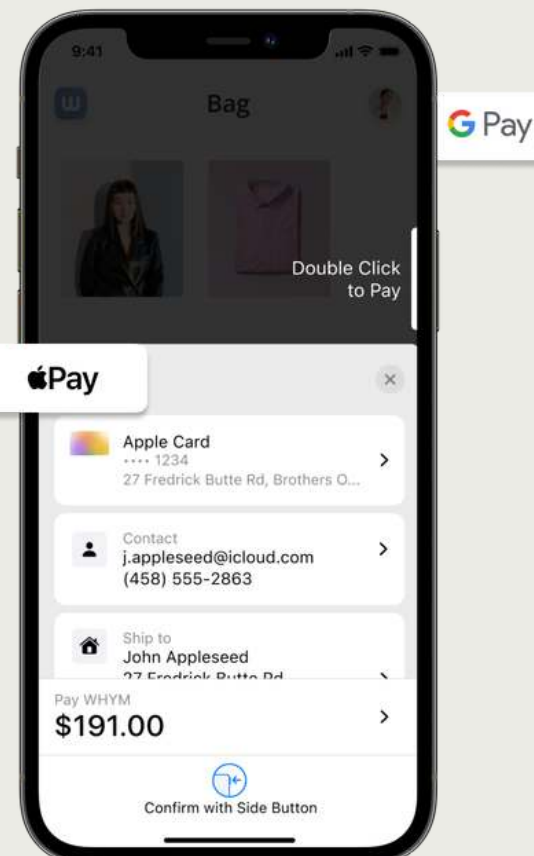
What makes this a unique solution?

Engineering tax and shipping estimates in real time in order to give shoppers a quick, seamless experience as they checkout.

Convincing merchants to allow us to act as an additional point-of-sale for their shoppers and convincing shoppers to trust as as a checkout source.

Handling edge cases related to when shoppers add products to their cart and when the status of the product inventor or price change, ie. out-of-stock, sold out, on sale, etc.

Shoppers onboard into their Whym wallet with one-tap via Apple / Google Pay. This single action vaults the shoppers credit card, shipping and billing information. We also create the customer record and push the order record to each merchant store.



Shopping Inbox



Get it on the
App Store



Add to
Google Chrome

Whether shoppers discover new products through Swipe Up ads, friend recommendations or a search bar, most use a variety of different behaviors to remember the products they want to buy later.

When shoppers don't immediately buy products, they are likely to (1) take a screenshot (2) open a tab in a mobile browser (3) text, email or DM the link to themselves or (4) do nothing and wait for a retargeting ad. This illustrates the fact that there is no one, central solution to *save for later*.

Enter Whym Shopping App

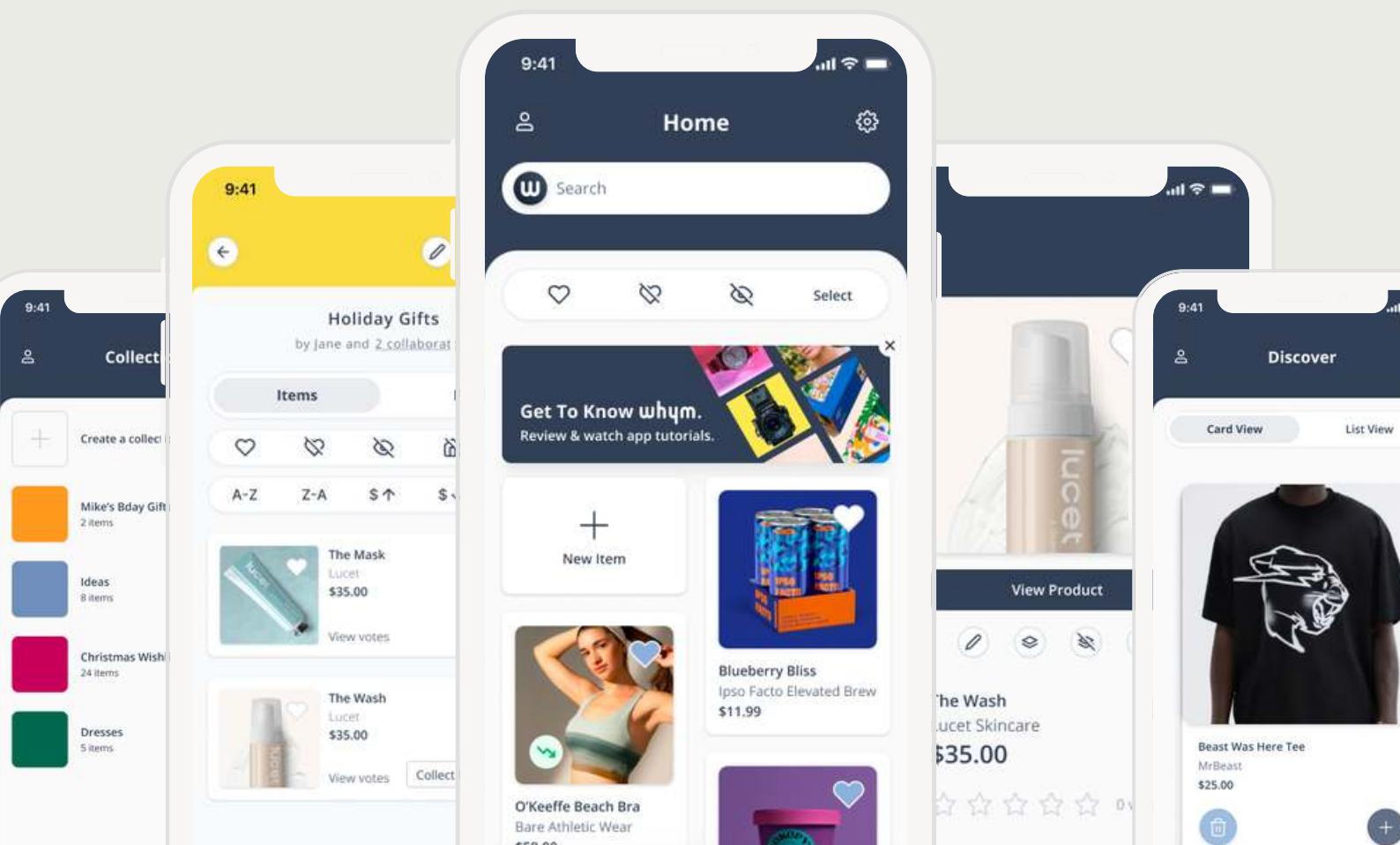
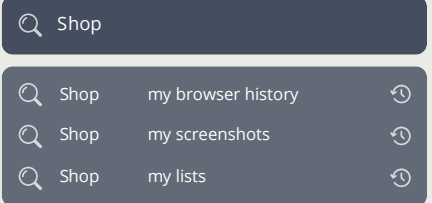
1. Download & install the Whym app
2. Enable Chrome / Safari extension
3. See, save & search your browsing history.

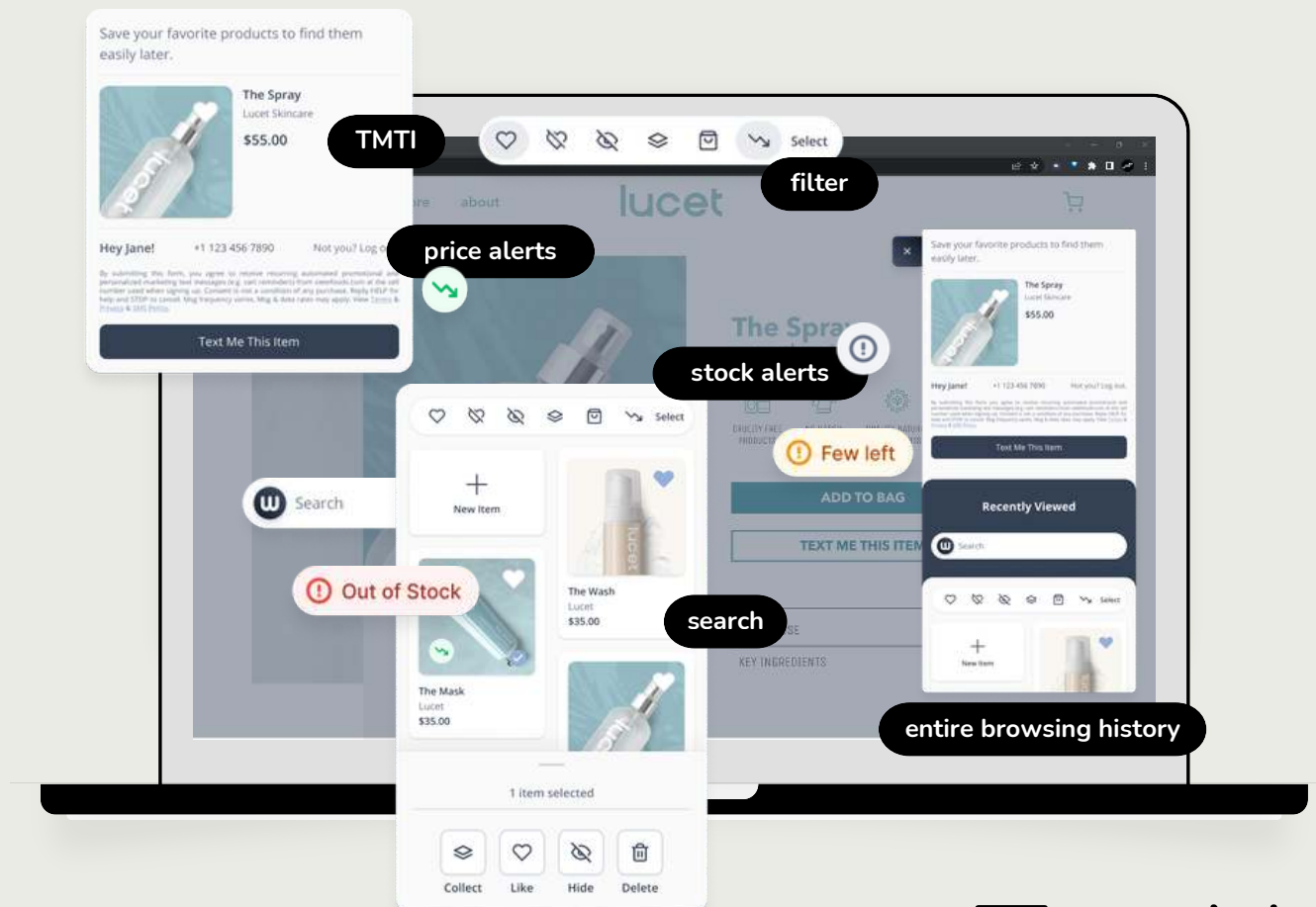
Whym's iOS app w/ Safari extension and Chrome Desktop extension - once downloaded and installed - is used to automatically keep track of every product that shoppers browse and don't buy. We automatically remember your browser tabs and also let you 'share via' directly to our applications.

Making this a comprehensive solution, shoppers can now add any link to their shopping inbox with a quick manual tap - and even begin to upload photos and screenshots from a camera roll.

Shoppers use our search feature to lookup items previously viewed and create multi-brand collections to share with friends and family. Whym acts like a visual browsing history for everything you want to buy.

*"Oh! It's
the pocket
app...for
shopping."*





Text Now, Buy Later

MERCHANT FEATURE

Text Now, Buyer Later is an innovative feature adopted by our 500+ merchants. It involved adding a new button to their product pages, positioned prominently above "ADD TO CART". This feature was designed to let shoppers easily remember favorite items by simply inputting their mobile number, after which they would receive a handy text reminder to make a purchase at their convenience.

The "Save for Later" button functions as a digital bookmark and 'recently viewed' browsing record, allowing shoppers to earmark items they're interested in without committing to an immediate purchase.

This solution does not require the shopper to login and functions like abandon cart reminders, two clicks earlier in the shopper journey.

Impact to Merchants

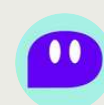
Merchants were intrigued by this technology, seeing it as a potential tool to enhance on-site conversion rates. The effectiveness of this feature could be assessed in two ways: first, by the number of shoppers who chose to send themselves text reminders, thereby providing merchants with valuable first-party insights into shopper interests and preferences; and second, by measuring the 'boost' in sales, which reflected the increase in revenue resulting from converting these interested shoppers into actual sales, whether for the initially viewed product or others upon their return to the site.

Business Model

Whym charged a monthly subscription fee between \$30 and \$300 / month for merchants to access their first-party data. Using webhooks to Klaviyo, Attentive and Postscript, merchants could also use Whym's data to send automated messages to individual shoppers pertaining to their unique product preferences.



Klaviyo



Postscript



Attentive

Performance Insights

On average, the 'Text Now, Buy Later' feature managed to convert between 0.1% and 1.0% of visitors on brand product pages into potential customers. Notably, 80% of these conversions represented 'net new' customers, captured for the first time through Whym's technology. This indicated that Whym offered a compelling value proposition on product pages, persuading first-time visitors to disclose their contact information.

In an era where acquiring new first-party data is crucial for brand survival, solutions like Whym have proven to be indispensable.

Moreover, we developed a comprehensive attribution model for our merchants, detailing the number of leads generated, the revenue generated, and the overall financial impact attributable to Whym. The data consistently demonstrated a remarkable return on investment (ROI) for our platform, with returns ranging from 10-20 times the monthly cost of \$30.

PMF

Over 18 months, Whym's technology was featured on over 20,000 product pages, generating more than 700,000 (UMAVs) unique monthly active viewers per month.

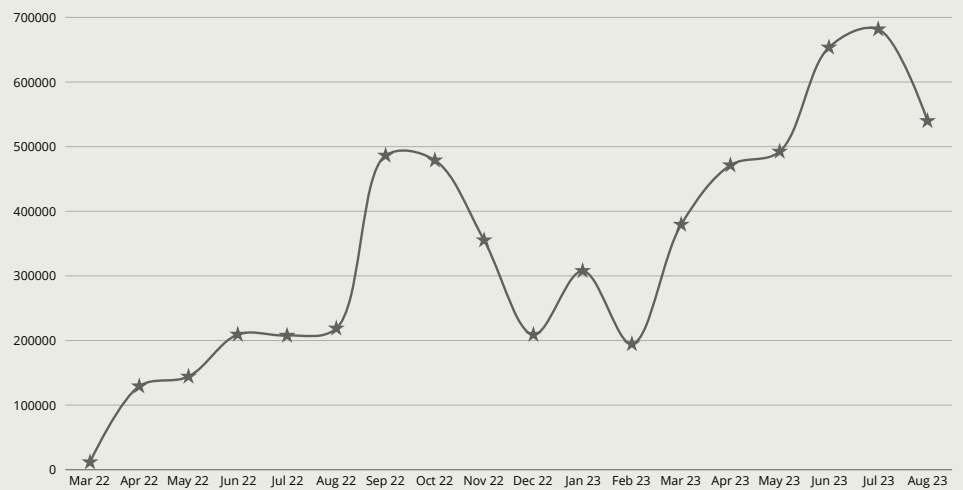
More than 6,750,000 items have been saved from over 850 retail & brand sites using Whym's technology.

Our technology has been used and tested by more than 500 merchant partners and over 35,000 wallet users.

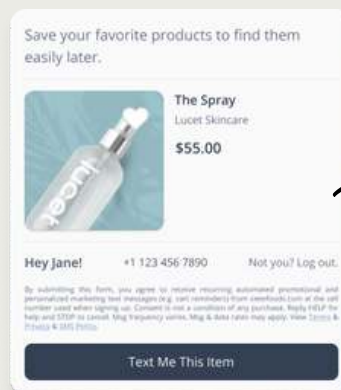
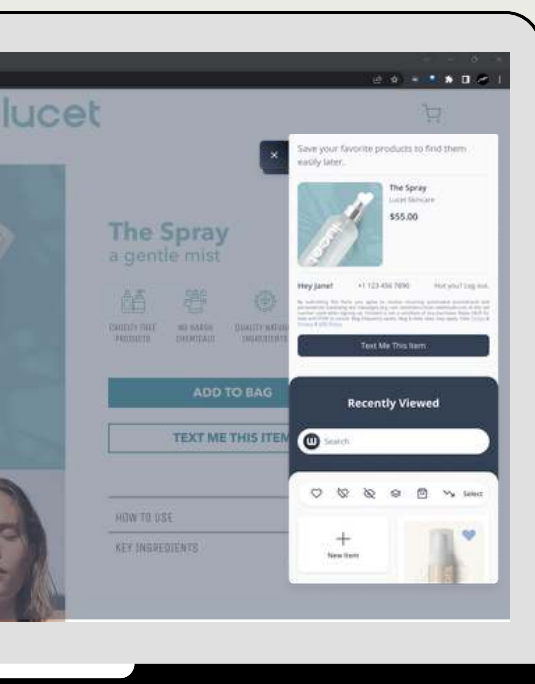
Network Affect

Whym acquired shoppers directly from product pages. The more shoppers save, the more they collect in their inbox where they can create shareable collections and search their browsing history. This drives clicks and views back to the merchant product pages.

UNIQUE MONTHLY ACTIVES



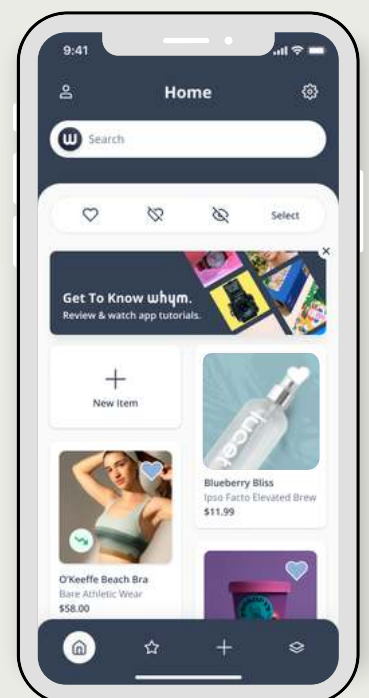
Shoppers meet Whym on a product page & save a product.



Shoppers create a Whym account.



Whym drives shoppers back to the product page.



Mini Shops

Business Objective

Expand the number of 'sales' channels where merchants can make a sale and where Whym can onboard a shopper into a wallet through the first sale.

What is a Minishop?

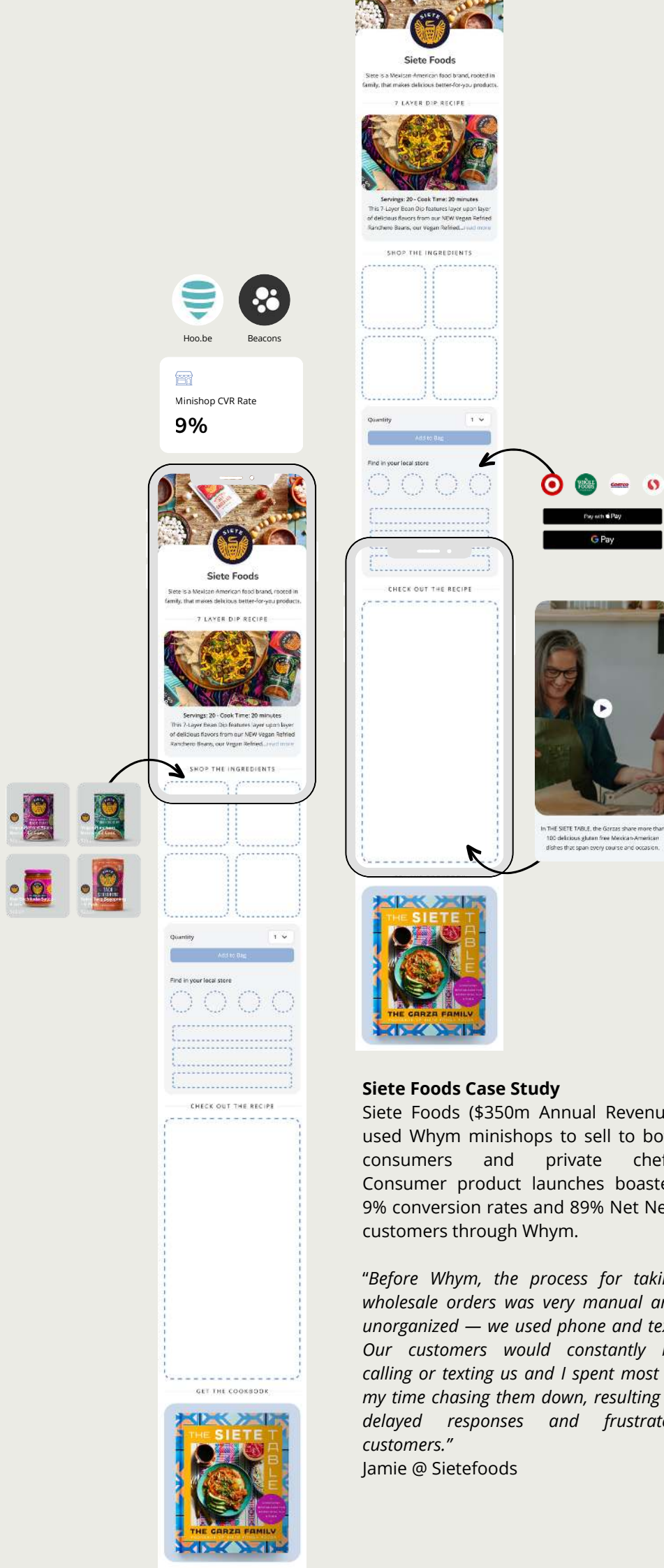
Minishops turn your landing pages into a single shopping cart, with a theme.

Merchants put any and all the items for a new product launch in one cart to share directly with a million shoppers at once. Influencers can let followers shop an entire outfit, beauty routine, or cooking recipe - regardless of where the products are sold.

Shoppers simply pick the variant, quantity and then checkout. Minishops reduce paradox of choice and shoppers clicking thru a website to make a decision..

These links can be embedded into messaging, social, offline and any online channel. Each Minishop loads through the in-app mobile browser. Apple Pay / Google Pay integration make checkout a one-tap experience.

Whym was used inside of popular Linkin.bio tools like Hoo.be & Beacons.ai.

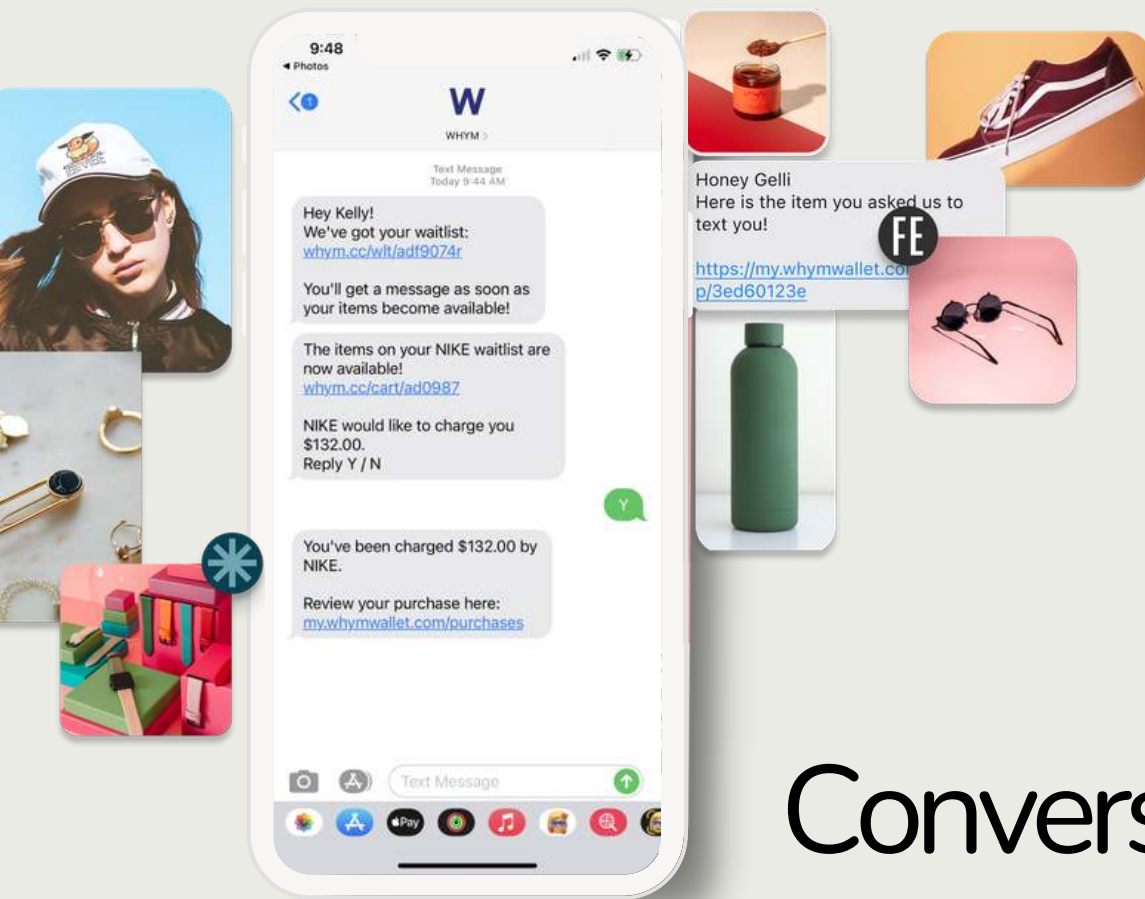


Siete Foods Case Study

Siete Foods (\$350m Annual Revenue) used Whym minishops to sell to both consumers and private chefs. Consumer product launches boasted 9% conversion rates and 89% Net New customers through Whym.

"Before Whym, the process for taking wholesale orders was very manual and unorganized — we used phone and text. Our customers would constantly be calling or texting us and I spent most of my time chasing them down, resulting in delayed responses and frustrated customers."

Jamie @ Sietefoods



Conversational Commerce

TEXT TO BUY

Whym's original fintech product, text to buy, sought to create a more effortless buying experience by meeting shoppers over a messaging thread to take payment - thus facilitating purchases 'on a whim'.

We aimed to offer an alternative experience to prevalent subscription models, which were often cumbersome to cancel and led to unwanted charges, by implementing a text-to-pay feature.

Results

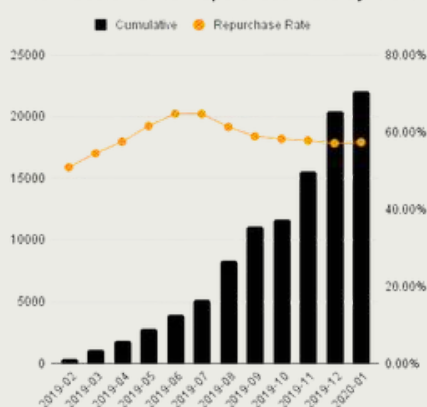
We sold products to our shoppers through our own DTC brand, Petalfox. After processing \$250,000 of GMV across 10,000 in-thread transactions, we received consistent feedback from shoppers - "this is addicting, how can I buy everything like this?"

We also proved that messaging is an effective repurchase channel, closing 60% of repurchase prompts. Beyond sales, conversations allowed us to collect rich, 1st party data.

Strategic Pivot & Raise

As we expanded our product line under the Petalfox brand to include other 3rd party brands, there was in-bound demand from these brands to use our software; therefore, we made a strategic decision to focus our attention on building out our unique software suite to serve hundreds of merchants at one time. As a result we launched our self-service portal and onboarded our first 25 brands.

New Customer vs Repurchase Rate by Month



We began to observe the limitations that merchants had when using messaging as a sales channel. Quick, text message checkouts are most effective once a merchant knows [exactly] what the shopper wants to buy *and when she wants to buy*. Conversion rates decrease as the product mix diversify's and selection becomes increasingly complex.

With these insights and others, we began to develop additional commerce tools and features that would allow (1) merchants to meet shoppers and check them out over *any channel to close a sale* and (2) equip shoppers with the ability to adjust their product selection without navigating a merchants website. We also reduced the payment onboarding friction by incorporating Apple & Google Pay into the checkout experience as a way to vault the shopper wallet for future purchases.



The Cookieless Future

Companies that heavily rely on their ability to collect and monetize their business through accurate consumer data are looking for alternative solutions to replace the data they, and their partners, collect via third party cookies. As of January 1, 2024, this need is going to accelerate due to Google's initiative to [finally, permanently] begin removing cookies from the Chrome browser.

At the same time, consumers are becoming increasingly sensitive to the idea that they have no control or visibility over how their personal data is being collected. This has created a trust recession between companies and consumers who do not believe that companies will handle their data responsibly.

Shopper Identity

Whym's shopper identity protocol (patent pending) is called 'Doppel API' and is designed to offer a new form of online identity that allows users to maintain privacy while still enabling personalized experiences. This is achieved through "Doppels," which are sharable shopper profiles that users can create and share intentionally, without revealing first party data until they are ready. The technology allows for personalization and targeted advertising without the invasive tracking practices that have become commonplace. Whym demonstrates the application of this technology through its user-friendly shopping app and browser extensions, suggesting a future where internet users can enjoy a personalized online experience without compromising their privacy.

Resolving the Cookie Conundrum

Our system addresses the loss of visibility caused by the cookie disruption. By empowering users to project their interests rather than relying on invasive tracking methods, we're ensuring compliance with regulations while still providing valuable insights for marketing strategies.

Empowering Personalization and Control

Imagine a world where data-driven marketing isn't just about collecting data but also about engaging users in a transparent, regulated, and incentivized manner. Our solution enables this by allowing shoppers to curate their digital profiles, creating an opt-in model that encourages participation and ensures relevance without sacrificing privacy.

Enhancing Data Accuracy and Efficiency

By involving users in the data validation process, we're not only fostering trust but also refining data accuracy. This user-validated approach streamlines marketing efforts, ensuring that targeted campaigns are more efficient and resonant with individual user profiles.



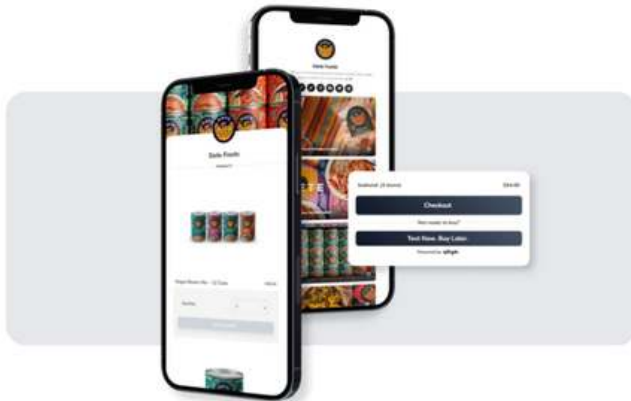
THE HUNDREDS

Explorer
COLD BREW CO



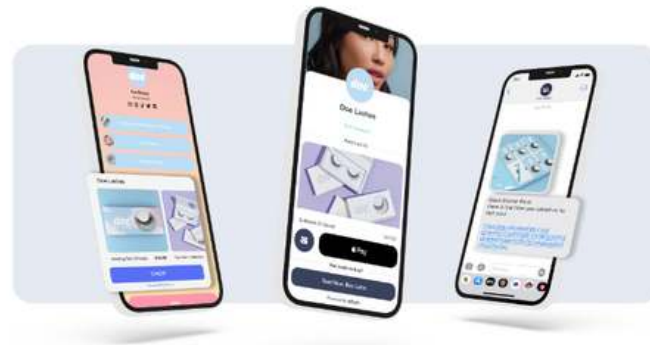
Sok-It

doe
LASHES



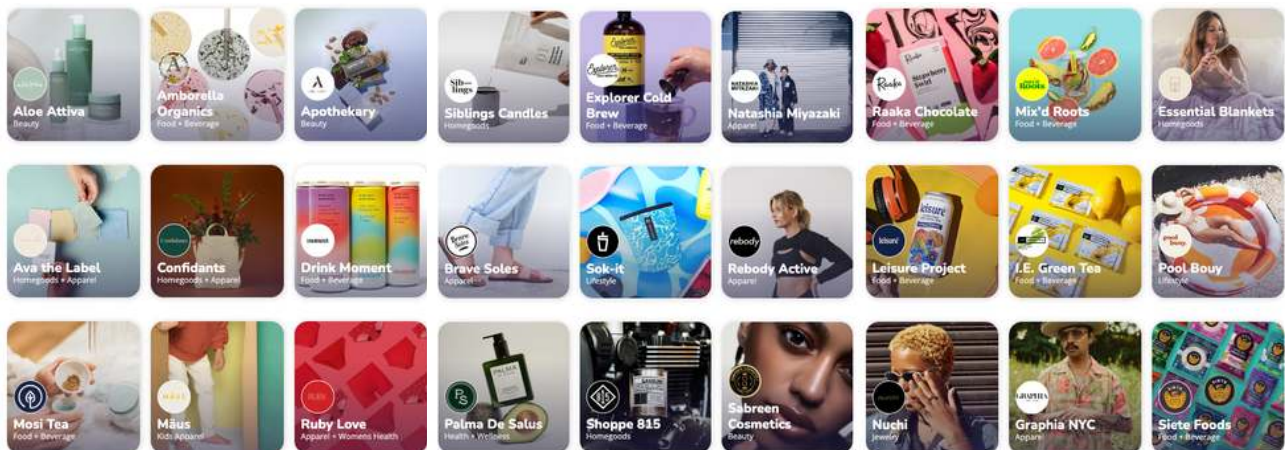
Siete Foods Uses Whym's Minishops to Streamline, Scale, and Provide a Best-in-Class Customer Experience

How this CPG giant uses conversational commerce tools to improve customer response time, efficiency, and productivity.



Doe Lashes Captures \$20,000 of pent-up Demand with Text Me This Item

How this multi-million dollar beauty brand uses Text Me This Item to deliver a first-class customer experience for their shoppers.



Jason Wong, Doe Beauty

"Whym gives us valuable data about the products we should be reinvesting in. Our margins will improve significantly because you're adding incremental revenue without the advertising costs that comes with it."

"Whym operates as a universal wishlist - you can capture people's interest on products they want to get, without forcing them to make a purchase immediately. It's the only tool I can think of that allows you to do that."

Rama McCabe, Banks Journal

"The real benefit of Whym is that you're raising of the lifetime value of a customer. You're able to engage with that customer outside of the Whym platform. There's another touchpoint, that's bringing more people into our flows."



DANIEL
KIMERLING



ISHAN
SACHDEV



MITCH
KITAMURA



RICHARD
KOO



SANDHYA
HEGDE



RACHEL
STAR



CHARLES
HUDSON



GREG
MCADOO



KATE
MCANDREW



MICHAEL
STEINBERG



JOSH
KUZON



JUSTIN
SMITH



JEFF
GRIMES



BRIAN
SCHWARTZ



ANGELA
SANTURBANO



SYDNEY
SYKES



TOMAS
CHEN



TROY
OSINOFF



NEERAJ
BERRY



DAVID
ONGCHOCO



ADARSH
BHATT



JEFF
LU



CODY
HOCK



COLE
HOCK



HENRY
WORAM



SAM
HULEATT



KEVIN
WEATHERMAN



ANNA
PALMER



DAVIS
GRIZZARD



ROSTAM
ZAFARI



Founders & Angels

w.



MICHAEL
VAUGHN

venmo



MARK
GHERMEZIAN

braze



MICHAEL
BERVELL



NISHANT
CHANDRA



SASHA
HOFFMAN

Uber



SHIVA
RAJARAMAN



DARREN
FIKE

Fast



JASON
CANTELLI



KRISTINA
CANTELLI



MARGARET
COBLENTZ

FRANCES AUSTEN



AMBER
ILLIG NELSON



MOHITH
JULAPALLI

stripe



KIMBERLY
ALLEN



ANDREW
GLUCK

amazon



DANIEL
SIMON

Bread



AMY
PAN

Bread



ALLIE
SUTTON



DAVID
AZAR



RICHARD
ASEME



TAD
MILBOURN

payable
stripe



JAMES
VERALDI



VLADIMIR
RODESKI



SHANE
MURPHY-REUTER



CHARLIE
DELINGPOLE

Comply
Advantage



BARRY
WALLACE



SKYLER
JOHNSON



KEVIN
O'LEARY



CHRIS
HERBERT



PETER
BORDES



SIEW
KUM HONG





2024

Company Overview & Background

Contact

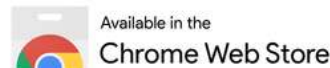
For more information,
please reach out to:

Kelly Nyland
CEO and Founder
kelly@whym.tech

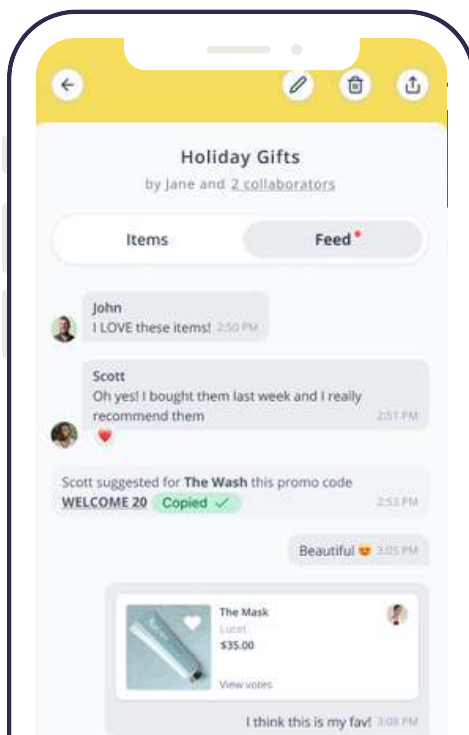
Book time

<https://calendly.com/whymteam/call-with-whym>

Download the shopping app.
Get on the Beta list for new features!



SOCIAL SHOPPING ^{BETA}



SHOP SCREENSHOTS ^{BETA}

