



# The value of e-commerce companies

## How to increase the value of your company

CLUSTER Over \$20 billion valuation  
Over \$5 billion valuation  
Over \$2 billion valuation  
Over \$1 billion valuation

LEGENDA Company name  
Type of company  
Country, year of foundation  
▲: Time taken to become Unicorn  
Valuation in billion of USD  
Funding received in million of USD

**Maoyan-Weiyang**  
Marketplace  
China, 2017  
entertainment  
▲: 0 years  
Valuation: \$3B  
Funding: \$671,40M

**Wish**  
Marketplace  
USA, 2010  
▲: 5 years  
Valuation: \$3B  
Funding: \$1,300M

**Houzz**  
Marketplace  
USA, 2008  
▲: 6 years  
Valuation: \$4B  
Funding: \$613,60M

**VANCL**  
Marketplace  
China, 2007  
▲: 3 years  
Valuation: \$3B  
Funding: \$612M

**AirBnB**  
Marketplace  
USA, 2007  
▲: 4 years  
Valuation: \$29,3B  
Funding: \$4,400M

**Coupage**  
e-Commerce  
South Korea, 2010  
▲: 8 years  
Valuation: \$9B  
Funding: \$3,400M

**Lianjia**  
Marketplace  
China, 2011  
▲: 5 years  
Valuation: \$5,8B  
Funding: \$1,885M

**Guuzi.com**  
Marketplace car rental  
China, 2015  
▲: 1 year  
Valuation: \$6,6B  
Funding: \$148,60M

**Tokopedia**  
Marketplace  
Indonesia, 2009  
▲: 9 years  
Valuation: \$7B  
Funding: \$2,400M

**Uber**  
On demand  
USA, 2009  
▲: 4 years  
Valuation: \$72B  
Funding: \$24,200M

**AUTO 1 Group**  
Marketplace  
Germany, 2012  
▲: 3 years  
Valuation: \$3,5B  
Funding: \$1,100M

**Instacart**  
On demand  
USA, 2012  
▲: 2 years  
Valuation: \$4,35B  
Funding: \$1,900M

**The Hut Group (THG)**  
Beauty  
UK, 2017  
▲: 1 year  
Valuation: \$3,25B  
Funding: \$1,834M

**Xiaohonshu**  
Marketplace  
China, 2013  
▲: 3 years  
Valuation: \$3B  
Funding: \$417,5M

**Thumbtack**  
Marketplace  
USA, 2009  
▲: 6 years  
Valuation: \$1B  
Funding: \$273,20M

**Udaan**  
e-commerce  
India, 2016  
▲: 2 years  
Valuation: \$1B  
Funding: \$284,9M

**Deliveroo**  
On demand  
UK, 2013  
▲: 4 years  
Valuation: \$2B  
Funding: \$956,60M

**Fanatics**  
Sport  
USA, 1995-2000  
e-commerce  
▲: 17 years  
Valuation: \$4,5B  
Funding: \$1,700M

### TOOLS FOR ACQUIRING NEW CLIENTS

Different tools from Google and Amazon to acquire customers: **Kelkoo**  
From 2004 to 2015 its value increased from 457 to 38,4 million euros due to the birth of Google's price comparison system and an abuse of power perpetrated by the giant for years, up to the trial and the condemnation of Google to pay 2,42 billion euros for breach of EU anti-trust rules

**Hims**  
Consumer products & Services  
USA, 2017  
▲: 2 years  
Valuation: \$1B  
Funding: \$197M

**Tech Style Fashion Group**  
Marketplace  
USA, 2010  
▲: 4 years  
Valuation: \$1B  
Funding: \$259,7M

**Fonli**  
Marketplace  
China, 2006  
▲: 11 years  
Valuation: \$1B  
Funding: \$30M

**Jollychic**  
Clothes & Lifestyle  
China, 2012  
▲: 6 years  
Valuation: \$1B  
Funding: \$29M

**BlaBlaCar**  
On demand  
France, 2006  
▲: 11 years  
Valuation: \$1,6B  
Funding: \$448,50M

**Glossier**  
Marketplace beauty  
USA, 2010  
▲: 9 years  
Valuation: \$1,2B  
Funding: \$186,40M

**Yijiupi**  
e-commerce food  
China, 2015  
▲: 4 years  
Valuation: \$1,1B  
Funding: \$431,40M

**Letgo**  
Marketplace  
USA, 2015  
▲: 2 years  
Valuation: \$1B  
Funding: \$975M

**iFood**  
On demand  
Brazil, 2011  
▲: 7 years  
Valuation: \$1B  
Funding: \$591,90M

**Bukalapak**  
Marketplace  
Indonesia, 2011  
▲: 6 years  
Valuation: \$1B  
Funding: \$50M

**About You**  
Fashion  
Germany, 2014  
▲: 4 years  
Valuation: \$1B  
Funding: \$300M

**Jiuxian**  
Marketplace  
China, 2009  
▲: 6 years  
Valuation: \$1,05B  
Funding: \$363,70M

## STRATEGIES TO INCREASE VALUE

### INTERNATIONALIZATION

**Internationalization: Zalando**  
In Italy in 2015, accepted by the Frankfurt stock exchange with a + 6.3% of the stock

**RECURSION OF PURCHASES: NETFLIX**  
Recursion of purchases: Netflix  
Thanks also to the subscription model, in less than 10 years Netflix has recorded a rise in its value of over 6,000%

### AGGREGATION

Aggregation of sectors with high multipliers: **Ventis**  
Born in 2015 as a fashion time sales operation, 95% was acquired in 2016 by a bank that invested 25 million euros in the project in three years. It has combined the furniture and food and wine sectors to improve margins and purchasing frequency. It also sells banking products supplied by the investor, acquiring ample margins. In 2018 it grew by 250% and points to + 200% for 2019

### BRAND VALUE

Brand value: Facebook  
Due to the Cambridge Analytica scandal and the subsequent failure to achieve quarterly forecasts, Facebook records the largest single-day loss among US companies

### INVESTMENTS IN TECHNOLOGY AND INNOVATION

Investments in technology and innovation: **MyTaxi**  
Which has invested heavily in the app that allows you to book your taxi on the move, pay by credit card, collect all the invoices in one place and will soon allow much more. MyTaxi last year had a turnover of € 40 million in Italy alone

**Growth rates: Moncler**  
In the last two years it has recorded an average + 22% of earnings growth, generating 250 million euros in 2017. This has resulted in + 91% of the shares in the last year

### IMPACT TO SOCIETÀ E AMBIENTALE

Environmental and social impact: **Adidas**  
Is ranked 84th in the Global 100, the list of companies listed on the stock exchange most attentive to issues related to the environment, social, governance and business ethics. It partnered with Parley and created a line of shoes made from recycled plastic

### PARTNERSHIP

Partnership: **Drecode**  
Is the first online platform to rent in-season clothes signed by famous designers. It has partnered with La Rinascente Milan, which allowed the partnership with a strong brand and the creation of an offline contact point with its customers

### SCALABILITY

Scalability: **Fixtels**  
It identifies the required lines and implements them, but does not own any buses, they remain the property of and under the management of local partners. The model is sustainable and replicable everywhere quickly and inexpensively: it is not necessary to replicate the entire structure or application to spread it to new markets

### MANAGEMENT TEAM

Management team: **Alibaba**  
September 2018: Jack Ma, CEO of giant Alibaba, announces abandoning the group. The share is down 3.8%

UNDER CONSTRUCTION

To increase the value of your company and be successful, you need to focus on the elements that determine your multiplier

In the construction site there are elements that increase the value of the company

▲ = Innovative company that has received a valuation of at least one billion dollars