

COMPANY PROFILE TEMPLATE:

MBA NAME: Laura Lydiksen **Date:** 11/15/24

COMPANY: Pattern

CEO Name: David Wright **CFO:** Matthew Rhodes **COO:** Rob Hahn

Stock Price: N/A Private Company

Market Cap: N/A Private Company

Business Model (Main Product(s)):

- 1) Value Proposition: Brand-centric SaaS solutions
- 2) Customers Segments: Technology users and business
- 3) Competitive Advantage(s): Proven partnerships in ecommerce
- 4) Revenue Streams: Software and services

Strategy:

- 1) Markets – Where are they active? Global footprint
- 2) Growth – Where/How are they driving it? Grew rapidly from 2013-2023
- 3) Differentiators – How do they win? They don't disclose the specific why but mostly cite growth as their differentiator
- 4) Economic Logic – How do they make money? Large clients in technology and start ups

Key Competitors (if any):

- 1) Jodaro
- 2) Marketleap
- 3) Assiduous Global

Key Risks to Business: AI, hackers, data loss, new technologies making old obsolete

News:

- 1) Trends: _____
- 2) Other: Pattern expanding its global headquarters

Culture/ Values:

- 1) Published Values (“The Talk”) collaborative, partner-obsessed, doer
- 2) Real Values (“The Walk”) collaborative, data-driven

Alum at the Firm (Name, Email, and Role):

- 1) Emilie Christensen (Senior Ecommerce Manager)
- 2) Nick Gonzalez (Pricing Analyst)
- 3) Cali Johnson (Category Manager)