

Pattern Company Profile

MBA NAME: Sam Jardine

Date: December 18, 2024

COMPANY: Pattern Inc.

CEO Name: David Wright

COO Name: Rob Hahn

Stock Price: Not applicable (Pattern is a privately held company)

Market Cap: Approximately \$2 billion (as of October 2021)

P&L – YoY:

Revenue (\$): Surpassed \$1.4 billion in annual sales in 2023

Net Income (\$): Not publicly disclosed

Business Model (Main Product(s)):

Pattern is a leader in ecommerce acceleration, offering a blend of marketplace analytics, product distribution, minimum advertised price (MAP) compliance, and brand management to help premium brands thrive.

Value Proposition:

Pattern provides brands with the tools and expertise to navigate the complexities of global ecommerce, enabling them to accelerate growth, maintain brand integrity, and optimize performance across various digital channels.

Customer Segments:

- Premium brands seeking ecommerce growth
- Businesses requiring marketplace analytics and brand management
- Companies aiming for global ecommerce expansion

Competitive Advantage(s):

- Proprietary technology and data-driven insights
- Comprehensive ecommerce acceleration platform
- Global presence with operations in multiple countries
- Expertise in marketplace compliance and brand protection

Revenue Streams:

- Service fees for ecommerce acceleration solutions
- Consulting and brand management services
- Technology and analytics platform subscriptions

Strategy:

Markets – Where are they active?

Pattern operates globally, with offices in North America, Europe, Asia, and other regions, serving brands across various international marketplaces.

Growth – Where/How are they driving it?

The company focuses on expanding its global footprint, enhancing its technology platform, and acquiring complementary businesses to broaden service offerings.

Differentiators – How do they win?

By offering a comprehensive suite of services that address all aspects of ecommerce acceleration, combined with proprietary technology and a global team of experts.

Economic Logic – How do they make money?

Pattern generates revenue through service fees, consulting engagements, and technology platform subscriptions, providing value-added services that drive ecommerce success for brands.

Key Competitors (if any):

1. BigCommerce
2. Bazaarvoice
3. Zoho

Key Risks to Business:

- Intense competition in the ecommerce solutions market
- Rapid technological changes requiring continuous innovation
- Dependence on third-party marketplaces and their policies
- Potential challenges in maintaining consistent service quality across global operations

News:

- Series B Funding: In October 2021, Pattern raised \$225 million in Series B funding led by Knox Lane Investments, achieving a valuation of \$2 billion.

Trends:

- Increasing shift of retail to online platforms
- Growing importance of data analytics in ecommerce
- Expansion of global digital marketplaces

Culture/ Values:

Published Values (“The Talk”):

Pattern emphasizes innovation, professional excellence, and disciplined creativity to solve global ecommerce challenges.

Real Values (“The Walk”):

The company fosters a high-energy environment, prioritizes employee development, and is committed to accelerating brands on ecommerce platforms.

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

1. David Wright, Co-Founder and CEO
2. Melanie Alder, Co-Founder and Chief Strategy Officer