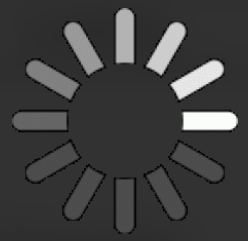
We make the web faster.

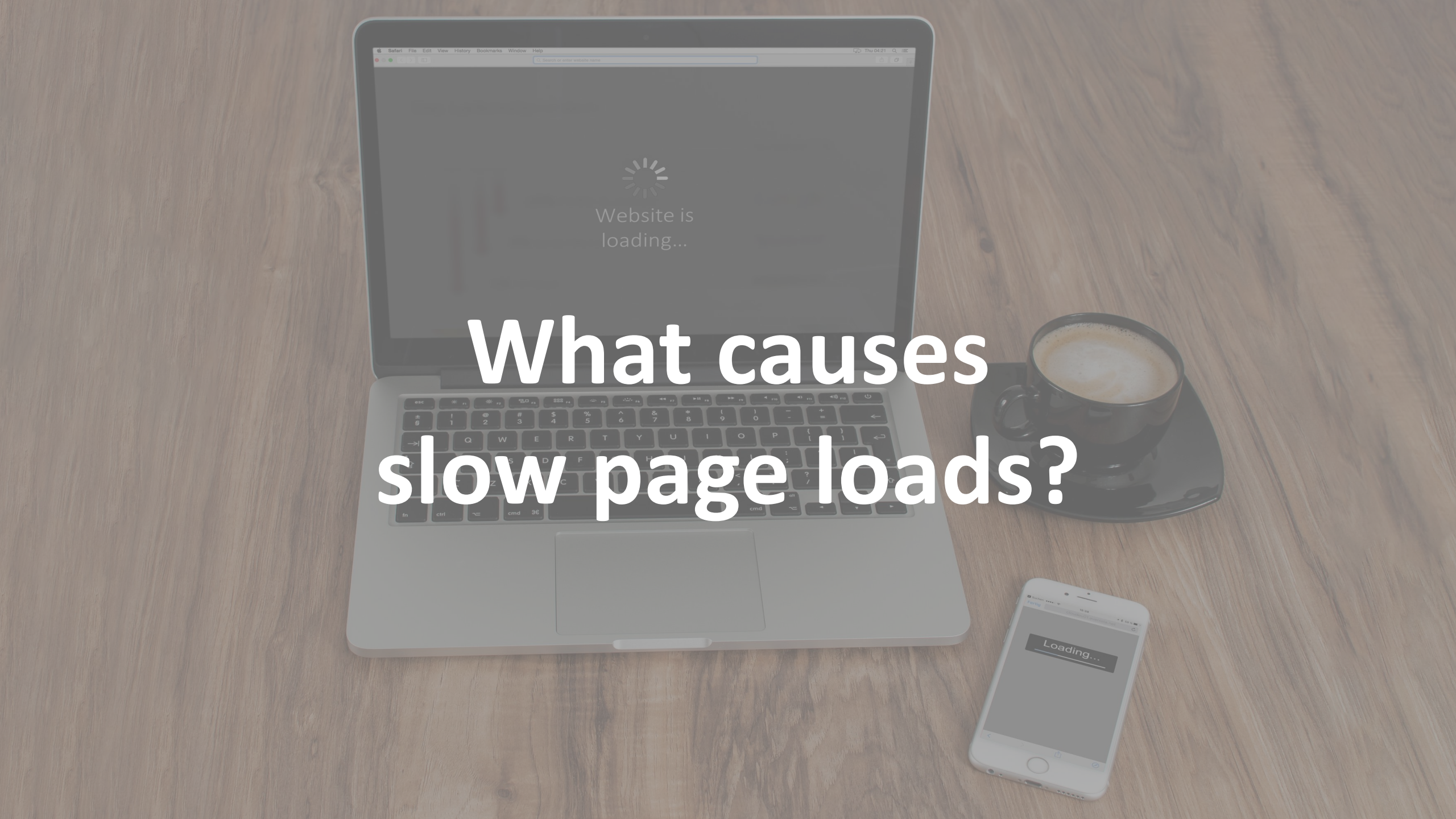


Presentation
is loading

Faster sites make more money.

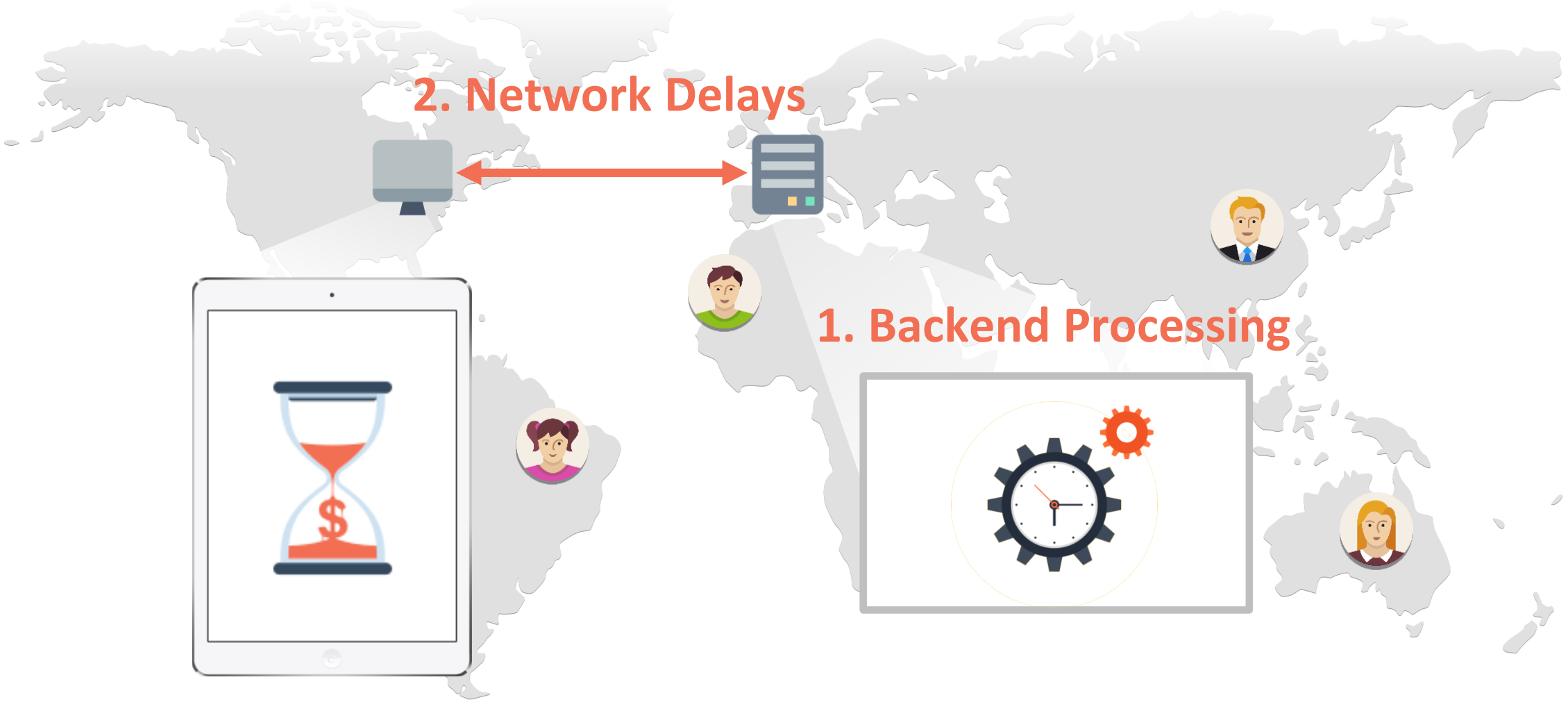
amazon **100 ms** faster → **+1%** Revenue = **$1.7** Billion

Google **500 ms** faster → **+20%** Ad Sales = **$19** Billion



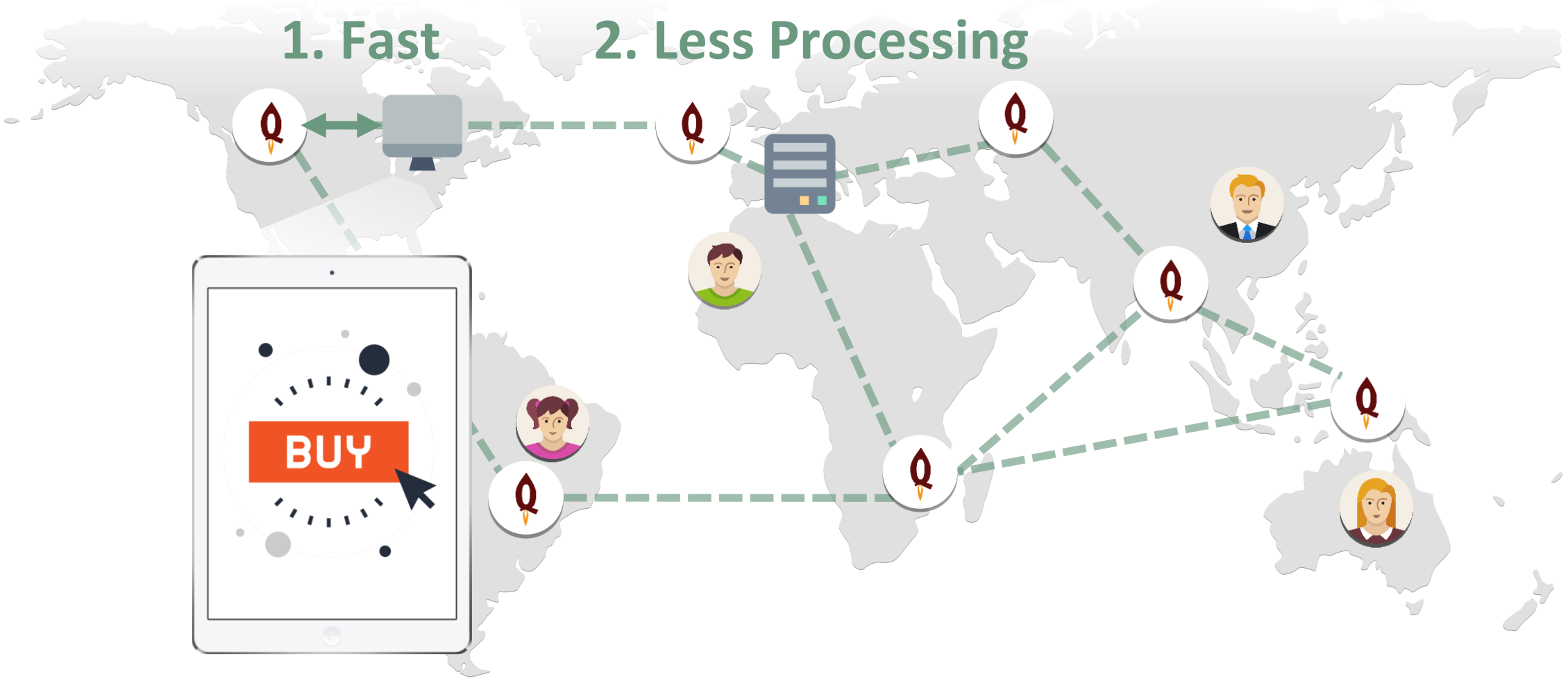
What causes slow page loads?

Two things slow the web down.



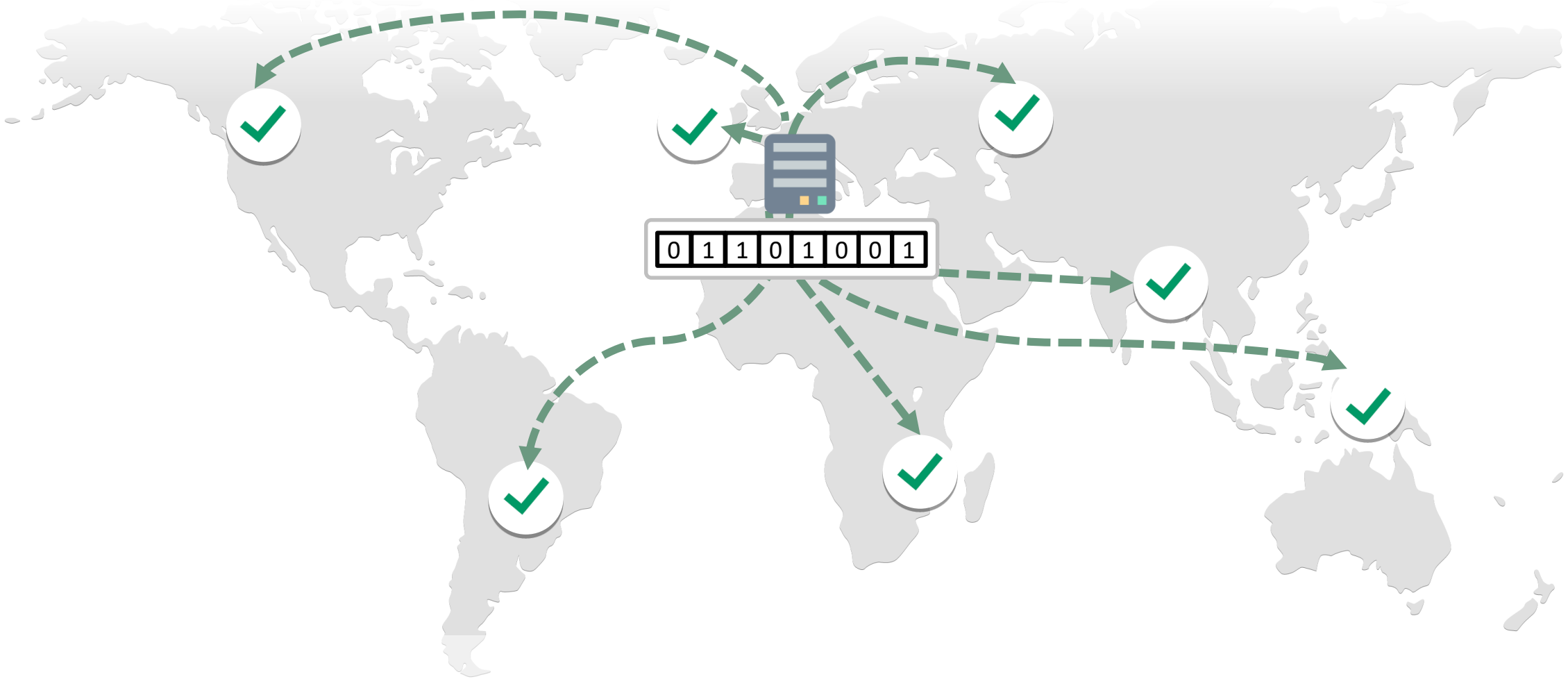
Solution: Speed Kit

Plugin keeps websites **state-of-the-art** in web performance.



The magic: dynamic data is kept up-to-date.

Backed by 30 man-years of research.

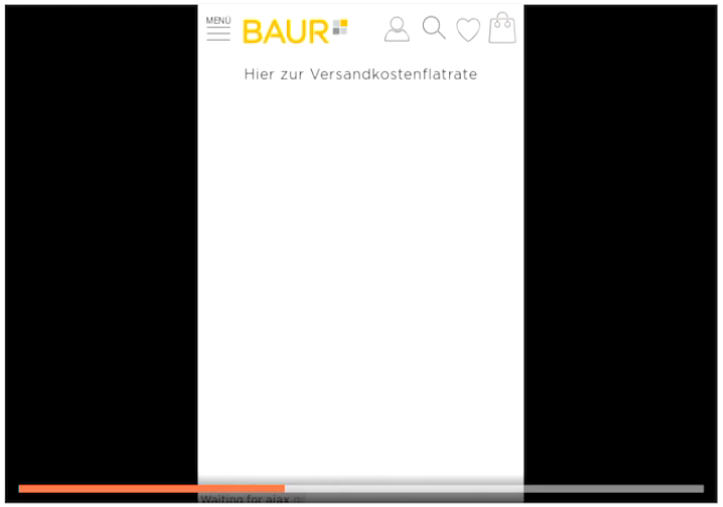


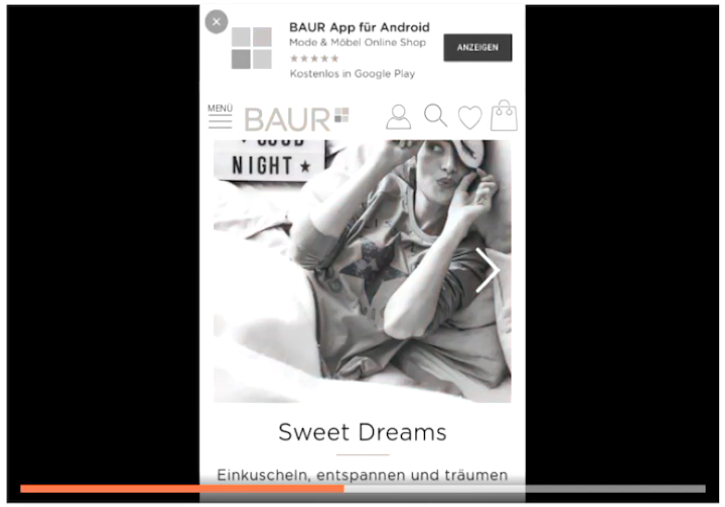
Measurable speed-up.

https://www.baur.de/

You are using Speed Kit 1.12.1

Without Speed Kit	1.9x Faster	Your Website (Speed Kit 1.12.1)
1283 ms		662 ms





Does it work for you?

test.speed-kit.com

Speed Kit‘s promise: 50-300% faster.

A web performance insurance.

Customer
Experience

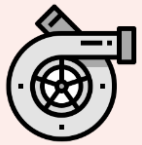
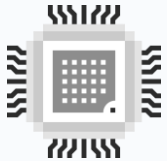
Conversions
& Revenue

Server &
Tech **Costs**

Marketing
Efficiency

The market: $ 300 000 000 000*

Traction: >3500 Customers, 30K € MRR

	Speed Kit is	Ø Uplift
Long-Tail Websites	Rocket Booster for Wheelchair	**4x**
Small/Medium Business	 Turbo Charger	**2x**
Enterprise Shops/Brands	 Chip Tuning	**1.5x**

*Global E-Commerce Revenue · 1000 ms · 10% Conversion Uplift per Second

Baqend Team:
11 Computer Scientists
+ 2 Business Guys

Go-to-market with EIT Digital support.

Goal

Disrupt CDN Market

Market Access

Scale in **EU** and **US**

Funding

5M Series A in Mid-2019

- Become the Next Akamai in 3 Years
- Through Enterprises and Multipliers
- Expansion and Internationalization

Make page speed your competitive advantage.

www.baqend.com

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