

# The Evolution of the Smartstore Business Model From Framework to Vertical Industry Solution

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A Strategic Roadmap: 2011 – 2027

# Strategic Milestones



# Phase 1: The Origin & The Service Model

2011 – 2013

The starting signal for development was fired in 2011. With the release of Version 1.0 in October 2013, the brand name 'Smartstore.NET' was established.

- **Business Model:** Purely Service-based.
- **Contract Structure:** No software licenses. Revenue generated exclusively via support contracts.
- **Service Levels:** Offered as 'Silver' and 'Gold' support packages.



# Phase 2: Scaling through Licensing (v3.0)

May 2017

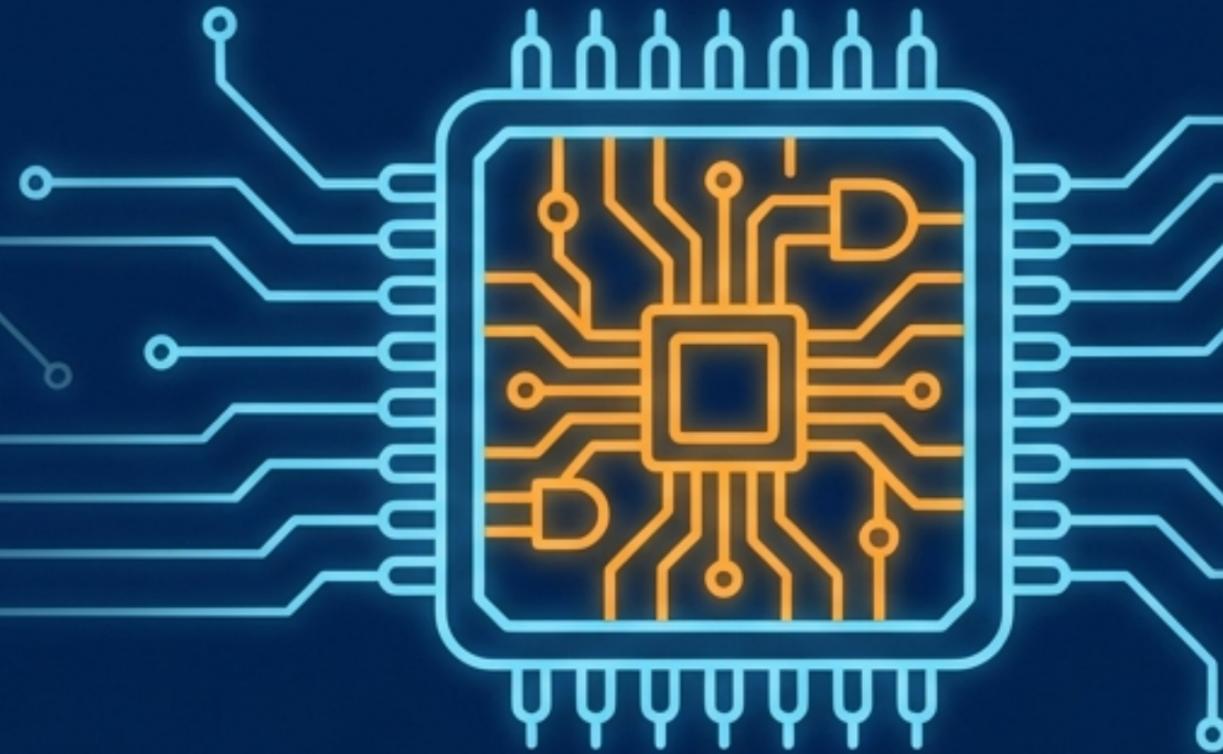
With Version 3.0, a strategic shift was made toward an edition-based licensing model. This enabled clearer market segmentation.

- Community Edition (Open Source Basis, GPLv3)
- Professional Edition (The Commercial Entry)
- Premium & Premium-Flat (Enhanced Feature Set)
- Enterprise B2C & B2B Edition (High-End-Solution)



# Phase 3: Technological Transformation (v5.0)

August 2022: Core-Migration Completed



An essential technological milestone was reached: The complete rebuilding of the framework from Microsoft ASP.NET MVC to the modern ASP.NET Core.

*This migration secured the future-readiness of the architecture and formed the foundation for the specialized editions of the next generation.*

# Phase 4: Verticalization & Hybrid Model (v6.0)

January 2025



## Smartstore Retail Edition

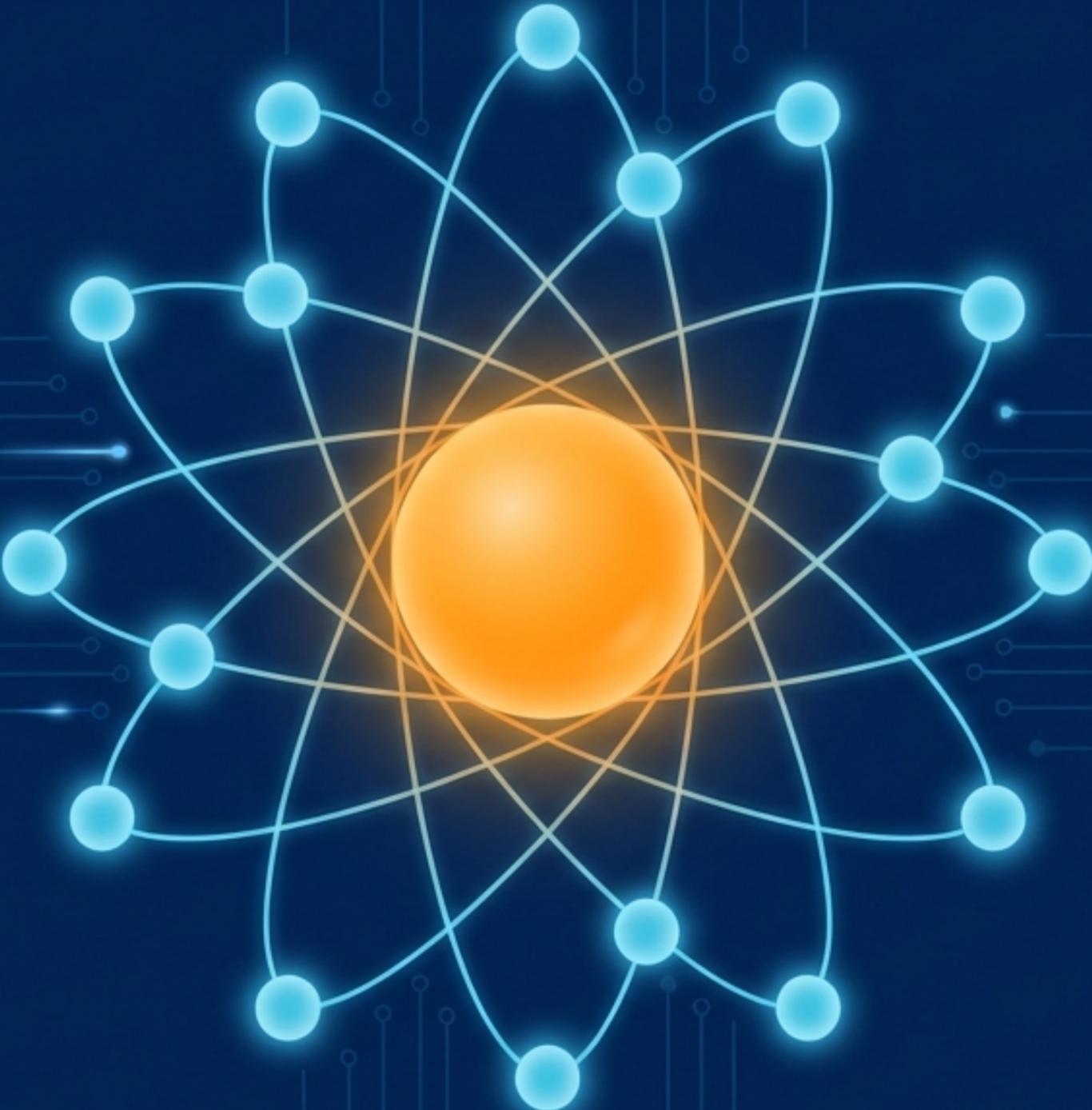
Specialized for the requirements of stationary and online retail.



## Smartstore Event Edition

Tailored for event management and ticketing.

**New Service Offering:** Individual customer project work. The business model expands into a hybrid of product provider and solution agency.



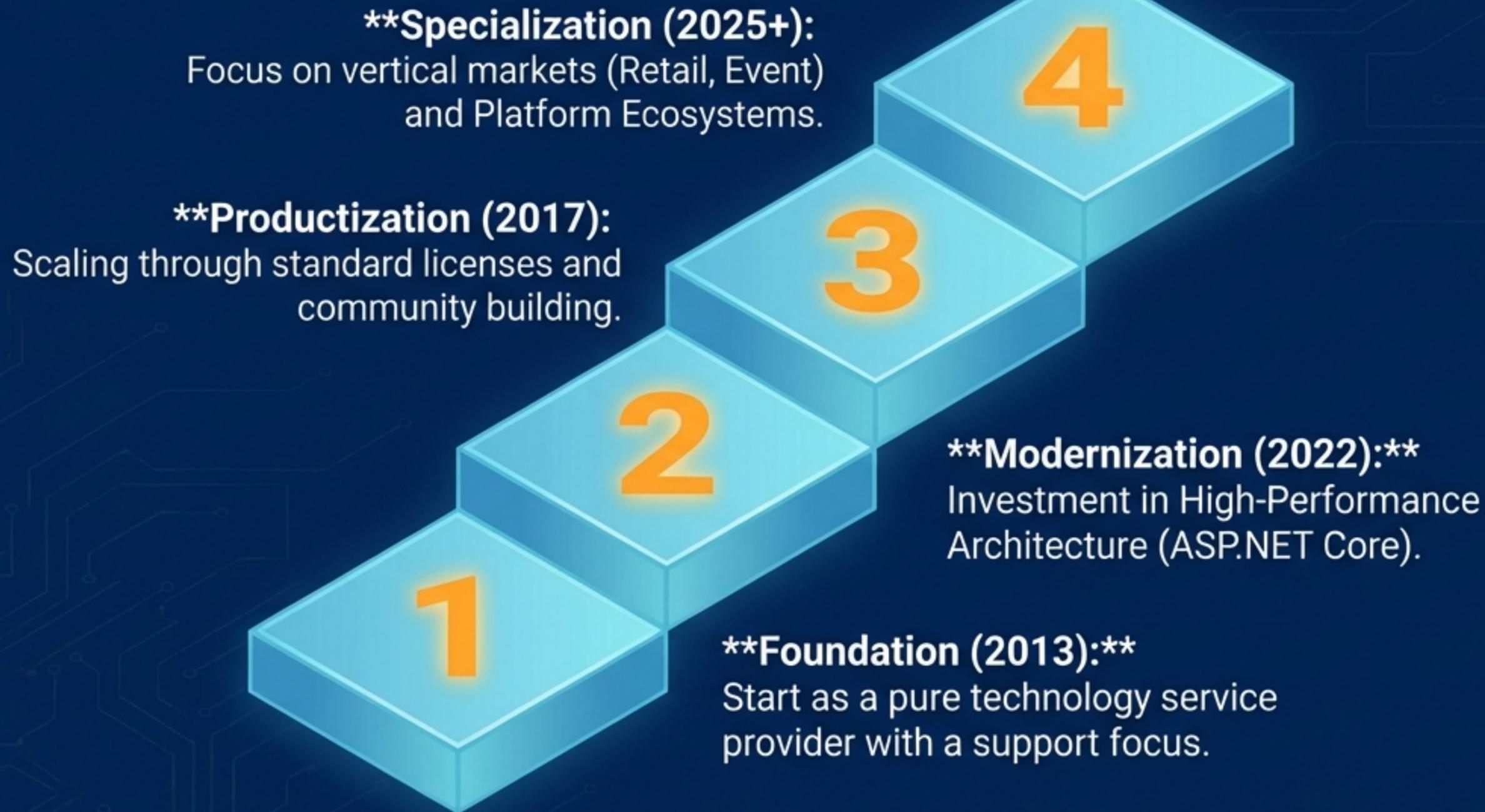
# Phase 5: The Platform Economy (v7.0)

Q1 2027 (Forecast)

- **Status:** Beta-Release
- **Core Product:** Smartstore Marketplace Edition

The next logical step in verticalization. Smartstore evolves from shop software into an infrastructure for Multi-Vendor Marketplaces.

# Summary of Transformation



# Contact

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