

From Webshop to Ecosystem

Build – Structure – Scale – Integrate – Orchestrate

The Strategic Evolution of Nutri-Bay (2017–2029)

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Phase 1 — Build (2017)

Launching the Engine

Objective: Go live and validate/understand demand.

Technologies deployed

- Shopify
- Internal logistics (not outsourced) – Carrier unique (GLS) –No API
- Online and secure payments
- Basic analytics
- Facebook unique channel and small activity – Paid publications and ads

Business model

Linear webshop.

Impact

- Paid acquisition
- 3 countries served (regional level)
- Purely transactional logic

Strategic level

Full traffic dependency.

 **Key message: We built a shop — not yet a system.**

Phase 2: Structure (2018-2021)

Turning an audience into (more than) clients

Objective: Stabilize and increase TRUST RETENTION PERSONALISATION .

Technologies deployed

- ERP Odoo - Analytical accounting
- Review system
- Loyalty & referral apps
- CRM emailing segmentation – Automations (retargeting, abandoned carts,...)
- Social Networks & Amazon sales
- EVENTS PARTICIPATION (not in Covid time) – Proximity approach (word on each pack)

Impact

- Acquisition and Referral acceleration
- Significant increase in returning rate
- Trust ++
- French Speaking areas growth

Strategic shift

Transaction → UNControlled growth

PLATFORMS dependency era
(We are giving our Data ownership)



Key message: Trust and personalisation transformed paid traffic into recurring revenue.

Phase 3 — Scale (2021–2024)

Expanding Across Europe

Objective: Grow internationally without breaking the model

Technologies deployed

- Multi-lingual website
- Multiple Payments solutions – VAT MOSS
- SEO/SEA
- Increase Original contents
- New carriers & Transport API
- Coachs/clubs/Ambassadors programs and affiliation

Impact

- Acquisition ++
- Organic growth +
- Reduced paid dependency
- Stable returning rate
- 25+ countries served

Strategic shift

Transaction → Controlled growth

Early de-platformisation begins
(Data ownership starts)



Key message: International growth is about structure, not paid traffic

Phase 4 — Integrate (2024–2025)

From Products & Customers to Ecosystem

Objective: Move beyond transactional commerce

Technologies deployed

- ERP Odoo - Analytical accounting + Stock/Inventory management + Shopify connector
- Behavioural analytics (RFM, carts analysis,..) - Segmentation engine (Kiliba,..)
- Event , Brand , ... partnership and cross revenue, cross communication
- Personalised recommendations Calculator
- Local SEO/SEA
- **Nutri-Bay App** : smart, personalized nutrition strategies builder (SME PACKAGE)

Impact

- Higher quality audience
- Increased LTV
- Higher AOV
- Larger scale Expertise positioning, Ecosystem reconnaissance and real interactions

Strategic shift

Webshop → Ecosystem

De-platformisation ends (Data ownership)



Key message: We stopped selling products. We started guiding athletes.

Phase 5: Orchestrate (2026-2029)

One Platform – Two Engines (APP+SHOP)

Objective: Become the leading digital nutrition platform for endurance athletes in Europe.

Technologies deployed

- Nutri-Bay App + (Roadmap AI, Services integration, API,..)
- Nutri-Bay SHOP + (Roadmap AI, Languages +, Outsourcing +,...)

Impact

The shop optimizes conversion. The app optimizes retention.
The shop drives short-term performance. The app drives long-term value.
Shop + App create **one integrated experience**

Strategic shift

Ecosystem → Platform

Platformisation

 **Key message: We are no longer just an e-commerce company. We operate as a platform.**

The Future of E-Commerce Is Integration

In a nutshell,

2017 — Webshop (Transaction)

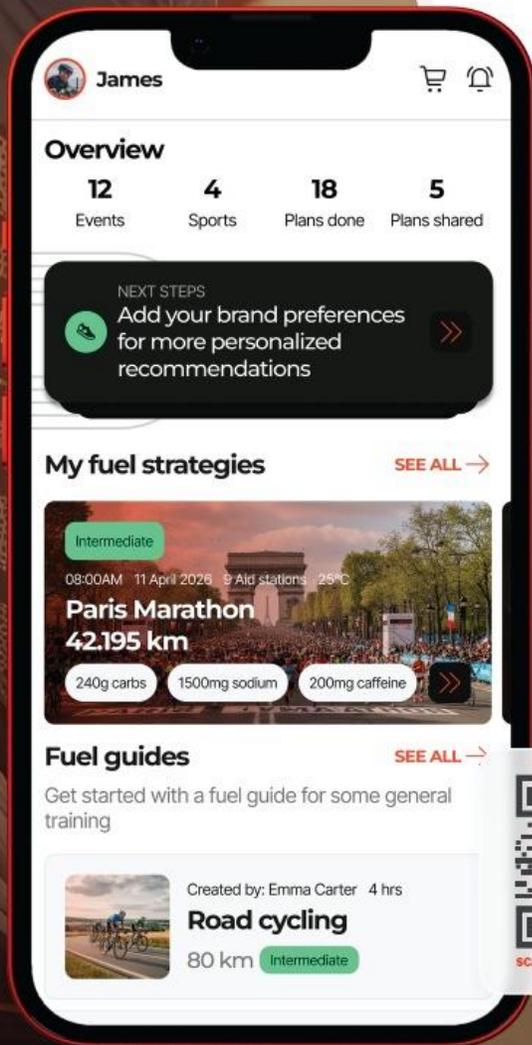
2020 — Structured Commerce (Control)

2023 — European Platform (Scale)

2026 — Service Ecosystem (Engagement)

2029 — Integrated Performance Platform (Orchestration)

Thank you for your attention



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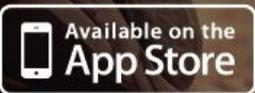


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