

# CartFix

*Focused abandoned-cart recovery (email + SMS + WhatsApp) for Shopify SMBs priced well under Klaviyo. Klaviyo is ₹5k+/mo and feature-heavy; CartFix does one job at lower price. ₹999/mo.*

<b>Category</b>	Set 8 · Mixed Round
<b>Customer</b>	Small Indian Shopify merchants (₹50L–₹5cr revenue) needing abandoned-cart recovery without Klaviyo's complexity + cost
<b>Monetisation</b>	₹999/mo Standard · ₹2,499/mo Pro (with WhatsApp + advanced sequences) · 2% of recovered revenue (performance tier)
<b>Build effort</b>	Low
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

CartFix is focused abandoned-cart recovery for small Indian Shopify merchants. The structural reality: typical Indian Shopify store has 70-85% cart abandonment rate; recovering 20-30% of these via structured email + SMS + WhatsApp sequences materially impacts revenue. Klaviyo dominates the market but is over-priced (₹5,000+/mo) + over-featured (full marketing-automation suite) for the SMB Shopify segment whose primary need is just cart recovery.

Product: connect Shopify store; CartFix monitors abandoned carts + sends configurable 3-step email + SMS + WhatsApp recovery sequence; recovered orders attributed + reported.

Year-1 target: 2,400 paying merchants generating ₹3 crore annual revenue against ₹38 lakh costs. Cash-positive month 3.

## The Problem

Small Indian Shopify merchants (₹50L-₹5cr revenue, often founder-operator or 2-5 person team) face cart abandonment as their largest preventable revenue leak. Industry data: 70-85% of carts abandoned; structured recovery sequences recover 20-30% of abandoned carts; for typical ₹2cr-revenue store, this is ₹15-30 lakh/year in recoverable revenue.

Existing options. Klaviyo dominates (₹5,000-30,000/mo) but is overkill — full email marketing suite + segmentation + flows + popups when the merchant just wants cart recovery. Mailchimp + ConvertKit + Omnisend: similar bloat. WhatsApp marketing tools (Wati + AiSensy): focused on WhatsApp but don't integrate Shopify cart-events well. Free Shopify-native recovery emails: minimal sequence + email-only + no WhatsApp.

Market gap: focused single-purpose cart-recovery at SMB-appropriate pricing.

## The Solution

CartFix's flow. Connect Shopify (one-tap OAuth). Default 3-step sequence configured (hour 1 email + hour 24 email + day 3 SMS) + customisable per merchant.

Pro tier (₹2,499/mo): adds WhatsApp recovery message (the highest-converting channel for Indian e-commerce) + 5-step sequence + per-customer-segment customisation + recovered-revenue analytics.

Performance tier (2% of recovered revenue): for merchants preferring success-fee model — CartFix only earns on recovered orders.

Three structural differences from Klaviyo. First, focused-feature (one job vs. 30). Second, India-pricing (₹999 vs. ₹5k+). Third, WhatsApp-native at Pro tier (Klaviyo weak on WhatsApp).

## Market Opportunity

Indian Shopify merchant market: ~120k active stores. Subset in addressable revenue band: ~40k. Software penetration <25% for cart recovery specifically.

At ■18,000/yr blended ARPU, SAM is ~■700 crore. Realistic 3-year capture: 0.5-1.5% = ■3.5-10 crore ARR.

Adjacent expansion. Year 2: post-purchase up-sell + cross-sell automation. WooCommerce expansion. Year 3: international SMB Shopify expansion.

## Target Customer

Primary persona: a 33-year-old D2C founder of ■1.8cr-revenue Shopify store in Bengaluru. Currently uses Mailchimp basic + has no cart recovery. Will pay ■999/mo Standard.

Secondary persona: a 39-year-old founder of ■4cr-revenue beauty brand wanting WhatsApp recovery (Indian buyers most responsive to WhatsApp). Will pay ■2,499/mo Pro tier.

Tertiary persona: a 28-year-old founder of new ■40L-revenue Shopify store unwilling to commit to ■999/mo subscription pre-validation. Will pay performance tier (2% of recovered).

## Product

Shopify OAuth connection + cart-event monitoring.

Configurable 3-step recovery sequence: email + SMS + WhatsApp (Pro).

Recovered-order attribution + analytics dashboard.

Per-customer-segment customisation (Pro).

5-step sequence (Pro).

Performance tier: success-fee model.

## Technical Architecture

Frontend: Next.js + Tailwind.

Backend: Python on Hetzner cloud, Postgres.

Shopify integration: Shopify API + webhook event monitoring.

Email + SMS + WhatsApp: Resend + Twilio + Meta WhatsApp Business Cloud API.

Payments: Razorpay.

## Business Model & Unit Economics

Three tiers. Standard ₹999/mo or ₹9,999/yr. Pro ₹2,499/mo or ₹24,999/yr (WhatsApp + advanced). Performance 2% of recovered revenue (no subscription).

Conversion: 14-day trial converts at 32% (high — value visibly demonstrable). Distribution: 50% Standard, 35% Pro, 15% Performance.

Gross margin: 78%. Costs: WhatsApp + SMS + email delivery + infrastructure.

LTV: ₹11,988 × 28 mo = ₹33,566 (Standard); ₹29,988 × 32 mo = ₹95,962 (Pro).

### Unit Economics (Year-1 base case)

Year-1 paying merchants	2,400
Blended ARPU	₹15,000/yr
Year-1 revenue	₹3 crore
Gross margin	78%
CAC	₹1,200
Year-1 all-in costs	~₹38 lakh
Year-1 net contribution	~₹2 crore

## Go-to-Market

Channel 1 — Shopify App Store (40%): listing in Shopify App Store reaches merchants at point of need.

Channel 2 — D2C founder community (30%): Indian D2C founder networks + IndianStartupClub.

Channel 3 — Klaviyo-discontent organic (15%): merchants frustrated with Klaviyo cost.

Channel 4 — Paid acquisition (15%).

### Roadmap (first 12 months)

- Month 1-3: MVP with Shopify + email + SMS + Standard tier. 250 merchants.
- Month 4-5: WhatsApp + Pro tier, 900 merchants, ₹14 lakh MRR.
- Month 6-8: Performance tier + segmentation + 5-step sequence, 1,700 merchants.
- Month 9-10: Shopify App Store listing + advanced analytics, 2,100 merchants.
- Month 11-12: 2,400 merchants, ₹3 crore annualised.

### Key Risks

- Klaviyo lower-tier launch — possible. Mitigated by focused-feature + WhatsApp-native + India-pricing.
- Shopify launching native cart-recovery improvements — possible. Mitigated by depth + WhatsApp integration.
- WhatsApp messaging cost changes. Mitigated by SMS fallback + careful template management.
- Conversion-rate variance: not all merchants recover 20-30%. Mitigated by clear expectation-setting + performance-tier for skeptical merchants.
- Shopify-only initially: WooCommerce + others underserved. Mitigated by phased platform expansion year 2.