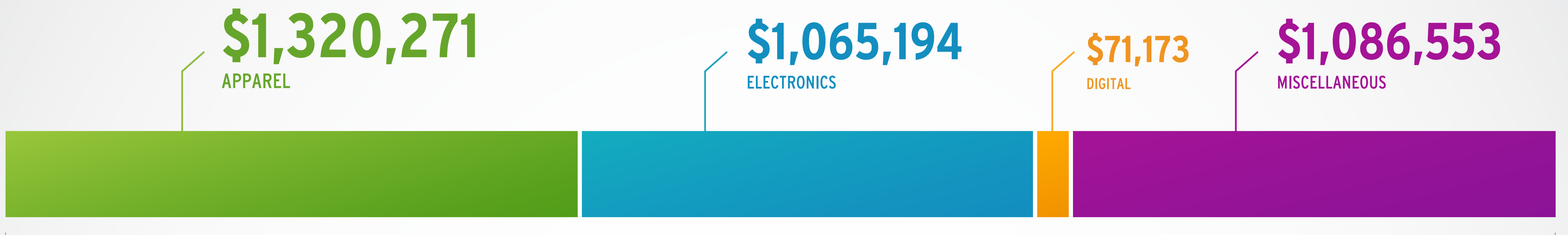




THE SHOPIFY / 4-HOUR WORKWEEK

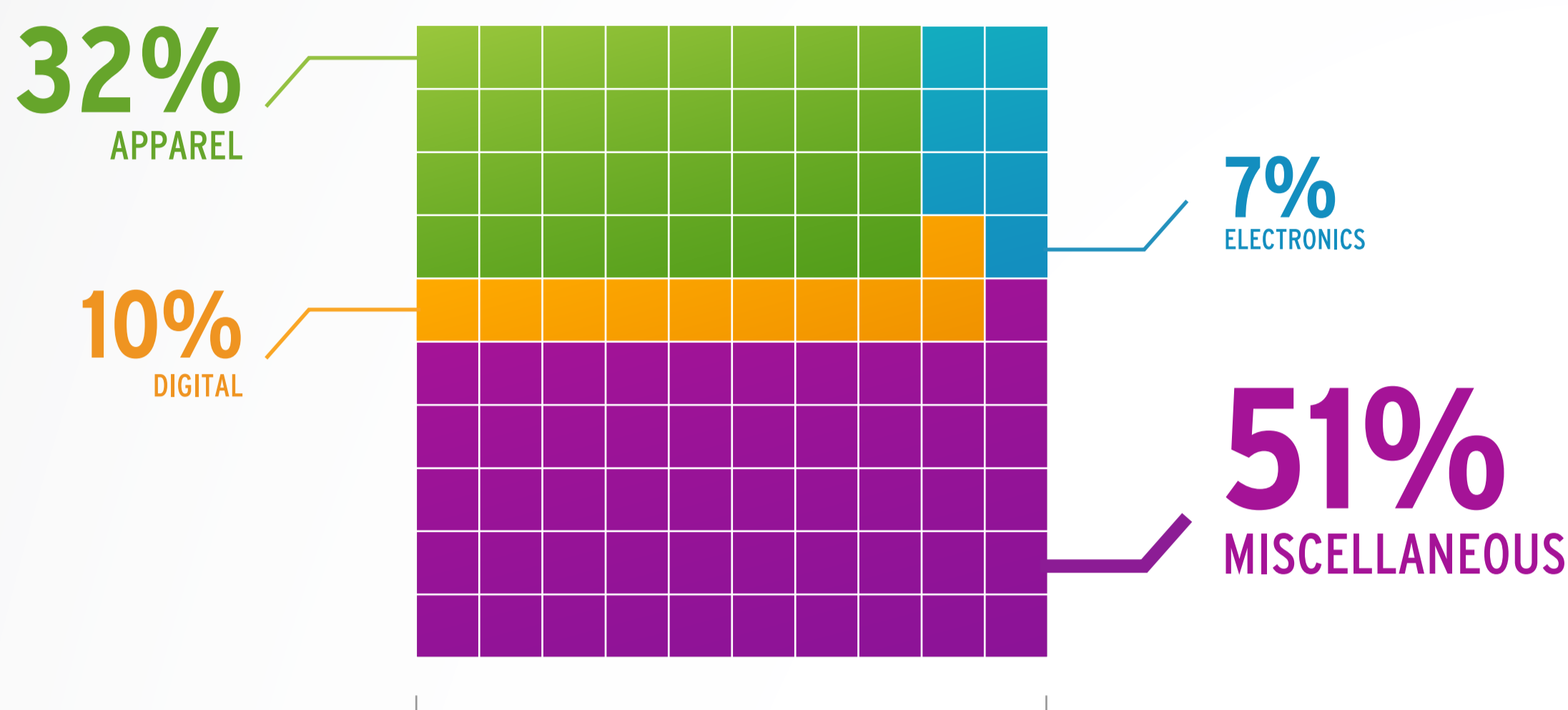
BUILD-A-BUSINESS CONTEST

A visual overview of the six-month contest that helped bring well over a thousand businesses to life online. The winner takes the \$100,000 prize. All statistics were collected internally by Shopify.



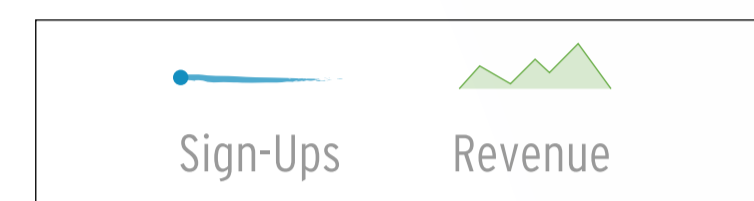
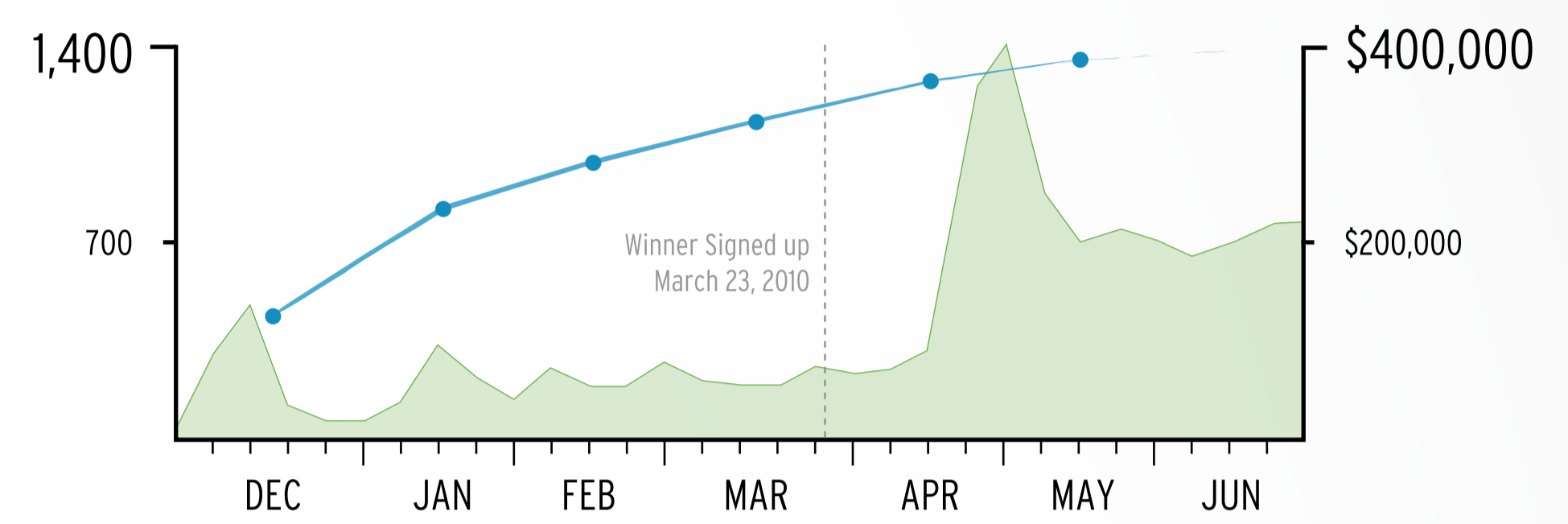
\$3,543,191

Total Revenue

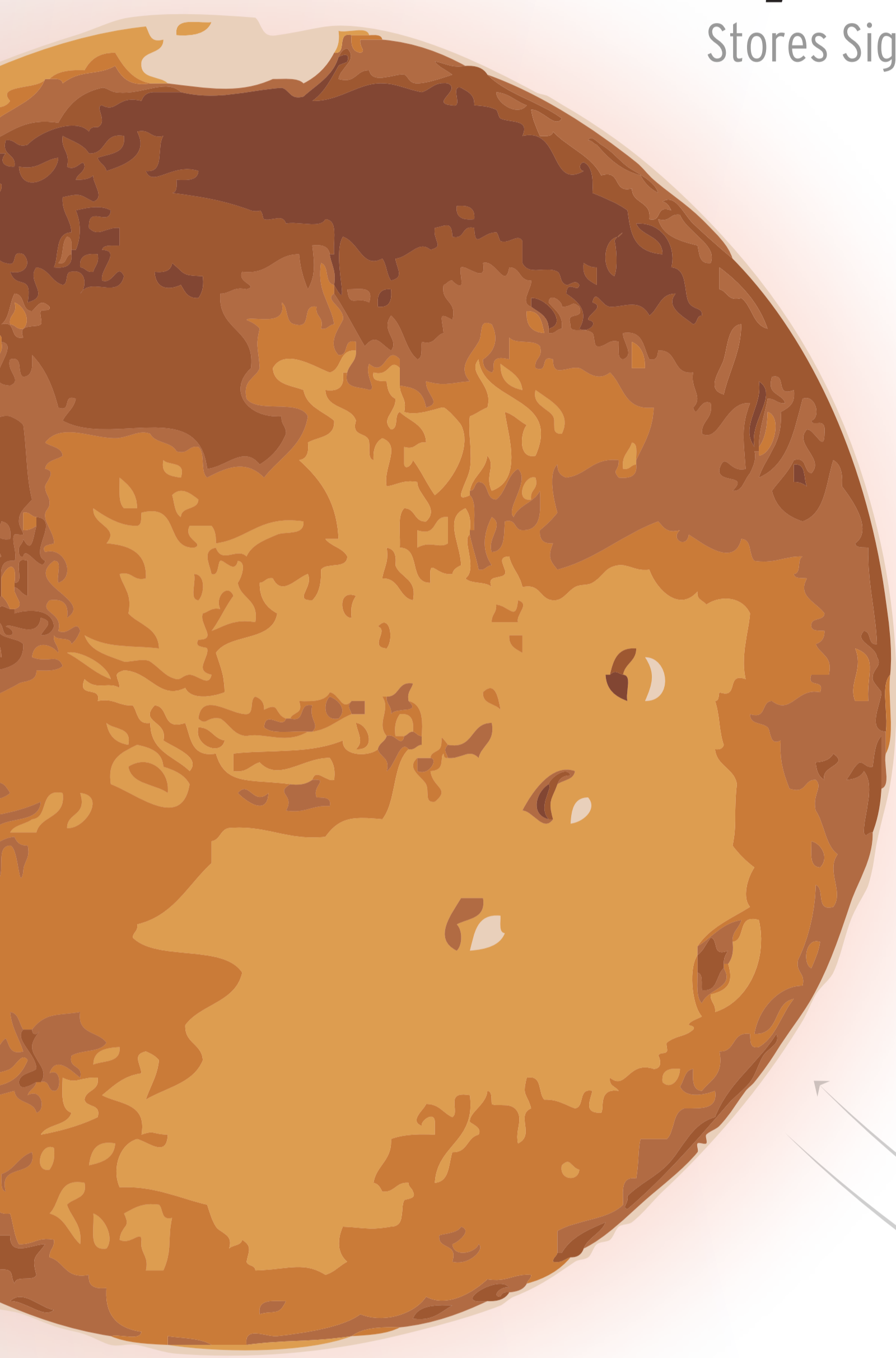


1,378

Stores Signed-Up for Contest



Total Sign-Ups vs. Monthly Revenue



Longest Distance for a Single Order

Fremantle, Western Australia to Ottawa, Ontario, Canada
Cool coincidence: that's where Shopify is located, but we didn't order the package!

18,248 km

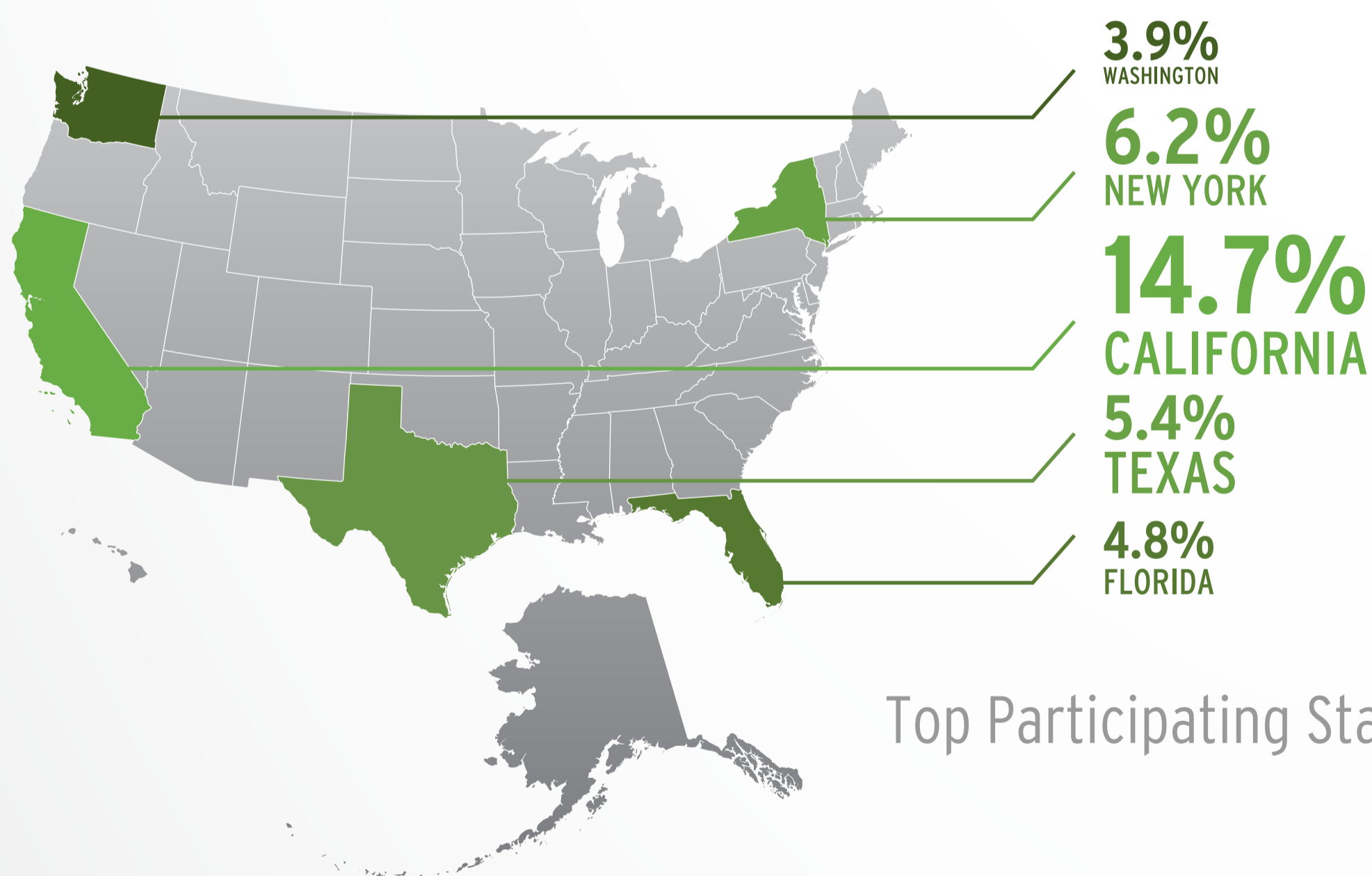
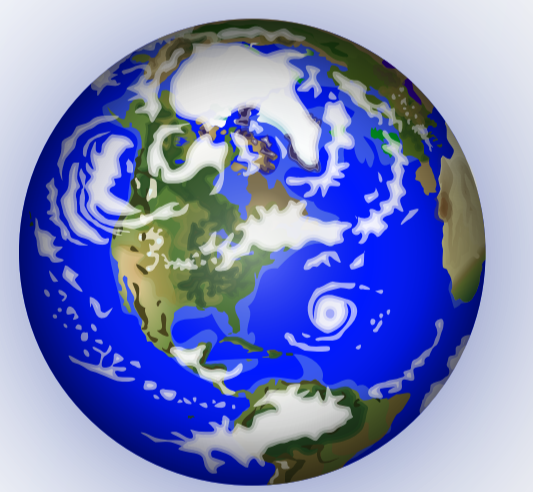
(11,339 miles)

135,064,801 km

(83.93 Million miles)

Total Distance for All Orders During Contest

That's 2.47 times the distance to Mars



Top Participating States

Revenue per Hour for Duration of Contest **\$696.38**

Total Number of People Participating **1,819**

Meaning most stores were run by 1 or 2 people

Total Orders Placed **66,503**

Most Orders by One Store **11,970**



\$100,000

GRAND PRIZE WINNER

DODOCASE

www.dodocase.com

\$5,000 WINNER
Top Apparel Store
NashvilleFloodTees.com

\$5,000 WINNER
Top Electronics Store
Vaporizers.com

\$5,000 WINNER
Top Digital Goods Store
BuyMafia.com

\$5,000 WINNER
Top Misc. Store
GroveMade.com