



# PRESS KIT

## What is Ecwid

Ecwid is a cloud-based e-commerce platform used by over a million merchants in 175 countries. It simply is the easiest way to add an online store to any website or social media site, and to manage multiple sites at once. When you sign up for a free Ecwid account, you get everything you need to start selling online in minutes.

Ecwid easily integrates into any web presence and leading POS system, enabling you to market, merchandise and sell products and services from multiple online stores with mobile management and point-of-sale integration anywhere at any time. For more information, visit [Ecwid.com](https://www.ecwid.com).

## History

Our CEO, Ruslan Fazlyev, co-founded X-Cart, the world's first PHP e-commerce platform in 2000. While X-Cart was very successful, it didn't take him long to realize that lots of small business owners around the world already had websites, and simply wanted to be able to sell online. Ruslan decided to satisfy this need for small businesses and Ecwid was born in 2009.

Located in San Diego, California and Ulyanovsk, Russia, Ecwid is the world's most popular “add-on store builder” for SMBs. And with millions of new websites being built every year, we are prepared to help a new wave of small businesses bring stores online around the world.

## **Mission**

Democratizing e-commerce  
for small business globally.

## Key Facts

Founded — September 2009

Merchants in — 175 Countries

Users — 1 Million +

Interface Languages — 45

Employees — 100+

Apps in our AppMarket — 100+

Partners — Facebook, Wix, PayPal, Square, Vend, Clover, Wordpress, Yola, and more.



## Key Features

### 1. Omnichannel

With Ecwid you can sell online simultaneously on multiple platforms at the same time: Starter Site, Websites, Facebook and social media, Marketplaces, Mobile app, Buy Buttons, POS, Android and iOS sell on the go app. All the storefronts are synced and managed from one control panel.

### 2. Integrates with existing website

Ecwid is a shopping cart which can be seamlessly integrated (embedded into) your existing website, business page on a social network or your blog. It's as simple as adding a YouTube video.

### 4. Secure

Ecwid is a PCI DSS validated Level 1 Service Provider, the gold standard for e-commerce solutions worldwide.

### 3. Native Mobile app commerce (ShopApp)

With ShopApp Ecwid automatically creates and publishes a native mobile app in the Apple App Store and Google Play for merchants.

### 5. Free

No setup fees, hosting fees, or transaction fees. A fully functional version of Ecwid is absolutely free.

# Team



Ruslan Fazlyev  
Chief Executive Officer



Dave Novick  
VP of Marketing



Eugene Kaznacheev  
Head of Product



Scott Varner  
Head of Business  
Development



Erik Suhonen  
Head of Product Marketing



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