



Onport
FARFETCH GROUP

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maavee

CASE STUDY



With Onport, we were able to launch in less than three months, which we just couldn't have done, had we built the system ourselves.



Frank Ricciardi
Founder & CEO



DECODING THE ONLINE MARKETPLACE REVOLUTION WITH MAAVEE

E-COMMERCE MARKETPLACE WELLNESS, SAAS PLATFORM

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Maavee is a wellness platform built for humans, offered by employers, and architected with purpose. Rather than offering wellness solutions with broad appeal that miss the mark, Maavee allows employers to meet the unique needs of their diverse employees through a stipend to be spent along each employee's highly personal wellness journey.

CAN YOU EXPLAIN HOW THE CONCEPT FOR MAAVEE CAME ABOUT AND WHAT IS THE CORE IDEA BEHIND THE MAAVEE BRAND?

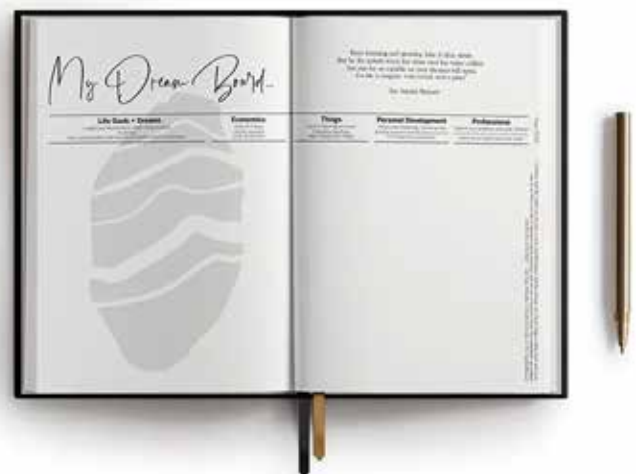
FAR: We set out to build the best wellness marketplace on the planet. The wellness industry is a US\$4.4 trillion global market (according to the Global Wellness Institute), meaning there's a lot of complexity for consumers. At Maavee, one of our superpowers is curation and we endeavor to make it easy to connect to your personal journey and discover the best of wellness along the way.

There's no silver bullet to being well and each of our needs and interests change over time – wellness is a highly personal and lifelong journey.. We created a new way to experience that journey through our digital platform, which includes the ability to shop well to be well in our marketplace.. Maavee is a consumer-first app that employers provide to employees as a wellness benefit. Employers simply deposit funds into each employee's digital wallet so they can choose the most relevant well-being solutions themselves from our marketplace of almost 1,000 products and services from more than 225 of the best wellness brands on the planet!. . The first problem that we are solving is that employers simply cannot know what each employee wants or needs at any given moment and they often waste money on solutions that go unused or have low engagement. Maavee makes wellness more accessible, personal, and purposeful for both employers and employees.

Maavee is an experience beyond just shopping – with content to inform and inspire, community for connection and support, the wellness marketplace, plus features to engage and nudge along the way, Maavee has created a way to connect humans to a lifelong journey of aspiring to be well. And we are the “easy button” for employers with no implementation, low costs, and very little administration.

WHAT FACTORS LED YOU TO OPT FOR A SAAS BACKEND MARKETPLACE SOLUTION INSTEAD OF BUILDING ONE?

FAR: Two reasons: First, as a start-up, we simply did not have the resources to build a marketplace layer into our technology stack. We looked at full-blown marketplace solutions which had incredible barriers to entry, especially cost and time to implement. So, we decided that we would implement a headless e-commerce platform alongside a marketplace “layer” through Onport, which gave us everything that we needed to get to market fast and at an acceptable cost.



Second, our business model is unique in that our B2B2C solution can be connected to and/or embedded in other platforms to service large audiences that are not ours. We knew we could only do this using a MACH architecture. We were just a start-up with only two developers, so we were constantly trying to balance time-to-market, cost, and flexibility to accommodate our future requirements and growth. Many solutions were just too expensive or not robust enough to handle our anticipated scale, so we chose Elastic Path as our e-commerce solution and Onport as our backend marketplace platform.



WHAT CHALLENGES DID YOU ENCOUNTER WHEN STARTING YOUR BUSINESS, AND HOW HAS ONPORT SUPPORTED YOU TO SCALE FASTER?

FAR: We wanted a cloud solution; we knew it needed to be multi-tenant because of how our business is structured; it had to be API-first. We didn't want just a monolith with a few APIs, we wanted a solution architected as an API-first solution from the get-go.

TL: API-first platforms like Onport allow companies with limited resources to focus on the right things, like the business plan, go-to-market strategy, acquiring and

servicing clients, etc. We were able to focus on growth since we already knew it worked.

FAR: We can scale much faster and control what we want, the experience, and the service we provide and differentiate our offering. It gives us options but allows us to control what we do with our business.

AS A COMPANY THAT USES ELASTIC PATH FOR ITS FRONT END - COULD YOU GIVE US SOME DETAILS ABOUT YOUR EXPERIENCE USING IT ALONGSIDE ONPORT?

FAR: We knew we wanted a fully MACH-based architecture to provide us the ultimate flexibility. We are big fans of composable e-commerce which gives us the flexibility to choose and implement the solutions that make the most sense for our business when we need them as we grow and evolve. Elastic Path is a true, headless e-commerce platform and Onport easily integrated to that core component of our tech stack. And because of this component-based approach, we could implement both Elastic Path and Onport in parallel using technical resources only for the integration. They work very well together and we continue to evolve the integration. Most importantly, Onport allows our more than 225 brand partners (and growing!) to seamlessly authenticate to Onport so that orders, inventory, fulfillment and other data flow bidirectionally between Maavee and our brand partners. This is a game-changer for us since our brand partners do not require any technical knowledge or resources to “connect” their e-commerce platform to Maavee. This is an incredibly simple user experience for the brands and so right off

the bat, Maavee is perceived as a partner that is easy to work with. So important! . With both of these solutions in our tech stack, we could not only get to market fast but we can scale much faster as there is very little resource required on our side to support the brands.

WHAT ADVICE WOULD YOU GIVE TO E-COMMERCE COMPANIES FACING THE BUILD VS. BUY CHOICE, AND HOW HAS YOUR EXPERIENCE INFLUENCED YOUR OPINION?

FAR: You need to understand the concepts of headless, composable, and MACH; often, solutions exist on a spectrum and to varying degrees along that spectrum. We learned that we needed greater flexibility than we initially anticipated. A MACH approach allows you to architect for exactly what you need today, but also to feel confident that you will be able to address future needs as they evolve.

When talking to providers, you have to take the perspective of the whole solution - not just the product itself. If the product is excellent but the surrounding elements, like service, support, flexibility, product roadmaps, and access to key resources on the provider's team,, you will uncover surprises along your journey. You have to take all these factors into account before making your decision. For example, Francisco, Onport's co-founder was incredibly helpful to me as a founder myself and made himself available to ensure we could get through the selection process. That was similarly true of Elastic Path, so at the end of the day, we made great choices!





THANKS!

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