

Moats for GOATs

Building sustainable and defensible Shopify offerings in the age of AI

Are we f**ked yet?



Brand & Trust

Brand & Trust



klaviyo[™]



Data

Data





Expertise

Expertise



Bedford Lane[®]



Schlep

Schlep

Swap

TaxJar
a stripe company





Shifting Risk

Shifting Risk





Price



Price



Judge.me
REVIEWS

Brand & Trust
Data
Expertise
Schlep
Shifting Risk
Price