

# Bloomberg Businessweek

June 3, 2024

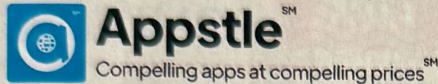
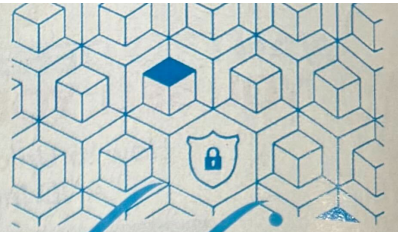
## Fixing Pixar

How the famed animation studio is getting past its duds and missteps 36

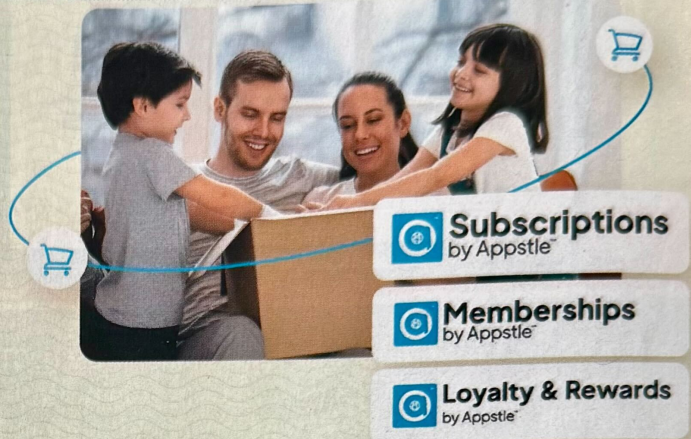


# Story of an e-commerce

# Revolution



Compelling apps at compelling prices.



**Appstle has disrupted and democratized e-commerce - Empowering Shopify and Shopify Plus brands to grow and increase their sales through smart, unique, & innovative software.**



Appstle<sup>SM</sup>, founded by Hemant, an ex Apple-Siri Engineer, and Ria, a former BCG consultant, brings a dynamic fusion of tech expertise and business strategy to the e-commerce realm.

Ria's fascination with customer behavior fuels her drive to address merchants' pain points, while Hemant's coding prowess tackles the industry's challenges head-on.

Their mission is clear: democratize access to sophisticated e-commerce solutions. In an arena dominated by multi-billion dollar e-commerce giants, Appstle aims to level the playing field, offering affordable yet robust tools for e-commerce businesses of all sizes.

With a focus on strategic pain points, they empower brands to navigate the landscape with confidence.

Appstle offers merchants three compelling apps to help them run a successful e-commerce business.



## **1. Appstle Subscriptions - Offer Subscribe and Save**

enables seamless recurring orders & recurring payments experiences with powerful features such as flexible billing, build-a-box, and product swaps, fostering customer retention and steady revenue growth.

## **2. Appstle Memberships - Run membership programs**

empowers businesses to run highly customizable membership programs, offering exclusive benefits and tiered member plans to boost brand loyalty and revenue.

## **3. Appstle Loyalty & Rewards - Integrate loyalty programs**

integrates innovative loyalty programs, gamifying rewards to engage customers across channels, driving customer engagement and maximizing customer lifetime value.

Visit: [Appstle.com](https://www.appstle.com)