Wideprice

Dynamic pricing for the World.

Problem

Dynamic pricing is powerful, but complex.

Building it requires data, machine learning expertise, and dedicated engineering teams, resources beyond the reach of most e-commerce businesses.

WidePrice makes it a 2-minute integration.

Dynamic pricing engine for e-commerce

Our ambition is to make pricing a core building block of every digital business.

With WidePrice, developers can easily integrate a universal pricing engine designed to grow their markets and maximize their margins at every stage of their development : from initial launch to expansion into new markets.

With the rise of AI-powered purchasing agents, companies that cannot adjust their prices quickly will lose market share to more responsive competitors.

Product (integration)

A two-step integration

Install the telemetry tag on your site to collect the data needed to understand each visitor.

Use a secret API key to securely connect your backend to WidePrice, retrieve the calculated price, and apply it.

No additional infrastructure to deploy.

One telemetry tag:

```
<script
  src="https://cdn.wideprice.com/telemetry.js"
  data-key="wp_live_xxxxxxxxxx"
  async>
</script>
```

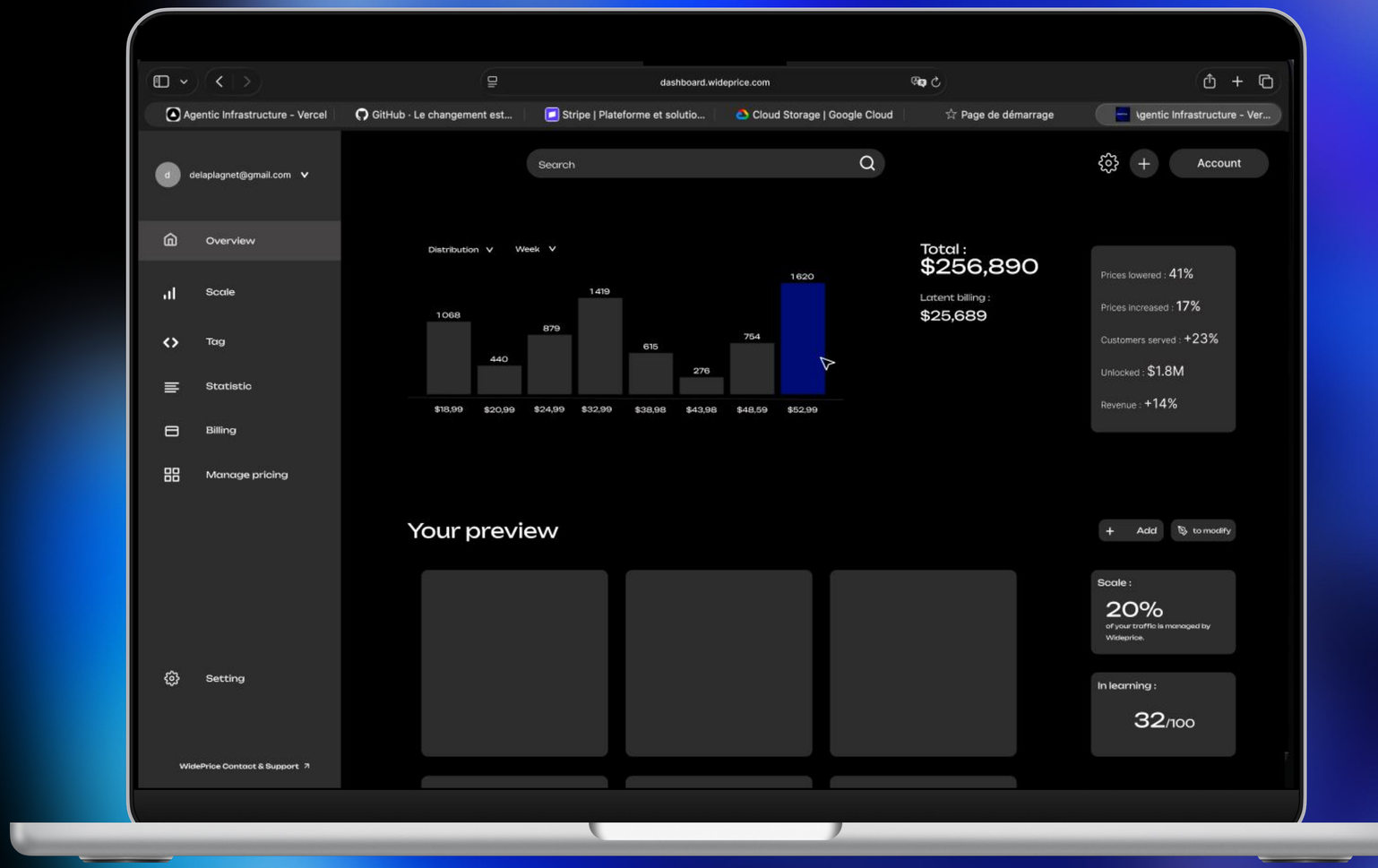
Secure server-side integration:

```
WIDEPRICE_SECRET_KEY=wp_live_sk_7f4c9a2e8b1d6f3a5c0e9d2b4a7f8
```

Product (dashboard)

Tools of minds

Track the distribution of applied prices, model learning, conversions, uplift, and value generated, all in real time.



WidePrice Engine (MVP)

From telemetry to the optimal price with every decision measured.

2. Economic model

Estimates relative purchasing power based on regional economic conditions.

Telemetry tag

Price

3. General-purpose model

Trained through the analysis (RE) of proprietary pricing engines, it learns their strategies for estimating and optimizing prices.

2. Bandit

Balances exploration and exploitation in real time to maximize performance.

Business model

①

A reference price

For each transaction, WidePrice records the price that would have been applied without optimization.

②

WidePrice creates value in two ways

Higher price
More value captured per transaction.

Lower price
More conversions when price is a barrier.

③

WidePrice charges 10%

WidePrice charges 10% of the incremental value measured against a control group.

Near-zero marginal infrastructure cost

No subscription. No uplift, no fee.

Traction

Before even launching WidePrice, we already have:

Five e-commerce businesses generating over

€1 million in combined annual revenue have signed letters of intent to integrate WidePrice at launch.

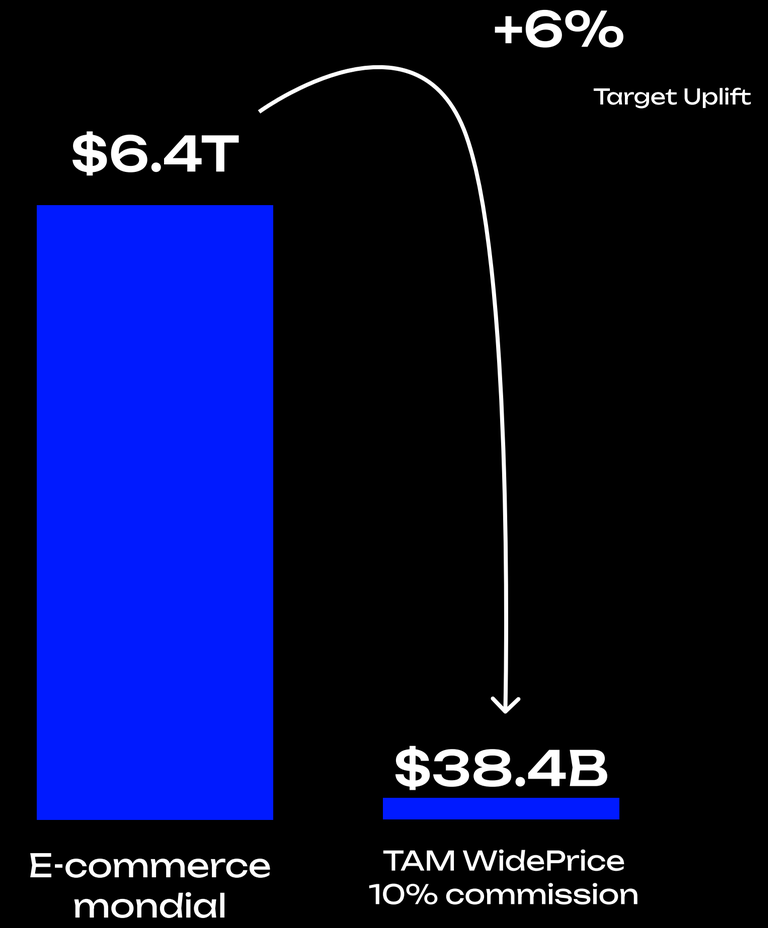
And we only started working on WidePrice two weeks ago.

TAM

$6.4T global e-commerce GMV

At 6% target uplift and a 10% performance fee:

$38.4B theoretical revenue opportunity



$6.4T GMV × 6% target uplift × 10% WidePrice fee = $38.4B TAM

Source: Average of industry benchmarks for dynamic pricing (McKinsey, BCG), at 6% (TSC).

Moat

①

REVERSE ENGINEERING

AI agents simulate thousands of customer profiles and controlled behaviors to map how existing proprietary pricing engines respond.

②

10 YEARS OF PRICING INTELLIGENCE

Observed outcomes are combined with historical e-commerce pricing data to build a general-purpose model pre-trained on market strategies.

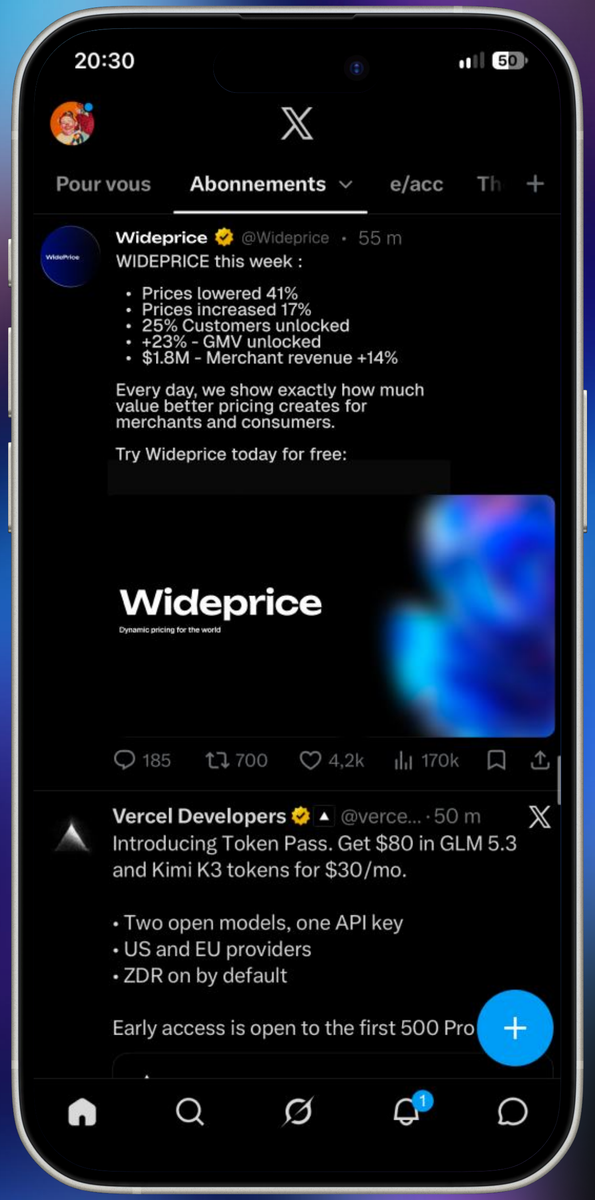
③

WIDEPRICE FEEDBACK LOOP

Once deployed, WidePrice learns from its own experiments: context, price offered, conversion, and value generated.

More merchants → more pricing decisions → better models → better performance → more merchants.

Distribution Strategy



Make pricing impossible to ignore

Share daily results: prices lowered, transactions unlocked, and revenue generated.

Go after the biggest merchants

Target high-volume e-commerce businesses directly:

Demo → phased rollout → measurable uplift

Create controversy publicly. Prove value quantitatively. Convert privately.

Founders :



Maxime Delaplagne
CBO — Business & Growth
Former Head of Business Development at a SaaS company. Sales, partnerships & go-to-market.



Thibault Delaplagne
CEO — Product & Technology
Founded Abaci Technologies at 18. Product, marketing & research.

The Raise

€200K in pre-seed funding at a €1.33M post-money valuation (15% equity).

6 months runway
Pour atteindre trois milestones :

$20M
Value created for merchants

1,000
Active merchants

$2M annualised revenue

#1
Build the world’s first general-purpose pricing engine

6 months to turn WidePrice from an MVP into a pricing network at scale.