

∞ Firework

Redefining Your Digital Experience



Driven by Gen Z and millennials, video has become our primary source of human connection

Open self expression

Influence from peers

Endless entertainment

Community-driven experiences



Firework powers this connection... everywhere



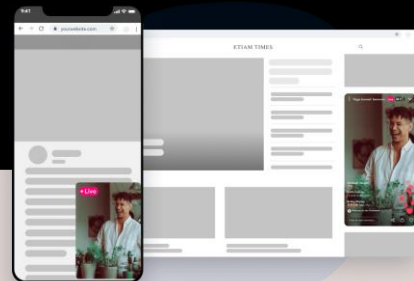
1. Shoppable Video

Short, shoppable video carousels embedded throughout your site



2. Livestream

Interactive and live video built for mass and 1:1 engagement



3. Amplification

Shoppable video distributed across the web, email, and simulcast to social sites

Firework is leading this transformational shift in commerce backed by top venture firms

LARGEST INVESTMENT IN SECTOR

\$235M

raised from leading
venture firms

GLOBAL FOOTPRINT

400

person team supporting
customers in 37 countries

EVOLUTIONARY

90+

product feature
releases

SoftBank Vision Fund

AMERICAN EXPRESS
VENTURES



GSR Ventures

Lightspeed

And trusted by Top Global and Emerging Brand

Walmart  L'ORÉAL CONDÉ NAST  Albertsons GAP GRANDE COSMETICS

VUORI sam's club   NBCUniversal Unilever MUJI 無印良品 Saisai

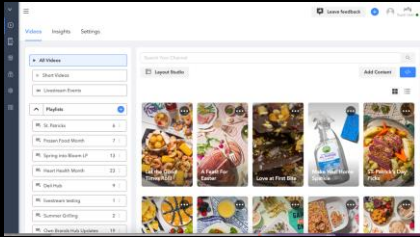
GUESS HEARST KraftHeinz  PUBLICIS GROUPE  PACIFICA KAO

AMERICAN EXPRESS  VUORI OLAPLEX.  VOGUE TULA SKINCARE Westfield

BEACHWAVER hanky panky NATORI BEYOND YOGA  WYZE

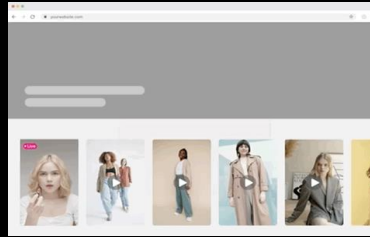
Firework is the world's only end-to-end video commerce solution built for your website and stores

Create



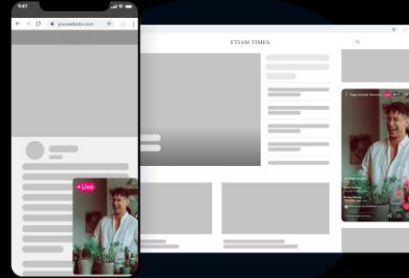
Create vertical video with our self-serve tools, or through our full managed creative services and strategy.

Anchor



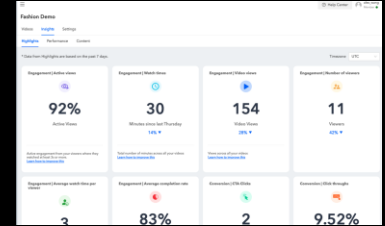
Shoppable and livestream video experiences on your website, right where people shop.

Amplify

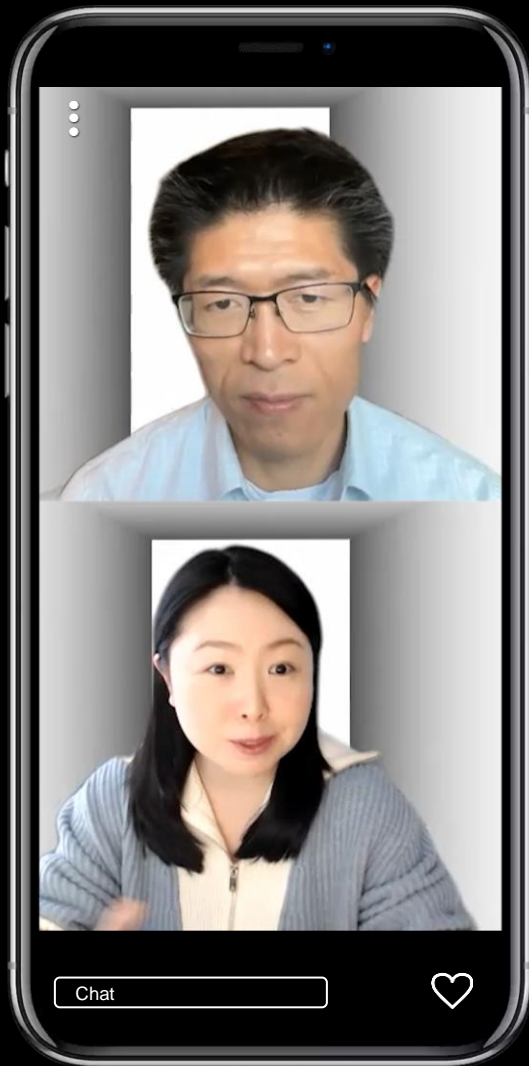


Simulcast to social or to relevant network sites across the internet to drive traffic and engagement.

Optimize



Analytics, insights and access to new 1st party data to optimize your customer experience.



Chat

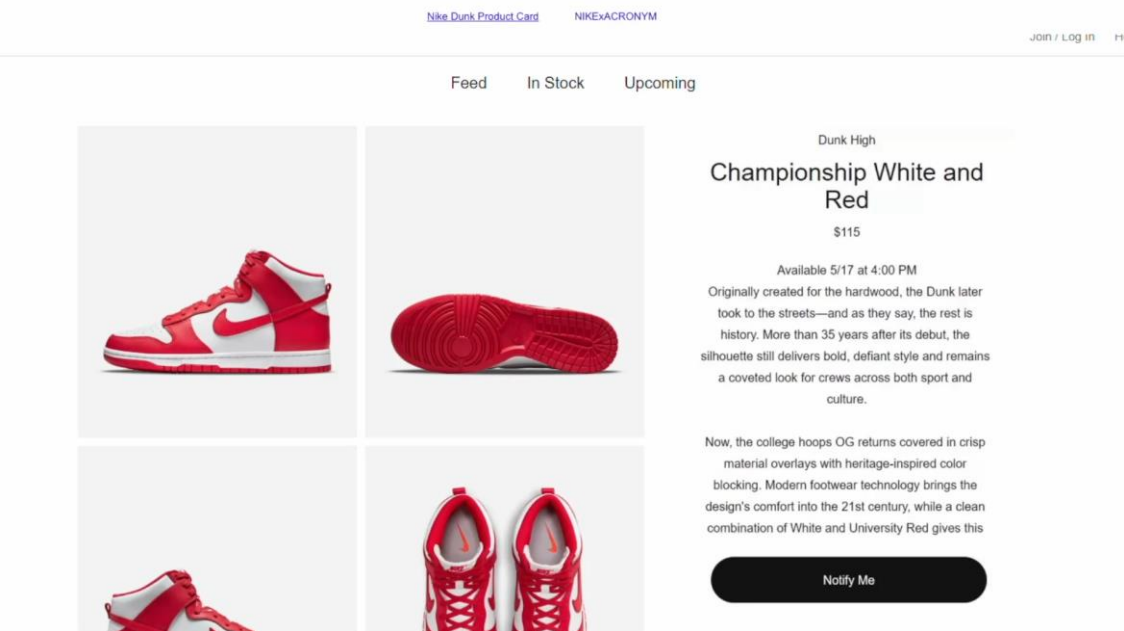


Why Firework?

Ownership & Autonomy

Connection & Authenticity

Innovation & Evolution



The screenshot shows a product page for the Nike Dunk High 'Championship White and Red'. The page layout includes a top navigation bar with links for 'Nike Dunk Product Card', 'NIKEACRONYM', and 'Join / Log in'. Below the navigation are tabs for 'Feed', 'In Stock', and 'Upcoming'. The main content area features four images of the shoe: a side profile, a bottom view of the sole, a close-up of the laces, and a front view of both shoes. To the right of the images, the product name 'Dunk High Championship White and Red' is displayed, along with the price '\$115' and the availability date 'Available 5/17 at 4:00 PM'. A paragraph of text describes the shoe's history and design, and a 'Notify Me' button is located at the bottom right.

[Nike Dunk Product Card](#) NIKEACRONYM [Join / Log in](#)

Feed In Stock Upcoming

Dunk High

Championship White and Red

\$115

Available 5/17 at 4:00 PM

Originally created for the hardwood, the Dunk later took to the streets—and as they say, the rest is history. More than 35 years after its debut, the silhouette still delivers bold, defiant style and remains a coveted look for crews across both sport and culture.

Now, the college hoops OG returns covered in crisp material overlays with heritage-inspired color blocking. Modern footwear technology brings the design's comfort into the 21st century, while a clean combination of White and University Red gives this

[Notify Me](#)

Immersive video commerce starts with an end-to-end solution built for the scale and speed of your business

