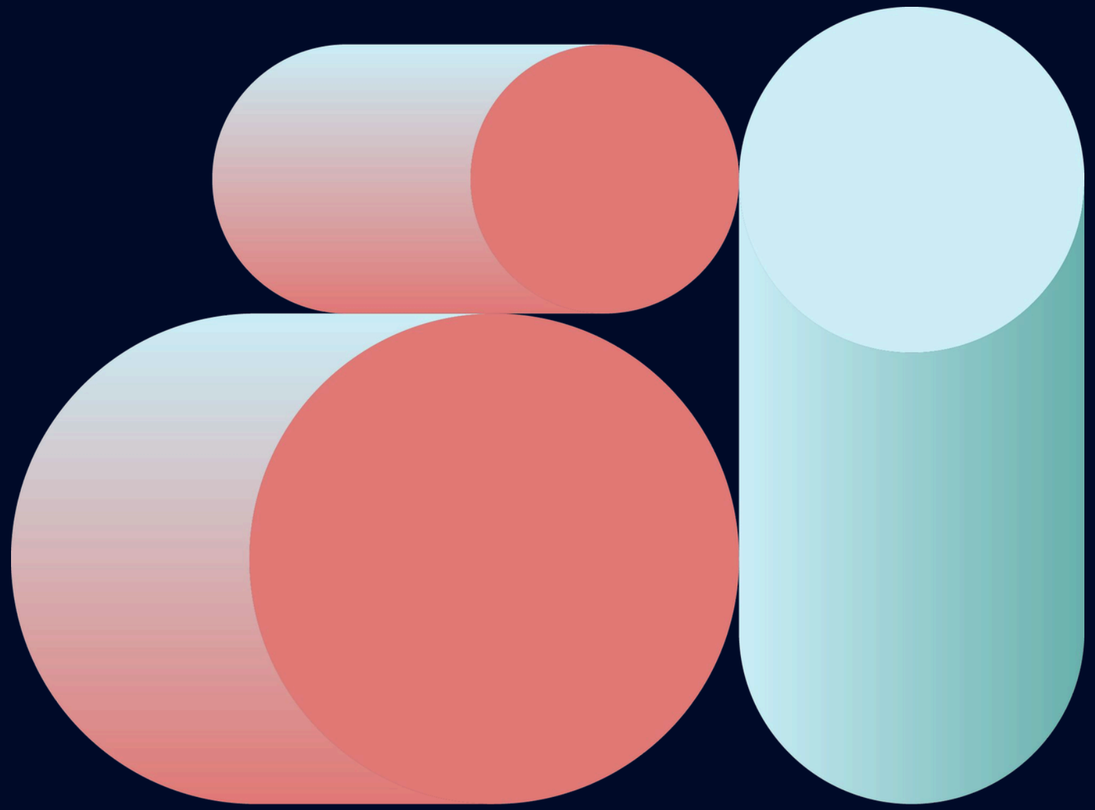
BATTERY
INCLUDED

Vibe coding is not a business model.



How **shop4runners.com** scales with Magento, Hyvä & BatteryIncluded.

SPEAKER

Simon Reichel

CEO / Co-Founder

BatteryIncluded GmbH

BATTERY
INCLUDED

MEET MAGENTO MASTERCLASS

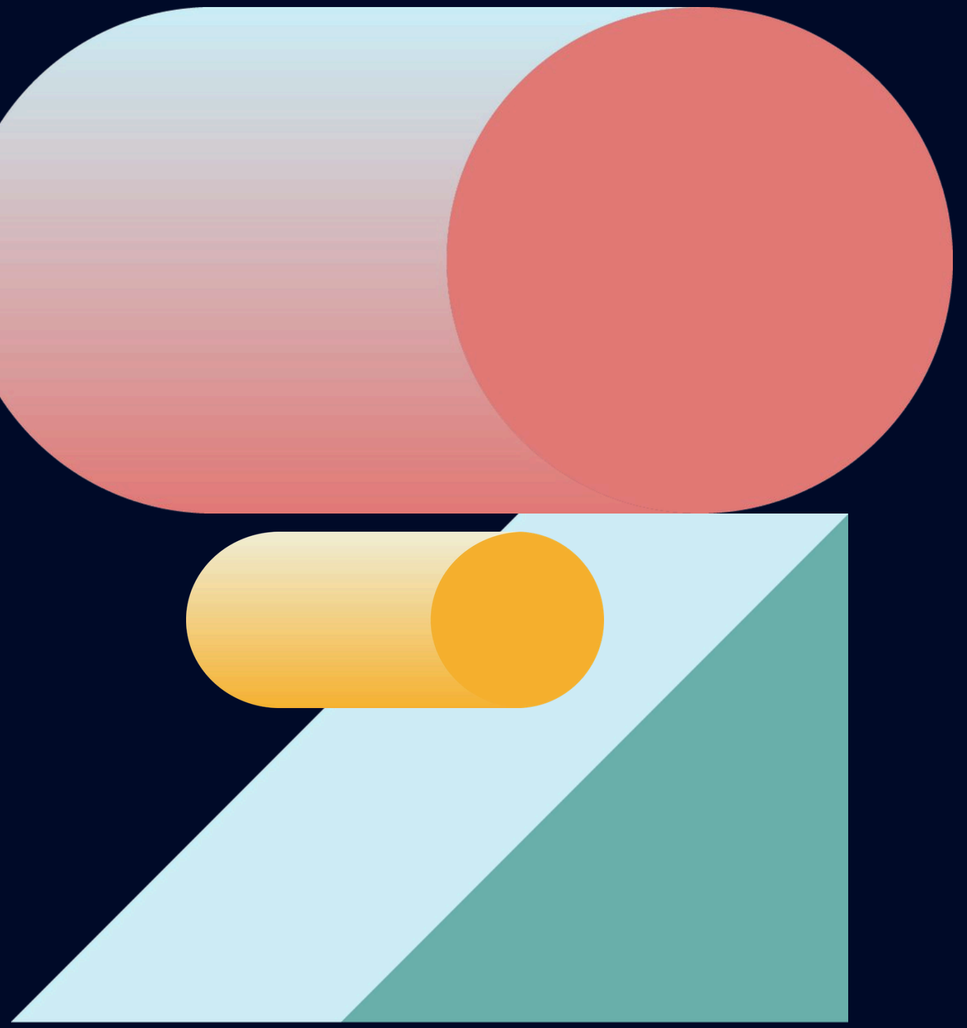
In it for the long run.

Profitable since day one.

That is how we think about product, service and partnership, too.

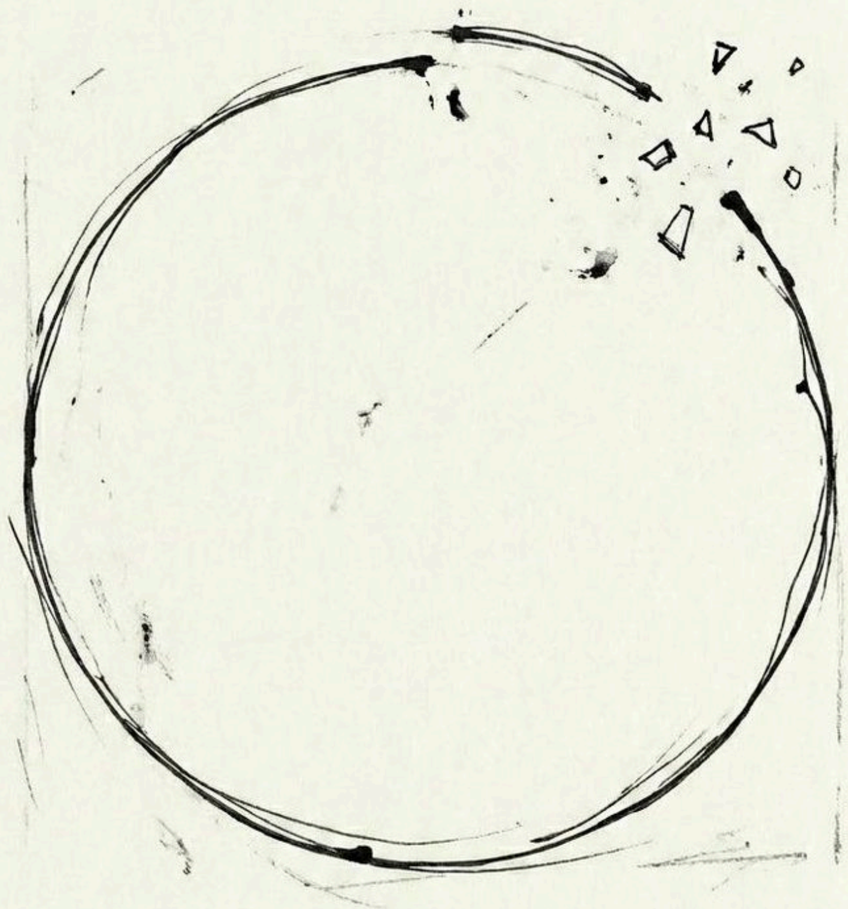
We grow with our customers, not at their expense.

No investors. No compromises.



BATTERY
INCLUDED

SALESFORCE IS DOWN
SERVICENOW OFFLINE
SERVICENOW
ATLASSIAN BREACH
MONDAY.COM CRITICAL FAILURE
HUBSPOT GONE
SAASAPOCALYPSE NOW



The 2028 Global Intelligence Crisis

When Friction Went to Zero

By early 2027, LLM usage had become default. People were using AI agents who didn't even know what an AI agent was, in the same way people who never learned what "cloud computing" was used streaming services. They thought of it the same way they thought of autocomplete or spell-check - a thing their phone just did now.

Qwen's open-source agentic shopper was the catalyst for AI handling consumer decisions. Within weeks, every major AI assistant had integrated some agentic commerce feature. Distilled models meant these agents could run on phones and laptops, not just cloud instances, reducing the marginal cost of inference significantly.

The part that should have unsettled investors more than it did was that these agents didn't wait to be asked. They ran in the background according to the user's preferences. Commerce stopped being a series of discrete human decisions and became a continuous optimization process, running 24/7 on behalf of every connected consumer. By March 2027, the median individual in the United States was consuming 400,000 tokens per day - 10x since the end of 2026.

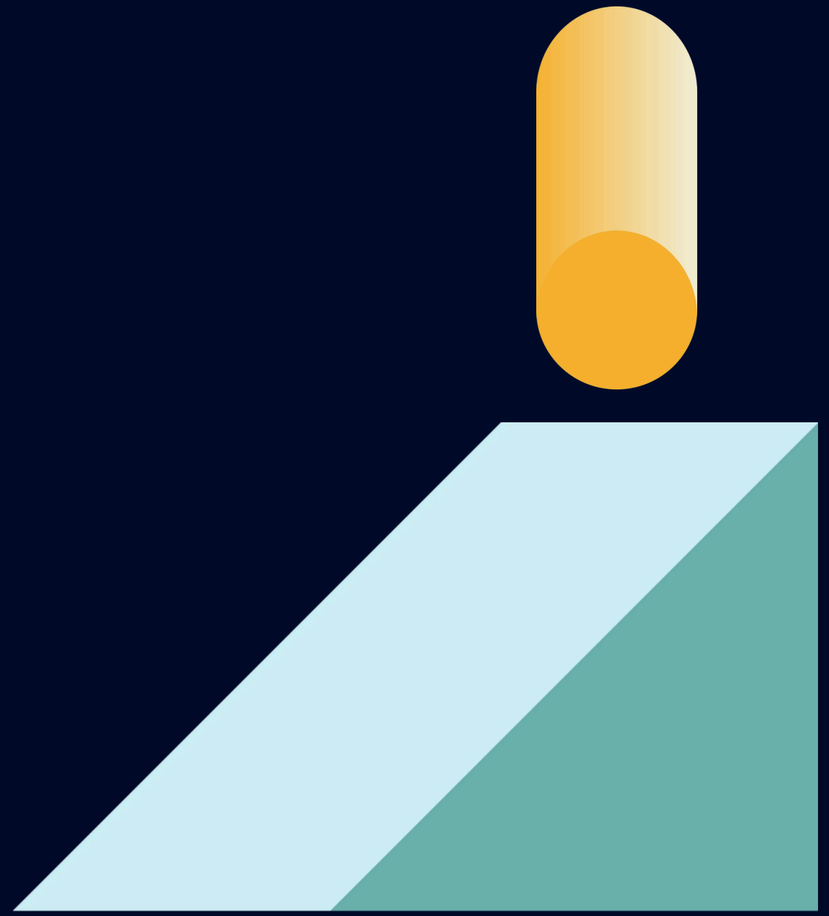
The next link in the chain was already breaking.

Intermediation.

Over the past fifty years, the U.S. economy built a giant rent-extraction layer on top of human limitations: things take time, patience runs out, brand familiarity substitutes for diligence, and most people are willing to accept a bad price to avoid more clicks. Trillions of dollars of enterprise value depended on those constraints persisting.

It started out simple enough. Agents removed friction.

Subscriptions and memberships that passively renewed despite months of disuse. Introductory pricing that sneakily doubled after the trial period. Each one was rebranded as a hostage situation that agents could negotiate. The average customer lifetime value, the metric the entire subscription economy was built on, distinctly declined.



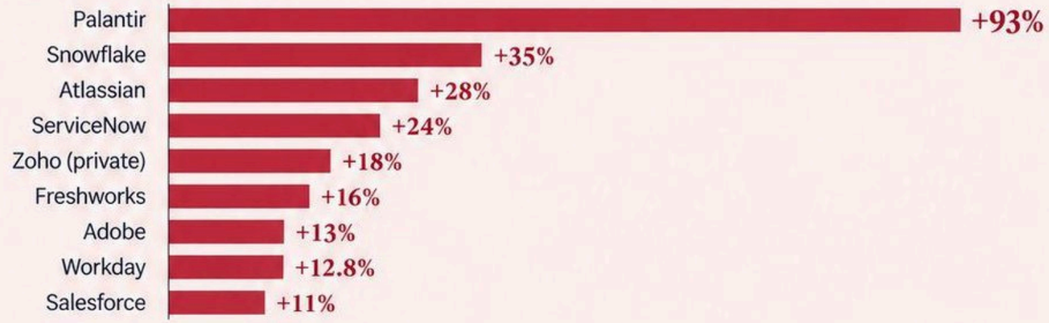
SaaS revenue after the SaaSpocalypse

Latest reported quarter, as of September 2026

The sell-off hit valuations. Revenue kept growing.

COMPANY	LATEST QUARTER	REVENUE	YOY GROWTH	FULL-YEAR OUTLOOK
Salesforce	Q2 FY27 (Jul 2026)	$11.35B	+11%	FY27: $46.1–46.4B
Adobe	Q3 FY26 (Aug 2026)	$6.76B	+13%	FY26: $26.58–26.63B
ServiceNow	Q2 2026 (Jun 2026)	$3.99B	+24%	FY26 subscription: $15.76–15.78B
Palantir	Q2 2026 (Jun 2026)	$1.94B	+93%	FY26: $8.15–8.16B
Workday	Q2 FY27 (Jul 2026)	$2.649B	+12.8%	FY27 subscription: $9.94–9.95B
Atlassian	Q4 FY26 (Jun 2026)	$1.766B	+28%	FY26 subscription: $6.26B
Snowflake	Q2 FY27 (Jul 2026)	$1.55B	+35%	FY27 product revenue: $6.07B
Freshworks	Q2 2026 (Jun 2026)	$237.4M	+16%	FY26: $963.5–966.5M
Zoho (private)	FY25 (Mar 2025)	₹12,313 crore (~$1.48B)	+18%	FY26 filing not yet public

YOY REVENUE GROWTH



KEY TAKEAWAYS

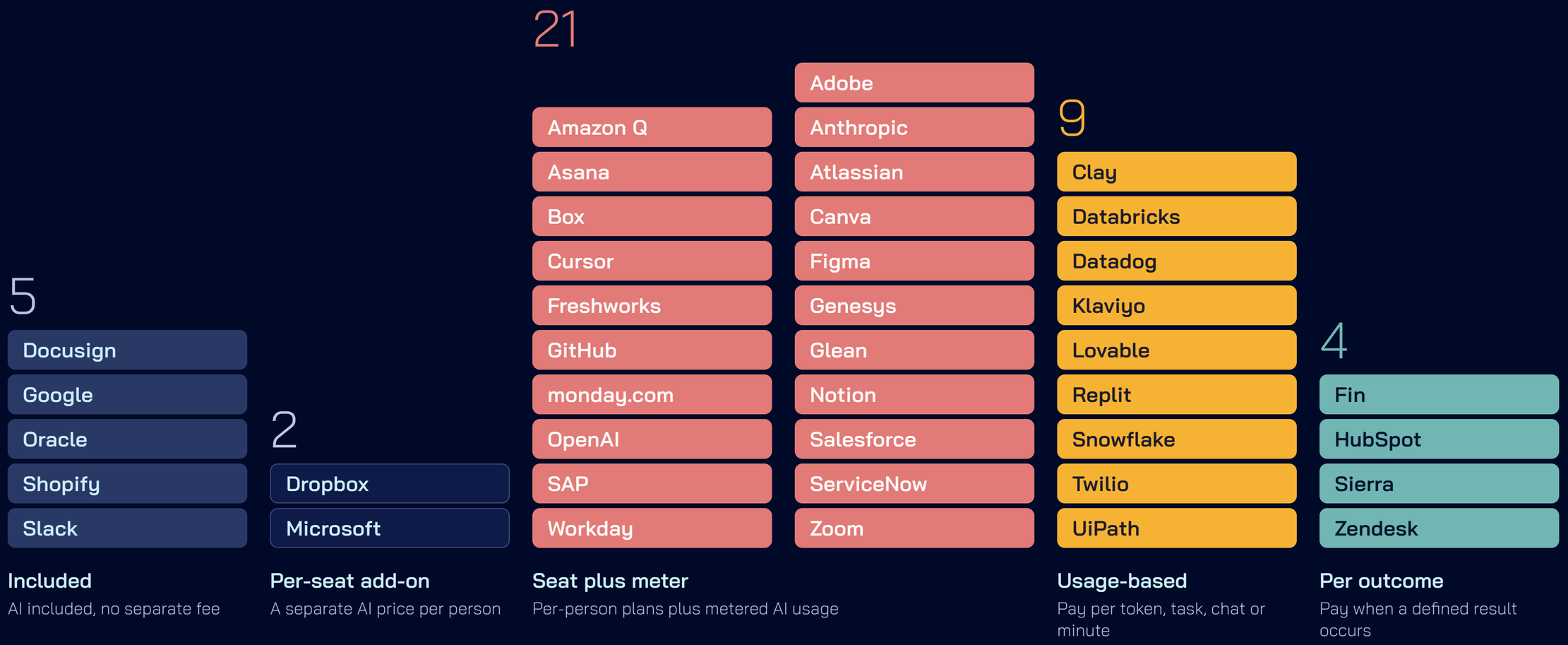
Seat-based apps
(Salesforce, Adobe, Workday)
11–13%

Data and AI platforms
(ServiceNow, Atlassian, Snowflake)
24–35%

Palantir
+93%

AI PRICING IN OCTOBER 2026

41 software brands. 5 ways to charge for AI.



BATTERY INCLUDED

SOURCE: AI MOMENTUM PARTNERS, OCTOBER 2026 · SELECTED OFFERS, NOT MARKET SHARE

AI PRICING IN OCTOBER 2026

41 software brands. 5 ways to charge for AI.

5

- Docusign
- Google
- Oracle
- Shopify
- Slack

Included
AI included, no separate fee

2

- Dropbox
- Microsoft

Per-seat add-on
A separate AI price per person

21

- Adobe
- Amazon Q
- Anthropic
- Asana
- Atlassian
- Box
- Canva
- Cursor
- Figma
- Freshworks
- Genesys
- GitHub
- Glean
- monday.com
- Notion
- OpenAI
- Salesforce
- SAP
- ServiceNow
- Workday
- Zoom

Seat plus meter
Per-person plans plus metered AI usage

9

- Clay
- Databricks
- Datadog
- Klaviyo
- Lovable
- Replit
- Snowflake
- Twilio
- UiPath

Usage-based
Pay per token, task, chat or minute

4 of 41 charge per outcome.

Outcome pricing gets the buzz. Seats and usage still do the billing.

4

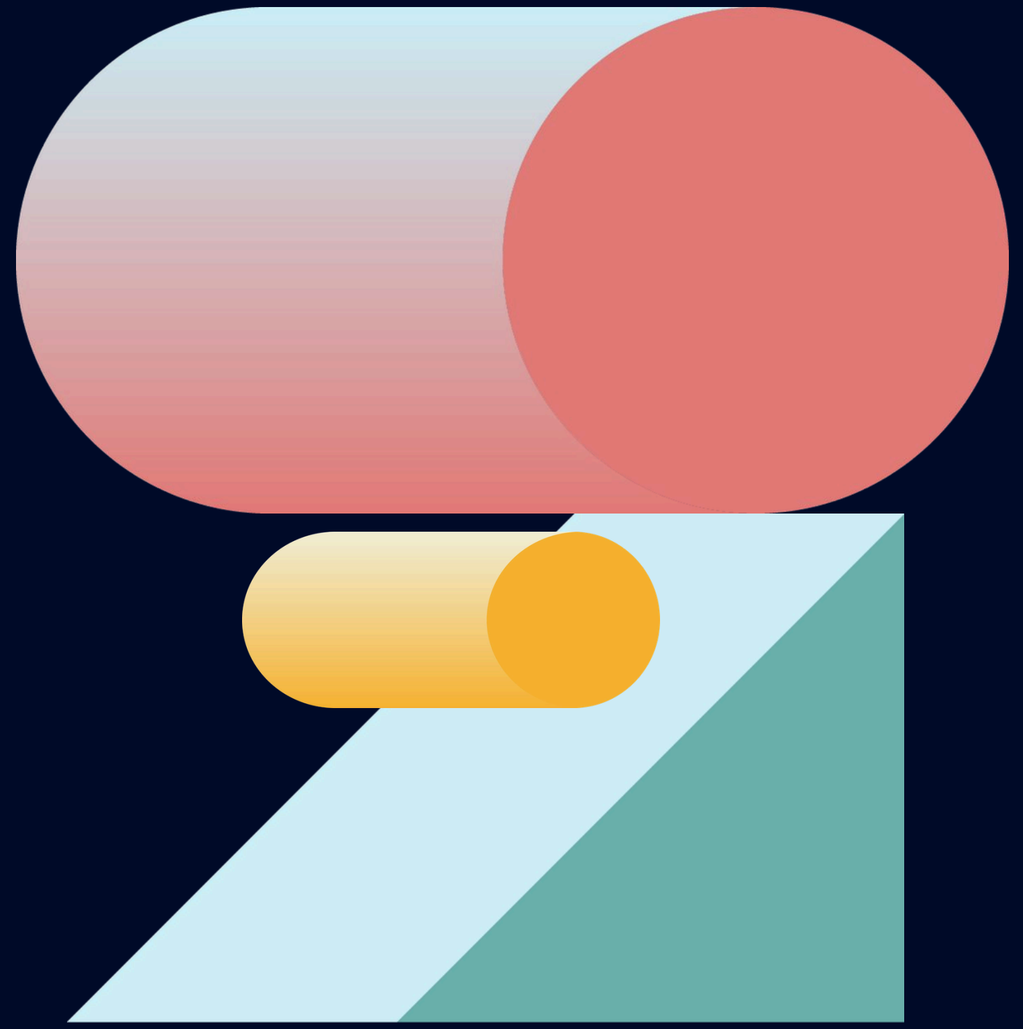
- Fin
- HubSpot
- Sierra
- Zendesk

Per outcome
Pay when a defined result occurs

BATTERY INCLUDED

SOURCE: AI MOMENTUM PARTNERS, OCTOBER 2026 · SELECTED OFFERS, NOT MARKET SHARE

The companies that should be hit by this disruption are marketing the disruption themselves.



THE BUBBLE TEST

2001 vs. 2026, side by side.

The three warning signs of the dot-com bubble, checked against the AI build-out.

THE DOT-COM BUBBLE · 2001		THE AI BUILD-OUT · 2026
THE FORECASTS WERE FICTION *“Doubling every 100 days”* Actual traffic growth: roughly 2× per year	Traffic	MEASURED, NOT FORECAST ▲ 7× tokens in one year Google alone, and paid for years in advance
BUILT, BUT NOT NEEDED **97%** of fiber stayed dark Only 2.7% of installed fiber was ever lit	Capacity	FULL, WITH A WAITLIST **98%** of GPUs utilized Oracle: 97.9% · Google’s 7-year-old TPUs: 100%
COLLAPSING Bandwidth: ▼ 70% per year Nobody needed what had been built	Prices	RISING, EVEN FOR OLD CHIPS Renewing 4-year-old GPUs ▲ 20% And the grid can’t keep up: PJM ▲ 11×

BATTERY INCLUDED

CHART BASED ON PERPLEXITY

Every single warning sign of the dot-com bubble is missing from the AI build-out.

BATTERY
INCLUDED

CHART BASED ON PERPLEXITY

The most endangered SaaS models? They all share the same patterns.

01 Repetitive work inside the tool itself.

02 Per-seat pricing.

03 Lightly regulated industry.

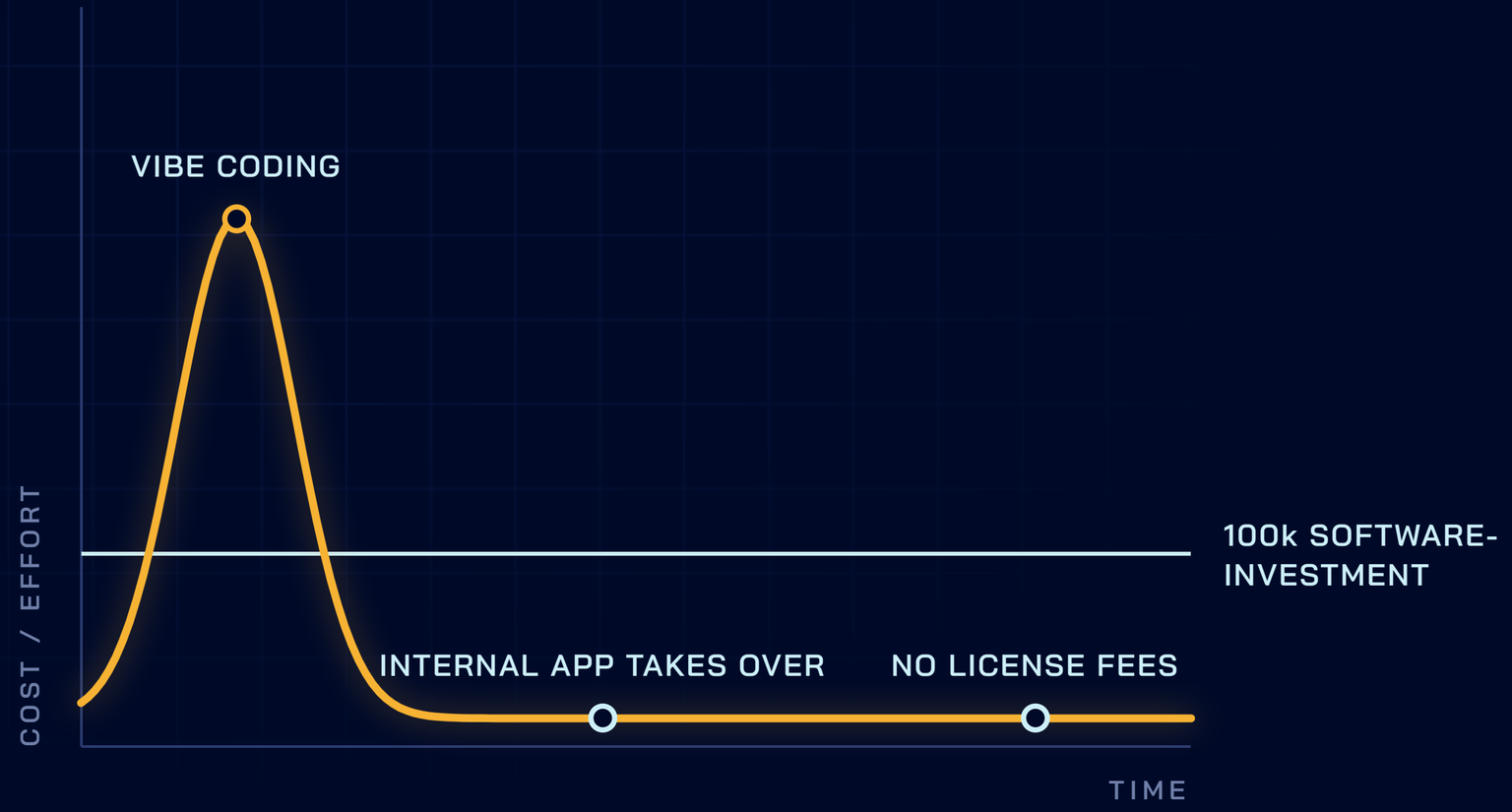
04 Workflows that map 1:1 to simple, natural language without domain knowledge.

BATTERY
INCLUDED

"Let's burn **1M in tokens** instead of investing **100k in software**."

VIBE CODING
VS. SOFTWARE

THEORY



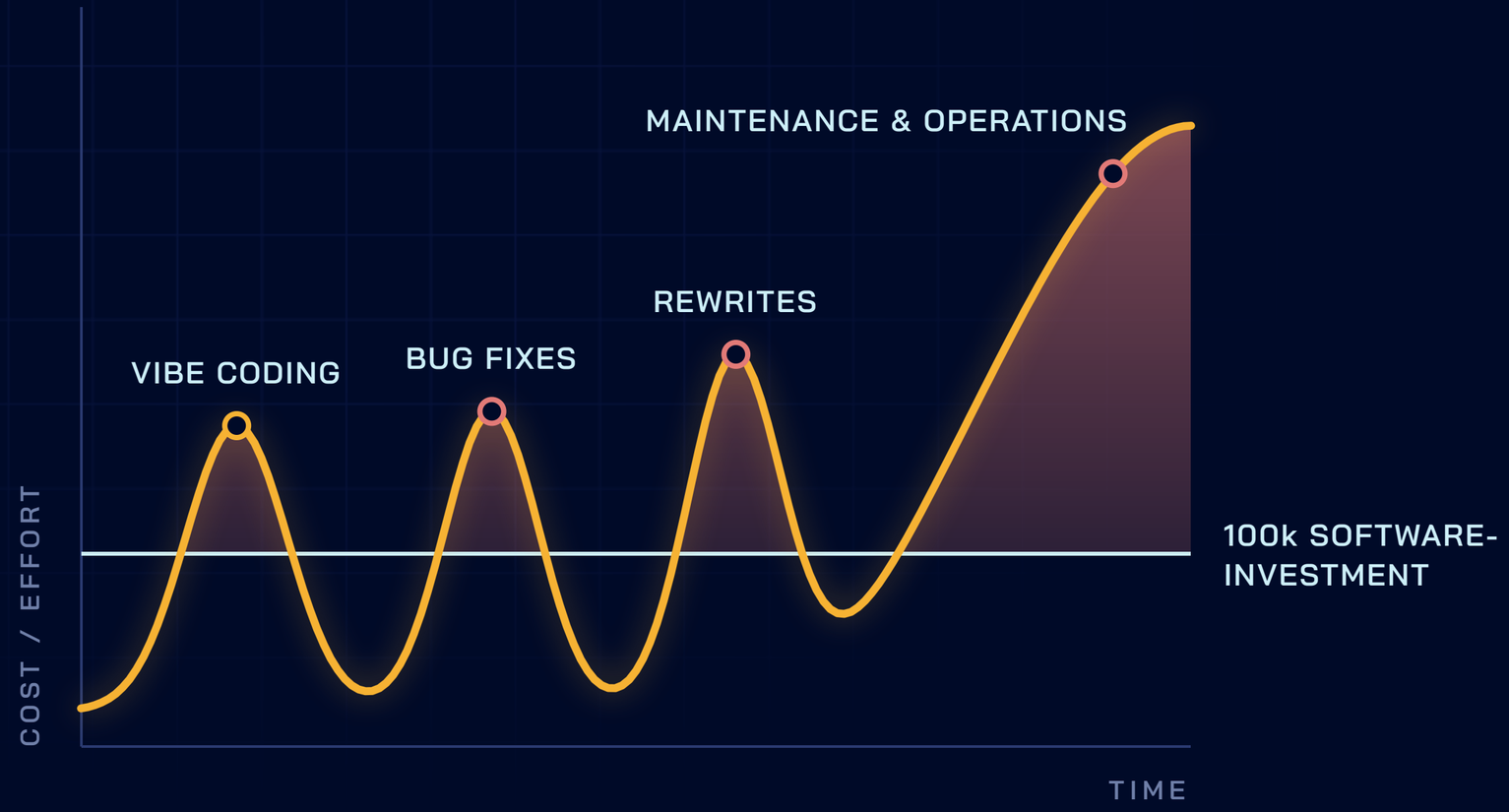
BATTERY
INCLUDED

"Let's burn **1M in tokens** instead of investing **100k in software**."

VIBE CODING
VS. SOFTWARE

REALITY

The math doesn't break at build time. **It breaks in operations.**



BATTERY
INCLUDED

AGENTIC COMMERCE · REALITY CHECK

Instant Checkout in ChatGPT has failed.

Shut down in March 2026.

<30

Shopify merchants ever went live. **Over 1 million had been announced.**

3×

worse conversion in chat than on the merchant's own site (Walmart).

Why

Stale inventory and price data from **scraping instead of structured feeds.**

SOURCE: HASHMETA AI, SEPT 17, 2026

THE REAL DEFAULT IN 2026

Discover in AI, Buy on Site.

22% have ever bought directly inside an AI chat.

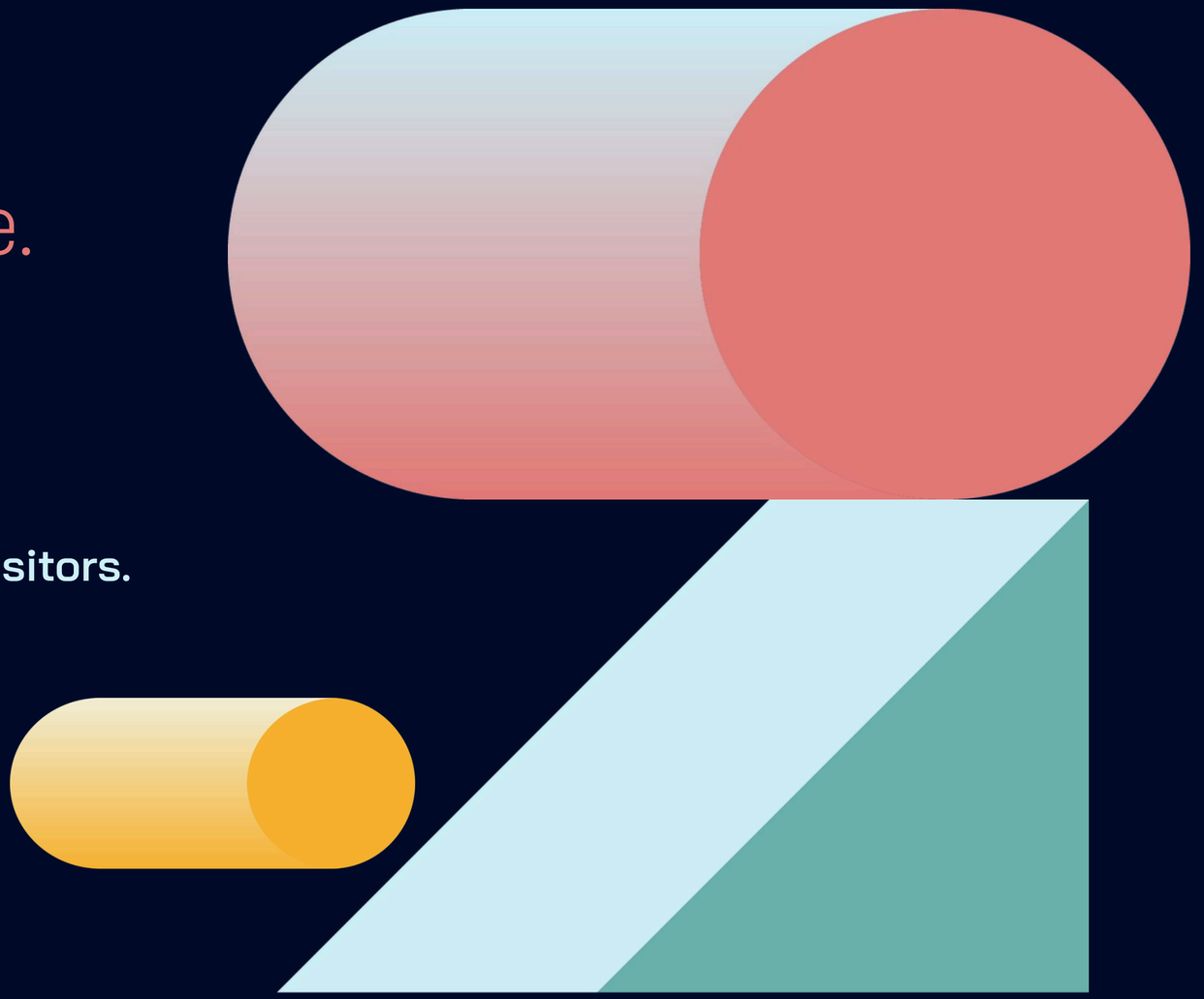
50% have bought after researching with AI, **on the merchant's site.**

BATTERY INCLUDED

SOURCE: HASHMETA AI, SEPT 17, 2026 · SEMRUSH, N = 1,030 US SHOPPERS

Your on-site experience isn't dying. It is getting a new role.

No longer a comparison tool against competitors, but **a conversion engine for pre-qualified, agent-referred visitors.**



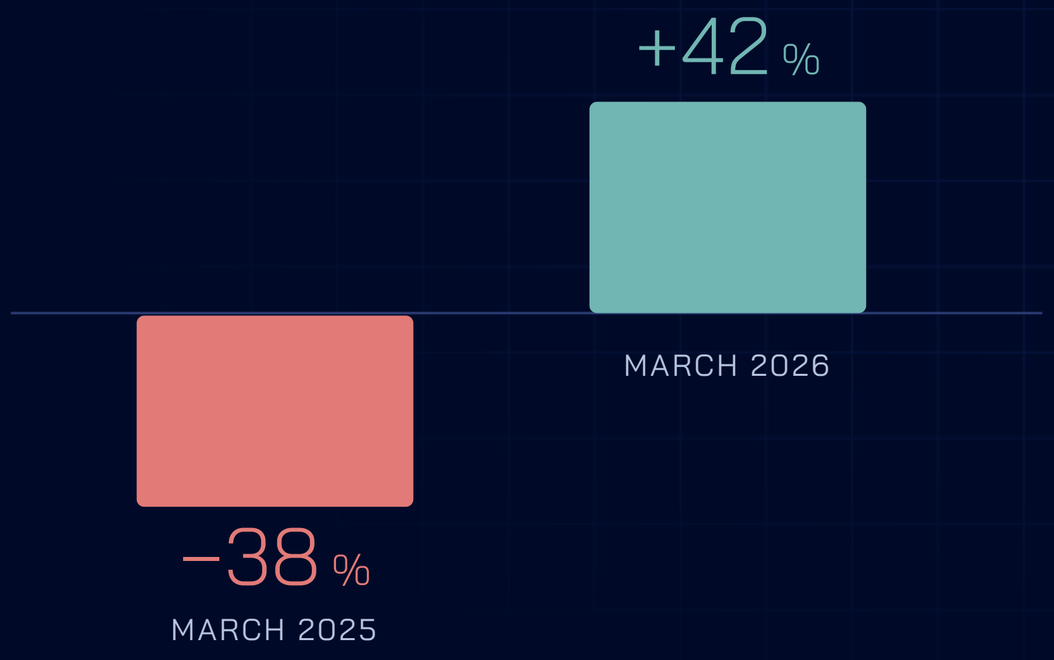
BATTERY
INCLUDED

SOURCE: HASHMETA AI, SEPT 17, 2026 · SEMRUSH, N = 1,030 US SHOPPERS

THE CONVERSION FLIP

From weakest to strongest channel.

Conversion of AI traffic vs. other channels, flipped within 12 months.



393% growth in AI traffic to US retail sites, Q1 2026 (YoY)

2× higher new-customer rate via AI than via search (Walmart)

70.6% of AI visits land in GA4 as “Direct”, so they are **invisible.**

BATTERY INCLUDED

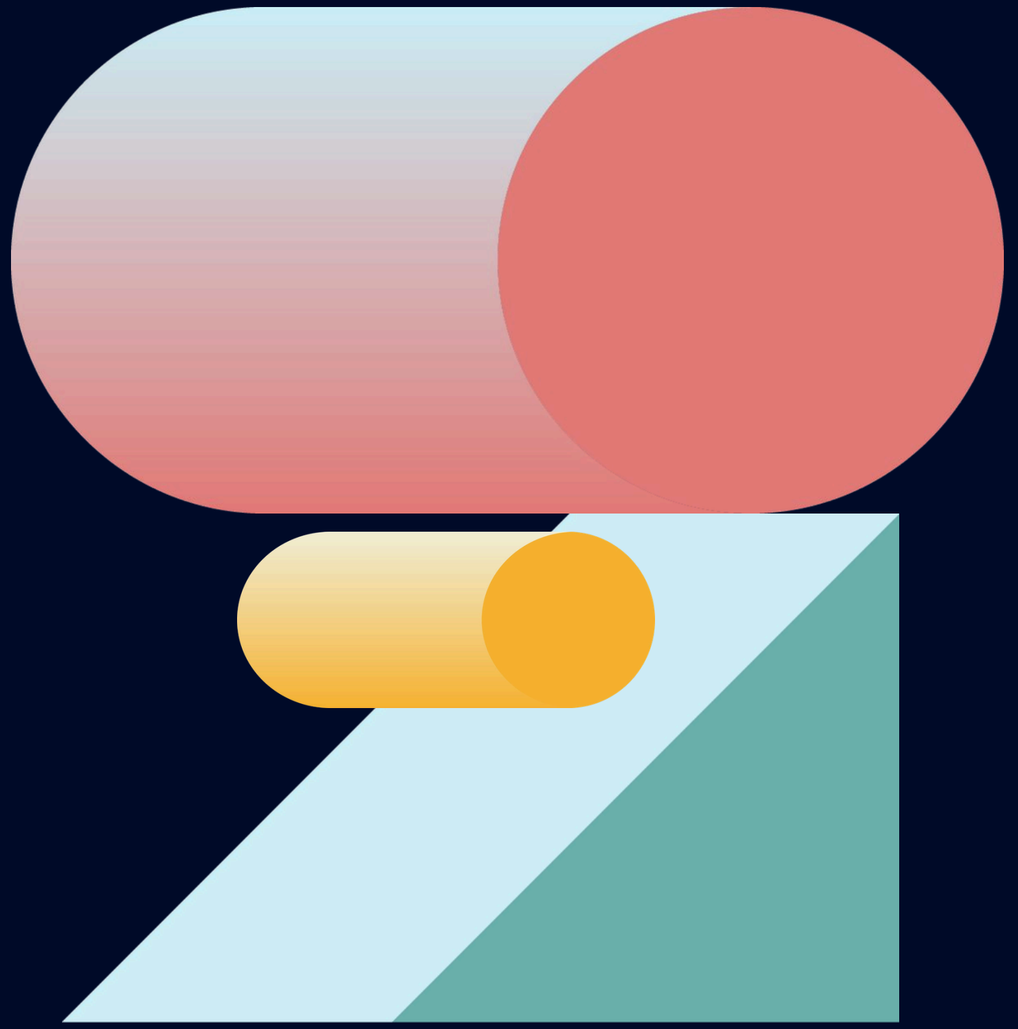
SOURCE: HASHMETA AI, SEPT 17, 2026 · ADOBE ANALYTICS, WALMART

“

The largest risk is not automation. It is losing the customer.

Friction is the product, until a machine absorbs the friction.

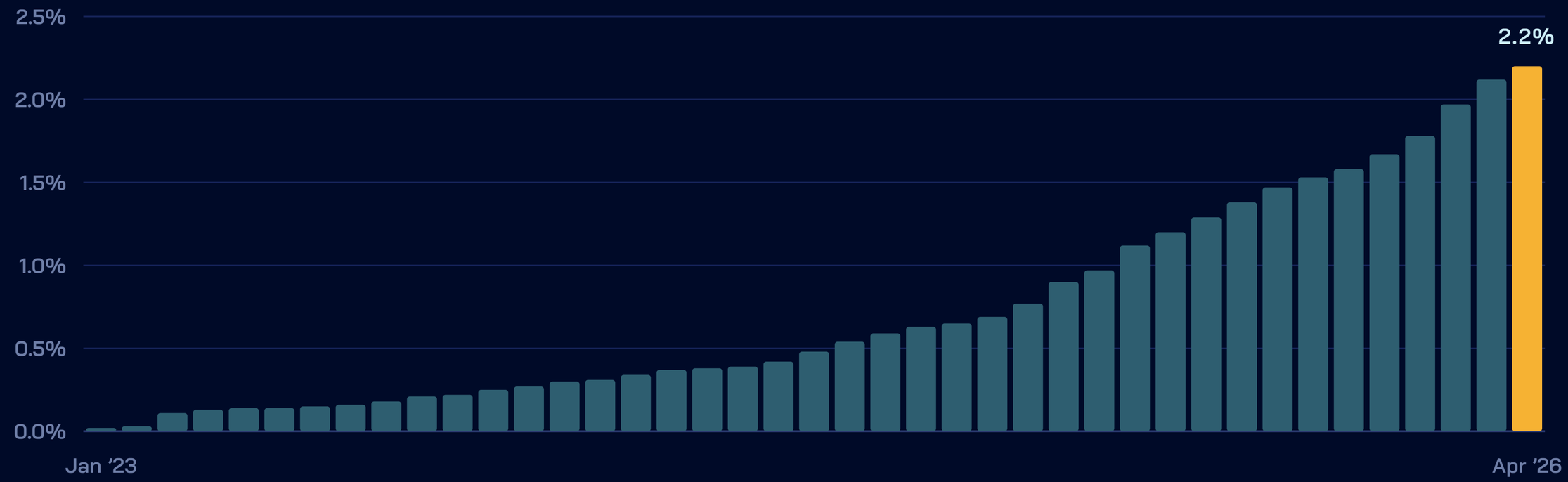
META MUSE



WILLINGNESS TO PAY

More and more households pay for AI.

Share of US households with a paid AI subscription



BATTERY
INCLUDED

SOURCE: PNC RESEARCH, INTERNAL DATA (JULY 13, 2026)

FOR COMPARISON

What households already pay for.

20%

Gym membership

55%

Cloud storage

91%

At least 1× streaming

2.2%

AI subscription

BATTERY
INCLUDED

SOURCE: PNC RESEARCH, INTERNAL DATA (JULY 13, 2026)

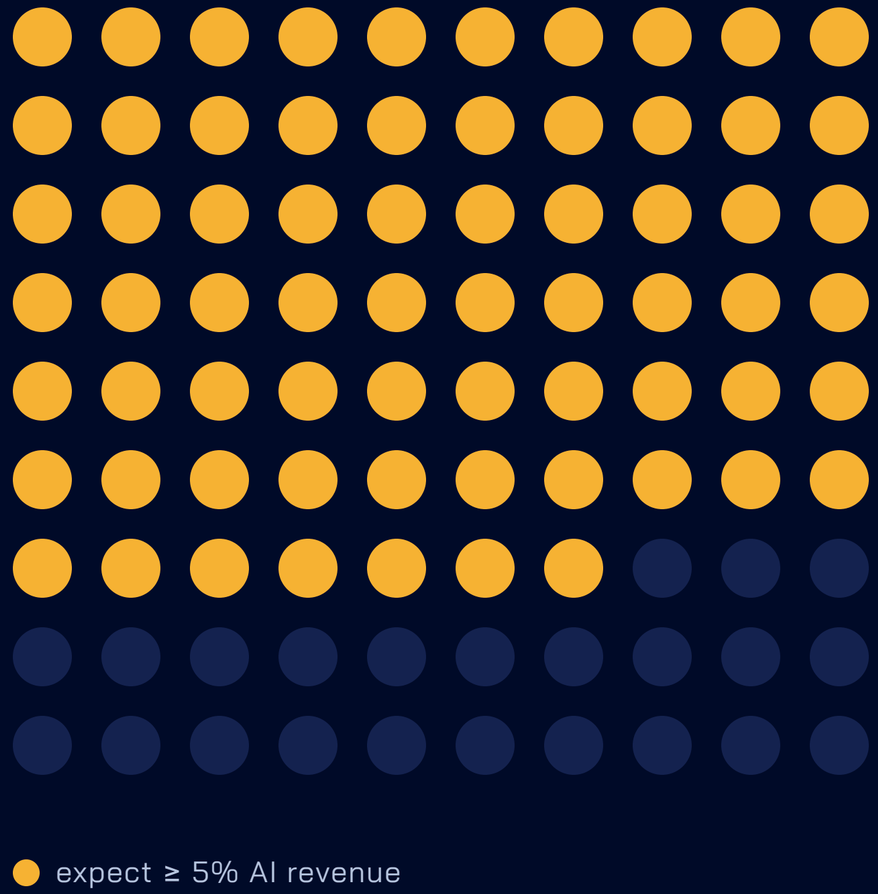
AI COMMERCE READINESS REPORT DACH

90 online retailers surveyed · 8 in-depth interviews · BatteryIncluded 2026

67 of 90

expect at least 5% of online revenue via AI channels within three years.

Self-rated AI readiness: 5.5 out of 10 on average.



BATTERY INCLUDED

A SNAPSHOT, NOT REPRESENTATIVE

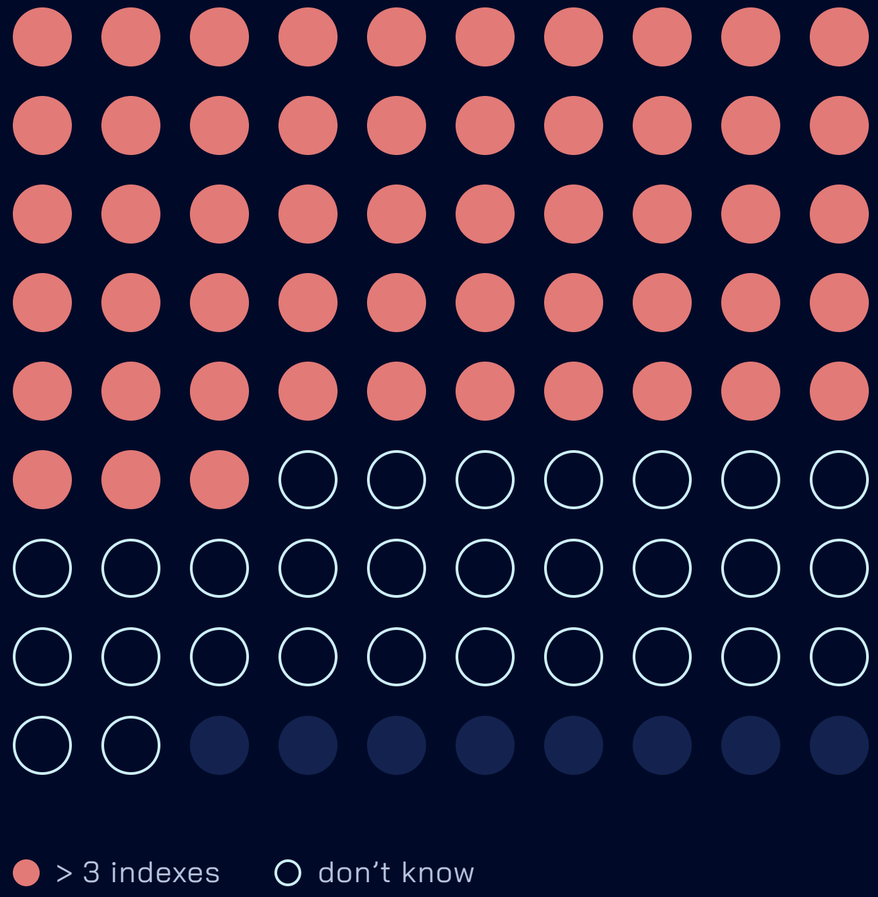
AI COMMERCE READINESS REPORT DACH

90 online retailers surveyed · 8 in-depth interviews · BatteryIncluded 2026

53 of 90

run more than three separate search indexes and data sources.

29 don’t know how many they have.



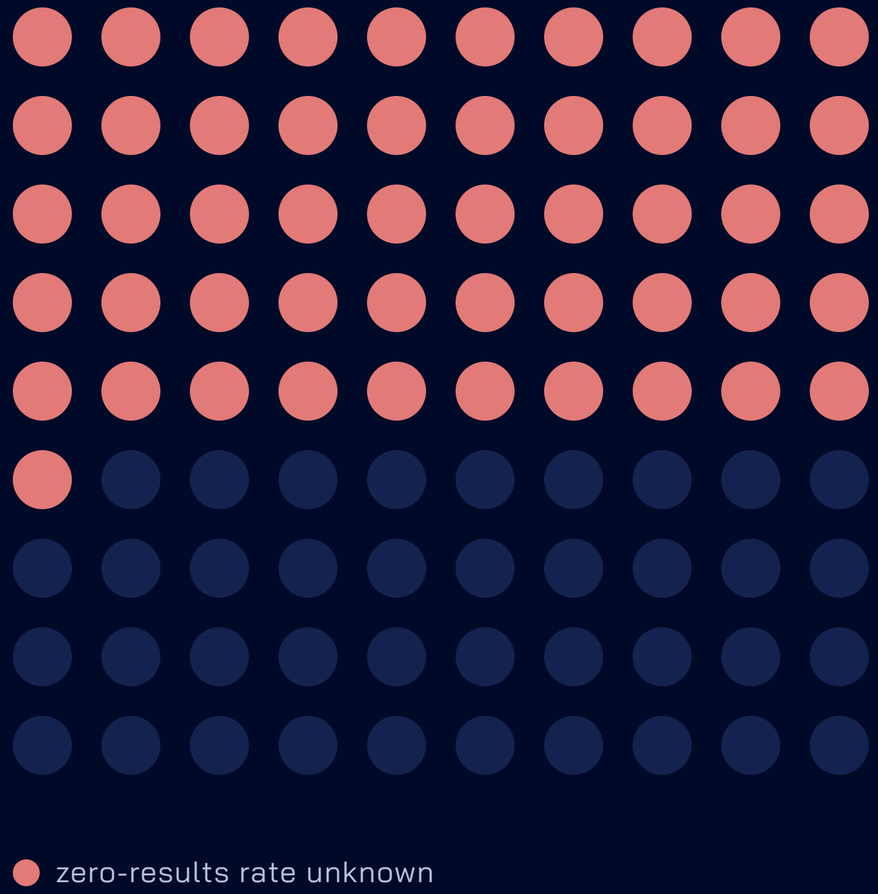
AI COMMERCE READINESS REPORT DACH

90 online retailers surveyed · 8 in-depth interviews · BatteryIncluded 2026

51 of 90

don’t know their shop’s zero-results rate.

The share of searches that return nothing.



BATTERY
INCLUDED

A SNAPSHOT, NOT REPRESENTATIVE

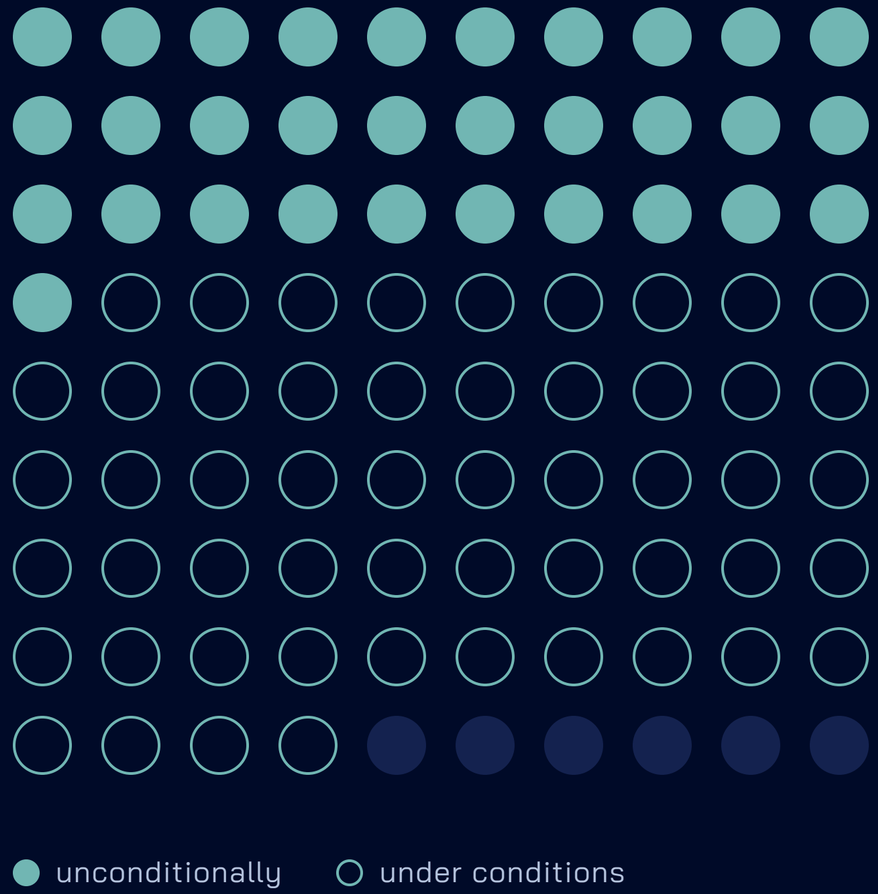
AI COMMERCE READINESS REPORT DACH

90 online retailers surveyed · 8 in-depth interviews · BatteryIncluded 2026

84 of 90

would open product data to external AI agents.

53 of them only under conditions.



AI COMMERCE READINESS REPORT DACH

90 online retailers surveyed · 8 in-depth interviews · BatteryIncluded 2026

The expectation is there. The foundation often isn’t.

A SNAPSHOT, NOT REPRESENTATIVE

"We expect that in three years, around 15 to at least 20 percent of our online revenue will come through AI channels, if not more."

Pierre Heidicker

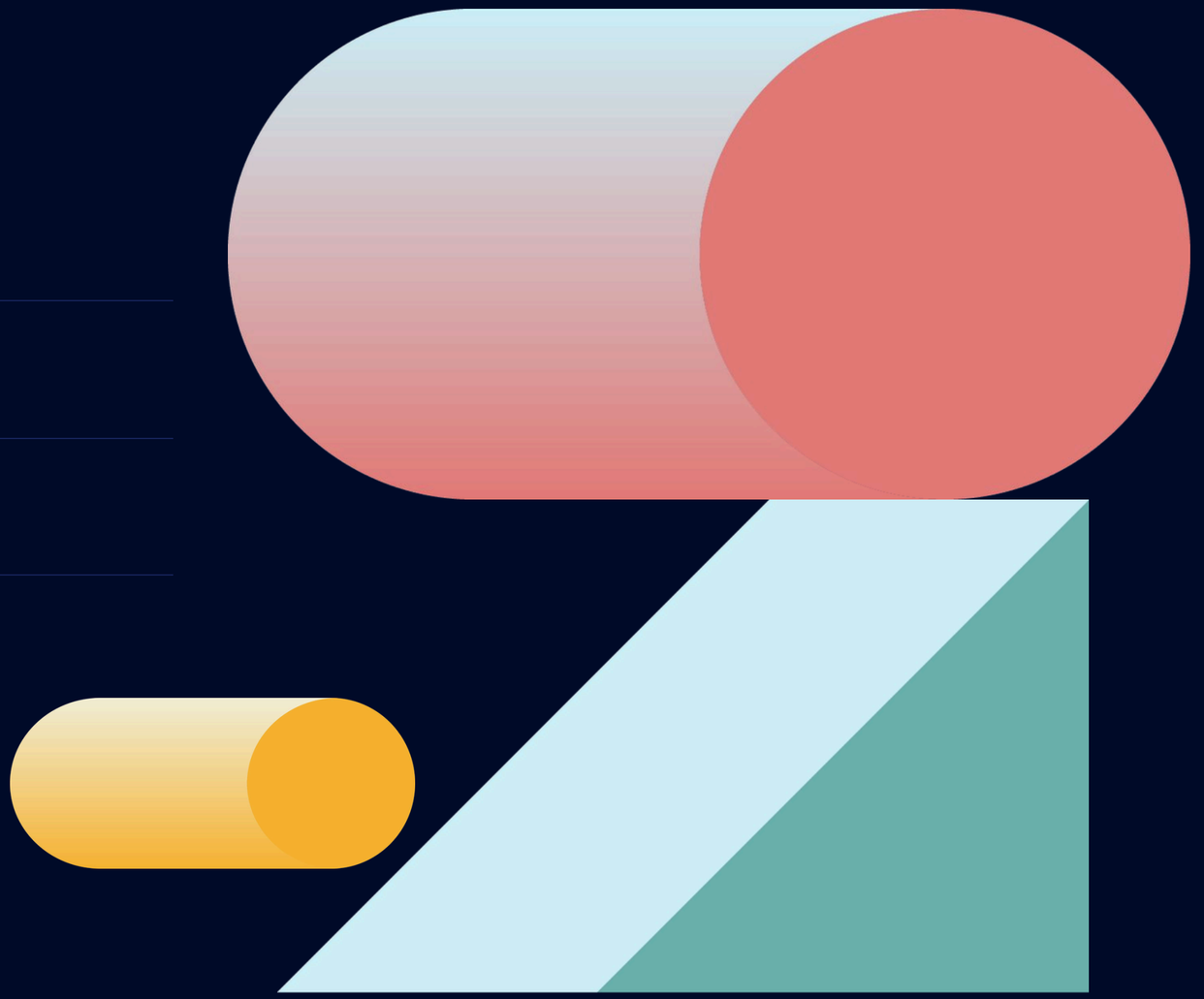
Head of Marketing and Communications, Bernstein-Badshop

What remains for software companies? Where to focus?

01 System & brand architecture

02 Vision & intuition

03 Real, human connections



MORE IMPORTANT THAN EVER

ArtCraft rebuilt the backbone of the Adobe Suite in 8 days.

BATTERY
INCLUDED

THINKING FURTHER

Any software can now be copied.

AI can decompile it.

TOWARD

Service as a Software

TOWARD

API provision.

BATTERY
INCLUDED

WHO IS BATTERYINCLUDED?

Your database for relevant product listings.

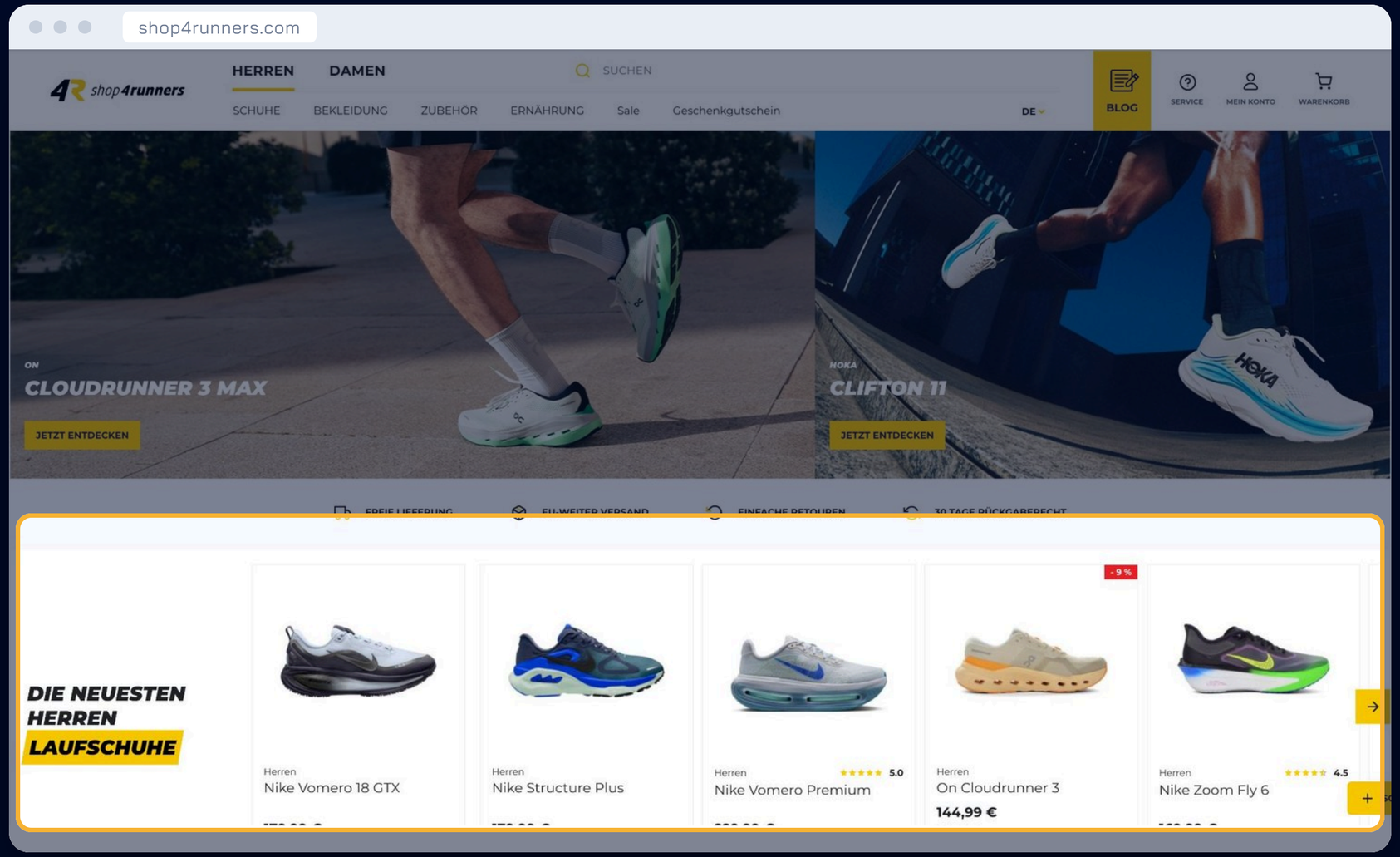
AI infrastructure for on-site search, merchandising and recommendation logic in your online shop. **Cookieless. Made in Germany.**

TRUSTED BY

Shops that run on BatteryIncluded.

WHAT DOES BATTERYINCLUDED DO?

Live on shop4runners.com



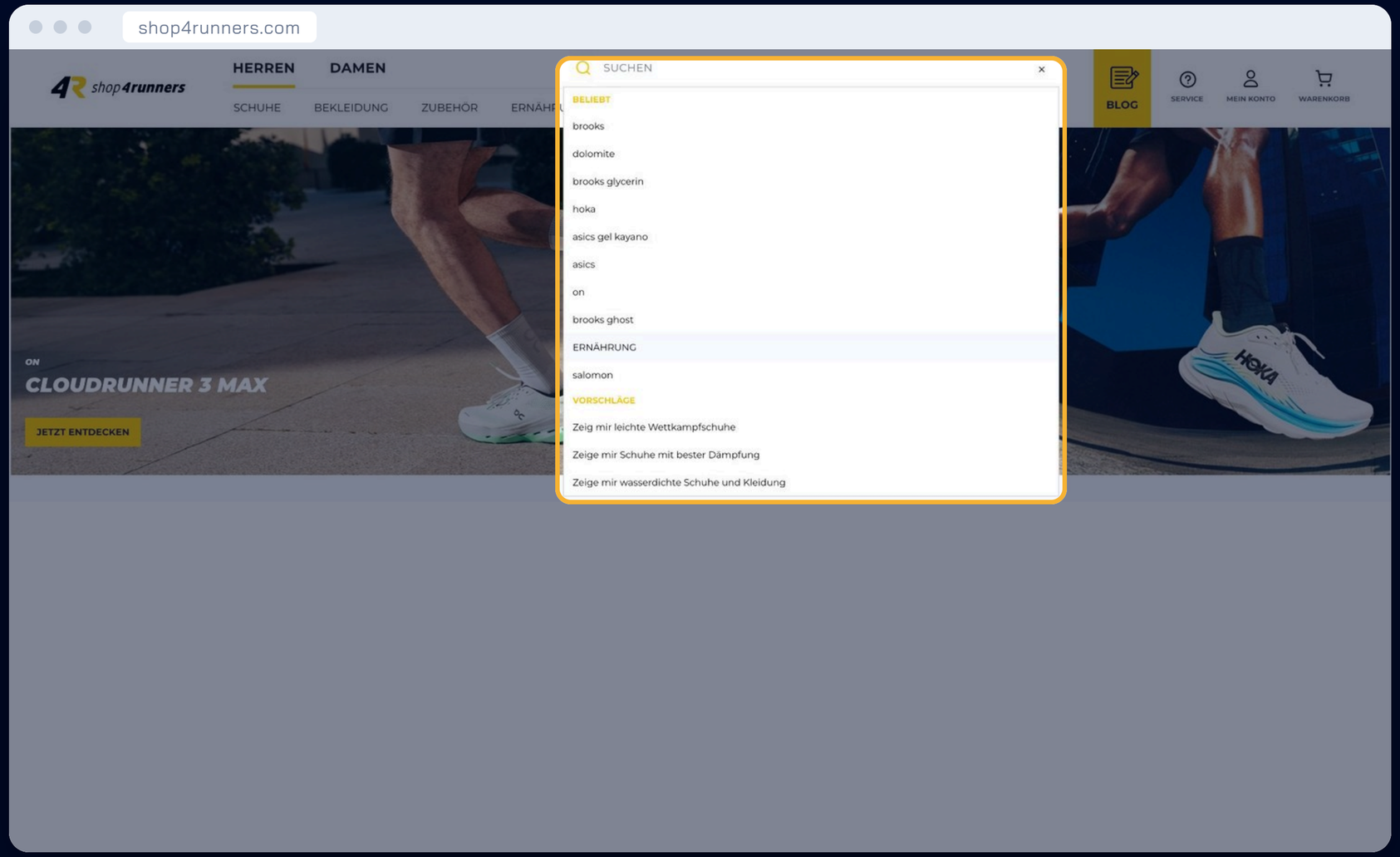
01 / 06

Homepage

Product sliders and merchandising, driven by one data foundation.

WHAT DOES BATTERYINCLUDED DO?

Live on shop4runners.com



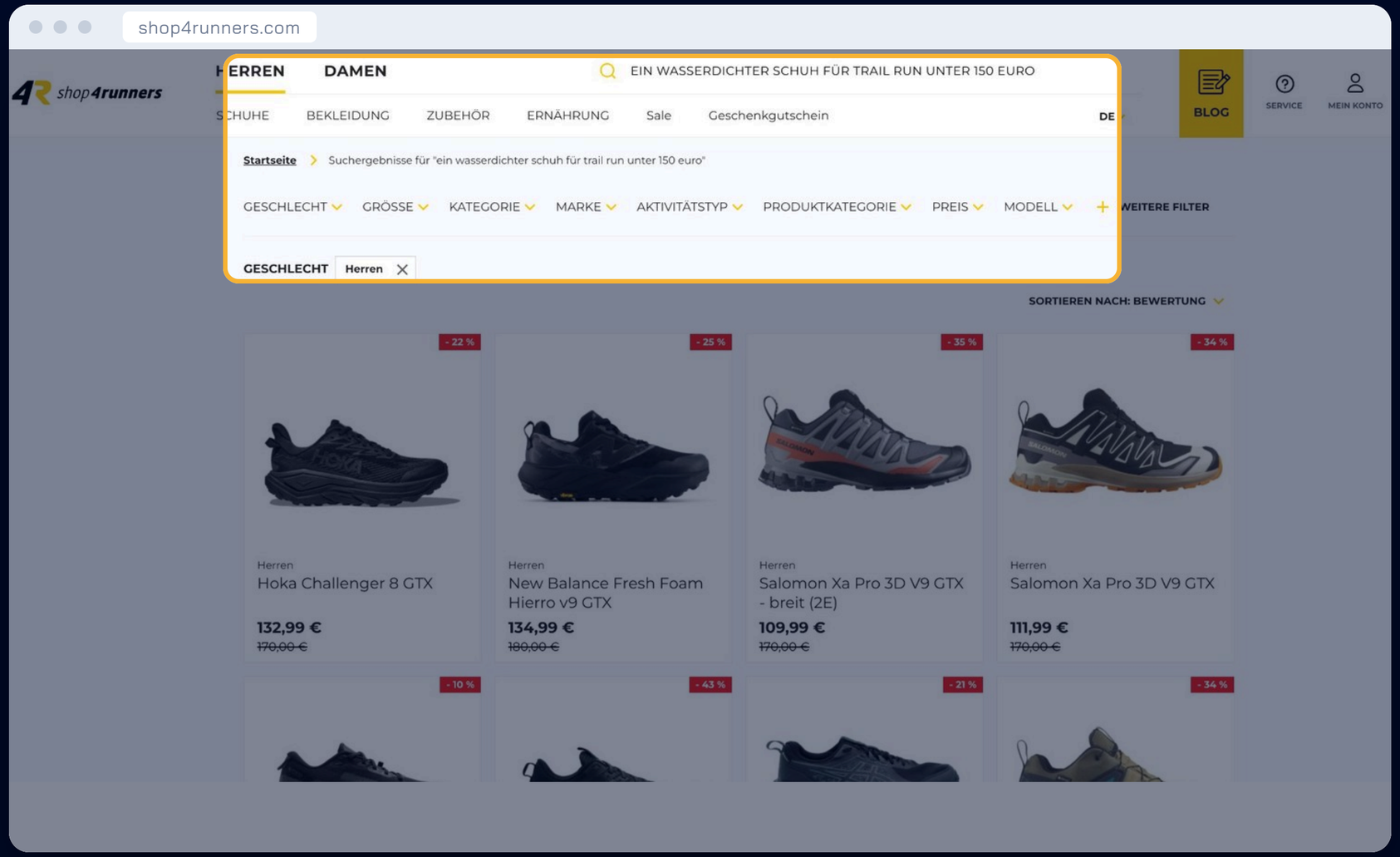
02 / 06

Search

Search-as-you-type: suggestions for products, brands and topics from the first keystroke.

WHAT DOES BATTERYINCLUDED DO?

Live on shop4runners.com



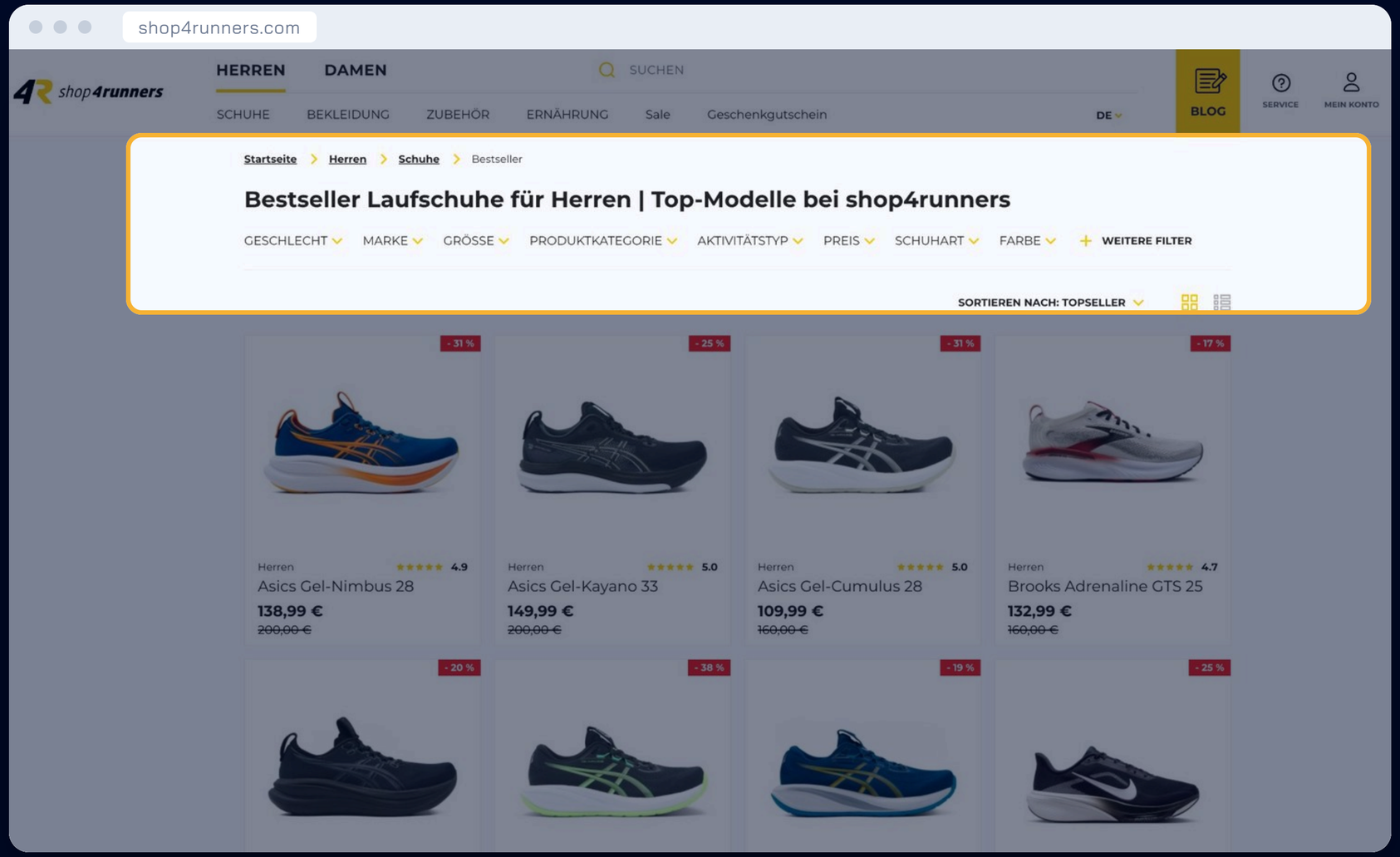
03 / 06

Natural language

“Waterproof trail running shoe under 150 euros” becomes filters and sorting.

WHAT DOES BATTERYINCLUDED DO?

Live on shop4runners.com



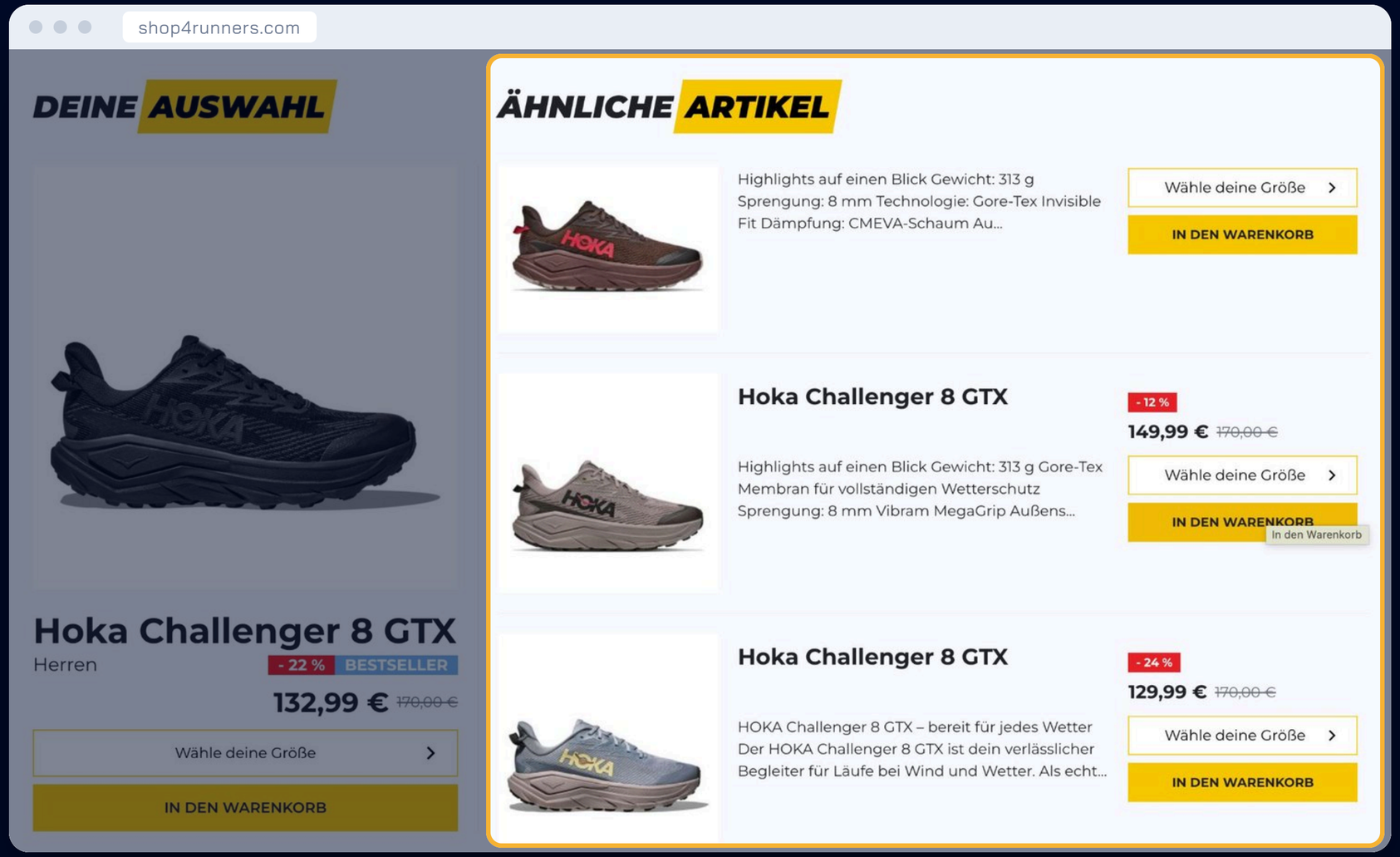
04 / 06

Category pages

Listings, filters and top-seller sorting from the same index.

WHAT DOES BATTERYINCLUDED DO?

Live on shop4runners.com



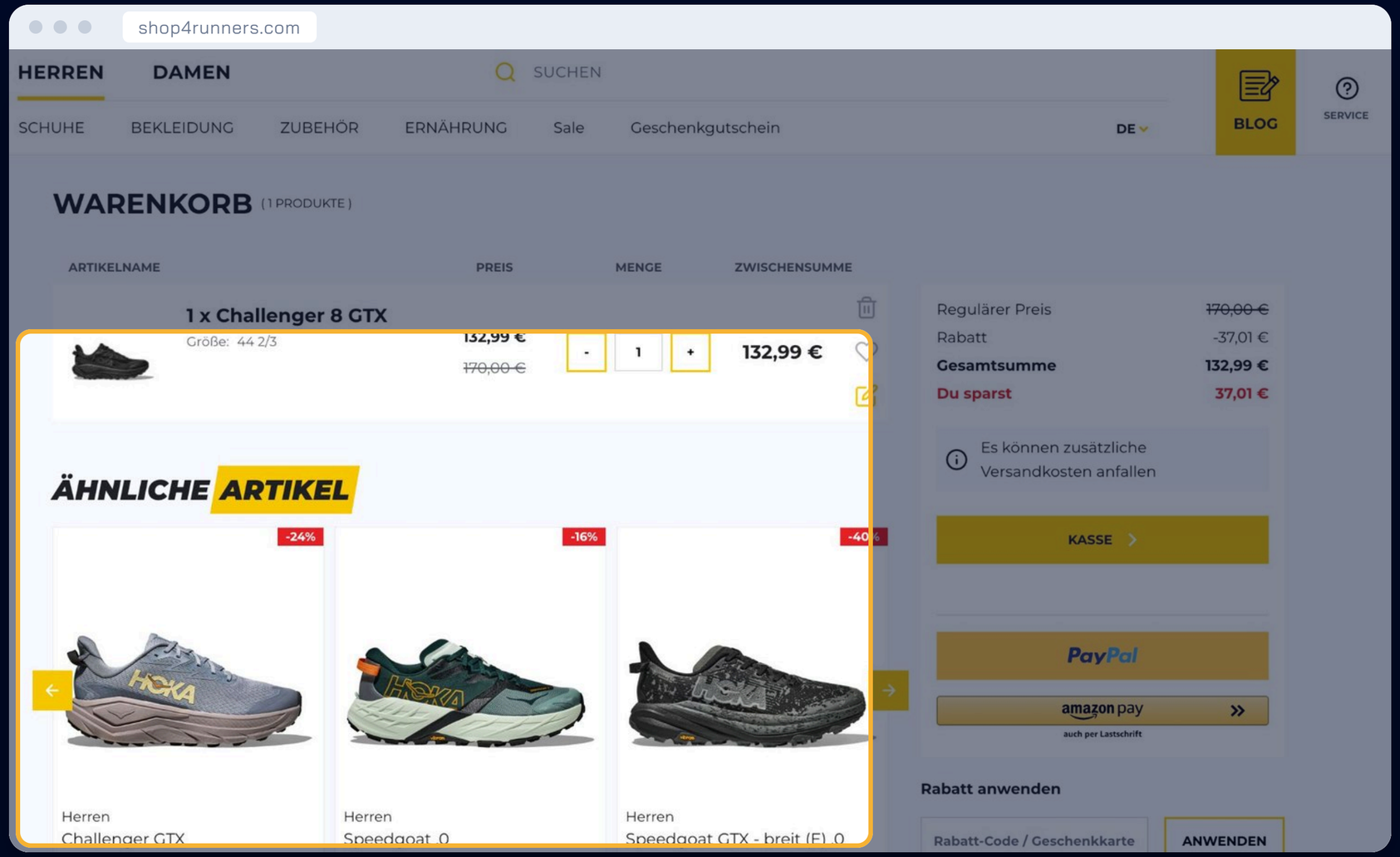
05 / 06

Product page

Similar items based on product attributes.

WHAT DOES BATTERYINCLUDED DO?

Live on shop4runners.com



06 / 06

Cart

Cross-selling right in the cart.

BUILT ON TOP OF THIS

Volt Merch

Intelligent merchandising for your online shop.

Control your product listings via drag & drop. No IT skills, no waiting. Pin, hide, promote. AI-powered sorting with AI Picks. **100% cookieless. Made in Germany.**

BATTERY
INCLUDED

BUILT ON TOP OF THIS

Reasoning

Your product database thinks ahead.

Reasoning analyzes your top search terms, clicks and purchases and tells you what to do: from synonym clusters and boost & bury to pinning. **You approve, Reasoning applies the change.**

+30% search conversion rate at shop4runners.com

BATTERY
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FREE FOR YOU

Our study: AI Readiness Report 2027.

90	retailers surveyed
8	in-depth interviews and quotes
2.6 bn	search queries analyzed

SCAN NOW

BATTERY
INCLUDED

Let’s connect.

Let’s play this differently.

Simon Reichel · CEO / Co-Founder

BATTERY
INCLUDED

SIMON@BATTERYINCLUDED.AI