



stripe

Unpacking the economic infrastructure for the internet

Strategy Teardown by



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WS stripe Executive summary

Constructing a seamless two-sided ecosystem with a platform of platform strategy

Stripe is shaping an integrated platform-of-platforms model, collaborating with licensed financial institutions while offering curated business apps via the Stripe App Marketplace. This approach facilitates smooth interactions between demand-side customers (platforms, marketplaces, etc.) and supply-side partners (Financial institutions, Back-office tools, etc.), thus creating a network effect to cater to a vast ecosystem's needs.

Harnessing payment optimizations to uplift revenue streams for businesses

Stripe's latest payments integration, the Stripe Payment Element, is driving a significant revenue boost for businesses. With over 100 checkout optimizations like pre-built UIs, dynamic payment methods, one-click checkout, and localized experiences, Stripe's technology is bolstering conversion rates and enhancing customer transactions.

Commitment to power omni-channel commerce

Stripe is placing big bets on creating a unified omni-channel experience. With the launch of Stripe Terminal and Stripe Reader S700, it empowers businesses to process payments and manage operations across various channels. By bridging the gap between physical and digital commerce, Stripe is revolutionizing the way businesses interact with their customers, thereby enhancing customer experiences and driving growth.

A dual focus on startups and small businesses as well as global enterprises

Stripe strategically caters to both ends of the business spectrum - startups and SMEs as well as large enterprises. It equips smaller businesses with scalable solutions for growth and operations, while providing larger corporations with robust, secure tools for optimizing payment processes and managing global transactions, thus meeting diverse needs of its clients.

Forging a symbiotic relationship with Generative AI

Stripe leverages generative AI in a twofold approach. It supports AI platforms by streamlining payment collection from their users, while simultaneously integrating AI capabilities into its own offerings like Stripe Docs and Stripe Sigma.



stripe Increasing the GDP of the internet

Stripe's appreciation for the millions of businesses trusting its services is deep-rooted. Despite a slowdown in growth, with businesses on Stripe processing \$817 billion in 2022 (up 26% YoY), confidence in the long-term prospects of the internet economy remains. Over 100 companies process more than \$1 billion in payments annually via Stripe, many seeing exponential growth. New businesses joining Stripe increased by 19% in 2022, with 55% based outside the US, indicating Stripe's growing global footprint.

Achieving a massive scale

\$817 Billion	Payment Volume Processed (26% growth from 2021)	1 in 10	People in the world transacted with a business powered by Stripe
>50+	Countries in which Stripe now supports businesses	>140+ Countries	Where Stripe Atlas, a service for incorporating a company in the US (Delaware), is available

Driving growth and expansion

70%	Proportion of firms from 2022 Forbes Cloud 100 that Stripe powers	>55% Businesses	that joined Stripe in 2022 were based outside of the US
19%	Growth in new businesses coming to Stripe	1000+	Ventures launched on Stripe every day



Growing with clients

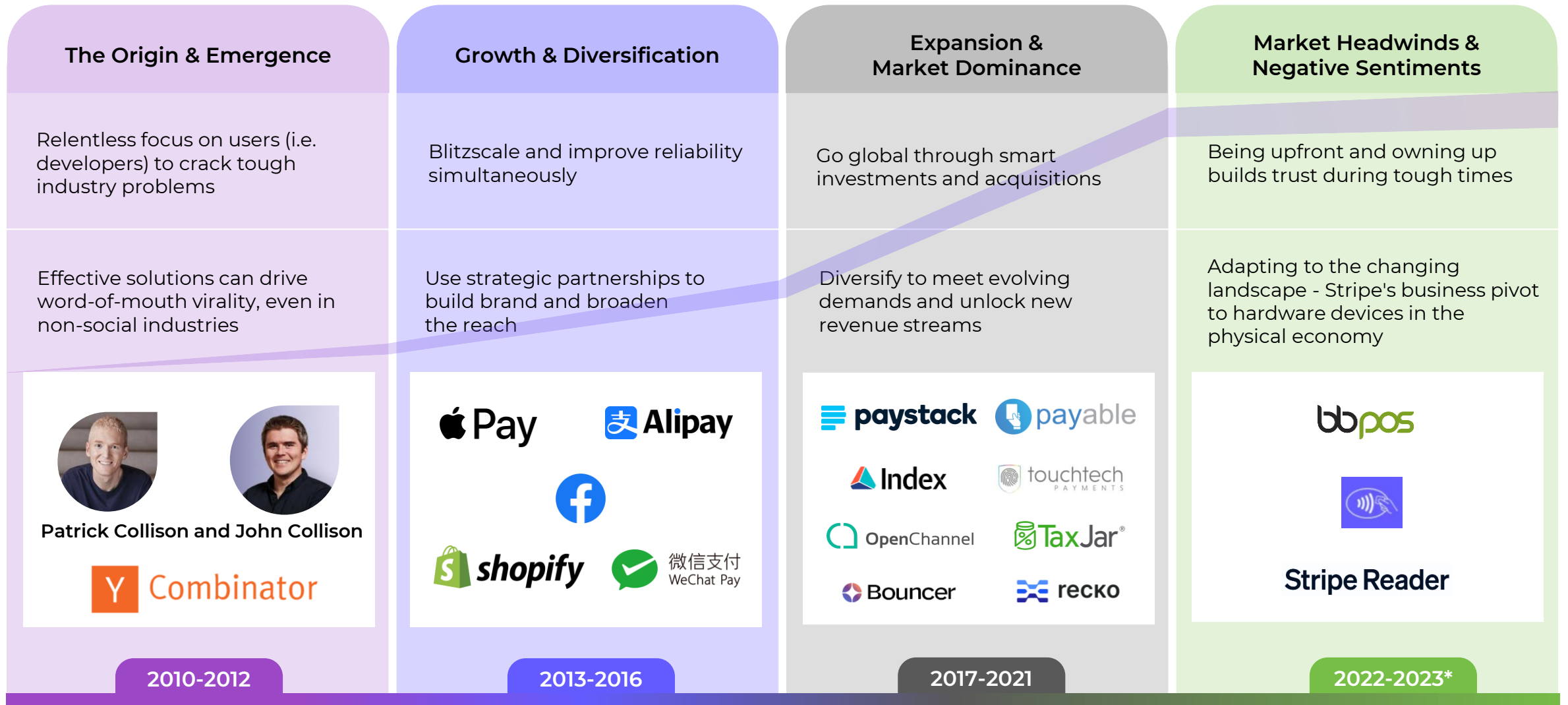
100+ Category Leaders	Companies handle more than \$1 billion in payments with Stripe every year	50%+ Growth	In number of companies who handle more than \$1 billion payments, every year since 2018
10X Growth	Of the 100+ category leaders, over 50% have grown their revenue 10x while on Stripe	100X Growth	Of these 100+ category leaders, over 25% have grown their revenue 100x while on Stripe

Managing complexity and reliability

>50 Million	Lines of code	>99.999%	The reliability of API consistently exceeds
>99.9999%	API reliability during the peak week of Black Friday and Cyber Monday	>1800+ Partners	On Stripe partner ecosystem who are Stripe-vetted

stripe Key lessons from the payment pioneer's journey

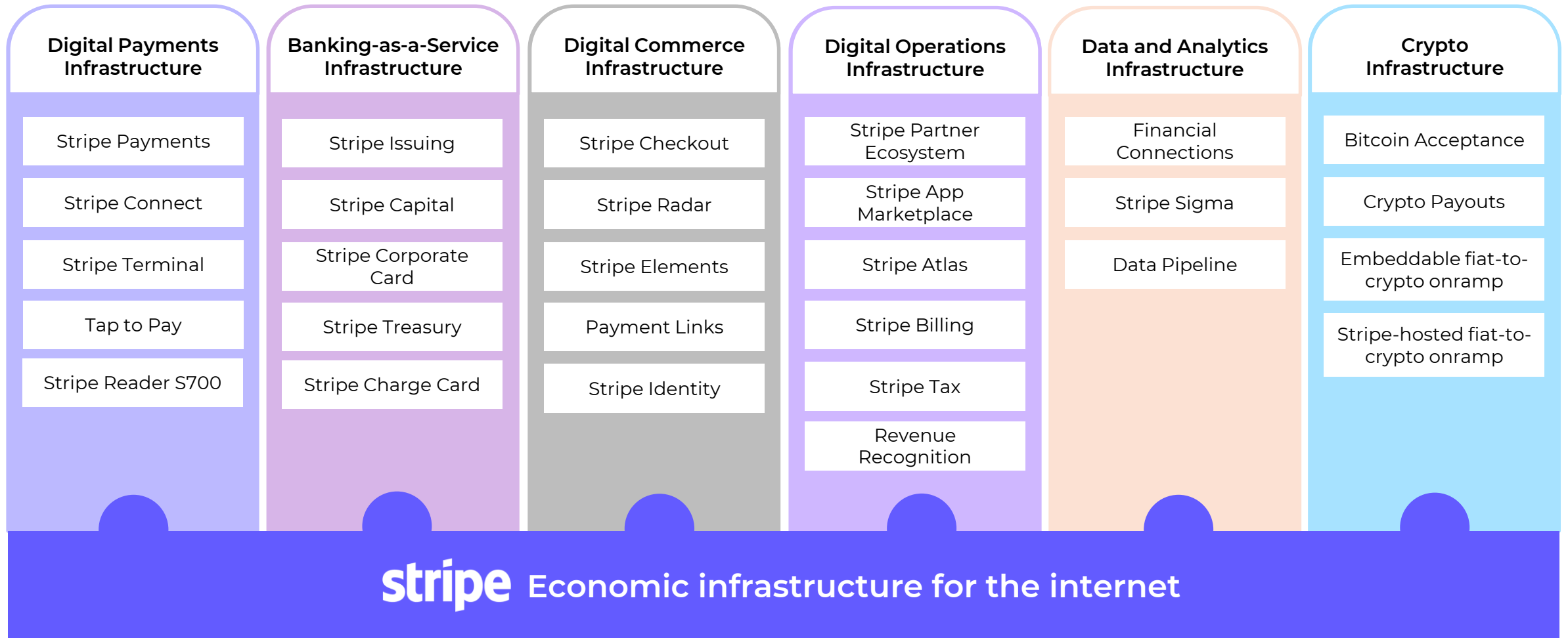
Evolution



* Till May 2023

stripe Components of the economic infrastructure stack

Product portfolio



Indicative and non-exhaustive

stripe Founders' voice



Patrick Collison @patrickc
Just crossed 40,000 companies. As we covered in our annual letter, there appears to be a striking surge in entrepreneurship.

Patrick Collison @patrickc · Aug 21, 2020
Stripe @Atlas has now been used to incorporate 15,000 companies. When surveyed, about 1 in 4 founders tell us that they wouldn't have started their company without Atlas.

John Collison @collision · Dec 2, 2022
Launching today: @Stripe's onramp is the easiest way for crypto projects to let customers buy a token directly within a site or app and get it in their wallet. If you're in the US, you can try it out here:

Stripe @stripe · Dec 1, 2022
Introducing a customizable and embeddable fiat-to-crypto onramp: stripe.com/blog/crypto-on...

within your

John Collison @collision · Mar 10, 2022
Stripe now supports crypto businesses: exchanges, on-ramps, and NFT marketplaces. Not just pay-ins but payouts, KYC verification, fraud prevention, and lots more.

Patrick Collison @patrickc · Nov 4, 2022
If you'd like to hire any of the wonderful former Stripe employees who are leaving, email alumni-hiring@stripe.com. We'll let you know as soon as the directory is ready.

Patrick Collison @patrickc
Businesses launched on @Stripe since lockdowns began in March have -- somewhat incredibly -- already generated more than \$1 billion in aggregate revenue. We're very glad to be able to play our part in helping them sell, adapt, and grow.

8:13 PM · May 20, 2020

John Collison @collision · Dec 2, 2021
You've made it... to TikTok. Particularly excited to work with @tiktok_us on creator tipping!



Patrick Collison @patrickc · Feb 14, 2022
A lot of work happening to bring our Banking-as-a-Service products (Issuing, Treasury, Capital) to more global markets.

Stripe @stripe · Feb 14, 2022
Stripe Issuing is now available for all UK businesses! Programmatically create, manage, and distribute virtual or physical payment cards: stripe.com/issuing. 🇬🇧

Patrick Collison @patrickc · Aug 9, 2022
Read Kissinger's "Leadership" over the weekend. Despite generic title, found it surprisingly interesting -- personal reflections on 6 politicians. But main thing that struck me is that it's a very good book by a 99-year-old. Are there other examples from people aged, say, >95?

Patrick Collison @patrickc · Nov 29, 2022
Congratulations to the Stripe infrastructure teams! With record scale, Black Friday and Cyber Monday passed uneventfully. >20,000 peak RPS and >99.9999% API success rate.

Patrick Collison @patrickc · Sep 28, 2022
>1,000 businesses on @shopify, @glossgenius, @fareharbor, and @squire now using Tap to Pay on iPhone with Stripe Terminal. (~50% never used card readers before.) For online platforms, enabling in-person sales is easier than ever before. We're working through the waitlist—GA soon.

Stripe @stripe · Feb 14, 2022
Stripe Issuing is now available for all UK businesses! Programmatically create, manage, and distribute virtual or physical payment cards: stripe.com/issuing. 🇬🇧

John Collison @collision · Nov 9, 2022
Any Stripe user in the US can now use an iPhone as tap-to-pay NFC card reader.

Businesses like @shopify, @glossgenius, and @getsquire are already using it. You can see this magical payments experience in the wild!

Patrick Collison @patrickc · Apr 12, 2022
We're excited to work with this coalition to help accelerate some of the technology development needed to mitigate climate change. Frontier will be one of the largest AMCs ever and ~20x what's been spent to date on permanent carbon removal.

Stripe @stripe · Apr 12, 2022
Introducing Frontier—a \$925M advance market commitment (AMC) to accelerate carbon removal. frontierclimate.com

It's funded by Stripe, @Google, @Shopify, @Meta, @McKinsey, and thousands of businesses using Stripe Climate.

Patrick Collison Retweeted AndresKG_ @AndresKG_ · Dec 24, 2022
Customer service at @stripe is insane. Submitted a problem, and received a call in under 30 seconds. Resolved the problem in under 10 minutes. Thank you @patrickc and team :)

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