



## Simon Sinek eCommerce Solution

Simon Sinek is an internationally sought-after author and motivational speaker specializing in the art of leadership and organizational dynamics. Startwithwhy.com, offers books, tools, and online courses that help professionals in all industries and even individuals achieve their goals and lead their organizations.

Startwithwhy.com is a key sales element and revenue driver for the Simon Sinek, Inc. brand. However, the site's eCommerce platform was in our collective opinion, not worthy of their brand.

As a Hotcakes Commerce partner, we fully understood how the platform's robust features would address our client's concerns and determined that this platform would be ideal for the Start With Why online shopping experience. We rebuilt the eCommerce platform using Hotcakes and transferred everything, enabling our client to collect data in a reliable way and offer their customers an inspiring browsing, shopping, and checkout experience.