Shopify's Road To $200

Jun. 13, 2020 2:03 AM ET | 42 comments | 13 Likes | About: Shopify Inc. (SHOP)

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Summary

- While Shopify is a well-run company with a strong balance sheet and respectable growth, its valuation makes the hyper bubbles of the Dot Com era look cheap.
- Lost $125 million on $1.578 billion revenue in FY19. With a market cap of $89.25 billion, this represents a mind-blowing 56.5 years of trailing revenue.
- Growth has been slowing by nearly 20% with losses increasing over 60% per year since IPO. It has also pulled guidance and diverted resources away from growth.
- Seeing more subscription downgrades, less app spending, decreased margins, and other signs of further decelerating growth in Q120. This is largely a reason for the pulled guidance.
- Price target of $117.57 with an upside of $185.96.

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MA	297.79	2.25%
BKNG	1,623.92	2.24%
MTCH	87.25	1.83%
ANET	222.78	1.82%
HSIC	56.63	1.45%
BRK.A	271.5K	1.41%
IDXX	302.83	1.34%
ENSG	41.99	1.18%
CTAS	266.20	0.83%
BCPC	90.96	0.82%
CMG	991.83	-0.89%
DPZ	378.15	-1.01%
CNSWF	1,082.24	-1.68%

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What is Shopify

Shopify (NYSE:SHOP) is often compared to the e-commerce giant Amazon (NASDAQ:AMZN), typically as justification for its inflated and completely unsustainable valuation. It's not a very good comparison though, and Shopify isn't even in the retail business. Furthermore, Shopify sells store management software which is deployed on countless separate domains, all with their own unique design. There's no central outlet like Amazon - you have to know where each store is.

What it does is offer a hosted solution for e-commerce, meaning it provides the software to run a branded store as well as managing the server it's hosted on. The software itself includes a suite of services to both manage and run an online business, from branding and design to shopping cart and payment processor, along with an app store to enhance functionality or find new themes.

Business

Shopify has two separate revenue streams. The first of these is known as *subscription solutions* and is what makes up its core offerings. Primarily consisting of monthly fees collected for providing an online storefront in the Shopify ecosystem, but also includes other digital sales such as themes, apps, and domain names.

The company's second revenue stream is known as *merchant solutions* and provides supplementary services on top of its core offerings. This includes things such as shipping services, transaction fees, and point-of-sale hardware sales. Unlike subscription solutions, margins here are much lower as well as more reliant on the success of businesses in its ecosystem.

20Q1 Source	**Subscription Solutions**	**Merchant Solutions**
Revenue	$187.609 million	$282.451 million
Cost of Revenue	$37.712 million	$175.339 million
Gross Profit	$149.897 million	$107.112 million
Margins	80%	38%
Growth YoY	33%	57%

You may notice that merchant solutions is growing 72% faster than subscription solutions while also having 47.5% the margins. In fact it now makes up over 60% of total revenue and climbing, which of course means lower margins moving forward. The software sector has some of the best margins in any industry, in fact averaging at over 77%. Even the $1.5 trillion behemoth Microsoft (NASDAQ:MSFT) has a 68.17% gross margin, 25% higher than Shopify at 54.54%. As noted earlier, this margin is going to continue moving in the wrong direction as its fastest-growing operations have a significantly lower margin of 38%.

Technology

Shopify is arguably one of the best choices for any business wanting an online storefront, but most of its core services highly leverage Free and Open Source Software (FOSS) and it's far from the only option. Competitor Wix.com (NASDAQ:WIX) provides nearly all the same services, including drop shipping, and is growing at half the rate but with 33% better margins and only 27% as expensive. There are plenty of other alternatives, some of which are entirely free. There are also many open source solutions to create an online store at zero cost outside of hosting and domain fees, but of course the tech barrier makes solutions like Shopify a lot more attractive.

At its core, Shopify is primarily a website builder with a content and store management system as well as built-in payment solutions and seamless scaling. I have said before that Wix is like WordPress while Shopify is like Amazon, but it's more accurate to say that Shopify is like WordPress specially designed for business. None of this should take away from all the technology it developed (and contributed) to tie everything together into such a well-functioning, stable, and scalable ecosystem. Rather it should only serve as a reminder that it primarily sells hosted software to manage an online catalogue, nearly everything else is a variety of partnerships, third-party integrations, and FOSS.

Service	Powered By
Content Delivery Network	Fastly (FSLY)
SSL	Let's Encrypt
Shopify Payments	Stripe
Domain Registrar	Mark Monitor
Point of Sales Hardware	BBPOS
Fulfillment Network	Shopify
Hosted Online Store	Shopify
Mobile App	Shopify

Let's Talk Value

Shopify is a phenomenally well-run business, has very little debt, strong cash position, a fantastic product, and solid growth. So what's the problem? As of today, it is trading at more than 55 years of FY19 revenue with decreasing growth and increasing losses. That is simply mind blowing on its own, but let's take a deeper look at the numbers. Note that the bullet points below are using trailing 12 months as of 20Q1 while the table compares full fiscal year up to 19Q4.

- Revenue of $1.728 billion, a 46.65% increase YoY.
- Net loss of $125 million, a 71.64% increase YoY.
- Market capitalization of $88.5 billion, more than 50 years of revenue.

FY15-FY19 Source	**2015**	**2016**	**2017**	**2018**	**2019**
Sales Growth	100%	85.71%	71.54%	54.26%	46.80%
Growth Decline		14.29%	16.53%	24.15%	13.75%
Net Loss	$19 million	$35 million	$40 million	$65 million	$125 million
Loss Increase		84.21%	14.29%	62.5%	92.3%

This is clearly unsustainable; its growth is decreasing by an average of 17.2% per year while the losses are increasing by an average of 63.3%. Management made a smart move to do a secondary at $700, it raised $1.3 billion which more than doubled the cash on hand and isn't much less than it made in total sales in FY19. This puts the company in a comfortable position to continue eating losses, but the massive growth in losses will need to come down substantially or it will only have a few years of solvency.

Tale of Two Earnings

Like so many other companies that have reported since the rise of Covid-19, there are really two separate stories. Growth was solid, seeing a 47% increase in revenue YoY and 62% increase in stores between Mar 13 and Apr 24 as compared to the prior six weeks. With everybody desperate to find companies that may potentially thrive in a post Covid-19 world, it makes sense it's exploded in value, gaining 97% YTD and 125% since March. Everything sounds good, so what's the other story? Let's look at a few remarks made by management in the Q1 report (emphasis added).

> We anticipate a portion of this *funding to go toward business continuity instead of growth activities*, as we saw *merchants downgrading subscription plans and decreasing their spend* on apps in March and into April.
>
> MRR as of March 31, 2020 was $55.4 million, up 25% compared with $44.2 million as of March 31, 2019. *Shopify Plus contributed $15.3 million, or 28%, of MRR compared with 26% of MRR as of March 31, 2019*. MRR growth was impacted in the quarter by several factors, including the removal by Shopify of thousands of stores from the platform due to violations of our Acceptable Use Policy; *lighter international merchant adds*; and, an *uptick of subscription cancellations and merchant downgrades to lower-priced subscription plans in March related to COVID-19*.
>
> On April 1, 2020, *Shopify suspended the financial expectations it had provided* on February 12, 2020 for the full year 2020, as our financial results for the rest of the year are contingent on the duration and scope of the COVID-19 pandemic and the economic impact of actions taken in response, all of which are unknown.
>
> Shopify is leveraging our merchant-first business model and strong balance sheet to adjust our 2020 plans to address these changes. This includes *redirecting spend from certain areas, such as brand and marketing, to product initiatives* that directly support our merchants' ability to adapt to an emerging environment, one where we believe *multi-channel selling and direct-to-consumer fulfillment* are more important than ever.

Guidance was pulled but that's not unexpected; every other company did as well due to the uncertainty. What's more important is the directional changes being made and the reasons given. The company is already seeing subscription cancellations, downgrades, fewer app purchases, etc. All of this data suggests what we already know from the current economic climate - small- and medium-sized businesses are being disproportionately affected.

As a response management has decided to redirect resources away from growth into maintaining its existing clients, which is likely to further decelerate growth in the medium term. I do believe this is the correct, long-term approach, and management is directing resources exactly where it should be - maintaining clients and providing assistance during a period of significant economic turmoil. However, as an investor, this means a one two punch of decreased growth with lower margins.

Final Thoughts

Shopify is a well-run company that provides a top tier service, but it's certainly not the next Amazon, which oddly seems to be a very common misconception in the market. I like the company about as much as I dislike the valuation. It's just priced beyond perfection, even several years in the future. Using the previously determined 17.2% decline in growth, we can extrapolate several years out for a rough estimate.

Historical Extrapolation	**Revenue**	**Sales Growth**
FY19	$1.57 billion	46.80%
FY20	$2.18 billion	38.75%
FY21	$2.88 billion	32.08%
FY22	$3.65 billion	26.56%
FY23	$4.42 billion	21.04%
FY24	$5.10 billion	15.52%
FY25	$5.61 billion	10.00%

Note that its original guidance, before being pulled, was actually for between $2.13 and $2.16 billion in revenue FY20, so my own projections are actually slightly higher than management. I've also laid out another extrapolated chart below that significantly reduces the historical growth decline of 17.2% by using 10% instead. This is beyond any hope of expectation, particularly given the redirected resources away from growth activities, but I'm including it anyway just to get the most unrealistically bullish outcome.

Bullish Extrapolation	**Revenue**	**Sales Growth**
FY19	$1.57 billion	46.80%
FY20	$2.23 billion	42.12%
FY21	$3.07 billion	37.91%
FY22	$4.12 billion	34.12%
FY23	$5.38 billion	30.71%
FY24	$6.87 billion	27.64%
FY25	$8.58 billion	24.88%

Assuming the company maintains its fairly consistent growth trajectory since IPO, it will be generating just over $5.6 billion in total revenue by FY25, while the market cap is already near $90 billion. I expect growth to more or less stabilize closer to 30% with slower declines, but even using the *bullish extrapolation* which uses a flat 10% reduction YoY rather than the 17.2% 5Y average, it would *still* be trading at over 10x sales using FY25 numbers. This is madness!

Conclusion

Shopify is far too expensive to buy anywhere near these levels. In fact, it's the ninth most expensive large cap in the entire market and number one for NYSE. Growth has also been consistently declining at a 5Y average of 17.2% with losses increasing at a 5Y average of 63.3%. While it provides a top-tier service, the subscription solutions side of the operations has an incredibly low barrier to entry with plenty of competition and open source alternatives. One of these open source alternatives, PrestaShop, has over 300,000 merchants with 5,000+ modules, themes, and services from its app store. Interestingly one of its clients is Stripe, who, if you remember, powers Shopify Pay.

The absolute most expensive valuation I can give to Shopify is $185.96. This represents 10x FY20 projected revenue and, if you remember, my projections are actually slightly higher than the guidance was prior to being pulled. A more reasonable figure, albeit still expensive, would be $117.57 which represents 8x trailing 12-month sales as of Q120. Anything above $200 is nearly impossible to justify, and the downside risks are significant with the upside being priced for years of growth beyond any reasonable expectation. With growth decelerating, losses accelerating, diverting resources from growth, and priced at more than 55 years FY19 revenue, I can't rate Shopify as anything short of a strong sell at this price.

Disclosure: I am/we are short SHOP. I wrote this article myself, and it expresses my own opinions. I am not receiving compensation for it. I have no business relationship with any company whose stock is mentioned in this article.

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lol...another one marked for the graveyard of SHOP shorts...don't say we didn't warn you...

13 Jun 2020, 07:04 AM Like 1 Reply

HOPE STRATEGICALLY

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Owned Shopify since beginning of year and have worried about the valuation recently. I struggle with the assumptions the author is making to assess his current value and long term growth. Nobody knows what will happen in 5 years. Reality is we have a company with a really high PE ratio that pulled guidance under tough market conditions. I am a believer in the stock, but do think a correction could be coming.

13 Jun 2020, 06:42 AM Like 0 Reply

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> they pulled guidance but covid ended up being a big time tailwind...i will add on any decent pullback (edited)
>
> 13 Jun 2020, 07:05 AM Like 0 Reply

Panos UK

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My opinion is never short a trendy stock especially when it's trending up. However I also find shopify overvalued but we've this before and those stocks kept going up until growth catches up with valuation. To be honest I regret not buying in 2016 at $26 as back then it seemed overvalued. As a private equity investor I tend to look for bargains and even back then it wasn't a bargain, because if it was it wouldn't float to the public. We live in the era of genZer's that know nothing about value and life considering they walk like zombies wearing headphones. Unfortunately only scammers take advantage of victims because wannabe victims like being exploited. Good luck to everyone with your investing and watch out for pot holes. (edited)

13 Jun 2020, 06:42 AM Like 0 Reply

20/20Dividends

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Took about 10 seconds to read the article... Just scroll to the disclosure.

13 Jun 2020, 06:21 AM Like 5 Reply

FLMike

Comments (900) | + Follow

Yawn .. this article is better then a sleeping pill

13 Jun 2020, 06:13 AM Like 2 Reply

BRInvestor

Comments (44) | + Follow

Since I started visiting SA, I've noticed that many analysts are very skeptical of stocks like Shop and Amd, for example. With a certain frequency, they post pessimistic analyses. Shopify is already the second largest e-commerce company and has a huge market ahead to conquer, having become even more evident during this pandemic. And also the author mentions that the company has a strong balance sheet. In addition, recently, as everyone knows, the company has strengthened its partnership with Facebook. But even about this many are skeptical. Honestly, I can't share the same opinion. Maybe I'm a very optimistic person. Maybe.

13 Jun 2020, 06:06 AM Like 1 Reply

stil123

Comments (4) | + Follow

Now compare this with ebay, $10B rev/year with 35B market cap, so underrated !

13 Jun 2020, 06:05 AM Like 1 Reply

raising rusty
Marketplace
Comments (3113) | + Follow

hats off to EBAY for spin-off of PYPL. was very generous, kinda like Celanese spin of CELG. OTOH lotsa sharpies in market been having trouble in shortsville with TSLA trying to prove the same irrationality.

13 Jun 2020, 07:08 AM Like 0 Reply

Michael Rogus
Contributor Marketplace
Comments (2213) | + Follow

A fair reality check - but you should never short solely on valuation. it just doesn't work. Amazon in 1999 had 1 billion in revenue and lost $100 million dollars. Future levers for Shopify to pull - Added payment processing (They are doing pretty well here already), SAS, AWS style offering, E commerce training, and controlling traffic... i.e. people bought these products form companies like yours - pay to market to them. If you control the data you control the market.

13 Jun 2020, 05:57 AM Like 4 Reply

Boilerup4277
Comments (1) | + Follow

The fact that you used Wix.com and Prestashop as example of alternatives shows that you know zero about this industry. No one doing even halfway decent revenue on Shopify would move to either of those two platforms. Ever.

13 Jun 2020, 05:49 AM Like 5 Reply

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henry133
Comments (10) | + Follow

sold out at $800. Phew. hideously overvalued. No chance of a dividend for years and years

13 Jun 2020, 05:48 AM Like 0 Reply

Tall Seller
Comments (7353) | + Follow

Presto who? LOL! Their growth is plateauing because the have crap all compared to Shopify.
👉🏻 trends.builtwith.com/...

WiX???? Lol! That's the biggest joke I've heard in a long time. They SUCK compared to Shopify. Go ahead and bet on the +20th top rated horse (seen here: www.g2.com/...).

Only loser businesses chose Wix, Weebly, Prestoshop, Boazun, Magento, etc.

REAL BUSINESSES who want to succeed most chose Shopify because Shopify has MANY solutions (+6000) that their so called loser competitors don't have and many PARTNERSHIPS with Big Tech channels that ESPECIALLY WiX and Presto DON'T have.

13 Jun 2020, 05:46 AM Like 5 Reply

Tall Seller
Comments (7353) | + Follow

Wow....so MANY MANY fact checks needed.

Shopify has over 100 payment gateway options NOT just Stripe....seen here:
👉🏻 www.shopify.ca/...

13 Jun 2020, 04:56 AM Like 3 Reply

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Tall Seller
Comments (7353) | + Follow

WHO else is going to win more than Shopify from the SURGE in e-commerce since COVID in the sought after OMNICHANNEL e-commerce world? NOBODY! Shopify is the LEADER.

And here is partly what points to their SKYROCKETING growth:
👇🏻👇🏻👇🏻👇🏻

✔Google, President of Commerce said "With physical stores shuttered, digital commerce has become a lifeline for retailers. And as consumers increasingly shop online..." in this press release here for Shopify merchants to use Google Shopping FOR FREE:
👉🏻 blog.google/...

✔Miles Roberts is the CEO of DS Smith, who offers a broad range of packaging to all major e-commerce companies, said on Bloomberg things like:
👉🏻"We are seeing a huge increase in e-commerce"
👉🏻"Etailers sales have grown substantially"
👉🏻"E-commerce is DOUBLE in some markets."

✔Shopify's CTO said they are seeing traffic near DOUBLE their normally busiest weekend of the year (Black Friday Cyber Monday) now EVERY DAY:
👉🏻 mobile.twitter.com/...
Do the math on this; if "traffic" correlates to GMV, it suggests between a 350%-750% in growth quarter over quarter = ACCELERATION🚀📈.

✔The CEO of UPS said there are now "more e-commerce residential deliveries across the industry":
👉🏻 www.bloomberg.com/...

✔Amazon Execs. during their recent earnings call said their 3rd party sellers (aka Shopify merchants) are seeing SURGING sales since COVID:
👉🏻 seekingalpha.com/...

✔Facebook Execs. during their recent earnings call said their 3rd party integrators (aka Shopify merchants) are seeing SURGING sales and that their advertisers looking for sales conversions are seeing cheaper ad costs and SURGING sales. Zuckerberg even used the word "SPIKE" when referring to e-commerce:
👉🏻 seekingalpha.com/...

✔Tobi was RECENTLY quoted by Fortune Magazine saying:
🗣"Shopify chief executive Tobi Lütke says his company's clients have experienced a SURGE in e-commerce orders..."
🗣"In the six weeks between the start of lockdowns and April 24, the number of new stores using Shopify's e-commerce platform rose 62% compared with the six

prior weeks.”
👉 fortune.com/...

✔ Loren Padelford, GM of Shopify Plus, has had a SURGE in inquiries from PLUS sized enterprises RECENTLY:
🗣”I've had more conversations with large retailer executives using legacy platforms in the last 4 weeks than I've had in the last 4 years. Retailers need better partners and better outcomes. The end is nigh for the old enterprise mafia, it's time to upgrade.”
👉 twitter.com/...

✔ Salesforce’s CEO said recently on their earnings call that their weekly order volume for their Commerce Cloud is UP 100% since February 1st, at the 10:13 mark here:
👉 event.on24.com/...

✔UPS and FedEx are so insanely busy with e-commerce they added holiday surcharges for Amazon and other big box stores for the first time ever outside of a real holiday season:
👉 www.foxbusiness.com/...

✔ Visa just filed an 8-K with the SEC, where the chart at the bottom titled ‘US Payments Volume Growth’ says US payments volume growth for ‘card not present, excluding travel’ is UP FORTY PERCENT📈 between March 8th and the end of May:
👉 d18rn0p25nwr6d.cloudfront.net/...

✔Visa’s CFO says:
🗣“the benefits of e-commerce are significant on multiple fronts and this is a LONG-TERM SECULAR TREND, as you know, that is being ACCELERATED by what we are seeing. So for example, if you look at our numbers that we just released, in the U.S., card-not-present ex-travel in the last week of May was approaching almost 40% growth. And the growth trajectory has CONTINUED TO IMPROVE even as card-present has improved.”
👉 seekingalpha.com/...

✔Visa's CEO last week said....
🗣”it wouldn't surprise me if we have seen FOUR YEARS, or we will see three to four years of ACCELERATION of e-commerce adoption in a SIX MONTH PERIOD because of what happened in COVID. I mean, we've seen HUGE INCREASES in the number of first time e-commerce around the world, we had 13 million people in Latin America, activate an e-commerce transaction for the first time last quarter. We have seen 30% increases in the United States in terms of people who are active in e-commerce.
So it's a very exciting development that I think has got some PERMANENCE to it in terms of upside for the industry and for Visa."
👉 seekingalpha.com/...

✔In MasterCard’s 8-K filing a few days ago (here: 👉 www.sec.gov/...), they’re Exhibit 99.1 (here: www.sec.gov/...), they say for on Cross-Border Volume:
🗣Card not present growth (yellow line) has been more resilient than card present growth.
🗣We continue to see strong growth in card not present volumes, excluding online travel related spend (green line).

✔PayPal, Jim Magats - Senior Vice President, Omni Payments just said TODAY...”
🗣”...this is just an amazing moment of time in terms of what we're seeing holistically, where consumer behaviors are changing immediately and merchants are immediately trying to react to that...”

✔Adobe’s CEO said YESTERDAY about their e-commerce Magento:
🗣“Usage as certainly gone up, it is almost like you’re having Black Friday or Cyber Monday every day”
👉 seekingalpha.com/...

Shopify’s growth is SKYROCKETING and they upcoming Q2 is going to be MASSIVE.

BUY AND HOLD for sure for me.
📈📈📈🚀🔜💰💰

13 Jun 2020, 04:56 AM

Like 8 Reply

nasdaqkid

Comments (50) | + Follow

Massive, thanks @Tall Seller !!

13 Jun 2020, 05:06 AM

Like 3 Reply

Long4now

Comments (78) | + Follow

Tall Seller, you shot that whining short down!!! Nice rebuttal!

13 Jun 2020, 06:55 AM

Like 0 Reply

raising rusty

Marketplace

Comments (3113) | + Follow

cramer indeed said buy ADOBE.

13 Jun 2020, 07:13 AM

Like 0 Reply

horuss

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I am impressed by the lengths to which some will go to in attempting to prove that their argument is more convincing than reality. Keep betting against SHOP! In the meantime, those of us who understand what's going on will make a killing as the price keeps going and going and going up because SHOP is offering the right service at the right time to the right market. But knock yourself out trying to convince people this company is not gonna keep delivering.

13 Jun 2020, 04:44 AM

Like 4 Reply

Only6greens

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End of day it's about who holds the stock , if shop falls to 150 I'll put 1/3 my pension in it. Need taking profit since $100 if I hadn't I'd already have 1/3 bigger pension

13 Jun 2020, 04:19 AM

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nasdaqkid

Comments (50) | + Follow

@TallSeller Call to arms!

13 Jun 2020, 04:13 AM Like 3 Reply

mike in montana

Comments (632) | + Follow

lol

13 Jun 2020, 04:20 AM Like 0 Reply

InterestedInvestor11

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Yeah, with zero discount rates for next 3 years, all the stocks will be by default trading at higher multiples compared to historical averages. Good luck shorting on valuations, when FED and Gov. are putting trillions of dollars to the market.

13 Jun 2020, 03:41 AM Like 3 Reply

Richard Brummer

Comments (229) | + Follow

90 bn. market cap is too big for 2 bn revenue. Thats a fact. It doesnt matter if the story is about cloud, e-commerce or airline. The risk with a price sales ratio of 45 is way too high. Shares will underperform the next months.

13 Jun 2020, 03:15 AM Like 1 Reply

Tall Seller

Comments (7353) | + Follow

I'd DUMP cruddy Boazun, cruddy WiX, etc., if I were you. They don't even make the top 30 e-commerce sites. THOSE ARE RISKY. Who would bet on the 30th horse. Hahah

13 Jun 2020, 04:57 AM Like 2 Reply

fm.dividend

Comments (100) | + Follow

@Tall Seller, you tell him

13 Jun 2020, 03:13 AM Like 3 Reply

Sekhar01246

Comments (22) | + Follow

You should compare airlines stocks with dot com era, not Shopify. It's justified to go infinite as small businesses are unable to meet customer demand coming from curb side pick up. Small businesses are ready to throw PPP loans to shopify to build them amazon look alike app. I'm Bullish on this stock just like covid-19 which will never go away.

13 Jun 2020, 03:03 AM Like 1 Reply

hoiduda

Comments (164) | + Follow

man, I bought this at 80ish and then sold at 120.... when everybody was saying this is overvalued, it will go back to 60 and stuff like that. well, it turned out to be one of my biggest mistakes.

13 Jun 2020, 02:57 AM Like 4 Reply

You like this

res7itzt

Comments (465) | + Follow

LOL, somebody wake Tall Seller, he`s got work to do :)

13 Jun 2020, 02:47 AM Like 15 Reply

Tony Montana Munich

Comments (481) | Following

He will act soon... :-) (edited)

13 Jun 2020, 04:13 AM Edit/Delete Like 1 Reply

FarisfromME

Comments (697) | + Follow

I have no position in SHOP but i just knew that it has a market cap of $89 B and revenue of less than $2 B and it is not profitable too. Dear god, how investors choose to take such risk. Any SHOP bullish please explain

13 Jun 2020, 02:45 AM Like 1 Reply

Tall Seller

Comments (7353) | + Follow

Explanation: significantly ACCELERATING growth due to COVID.

13 Jun 2020, 04:56 AM Like 2 Reply

oblvion

Comments (32) | + Follow

$117 when it's almost $743 ? You're predicting an 85% share price drop?!

13 Jun 2020, 02:39 AM Like 0 Reply

wizard98

PREMIUM

Comments (165) | + Follow

This article is a joke . SHOP to $1000 plus within 18 months

13 Jun 2020, 02:37 AM Like 10 Reply

Only6greens

PREMIUM Marketplace

Comments (131) | + Follow

On etoro in feb I said shop and tesla to 1k in 6months and everybody laughed

13 Jun 2020, 04:20 AM Like 0 Reply

Tall Seller

Comments (7353) | + Follow

18? Lol! With their ACCELERATING growth from COVID, I bet it hits they at or very near their upcoming Q2 earnings call.

13 Jun 2020, 04:56 AM Like 2 Reply

Uhle

Comments (189) | + Follow

Comparing companies of today with the valuations of the dotcom era is just ridiculous. Shopify has a high valuation (which every report for the past two years has repeated) but the situation back then was completely different. The entire market has higher ratios today because the money has nowhere alse to go to. No interest rates in the bank, housing prices are crazy and the central banks keep printing more money that flows into the stock markets. There is no option to stocks right now so valuations go up.

You can consider yourself lucky. I am long since 70$ and I think right now there is not much room to grow for a while. You on the other hand are short and there is plenty of room until it reaches your 200$ target. Just make sure you put enough money in to take real advantage!

13 Jun 2020, 02:30 AM Like 2 Reply

chillside

Comments (278) | + Follow

Is this a Joke?

13 Jun 2020, 02:21 AM Like 12 Reply

Tall Seller

Comments (7353) | + Follow

Pretty much. Newbies always swoop in with nothingburgers.

13 Jun 2020, 04:56 AM Like 2 Reply

tslbou

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Agree - it's worth 50 or less. Please short it. The FB collaboration is also worthless.

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Tall Seller

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😴😴😴
The shorts have been spreading doom and gloom since Shopify was $50 per share. That worked out well hey? 😂

And, now Shopify is astronomically stronger than ever before. They are just getting started.

MASSIVE buy and hold for me
with their significantly ACCELERATING due to COVID. E-commerce is SURGING.
📈📈📈📈

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it was sarcastic comment : Am long SHOP from 200s :)

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