

# Leapfrogging Legacy Industries – Intelligent Commerce

January 2026



Harlem Capital

# We Invest in Founders that are Winning the Future

Harlem Capital's investment themes focus on the companies that will rebuild the systems we rely on and create the ones we didn't know we needed

## 1. The Human Moat

The irreplaceable layer in an automated stack.

## 2. Concierge at Scale

Tech that makes every customer feel like the only one.

## 3. The Control Room

The intelligent brain behind modern operations.



New Themes

## 4. Trust as a Platform

Solving for the challenges that come with an AI world.



## 5. 24/7 Employee

Always-on systems that function like your best hire.


## 6. Rebuilding the Digital World

Rearchitecting the foundations of how the digital world runs.

## 7. Leapfrogging Legacy Industries

Tools that fast-forward traditional industries into the AI era.

# We're Excited to Back Founders Leapfrogging Legacy Industries

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# How We Think About Industries Ripe For Leapfrogging

Leapfrogging occurs when entire industries skip a step along the technology transformation chain and re-platform around fundamentally new capabilities, **creating opportunities for new winners to emerge.**

We consistently see leapfrogging take place **when 3 forces align:**

1

## **A new capability becomes viable at scale**

breakthrough technology makes previously expensive, manual, or impossible work economically feasible

2

## **Legacy workflows become a bottleneck**

incumbent systems rely on labor-intensive processes or rigid software stacks with high fixed costs

3

## **A large market can be replatformed**

fragmented, inefficient markets where new systems can replace what exists today

# Intelligent Commerce — Leapfrogging Thesis

## What's enabling this leap, and why now?

Previously, companies avoided full-commerce re-platforming, opting for lightweight tools (e.g., Shopify) or modular updates

- GenAI now enables smarter, more efficient commerce at lower costs. Companies that don't integrate these capabilities risk falling behind
- Niche micro-influencers and creators make social shopping fast and personal, fueling commerce's explosive growth on TikTok and Instagram

## Innovation Opportunities & Leapfrogging Thesis

1

### *Hyperpersonalized Commerce — Bespoke at Scale*

GenAI and expanded consumer data now enable hyperpersonalization through genomarketing, shoppable media aisles, and in-store co-creation experiences

2

### *Fraud Prevention & Trust Infrastructure for Commerce*

As commerce becomes more agent-driven, bot-enabled fraud scales, driving demand for AI-native, context-aware trust that enables secure, autonomous transactions without added friction

3

### *Self-Driving Commerce*

Powered by shopper data, agents act as autonomous shoppers, replicating human decision-making to handle commerce end-to-end—discovery to checkout

## By The Numbers

Market Size

**\$3.6B**  
in 2024



**\$282.6B**  
in 2034

CAGR

**55%**

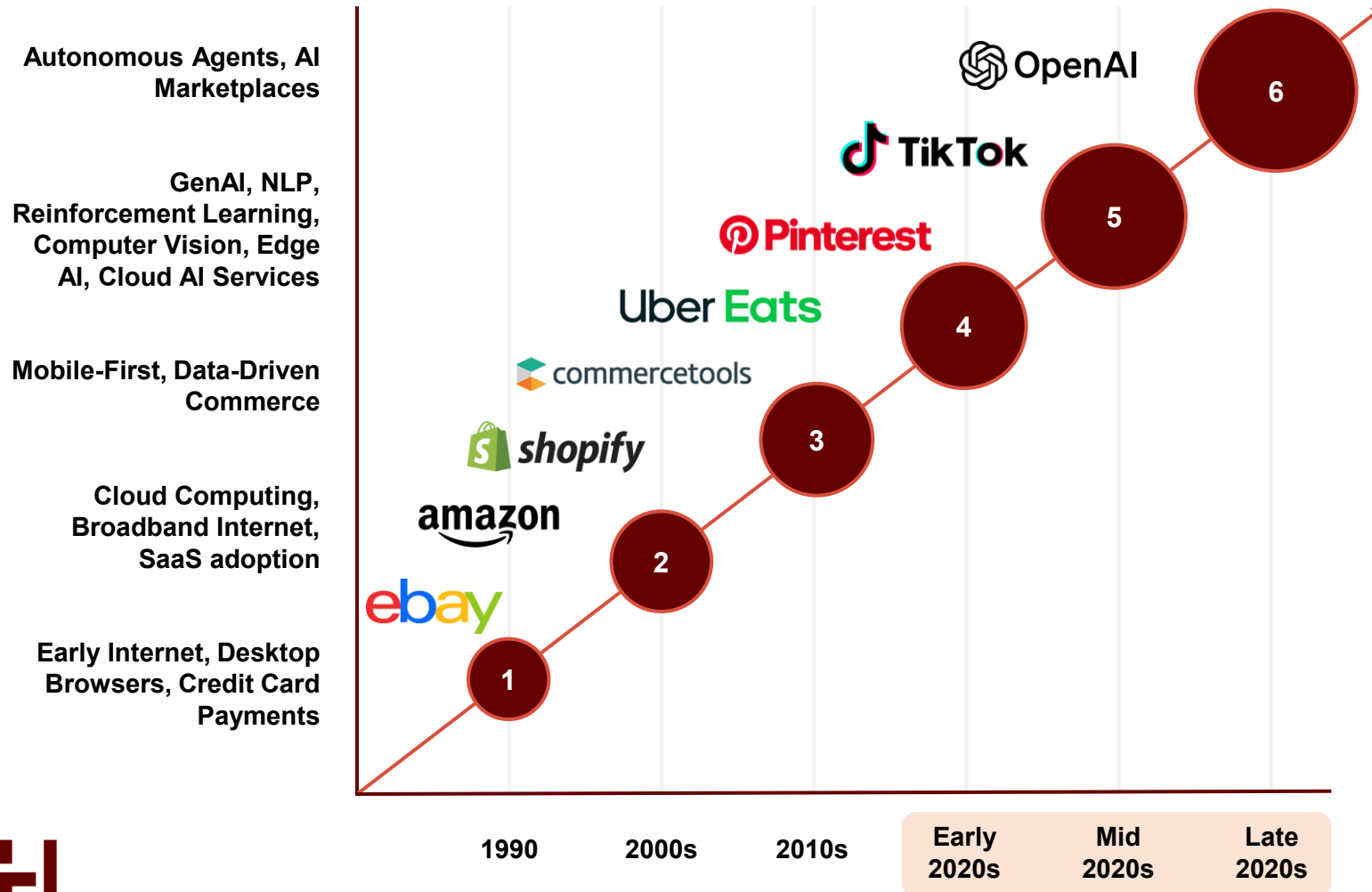
**76%** of Gen Z shoppers discover products on social media platforms

AI personalization drives **10–30%** higher conversion rates



# Intelligent Commerce — Leapfrogging Timeline

Intelligent Commerce Solutions In Tandem With **Generative & Agentic AI Advances**



- 1 Static Storefront Era**  
Basic online catalogs, checkout pages, and manual merchandising.
- 2 Modular Commerce Era**  
Shopify and modular ecosystems standardize commerce and accelerate brand launches.
- 3 Mobile Personalization Wave**  
Mobile-first commerce re-defines the customer journey, blending apps, APIs, and marketplace ecosystems.
- 4 Zero-Click Predictive Commerce**  
AI-driven recommendations, conversational interfaces, and visual search enable frictionless, intent-aware shopping experiences.
- 5 Deep Personalization & Co-Creation**  
Behavioral and biological data are leveraged to enable deep personalization, intelligent product discovery, and co-designed products.
- 6 Self-Driving Commerce**  
Powered by shopper data, AI agents act as autonomous shoppers, replicating human cognition to manage commerce decisions and transactions end to end.



# Building the Future of Intelligent Commerce

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If you're in the early stages of building the future of intelligent commerce, **we'd love to connect.**





# ALL WINNERS WELCOME