

SHOPYHUB

Product, Business & Acquisition Documentation

Dossier version: November 19, 2026 | Language: English | Status: Working document for buyer due diligence

Scope and evidence standard. This document combines information provided by the owner in previous conversations, the public website shopyhub.online, and the Shopify App Store listing. It is not an audit of the source code, database, billing, or third-party accounts. Publicly advertised features must be verified through demonstrations and technical review.

Information category	How to interpret it
Publicly observable	Displayed on the website or Shopify listing, without independent functional testing.
Owner-reported	Based on previous discussions, plans, or descriptions supplied by the developer.
To be verified	Requires platform access, logs, contracts, accounts, or reproducible tests.

Executive summary

ShopyHub is a SaaS platform for Shopify merchants and dropshippers to bulk-edit, optimize, and synchronize product catalogs with AI assistance. Its value proposition is to consolidate SEO, content, imagery, translation, pricing, variants, collections, inventory, and creative production in one dashboard, supported by a subscription and credit system.

The application is publicly listed in the Shopify App Store and marketed under Fractal Apps. Its listing indicates a launch date of May 27, 2026. The official website advertises 12 AI engines, 60 free credits, $20 and $49 monthly plans, and usage-based billing.

1. Product and market opportunity

1.1 Problems addressed

- Catalogs with hundreds or thousands of products require hours of manual editing across titles, descriptions, metadata, images, tags, and prices.
- Using multiple standalone tools fragments workflows, billing, and change management.
- Dropshipping imports often lead to inconsistent content, weak translations, uneven imagery, and poorly structured categories.
- Large-scale edits increase the risk of mistakes; previewing changes and having rollback capabilities provide operational value.

1.2 Customer segments

Segment	Main pain point	Value proposition
Beginner dropshipper	Many SKUs; limited resources	Quick setup and catalog automation.
Growing Shopify store	Repetitive tasks; inconsistent data	Bulk processing and synchronization.
Professional merchant	High volume; staffing costs	Chained workflows, rules, and supervision.
Ecommerce agency	Repeated catalog work	Centralized operations; multi-client capability to verify.

1.3 Positioning

An all-in-one bulk optimization product for Shopify, built by an independent developer with firsthand experience as a seller and dropshipper. Its central selling point is combining product selection, generation, preview, approval, synchronization, and potential reversal within one workflow.

2. Platform capabilities

The public website lists 12 AI engines or capability areas, while the Shopify listing confirms major bulk editing and automation categories. The table below describes advertised capabilities, not individually audited features.

Module	Advertised capability
Unified SEO	Bulk optimization of titles, meta descriptions, and keywords.
AI content	Write and rewrite product descriptions with consistent brand voice.
Consistent images	Generate or enhance product imagery and visual consistency.
Bulk translation	Catalog translation into 20+ languages, according to the website.
Smart pricing	Margin rules, discounts, and psychological pricing.
AI collections	Automatic product assignment to collections.
Inventory and variants	Review attributes, sizes, colors, and product options.
Visual audit	AI analysis of image quality and consistency issues.
Pro automated workflows	Chain AI engines and review results by stage.
Competitor importer	Import or analyze external products; legal and technical scope to verify.
Snapshots and rollback	Create recovery checkpoints before bulk changes.
AI video and creatives	Product videos of up to eight seconds and ad creatives.

Additional advertised capabilities

- Spanish and English interface; store language detection.
- Social autopilot functionality in the Pro plan.
- In-app support with request tracking.

- Shopify OAuth authorization, catalog synchronization, and application of changes.
- Large-catalog support; the owner has referred to up to 5,000 items, although practical limits and performance require testing.

3. User journeys and use cases

3.1 Onboarding

- A merchant visits shopyhub.online or installs ShopyHub through the Shopify App Store.
- They sign up with email or Google, create a workspace, and authorize Shopify using OAuth.
- The catalog is imported or synchronized and the initial 60 free credits are granted under the current public offer.

3.2 Bulk optimization

- Select products or product groups.
- Choose an AI engine and parameters: SEO, content, images, pricing, translation, and more.
- Generate proposals, preview them, and approve before applying changes.
- Apply approved changes directly to Shopify.
- Review outcomes and use snapshots or rollback where supported.

3.3 Example use cases

- An 800-SKU store standardizes descriptions, brand voice, and tags.
- A dropshipper imports external products and adapts text and visuals for their storefront.
- A multilingual merchant prepares catalog localizations and checks terminology.
- A seasonal campaign applies pricing and promotion rules in bulk.
- A catalog with inconsistent photography receives consistent product imagery and advertising assets.

4. Monetization and credit economics

Prices checked against shopyhub.online and the Shopify App Store as recorded on November 19, 2026. Published prices may change. Amounts are in USD, consistent with the public offer.

Plan	Monthly fee	Included credits	Usage billing
Free	$0	60 at signup	$0.030/credit
Basic	$20	1,200/month	$0.025/credit
Pro	$49	3,000/month	$0.020/credit

Consumption depends on the selected operation or AI engine: the website indicates that simple tasks may use one credit, while more complex ones use more. Usage-based charges are billed through Shopify and may have an optional monthly cap. Chained workflows and Social autopilot are advertised as Pro features.

Credit expiration and billing: verification required

The owner has stated that unused subscription credits expire at the end of each cycle. The implementation and terms must confirm whether additional usage-based credits or historical credit packs also expire, the order in which balances are deducted, and how refunds, cancellations, taxes, and prorating are handled.

Previously described pricing model

Earlier discussions described a former configuration with Pro at EUR 49/month for 3,000 credits, packs of 500/2,000/10,000 credits, and EUR 0.015 per credit with a EUR 150 monthly cap. This is historical and differs from the current public USD Free/Basic/Pro pricing. Before acquisition, the database, billing implementation, terms, and published prices should be reconciled.

Unit economics the seller should provide

- Revenue by plan and usage per month: MRR, total billings, and user cohorts.
- Credits consumed by engine, actual AI-provider cost per operation, and contribution margin.
- Fixed costs for Base44/hosting, storage, image and video generation, email, and other services.
- Refunds, Shopify fees, support, churn, Free-to-Paid conversion, and active user counts.

5. Technical architecture and dependencies

Owner-reported: ShopyHub is built on Base44 and integrates with Shopify through GraphQL. The developer has worked on importing products, bulk AI content and image generation, SEO, pricing, variants, collections, and synchronization. An AliExpress OpenService integration has also been discussed for dropshipping workflows; production readiness remains to be verified.

High-level functional architecture (not a source-code audit)

Merchant → ShopyHub UI / Shopify installation → authentication and OAuth → application backend → Shopify GraphQL Admin API and AI providers → batch processing / task queues → review and approval → Shopify catalog update → credit tracking and billing.

Components and checks still required

Component	Verification needed
Base44 / code ownership	Export options, backend functions, access rights, domain, hosting, and transfer provisions.
Shopify	Partner account, app ID, distribution, OAuth scopes, webhooks, GraphQL versions, and API limits.
Billing	Subscriptions, usage charges, credit reconciliation, idempotency, and cancellation events.
AI engines	Providers, models, credentials, limits, security, costs, and failure handling.
Batch processing	Queues, retries, rate limits, concurrency, quotas, and tracing.
Data	Schema, backups, retention, export, and recovery plan.
Rollback	Resource coverage, integrity, restore windows, and conflict handling.
External imports	Permitted sources, platform terms, image rights, and variant handling.

Security and privacy

The landing page advertises encrypted Shopify tokens, minimal access permissions, European infrastructure, daily backups, and GDPR measures. These public claims require evidence: actual secret handling, processing locations, processor contracts, retention policy, uninstall-related data deletion, incident response, and access logs.

6. Administration and operations

Owner-reported: An administrator dashboard can manage users, subscriptions, credits, revenue, expenses, profits, emails, campaigns, and overall operations. The dashboard has not been independently audited.

Suggested routines for the new owner

- Daily: monitor synchronization errors, queues, AI consumption, and critical support tickets.
- Weekly: review paid conversion, activation, per-engine cost, incidents, and credit use.
- Monthly: reconcile Shopify billing, margins, churn, cohorts, and plan performance.
- Before changing prices or engines: run regression tests on credits, billing, snapshots, and Shopify synchronization.

7. Commercial status and distribution

The application has a public website at shopyhub.online and a listing on the Shopify App Store. The listing checked for the original dossier showed a May 27, 2026 launch, Fractal Apps as the support provider, and zero public reviews at that time. A lack of reviews does not establish a lack of customers.

The owner has discussed Meta Ads campaigns for ShopyHub and plans to list the project on Acquire.com and SellMyCode.co. Advertising results, analytics, and sales listings were not audited for this dossier. No business valuation or investment payback period is asserted without verified metrics.

Growth opportunities, not guarantees

- SEO and conversion improvements for the Shopify App Store listing.
- Demonstrations of actual bulk-editing cases and integration tutorials.
- Onboarding activation: connect store → complete first task → apply first change.
- Segmentation across dropshippers, large-catalog stores, and agencies.
- Per-engine cost and profitability monitoring to preserve margins at scale.

8. Acquisition, transfer, and due diligence

8.1 Potential acquisition assets (subject to agreement)

- ShopyHub brand, web domain, and design assets where transferable.
- Code, configuration, data, and documentation owned by the seller.
- Base44, Shopify Partners, AI provider, and external-service accounts or permissions, where transferable.
- Marketing materials, screenshots, campaigns, content, documentation, and support procedures.
- An agreed transition period with guided access, knowledge transfer, and clearly scoped support.

8.2 Pre-closing checklist

- A reproducible Shopify test-store demo: connection, import, optimization, approval, sync, and rollback.
- Tests of subscriptions, depleted credits, usage billing, caps, cancellations, and refunds.
- An exact inventory of entities, backend functions, API keys, scheduled jobs, webhooks, and services.
- Revenue and cost reports from primary sources reconciled against Shopify and providers.
- IP rights, licenses, model/image rights, and compatibility of transfer with Base44 and Shopify terms.
- A plan to migrate secrets and accounts without disclosing personal credentials in sale documents.

- Privacy and consent review, processing agreements, and lawful handling of any customer-data transfer.

8.3 Key risks

Risk	Suggested mitigation
Base44 dependency	Confirm practical transferability and continuity without the seller’s personal account.
Shopify dependency	Verify app-transfer procedures and Partner/Shopify restrictions.
Variable AI costs	Document feature-level costs and safeguards against high-usage losses.
Irreversible bulk changes	Test snapshots, version recovery, and conflict management.
Marketing claims	Separate demonstrated metrics from promotional statements or examples.
Competitor product imports	Review licensing and source-platform terms.

9. Missing information for a verified sale listing

- Registered users, Shopify installations, actual active users, and subscriber mix as of the reporting date.
- MRR, revenue over 3/6/12 months, refunds, churn, CAC, LTV, and contribution margins.
- Monthly AI provider, Base44, services, and marketing costs.
- Access to a repeatable demo and error-rate / processing-time metrics for each engine.
- Confirmation of rights to transfer the app, code, and relevant accounts.
- Specific status of imports from WooCommerce, Wix, external Shopify stores, and AliExpress OpenService.
- Real-world capacity limits for catalogs of 5,000+ products and concurrent users.

10. Sources and provenance

Public sources documented for the Spanish dossier on November 19, 2026:

- ShopyHub official website: https://shopyhub.online/ (capabilities, workflow, pricing, security, and promotional claims).
- Shopify App Store: https://apps.shopify.com/shopyhub (distribution, launch date, pricing, categories, and public listing).

Non-public sources: previous and current conversations provided by the owner regarding development experience, Base44, GraphQL, historical pricing, product capabilities, administrator tools, dropshipping plans, and the sale process. These are owner statements rather than production verification.

Disclaimer: This document is intended for informational and commercial use. It is not a legal, tax, cybersecurity, or financial audit. Buyers should independently validate metrics and ownership during due diligence before agreeing to price or closing.