

Vice & Highly Regulated owned by Mike Mahoney

Guns, Firearm Parts, Tactical Gear, Ammo & Accessories · Tobacco, Vapes, CBD & Cannabis · Camping, Outdoor & Recreational · Sporting Goods · Adult · Gambling & Gaming

Age gates, state-by-state shipping rules, nervous payment providers, and platform policy that can end a business overnight. Here the platform choice *is* the risk decision.

■ **BigCommerce builds** our BigCommerce clients in this vertical



Thompson Target Technology ★ STILL ON BIGCOMMERCE

Targets and range equipment. BigCommerce development, 2018 — eight years in a category most platforms will not touch.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE



Bushido Martial Arts Supply

Physi-Cal Enterprises



PartsVu

PLATFORM FIT AT A GLANCE

FFL policy support

Age & state rules

Bring-your-own processor

Serialized inventory

Loyalty / subscription

WHAT WE DO HERE

- Restricted-category compliance: age verification, state-level shipping rules, processor fit.
- Building where the merchant will not be deplatformed — that is the whole brief in this sector.
- Serialized and regulated inventory, FFL routing, and the paperwork trail that goes with it.
- High-repeat buyer mechanics: bulk, subscription, loyalty for passionate customers.
- Content and merchandising that stays inside advertising restrictions.

WHY BIGCOMMERCE WINS THIS VERTICAL

- Explicit policy support for legal firearms, where Shopify's AUP structurally bans FFLs and takedowns typically land within weeks.
- Payment flexibility — merchants can bring a processor that will actually underwrite them.
- Enterprise capability without enterprise licence cost, for merchants outgrowing Woo.

QUALIFY IT IN FOUR QUESTIONS

- 1 Have you been deplatformed, or warned, on your current platform?
- 2 Who underwrites your payments today, and how stable is that relationship?
- 3 Which states or categories are restricted for you, and how is that enforced at checkout now?
- 4 What happens to the business if the storefront disappears for a week?

WHAT A FIRST ENGAGEMENT LOOKS LIKE

Compliance and processor review first, because it decides feasibility. Then catalog, restriction rules at checkout, and migration. Our proof here is one small engagement — the lead is capability and platform-risk framing, not delivery volume.

THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable with an approved partner incentive. We scope, migrate

and build; the platform investment is covered within that envelope.



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