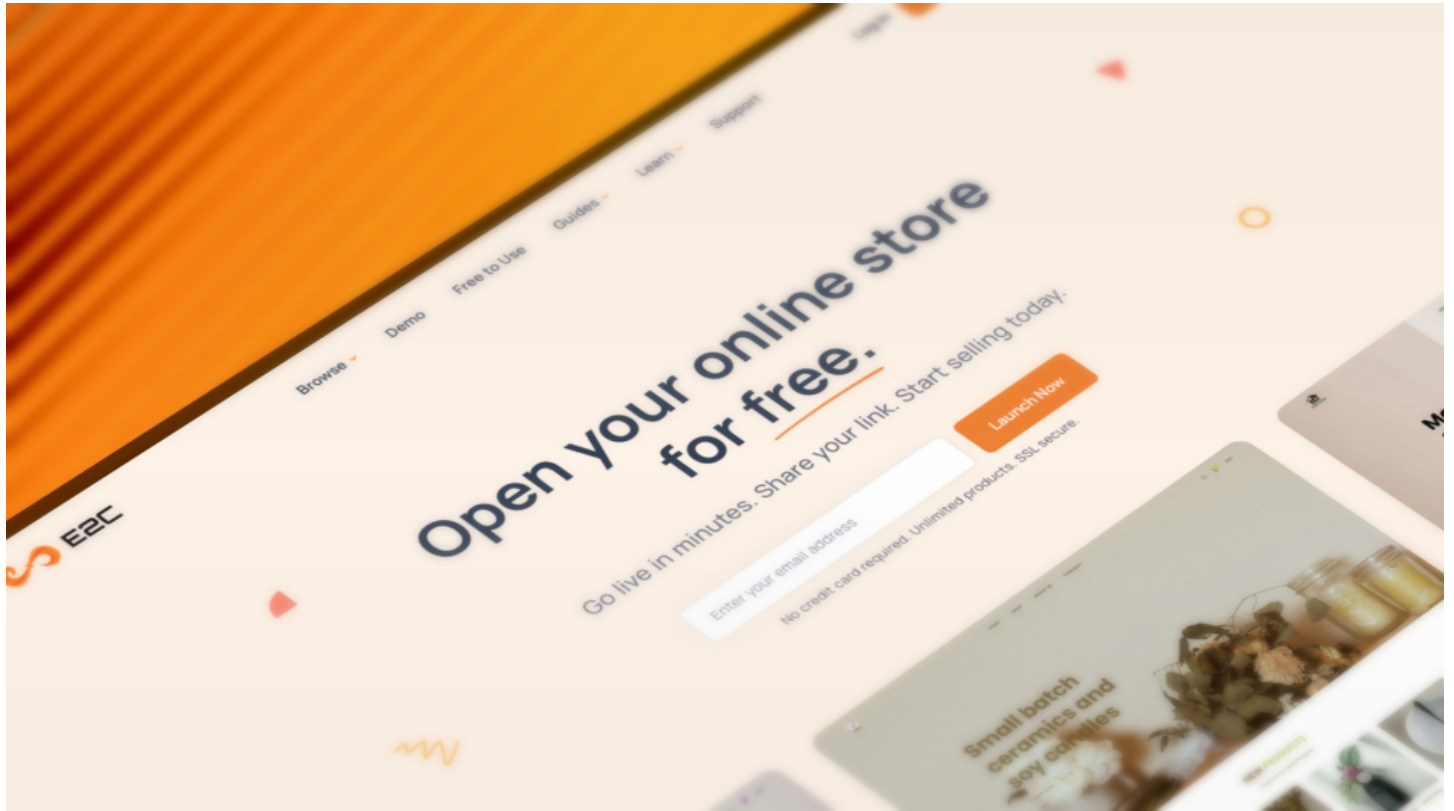


## E2C Store Launches "Zero-Risk" E-commerce Platform to Empower Student Entrepreneurs and Makers

E2C Store launches a free e-commerce platform removing monthly fees for students and makers. The service allows users to build independent online stores risk-free.



**Toronto, Ontario Feb 14, 2026** ([Issuewire.com](https://www.issuewire.com)) - E2C Store, a new Canadian-based technology startup, has officially announced the public launch of its e-commerce platform designed to remove financial barriers for aspiring entrepreneurs. By eliminating monthly subscription fees and offering a standalone website builder, E2C Store aims to provide a "zero-risk" environment for students, makers, and small business owners to validate their business ideas.

The traditional e-commerce landscape often presents a significant hurdle for early-stage sellers: high fixed overhead costs. Popular platforms typically charge monthly subscription fees ranging from \$30 to \$300, regardless of whether a vendor makes a sale. For university students and side-hustlers operating with limited capital, these costs can be prohibitive.

E2C Store addresses this issue by introducing a success-based business model. Users can build, launch, and maintain a fully functional online store for free. The platform only generates revenue through a small transaction fee when a sale is successfully completed. This alignment ensures that the platform's success is directly tied to the success of its merchants.

"The goal was to build the tool I needed when I was a student," said Parth, Founder of E2C Store. "Most students have great ideas but cannot afford to pay monthly 'rent' to a software company before they have even acquired their first customer. We believe innovation should be risk-free. If a seller makes zero

sales, their cost should be zero."

Unlike marketplace-style platforms where sellers compete for attention on a shared listing page, E2C Store provides merchants with their own dedicated storefronts. This allows sellers to retain full control over their brand identity, customer data, and marketing strategies.

**Key features of the platform include:**

- **Zero Monthly Fees:** No trial periods or subscription tiers; the platform is free to use indefinitely.
- **Unlimited Product Listings:** Merchants are not restricted by inventory limits, a common constraint in free tiers of other services.
- **Global Payment Processing:** The platform supports secure transactions for sellers in Canada, India, and other international markets.
- **Standalone Branding:** Sellers receive a dedicated URL, allowing them to build a distinct brand presence outside of a crowded marketplace environment.

The platform is engineered on a lightweight technology stack, ensuring fast load times and optimization for mobile devices, which is critical for modern social-commerce strategies used by younger demographics.

E2C Store has already onboarded 250+ sellers from 30+ countries and continues to empower more individuals and businesses everyday. Entrepreneurs and creatives can create their accounts and launch their stores immediately by visiting the company’s website.



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