

Wayfair Inc.  
Form SC 13G  
February 12, 2015

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934  
(Amendment No. )**

**Wayfair Inc.**

(Name of Issuer)

**Class A Common Stock**

(Title of Class of Securities)

**94419L101**

(CUSIP Number)

**December 31, 2014**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 94419L101

Schedule 13G

|   |   |
|---|---|
| 1   | Names of Reporting Persons<br>Great Hill Investors, LLC   |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |
| 3   | SEC Use Only  |
| 4   | Citizen or Place of Organization<br>Massachusetts   |
|   | 5 Sole Voting Power<br>0  |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 6 Shared Voting Power<br>19,471   |
|   | 7 Sole Dispositive Power<br>0   |
|   | 8 Shared Dispositive Power<br>19,471  |
| 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>19,471  |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |
| 11  | Percent of Class Represented by Amount in Row 9<br>Less than 1.0%   |
| 12  | Type of Reporting Person<br>OO  |

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|   |   |   |
|---|---|---|
| 1   | Names of Reporting Persons<br>Great Hill Equity Partners IV, LP   |   |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |   |
| 3   | SEC Use Only  |   |
| 4   | Citizen or Place of Organization<br>Delaware  |   |
|   | 5   | Sole Voting Power<br>0  |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 6   | Shared Voting Power<br>7,139,176  |
|   | 7   | Sole Dispositive Power<br>0   |
|   | 8   | Shared Dispositive Power<br>7,139,176                                     |
|   | 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,139,176 |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |   |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |   |
| 12  | Type of Reporting Person<br>PN  |   |

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|   |   |                                       |
|---|---|---------------------------------------|
| 1   | Names of Reporting Persons<br>Great Hill Partners GP IV, L.P.   |                                       |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |                                       |
| 3   | SEC Use Only  |                                       |
| 4   | Citizen or Place of Organization<br>Delaware  |                                       |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5   | Sole Voting Power<br>0                |
|   | 6   | Shared Voting Power<br>7,139,176      |
|   | 7   | Sole Dispositive Power<br>0           |
|   | 8   | Shared Dispositive Power<br>7,139,176 |
| 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,139,176   |                                       |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |                                       |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |                                       |
| 12  | Type of Reporting Person<br>PN  |                                       |

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|   |   |   |
|---|---|---|
| 1   | Names of Reporting Persons<br>GHP IV, LLC   |   |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |   |
| 3   | SEC Use Only  |   |
| 4   | Citizen or Place of Organization<br>Delaware  |   |
|   | 5   | Sole Voting Power<br>0  |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 6   | Shared Voting Power<br>7,139,176  |
|   | 7   | Sole Dispositive Power<br>0   |
|   | 8   | Shared Dispositive Power<br>7,139,176                                     |
|   | 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,139,176 |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |   |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |   |
| 12  | Type of Reporting Person<br>OO  |   |

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|   |   |
|---|---|
| 1   | Names of Reporting Persons<br>Christopher S. Gaffney  |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |
| 3   | SEC Use Only  |
| 4   | Citizen or Place of Organization<br>United States of America  |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5<br><br>Sole Voting Power<br>0   |
|   | 6<br><br>Shared Voting Power<br>7,158,647   |
|   | 7<br><br>Sole Dispositive Power<br>0  |
|   | 8<br><br>Shared Dispositive Power<br>7,158,647  |
| 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,158,647   |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |
| 12  | Type of Reporting Person<br>IN  |

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|   |   |                                       |
|---|---|---------------------------------------|
| 1   | Names of Reporting Persons<br>John G. Hayes   |                                       |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |                                       |
| 3   | SEC Use Only  |                                       |
| 4   | Citizen or Place of Organization<br>United States of America  |                                       |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5   | Sole Voting Power<br>0                |
|   | 6   | Shared Voting Power<br>7,158,647      |
|   | 7   | Sole Dispositive Power<br>0           |
|   | 8   | Shared Dispositive Power<br>7,158,647 |
| 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,158,647   |                                       |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |                                       |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |                                       |
| 12  | Type of Reporting Person<br>IN  |                                       |

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|   |   |                                       |
|---|---|---------------------------------------|
| 1   | Names of Reporting Persons<br>Michael A. Kumin  |                                       |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |                                       |
| 3   | SEC Use Only  |                                       |
| 4   | Citizen or Place of Organization<br>United States of America  |                                       |
|   | 5   | Sole Voting Power<br>0                |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 6   | Shared Voting Power<br>7,158,647      |
|   | 7   | Sole Dispositive Power<br>0           |
|   | 8   | Shared Dispositive Power<br>7,158,647 |
| 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,158,647   |                                       |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |                                       |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |                                       |
| 12  | Type of Reporting Person<br>IN  |                                       |



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|   |   |
|---|---|
| 1   | Names of Reporting Persons<br>Mark D. Taber   |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |
| 3   | SEC Use Only  |
| 4   | Citizen or Place of Organization<br>United States of America  |
|   | 5 Sole Voting Power<br>0  |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 6 Shared Voting Power<br>7,158,647  |
|   | 7 Sole Dispositive Power<br>0   |
|   | 8 Shared Dispositive Power<br>7,158,647   |
| 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,158,647   |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |
| 12  | Type of Reporting Person<br>IN  |

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|   |   |
|---|---|
| 1   | Names of Reporting Persons<br>Matthew T. Vettel   |
| 2   | Check the Appropriate Box if a Member of a Group<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |
| 3   | SEC Use Only  |
| 4   | Citizen or Place of Organization<br>United States of America  |
| Number of<br>Shares<br>Beneficially<br>Owned by<br>Each<br>Reporting<br>Person With | 5<br><br>Sole Voting Power<br>0   |
|   | 6<br><br>Shared Voting Power<br>7,158,647   |
|   | 7<br><br>Sole Dispositive Power<br>0  |
|   | 8<br><br>Shared Dispositive Power<br>7,158,647  |
| 9   | Aggregate Amount Beneficially Owned by Each Reporting Person<br>7,158,647   |
| 10  | Check if the Aggregate Amount in Row (9) Excludes Certain Shares <input type="radio"/><br>Not Applicable              |
| 11  | Percent of Class Represented by Amount in Row 9<br>19.3%  |
| 12  | Type of Reporting Person<br>IN  |

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- Item 1.**
- (a) Name of Issuer:  
Wayfair Inc. (the Issuer )
- (b) Address of Issuer's Principal Executive Offices:  
4 Copley Place, 7th Floor  
  
Boston, MA 02116
- Item 2.**
- (a) Name of Person Filing:  
Great Hill Investors, LLC ( GHI )  
  
Great Hill Equity Partners IV, L.P. ( GHEP IV )  
  
Great Hill Partners GP IV, L.P. ( GHEP IV GP )  
  
GHP IV, LLC ( GHPIV )  
  
Christopher S. Gaffney ( Gaffney )  
  
John G. Hayes ( Hayes )  
  
Michael A. Kumin ( Kumin )  
  
Mark D. Taber ( Taber )  
  
Matthew T. Vettel ( Vettel )
- (b) Address or Principal Business Office:  
The business address of each of reporting person is c/o Great Hill Partners, LP; One Liberty Square; Boston, MA 02109.
- (c) Citizenship of each Reporting Person is:
- |            |   |
|------------|---|
| GHI        | Massachusetts limited liability company |
| GHEP IV    | Delaware limited partnership            |
| GHEP IV GP | Delaware limited partnership            |
| GHPIV      | Delaware limited liability company      |
| Gaffney    | U.S. citizen                            |
| Hayes      | U.S. citizen                            |
| Kumin      | U.S. citizen                            |
| Taber      | U.S. citizen                            |
| Vettel     | U.S. citizen                            |
- (d) Title of Class of Securities:  
Class A Common Stock, \$0.001 par value per share, of Wayfair Inc.
- (e) CUSIP Number:  
94419L101



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**Item 3.**

Not applicable.

**Item 4. Ownership**

(a) Amount beneficially owned:

As of December 31, 2014, GHI owned 19,471 shares of Class A Common Stock. GHI is controlled by Gaffney, Hayes, Kumin, Taber and Vettel and, as such, they may be deemed to indirectly beneficially own the shares beneficially owned by GHI. Each of Messrs. Gaffney, Hayes, Kumin, Taber and Vettel disclaims beneficial ownership of these shares.

As of December 31, 2014, GHEP IV owned 7,139,176 shares of Class A Common Stock. GHEP IV GP is the sole general partner of GHEP IV and GHPIV is the sole general partner of GHEP IV GP. GHPIV is controlled by Gaffney, Hayes, Kumin, Taber and Vettel and, as such, they may be deemed to indirectly beneficially own the shares beneficially owned by GHEP IV. Each of Messrs. Gaffney, Hayes, Kumin, Taber and Vettel disclaims beneficial ownership of these shares.

(b) Percent of class:

|            |                |
|------------|----------------|
| GHI        | Less than 1.0% |
| GHEP IV    | 19.3%          |
| GHEP IV GP | 19.3%          |
| GHPIV      | 19.3%          |
| Gaffney    | 19.3%          |
| Hayes      | 19.3%          |
| Kumin      | 19.3%          |
| Taber      | 19.3%          |
| Vettel     | 19.3%          |

The ownership percentages above are based on an aggregate of 37,002,874 shares of Class A Common Stock outstanding as of December 31, 2014, as reported in a press release issued by Wayfair Inc. on January 5, 2015.

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(c) Number of shares as to which such person has:

| Reporting Person | Number of Shares |           |       |           |
|------------------|------------------|-----------|-------|-----------|
|                  | (i)              | (ii)      | (iii) | (iv)      |
| GHI              | 0                | 19,471    | 0     | 19,471    |
| GHEP IV          | 0                | 7,139,176 | 0     | 7,139,176 |
| GHEP IV GP       | 0                | 7,139,176 | 0     | 7,139,176 |
| GHPIV            | 0                | 7,139,176 | 0     | 7,139,176 |
| Gaffney          | 0                | 7,158,647 | 0     | 7,158,647 |
| Hayes            | 0                | 7,158,647 | 0     | 7,158,647 |
| Kumin            | 0                | 7,158,647 | 0     | 7,158,647 |
| Taber            | 0                | 7,158,647 | 0     | 7,158,647 |
| Vettel           | 0                | 7,158,647 | 0     | 7,158,647 |

- (i) Sole power to vote or to direct the vote
- (ii) Shared power to vote or to direct the vote
- (iii) Sole power to dispose or to direct the disposition of
- (iv) Shared power to dispose or to direct the disposition of

**Item 5. Ownership of Five Percent or Less of a Class**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following: o

**Item 6. Ownership of More than Five Percent on Behalf of Another Person**

Not applicable.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company**

Not applicable.

**Item 8. Identification and Classification of Members of the Group**

Not applicable.

**Item 9. Notice of Dissolution of Group**

Not applicable.

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**Item 10. Certification**  
Not applicable.

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 12, 2015

**GREAT HILL INVESTORS, LLC**

By: /s/ Laurie T. Gerber  
Title: Attorney-in-fact

**GREAT HILL EQUITY PARTNERS IV, L.P.**  
**By: GREAT HILL PARTNERS GP IV, L.P., its General Partner**  
**By: GHP IV, LLC, its General Partner**

By: /s/ Laurie T. Gerber  
Title: Attorney-in-fact

**GREAT HILL PARTNERS GP IV, L.P.**  
**By: GHP IV, LLC, its General Partner**

By: /s/ Laurie T. Gerber  
Title: Attorney-in-fact

**GHP IV, LLC**

By: /s/ Laurie T. Gerber  
Title: Attorney-in-fact

/s/ Laurie T. Gerber, as attorney-in-fact for Christopher S. Gaffney  
Name: Christopher S. Gaffney

/s/ Laurie T. Gerber, as attorney-in-fact for John G. Hayes  
Name: John G. Hayes

/s/ Laurie T. Gerber, as attorney-in-fact for Michael A. Kumin  
Name: Michael A. Kumin

/s/ Laurie T. Gerber, as attorney-in-fact for Mark D. Taber  
Name: Mark D. Taber

/s/ Laurie T. Gerber, as attorney-in-fact for Matthew T. Vettel  
Name: Matthew T. Vettel





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Schedule 13G

**LIST OF EXHIBITS**

| <b>Exhibit No.</b> | <b>Description</b>     |
|--------------------|------------------------|
| I                  | Joint Filing Agreement |