

# instamojo

We make **Selling Online** as **Easy as Sharing**



**Sampad Swain**

Founder & CEO  
Instamojo, Inc.

**Wanamo**



**Acquired**

**dealsandyou**

Top 10 E-commerce companies in India



**Raised \$20M**

For an individual, selling his digital creation like



is

**Friction**

**Time Consuming**

**Costly**

## Checkout

If you already have an account please [sign in](#)

### Name and address

First name \*  Last name \*

Address \*

Address (line 2)

City \*

State \*  New York

Country \*  United States

Zip/Postal code \*  Phone

Fax

Email \*  demo-admin@x-cart.com

☐ Create account for this Email

☐ ship to a different address

Apply

### Shipping method

Shipping address is not defined yet.

### Payment method

☒ Credit Card

Card number

Cardholder's name \*

Expiration date (month/year) \*  08  2010

☐ Check

Check payment

☐ Gift Certificate

☐ Phone Ordering

Phone: (555) 555-5555

☐ Fax Ordering

Fax: (555) 555-5555

☐ Purchase Order

### Order summary

Subtotal (1 item(s) ): \$50.99

Shipping cost: n/a

Total: \$50.99 (€44.36)

Redeem a discount coupon

If you have a valid discount coupon, you can enter the coupon code below, the store will deduct the discount amount from your order total.

Coupon code:

Customer notes:

Partner ID:

☐ I accept the "Terms & Conditions" and "Privacy statement"

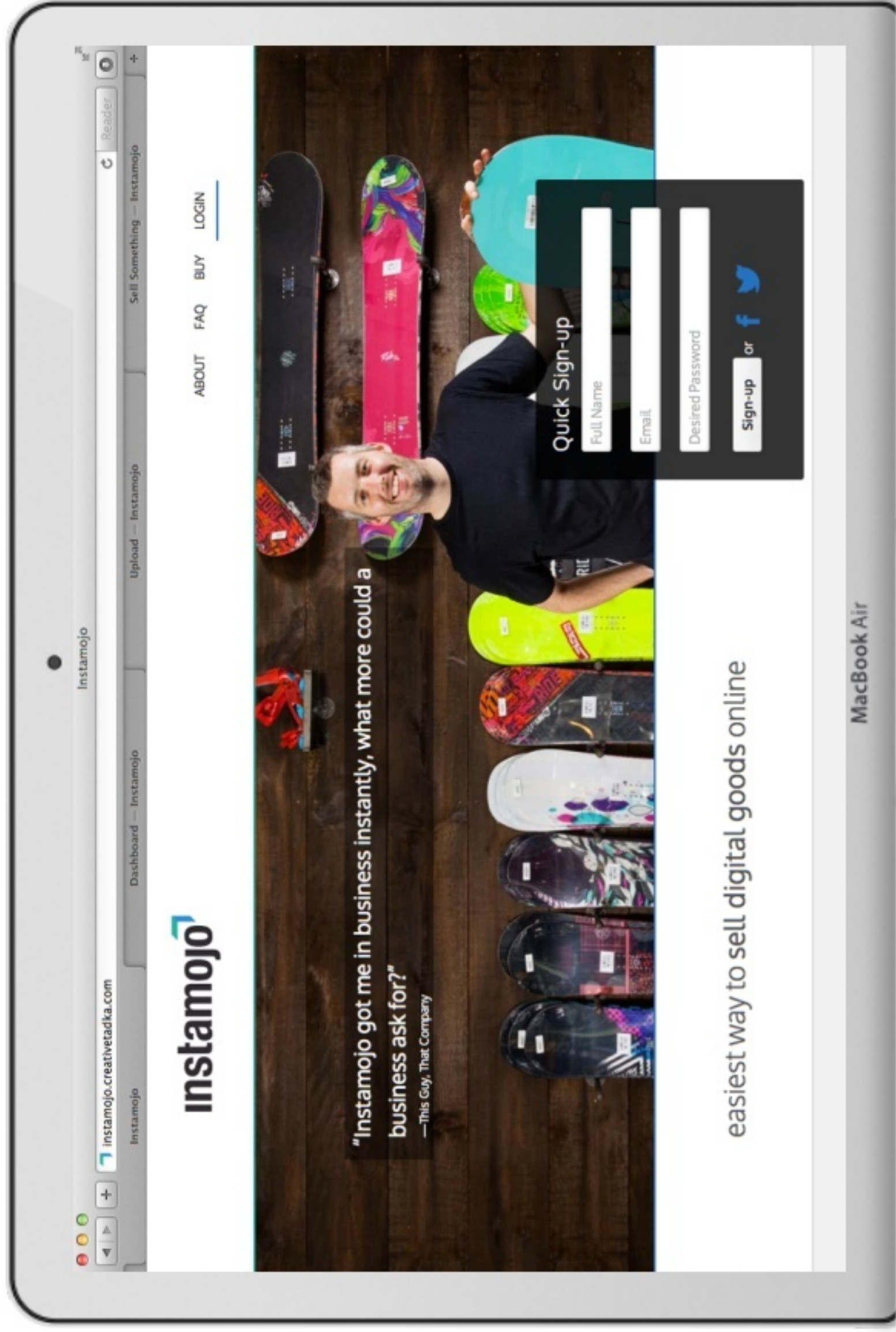
Submit order

# Conversions Suck.



founders@instamojo.com

angel.co/instamojo



# Sell instantly in 3 simple steps

## UPLOAD

your content.



Price  
0

Preview Image:  Browse...

File you want to sell:  Browse...

## SHARE

unique checkout link



Share a link on Twitter

Twitter, Inc. (US) | <https://twitter.com/intent/tweet>

Share a link with your followers

The State of the Startup Report - 2012  
<http://imojo.in/STASu6> via @instamojo

66

## SELL

instantly in seconds.



Card Type:  VISA

Name on Card:

Card Number:

CVV Number:

Expiry Date:  Month  Year

Note: In the next step you will be redirected to ye

[or Go back](#)

**instamojo**

90%

=

6X

conversion

More than average  
E-commerce websites

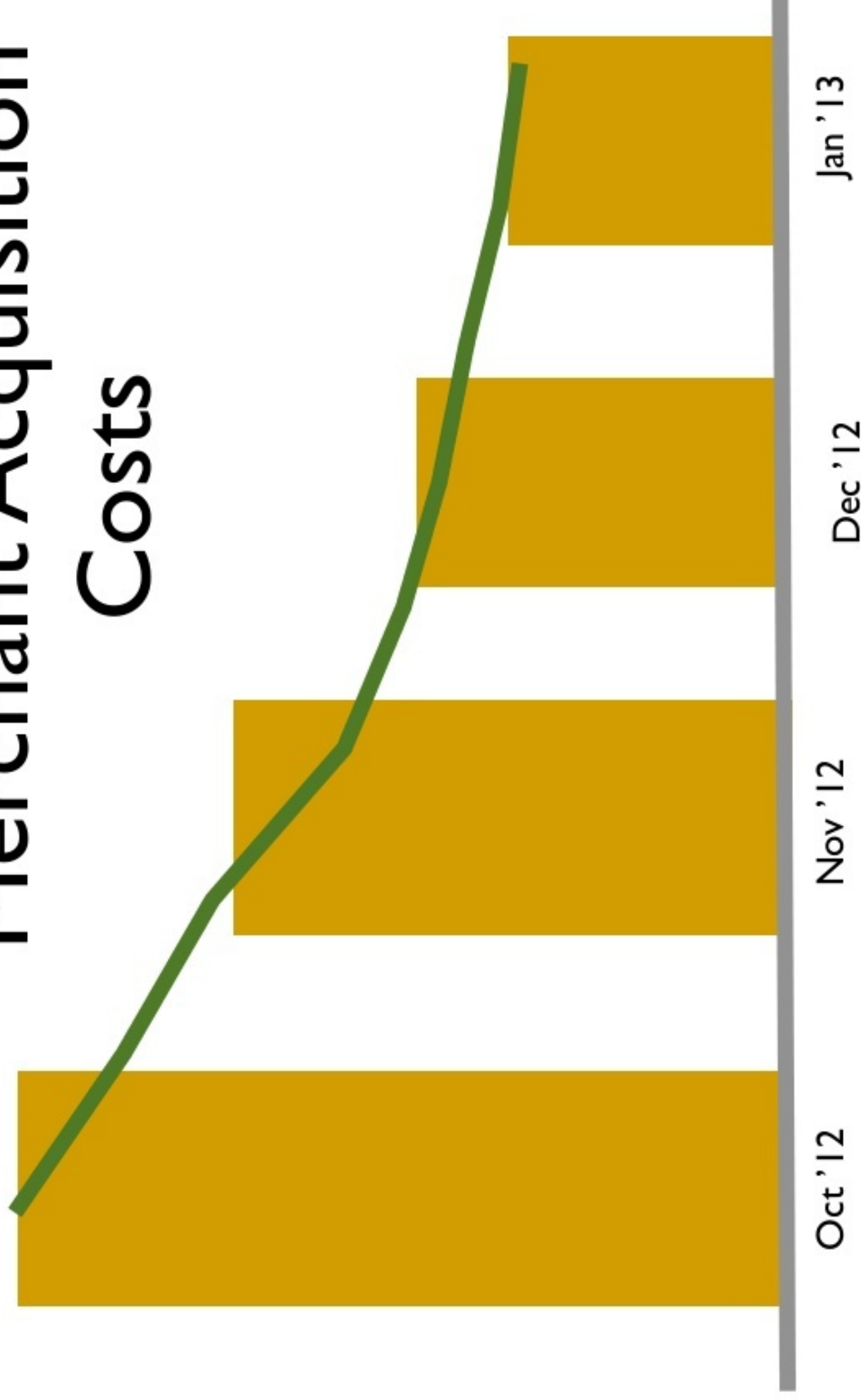


# Powerful analytics behind every link

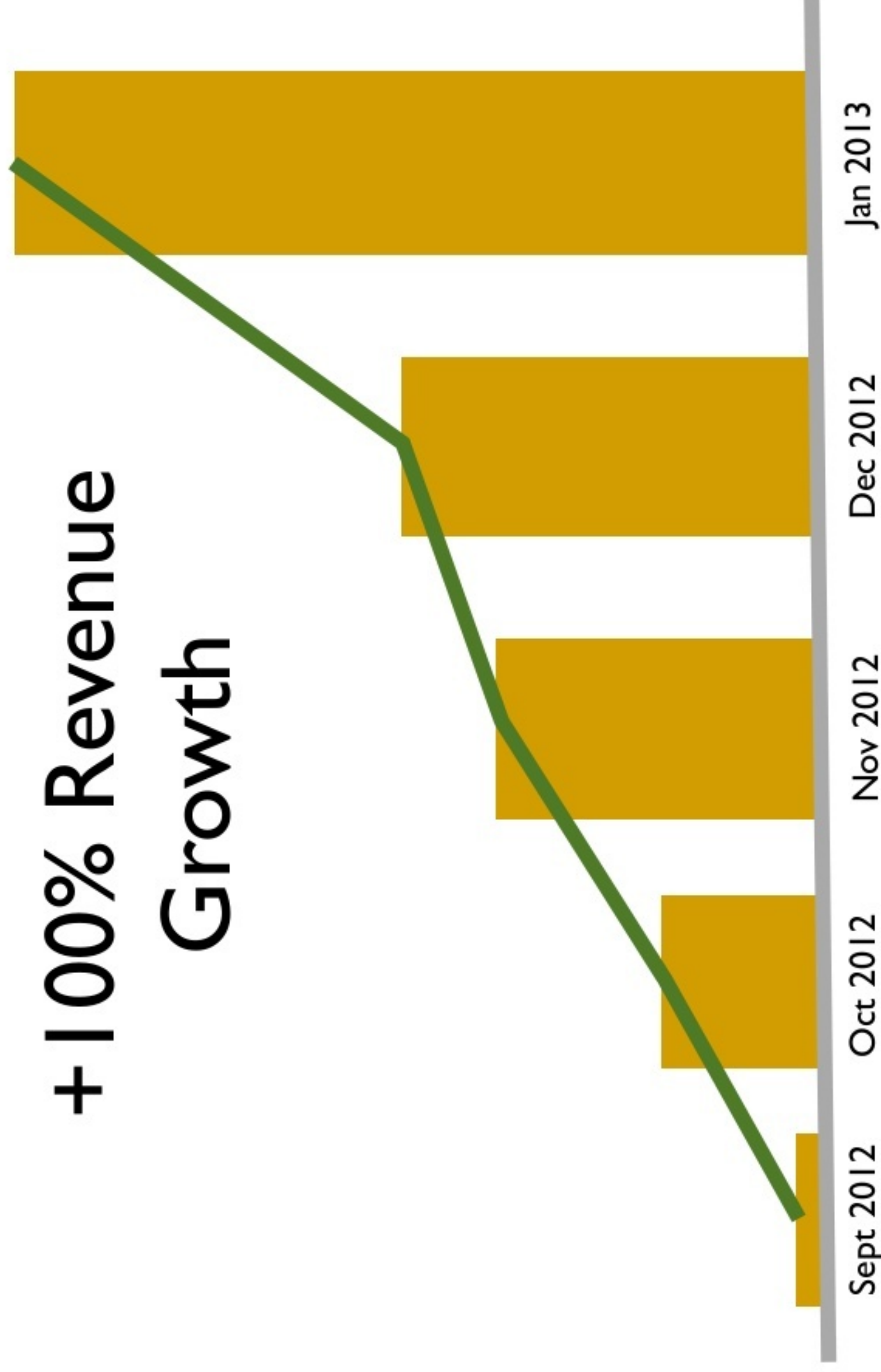




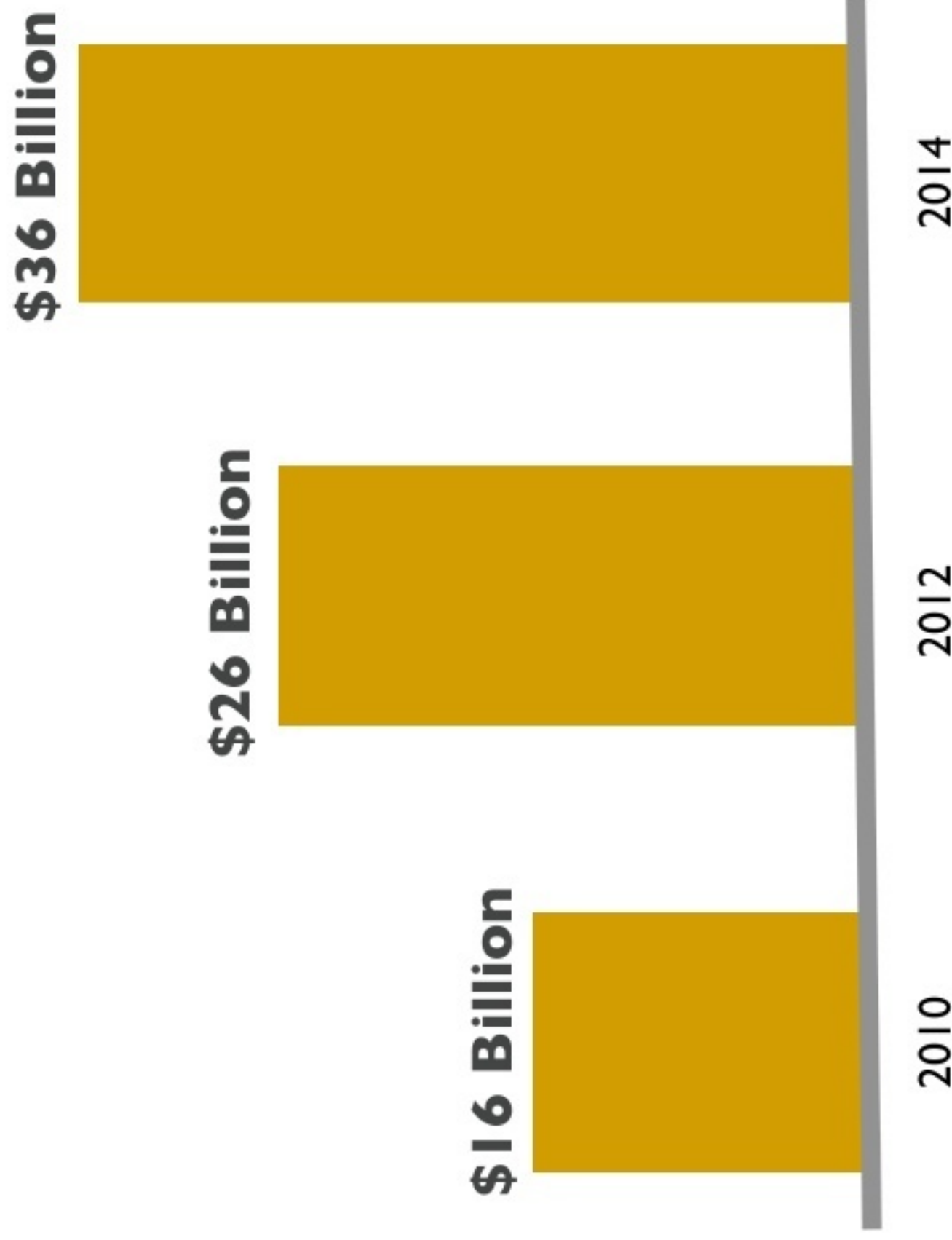
# Merchant Acquisition Costs



# +100% Revenue Growth



# Worldwide Digital Goods Market



Source: JP Morgan, GigaOM, Wall Street Journal  
TopPitchDeck



## CTO



Harshad  
Sharma

## Bizdev



Akash  
Gehani

## Engineer



Aditya  
Sengupta

## UI/UX



Nachiketas  
Ramanujam

20+ years of experience.

**IIT Bombay**

**amazon**

**PayPal**<sup>™</sup>

 **Microsoft**

**Georgia  
Tech**

Raising  
**\$500,000**

**\$250,000**

Committed



Google



500startups



Blume Ventures



Indian Angel Network

**Thank you**  
**founders@instamojo.com**