



Miventure

Miventure Marketing Team



Elizabeth Campbell
Head of Marketing



Drew Ciampa
CMO



What is Miventure?

Miventure was created on the foundation that everyone should have the ability to become a business investor no matter their income bracket.

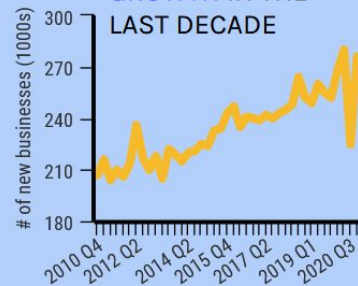
1

Startups are more numerous than ever recently.

2

43%

IN STARTUP
GROWTH IN THE
LAST DECADE



3



Competition

The major investment apps today **do not** focus on the low-cap startups that require funding and those who want to fund **affordably**. Miventure does.

4

What we care about



Crowdfunding is growing

5



Operations

Currently, only operating within the USA

6



Company	Investment Type	Ownership
Miventure	Startups	Company Share
Robinhood	Asset Markets	Stock
Coinbase	Cryptocurrency	Currency Price
Kickstarter	Personal	Variable
GoFundMe	Personal	Any

Company	Investment Type	Ownership
Miventure	Startups	Company Share
Robinhood	Asset Markets	Stock
Coinbase	Cryptocurrency	Currency Price
Kickstarter	Personal	Variable
GoFundMe	Personal	Any

Our Company

"We strive to make startup investing more simple and accessible to everyone."

THE NEED

- Early-stage startups require funding for growth
- The world of venture capital investment is often inaccessible to the everyday person
- Most people cannot afford to spend thousands on company investments

This product makes it easier for startups to access funding opportunities and allows everyone to have the ability to become a business investor.

THE SOLUTION



**Discover.Innovation
Access.Ideas
Invest.Easily**

MIVENTURE

Miventure Product



Find a startup and invest \$25 or more

You are investing in a startup in exchange for future equity, better known as a [Crowd SAFE](#).



Invest in a startup before time runs out

Each startup has 120 days to raise their funding goal or each investor gets a full refund.



Becoming a startup investor

You must be at least 18 years old and have a U.S. tax ID. Be aware that investing has risks so only invest an amount you can afford to lose.

- Your ownership percentage will be determined by the amount you invest now and the valuation given the next time the company raises money.
- The Crowd SAFE you are purchasing guarantees that you will get a discount on the shares when they are distributed as a reward for taking on the early risk.
- Differentiation from competition
 - Robinhood allows for investment BUT IPOs only
 - AngelList requires larger capital investments
 - Kickstarter and GoFundMe can be for random campaigns, NOT only early-stage startups

Marketing Plan

Investors: 20s- to 30s- year old users, interested in expanding their investments



Startups: Legitimate, early-stage startup companies that seek retail funding



Objective:

The marketing objective is to expand customer base, enhance user engagement, and improve retention of users within four fiscal quarters.

Acquisition

- **Paid Advertisements**
 - Google Ads
 - Social Media
- **Evaluation Metric:**
 - **Number of investments made**

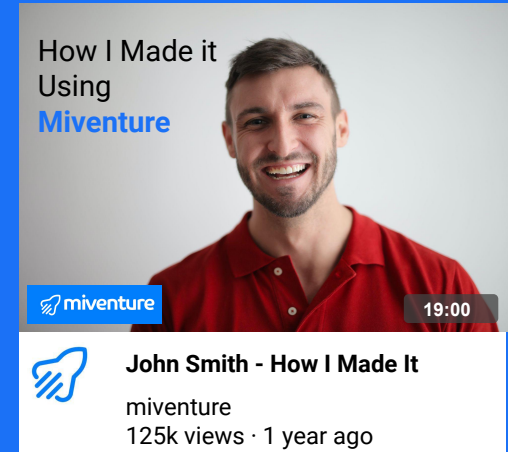
**Double-Edged
Referral Program**



Create Compelling, Concise Message



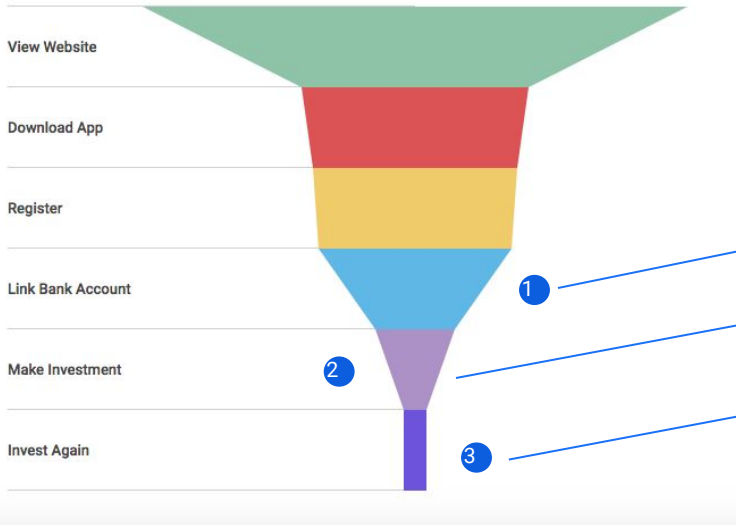
Professional Founder Pictures



Activation

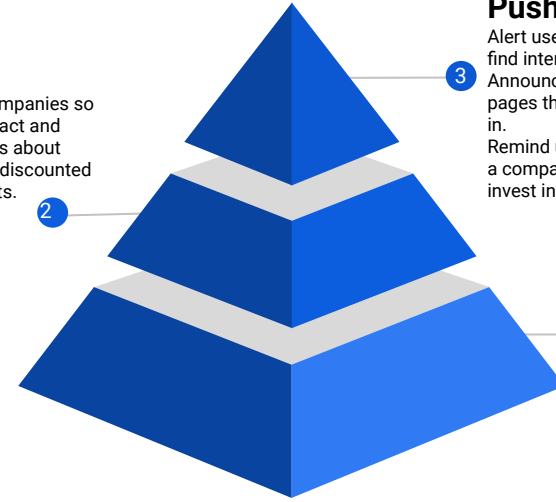
Miventure Funnel Report

Where do we see the most drop-off in conversion



Incentivize

Coordinate with companies so investors who interact and educate themselves about company, will earn discounted investment amounts.



Push Notifications

Alert users of companies they may find interest in.
Announce any updates to company pages they have viewed or invested in.
Remind users they can still invest in a company they viewed, but did not invest in.

Onboarding

Efficient interactive tutorial on how to view a company and its information.
Emphasize the vetting and security of your investments.

Onboarding to improve number of users linking bank accounts

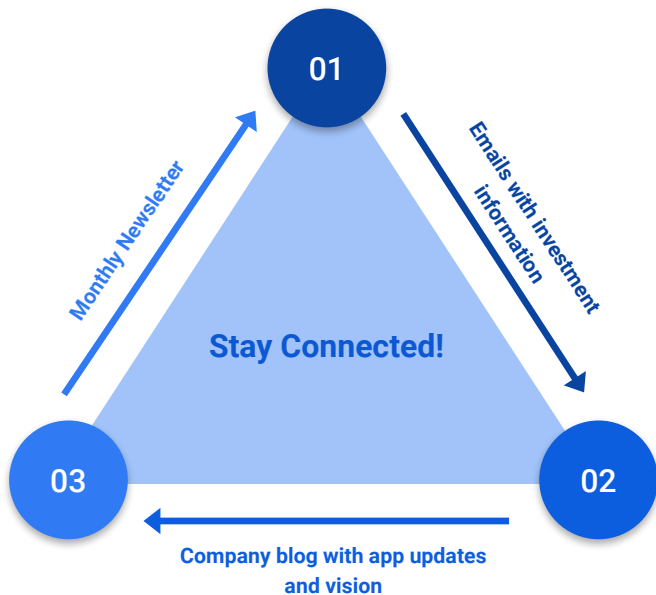
Incentivize the action of investing.

Send notifications to get users back on the app for more investments.

Evaluation Metric: Time spent on the app, Peak user times

Retention

- Build customer RELATIONSHIPS
- **Retention Strategy = Continuous Connection!**
- **Evaluation Metric:** Percent of users returning after 30 days
 - **Target:** 25% to 40%



Building Relationship:

Email Schedule Example

Day 3

Thanks for your investment! Your company is 84% to its target goal.

Day 10

How to gauge the potential success of your startup.

Day 24

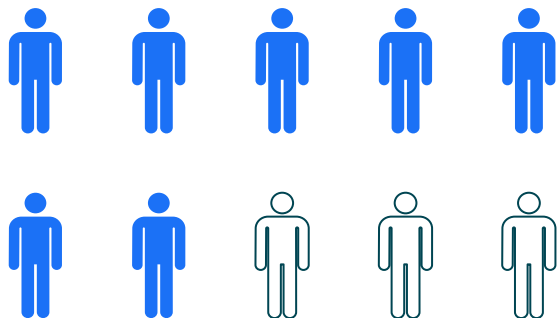
Your company's closing date is approaching. Invite your friends.

Day 45

Grow your investments. Explore these exciting companies!

Media Marketing

Around **seven-in-ten** Americans use social media to connect with one another, engage with news content, share information and find entertainment.



Facebook

- Create sponsored posts (\$) that would drive individuals to the website or the YouTube channel.

Twitter

- Automated retweeting of posts mentioning Miventure.

Instagram

- Post compelling photos with stories of successful businesses
- Make use of features like Instagram Reels, Story, Live
- And boost posts (\$) that perform well and have a CTA.

\$100,000 Budget



Timeline

User Growth ↑
Customer Surveys 💰
Referrals 💰

User Growth ↑
Retention ↑
Virality ↑

Iteration 💰
Engagement ↑
Advertisements 💰

Continued Iteration 💰
Attribution Study 💰
Continued User Growth ↑

Q1

Q2

Q3

Q4

Launch Phase

Continual Promotional Activity

Evaluations

Adjustments, Light Promotional Activity

Website updates incorporated,
YouTube channel goes live,
emphasis on acquisition and
activation

Emphasis on social ads, email
marketing and user retention

Analyze A/B Testing,
investments made, active app
time, retention

Iterate according to evaluations,
adjust promotional spend based
on attribution analysis

Levels of Success

For the purposes of this recommendation, there are three levels of success:

Good, Great and Ideal.

The following are the most important highlights of what each level of success would look like for a few of our proposed tactics.

	Good	Great	Ideal
Percent of Users Returning after 30 days	25-29%	30-39%	40-50%
Followers on each social platform	100-199	200-299	300-450
Visitors per month driven by digital marketing	100+	150+	200+
Number of Investments Made per month	150+	300+	500+
Weekly Time Spent on App per User (minutes)	20-29	30-44	45-60

Marketing Engagements



Alejandro Velasquez • 3:30 PM

Hey Elizabeth! The metrics I would look into are Daily/Monthly Active Users, number of downloads, and retention rate, hope this helps!



Nishant Maller • 6:15 PM

Hey there, glad to help. I don't do a lot of apps in my business, that being said, I think the following kpis should work

- new customers acquisition rate
- customer drop off rate
- how long they stay engaged, what times of day, etc
- if there is an e-commerce or transaction component, see if that is trending up or down



Ashleigh Martin • 8:07 PM

There's several different metrics I have not done one personally but I've been involved in a launch of another. Do you want to track did they click the download button did the app fully install did they sign up did they make a first purchase etc. do you wanna ensure involvement and engagement in the app

Communication with management level marketers indicated important metrics to consider when measuring user engagement within the app. These have been incorporated into Miventure's evaluation methods.



Kenyata Martin • 12:42 PM

Hi Elizabeth! Apologies for the delay, I've been traveling the past couple days.

As far as mobile app KPI's, (assuming you can get this information), you should look at downloads (i.e. how large is the install base), 'opens' or some measure of frequency of use, amount of time spent on the app, & number of 'actions' taken in the app (i.e. are they doing what you expect then to do)

If it's pre-deployment, qualitative feedback on user flow & content are going to be valuable for finalizing design as well.

Hope this helps!

References

- Blacker, A. (n.d.). *Robinhood now has more mobile monthly active users than the top legacy providers combined*. Apptopia Blog. <https://blog.apptopia.com/robinhood-now-has-more-mobile-monthly-active-users-than-the-top-legacy-providers-combined>.
- Bureau of Labor Statistics. (April 28, 2021). Quarterly number of business starts in the United States from Q2 2010 to Q3 2020 (in 1,000s) [Graph]. In Statista. Retrieved May 26, 2021, from <https://www-statista-com.ezproxy.tcu.edu/statistics/771207/quarterly-business-starts-us/>
- KingsCrowd. (January 4, 2021). Capital raised per month through regulation crowdfunding in the United States from 2018 to 2020 (in million U.S. dollars) [Graph]. In Statista. Retrieved May 26, 2021, from <https://www.statista.com/statistics/821849/regulation-crowdfunding-capital-raised-monthly-usa/>
- McCrea, J., Crystal, J., & Pera, L. (2021, May 20). *Miventure - Robinhood for startup investing*. Product Hunt. <https://www.producthunt.com/posts/miventure>.
- *Miventure - Updates, News, Events, Signals & Triggers*. Crunchbase. (n.d.). https://www.crunchbase.com/organization/miventure-inc/signals_and_news.
- *Miventure App - Easily Invest in Startups*. (n.d.). <https://www.miventure.com/>.
- *Miventure Company Profile: Valuation & Investors*. PitchBook. (n.d.). <https://pitchbook.com/profiles/company/437539-51#investors>.
- *Miventure Reviews*. CB Insights. (n.d.). <https://www.cbinsights.com/company/miventure-reviews>.
- *Robinhood Revenue and Usage Statistics (2021)*. Business of Apps. (2021, May 6). <https://www.businessofapps.com/data/robinhood-statistics/>.
- wonderful, C. | F. the. (2021, May 25). *Funding the wonderful*. Crowdcube. <https://www.crowdcube.com/>.