

# RAISE IT

**SIMPLIFYING STARTUP  
FUNDRAISING AND  
GROWTH**

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# INTRODUCTION

## Mission & Vision

- Provide a **convenient** and **accessible** platform for **startup** fundraising and traction
- **Support** startups **growth** through a decentralised investor community
- Ensure financial opportunities are equally accessible **to everyone**



# PROBLEMS.

Startups face **significant challenges** in **scaling** and **financing**, which hinder their growth. Furthermore, investing in startups is only **reserved** for special investment companies like VC's, thus **average people are ruled out**.

## Raising Funds

Securing capital is a **major hurdle** for many startups. It requires **extensive contacts** to investors and substantial effort.

## Growth and Traction

Startups often **struggle** to achieve sufficient **growth** and **user traction**.

## Liquidation Preferences

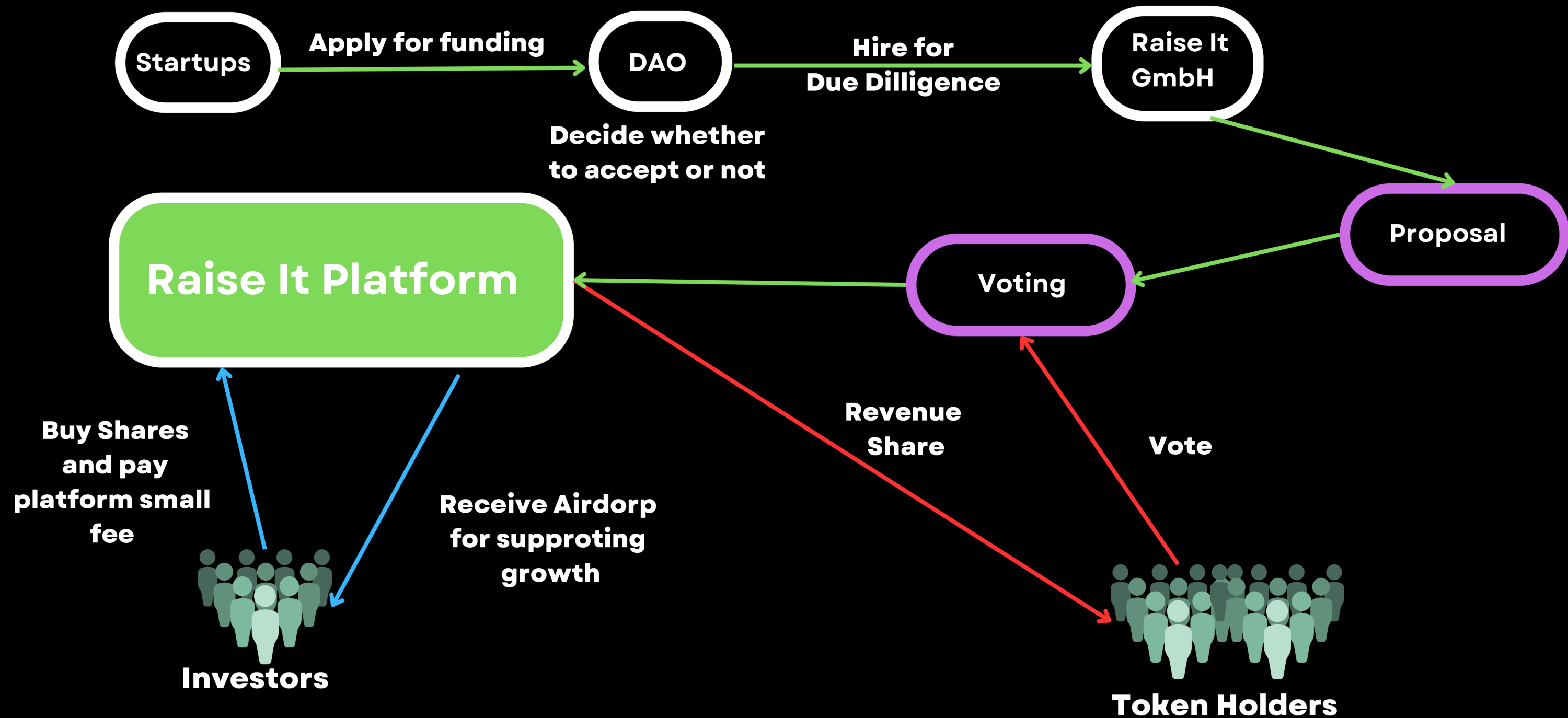
Venture capital investments often include liquidation preferences that are **disadvantageous** for startups.

## Democratizing Investments

Regular people rarely access the exclusive investments available to VCs and institutional investors, leading to **unequal financial opportunities**.

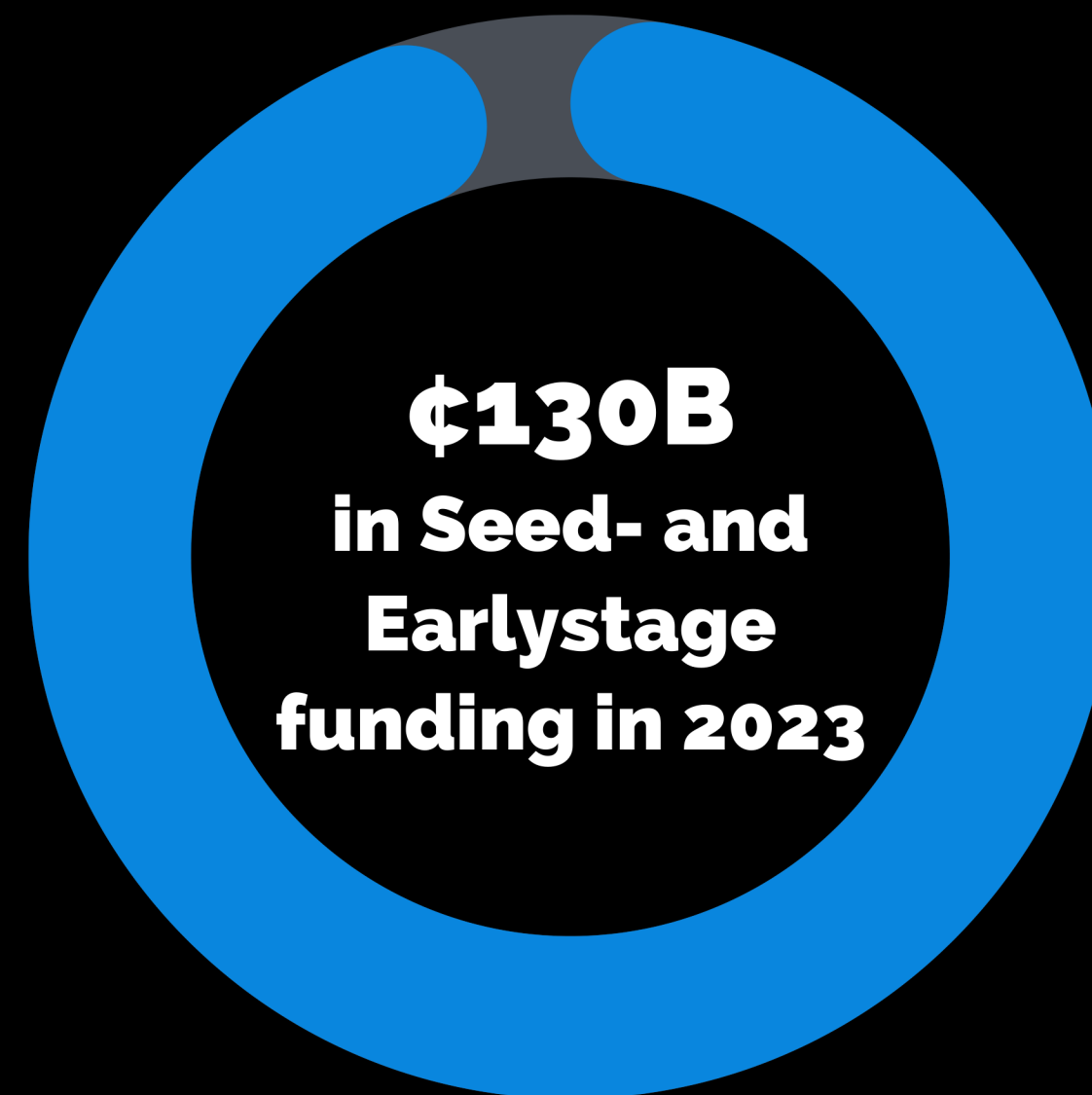


# SOLUTION



# MARKET SIZE

The seed and early-stage startup market is experiencing robust growth, with a **CAGR of 16.1%** from 2014 to 2022. The total market volume, and thus the addressable volume, is estimated at **\$130 billion**, highlighting a significant opportunity.





**THANK  
YOU!**

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