hanzo

Cutting-edge **crowdfunding & ecommerce**

Building a business is **hard**.

Launching a new business demands the mastery of **dozens of services and tools** and the development of time-consuming **customizations and integrations**.

Yet without **solid fundamentals**, no business can succeed.

Launching a product is **hard**.

Products require **significant capital** to develop and **real traction** to achieve profitability.

Existing platforms are **inflexible** and **myopic.** If your **lack of traction** doesn't kill you, **technical debt** will.

Hanzo **solves** these problems.

Meet **Hanzo**.

Our dashboard is made of *modular* components which can be mixed-and-matched as needed to support business requirements.

Hanzo comes **out of the box** with everything needed to **validate ideas**, **collect pre-orders**, **manage customer relationships** and **grow companies**.

Mission

Allow founders to focus on **products** rather than **infrastructure**.

Our story

We've **raised $15m in pre-orders** for early-stage hardware startups using Hanzo. Along the way we've developed unique solutions for crowdfunding, ecommerce and more.

We've **collected $1.2m** in fees and contracts from startups which have used and loved our platform.

We've **invested $1m** developing IP.

Team

Zach Kelling   CEO

Michael Walker   VP Growth

Tim Messer   VP Operations

David Tai   VP Engineering

Imran Hameed   VP Research

Collectively, we've built software which has been used by **millions of people**. We have experience **building and scaling platforms**; we've built advertising, banking, ecommerce, email and marketing platforms, and high-performance, real-time systems.

Together, **we've learned the hard way** what it takes to be successful in both **hardware** and **software**. Hanzo is the sum of our experience.
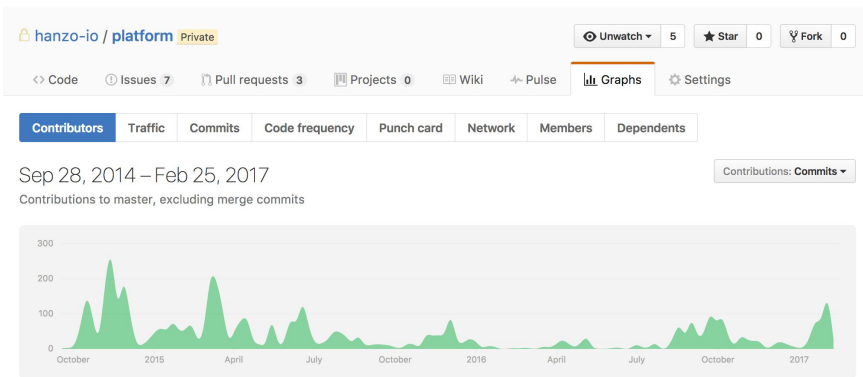
Early adopters

Hanzo is **battle-hardened**. From day one we've worked with other startups to guide and shape Hanzo.

We launched **SKULLY's AR-1** in August 2014, raising **$2.5m on Indiegogo** and **$3.3m on Hanzo**. Our Indiegogo campaign became the **fastest to reach $1m** and is still one of the highest funded of all time.

We launched **Bellabeat's LEAF** in May 2015. We collected **250k signups** and nearly **$1m in pre-orders**.

We launched **KANOA** in September 2015. We collected **50k pre-orders**, growing revenue to **$1.5m per month**.
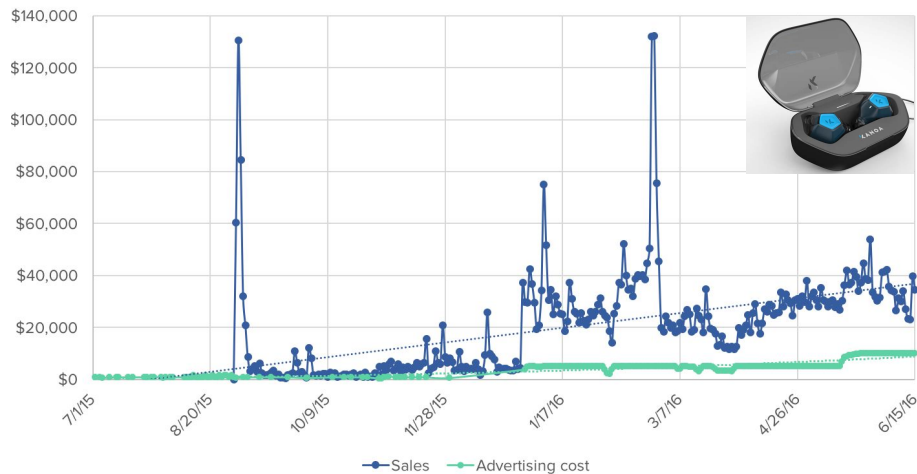
We found early success during our private beta with hardware companies. Our flexibility and unique features are able to unlock unparalleled growth.

Developer friendly

Early-adopters love our **developer-centric platform**. With a single line of code, founders have access to a beautiful, secure, and integrated ecommerce platform.

We've **open sourced 25 ecommerce libraries** which enable beautiful and customizable shopping experiences.

Shop.js, our **reactive UI library**, powers everything from payments to referral programs to user portals.
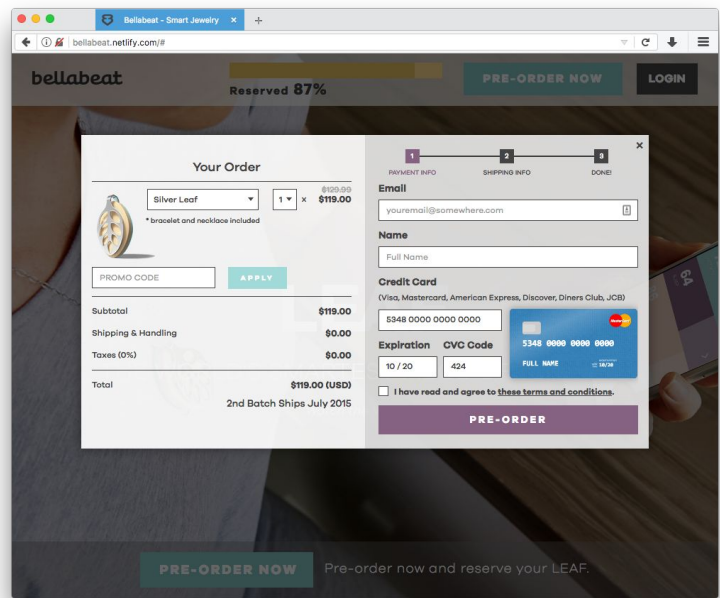

Checkout.js, a drop-in checkout experience that we've heavily optimized for crowdfunding and product launches.

Batteries included

Hanzo has an API for **just about everything**, including:

- Advertising and marketing
- Ambassador programs
- Authentication and user signup
- Coupons and promotions
- Customer relations and support
- Forms and mailing lists
- Fulfillment and shipping
- Inventory management
- Payment processing and pre-orders
- Product collections and search
- Referral programs and reviews
- Site hosting with CDN
- User and order management
- Webhooks for custom integrations
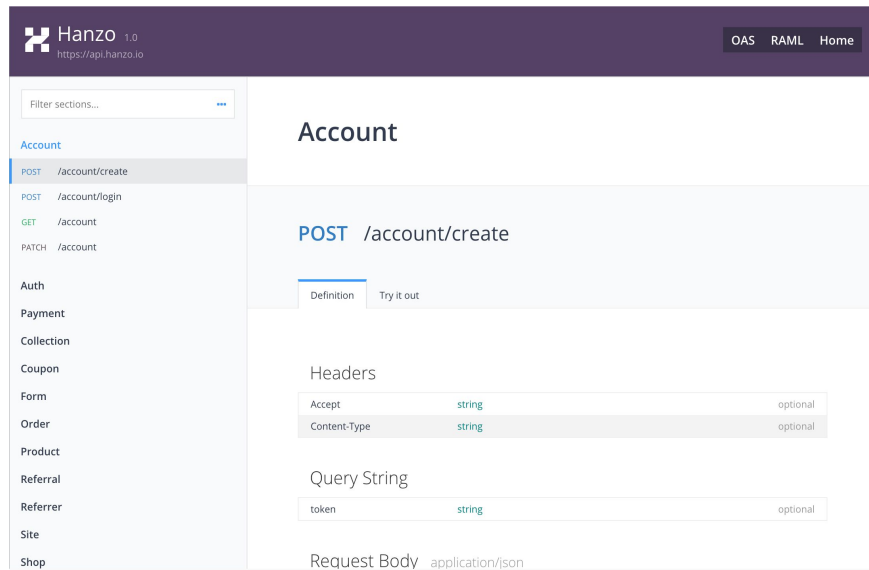
Our APIs are orthogonal and can be mixed and matched as easily as our dashboard modules. Enabling an API unlocks new functionality in Hanzo.

Powerful integrations

Hanzo includes many high-quality, third-party integrations. Our integrations are well maintained, tested and secure.

We're **deeply integrated** with the third-party services and platforms real companies need.

If Hanzo can't do what you need, one of our third-party integrations can.

A complete solution

Hanzo can take companies from **pre-launch** to **pre-order** to **fulfillment**. We launched **Stoned Audio** late last year and **within 60 days** and **with only $20k** we acquired:

- **1.2k customers**, **$135k sales**
- **70k+ social users** with great engagement
- **1.5k signups** via our referral program
- **100 ambassadors** for our ambassador program

...and **delivered our first hardware product**.

Why Stoned? We needed a **directly managed hardware company** to experiment with (and we could use the extra funding). Launching our own hardware company has **honed our focus** and **informs everything we do**.

Build faster

New hardware companies need to capture early-adopter interest from day one and **deliver in months**, **not years**:

October	**2016**	Public launch, **first user signs up**
November	**2016**	Batch 1 opens, **first order accepted**
December	**2016**	**1k customers acquired** by mid-month
January	**2017**	Batch 2 opens, **first orders delivered**
February	**2017**	Customer **returns first product**
March	**2017**	**Next product launch** cycle begins

This is **hardware at the speed of software**.

Page		Total Page Likes		From Last Week
1	SOL REPUBLIC	498.3K		0%
2	Jabra	272.6K		▲0.2%
3	Here One	150.6K		▲4.7%
4	Bragi	117.8K		▲0.7%
5	KANOA	92.3K		▲0.2%
YOU 6	Stoned Audio	54.7K		▲9.1%
7	Nuheara	50.6K		▲6%

Hanzo enables you to compete with more established brands and capture a significant amount of interest in only a few short weeks.

Business model, today

We collect **5% of sales** made through our platform and directly manage advertising and marketing for most of our customers.

- Every launch we've managed has grossed over **$100k in the first month**
- This is sustainable; many customers reach over **$1m a month in revenue**
- The average length of time a company works with us is **18 months**
- Nearly every customer we work with elects to pay for our **design, engineering, and marketing**

10	60172	$468905	$11053600
Total connected accounts	Total charge count	Total collected fees (USD)	Estimated Total volume (USD)

Applications Overview
Total volume | 10/08/2014 to 08/01/2016
Note: These statistics are aggregates over all of your application's users.

GROSS VOLUME $10503286 USD total
$1,213,243.19 — $1,213,243.19
$606,621.60 — $606,621.60
Oct Dec Feb Apr Jun Aug Oct Dec Feb Apr Jun Aug

SUCCESSFUL CHARGES 56555 total
7825 — 7825
3913 — 3913
Oct Jan Apr Jul Oct Jan Apr Jul

USERS CONNECTED 27 total
13 — 13
7 — 7
Oct Jan Apr Jul Oct Jan Apr Jul

We've collected **$500k in fees** on **$11m in volume** with Stripe Connect.

Business model, soon

Launching self-service is our next move.
Long-term, our integrated platform will allow us to
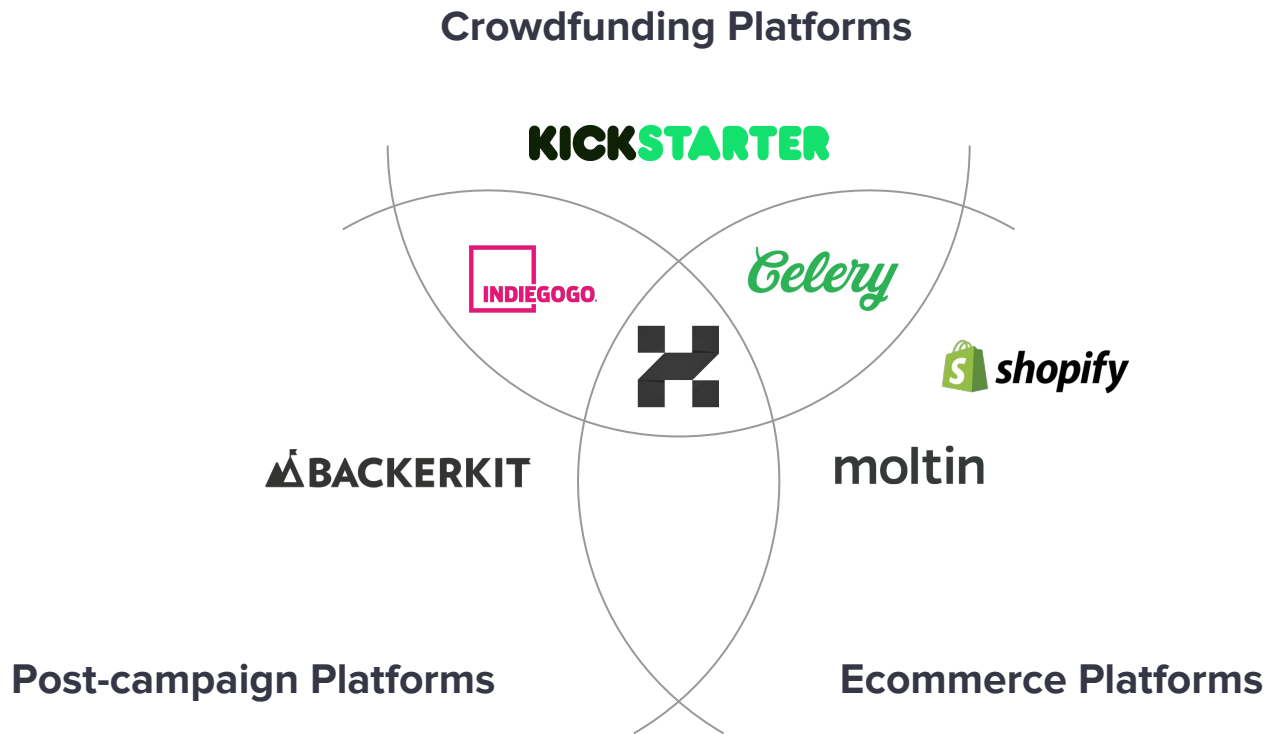sell a **variety of packages**.

- All self-service plans will include **recurring fees**
- Many of our existing APIs will become paid, with
  granular pricing based on usage
- We will continue to **eat our way up the stack,**
  developing features that **solve valuable problems**
- We will expand our managed offering by partnering
  with **elite hardware and startup accelerators**

$34 billion

$90 billion in 2020
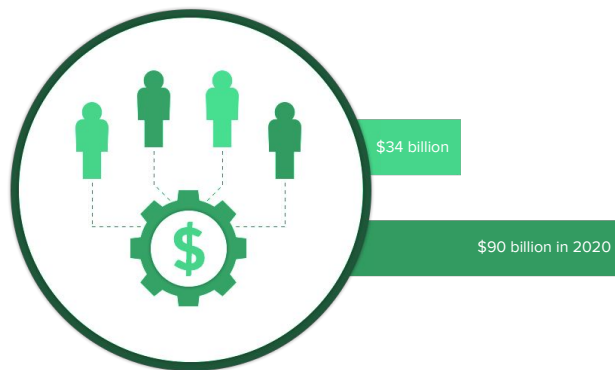
Even without considering the broader ecommerce market, our
potential in crowdfunding is huge: despite its limitations, **in 2015
over $34 billion was raised** by early adopters.

And it's growing: The World Bank estimates that the crowdfunding
market will reach **$90 billion by 2020**.

Competition

Crowdfunding Platforms

KICKSTARTER

INDIEGOGO.

Celery

shopify

BACKERKIT

moltin

Post-campaign Platforms

Ecommerce Platforms

Next up

We want to **make Hanzo smarter** and **launch self-service** in a public beta.

Dash 2.0

We've learned a lot since we began building Hanzo. With Dash 2.0, **we're shooting for the stars**.

Our new **inference engine** will be able to forecast demand, warn of impending problems and guide businesses to success, automagically.

Thanks to **Daisho**, our new dashboard will even be **extensible by customers**.
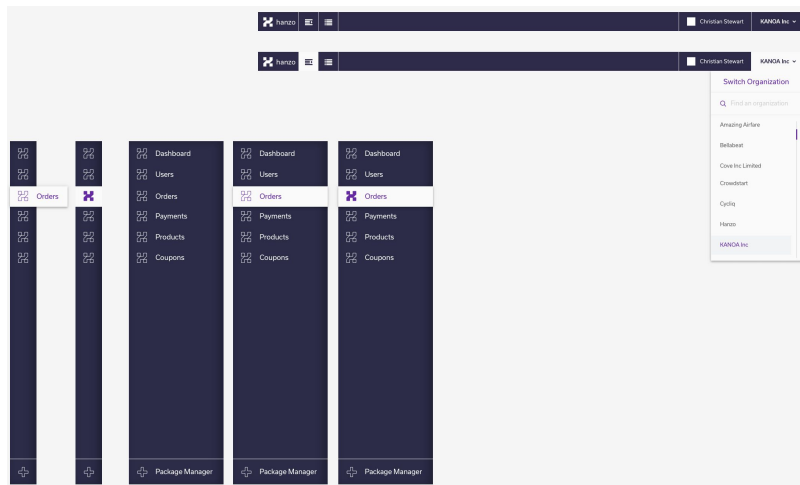
Our new dashboard will enable businesses to build out infrastructure even more rapidly and with even greater customization than before.

Command Bar

Command Bar is our innovative solution for navigation, self-help and automating common business tasks.

With it, customers will be able to **rapidly navigate**, **perform any action or task** and **quickly find answers**.

Customers will even be able to add **new commands and functionality** to Hanzo, no design skills required.
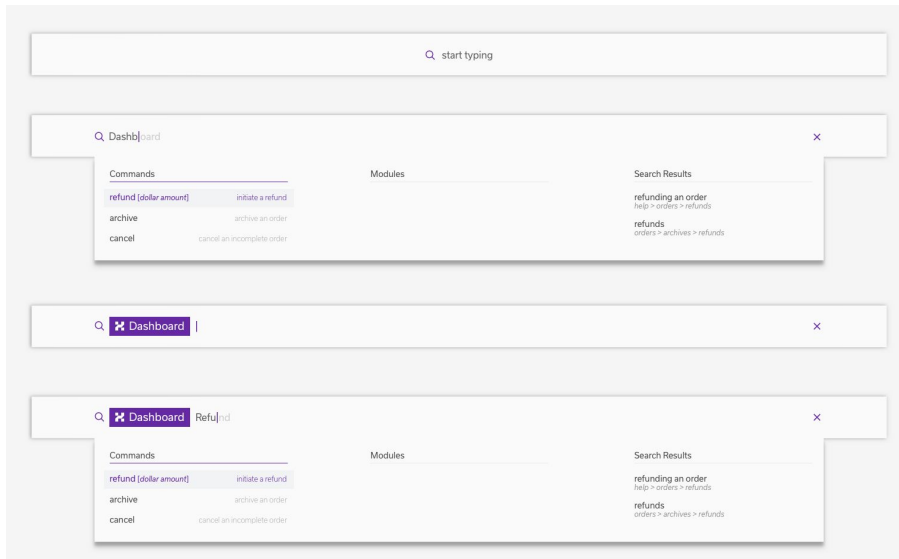
With the Command Bar, the full power of Hanzo is literally at your fingertips. With our extensible API, it can even get smarter.

Expansion Plan

We require **$2m USD** to prepare for public launch, acquire customers, and make Hanzo smarter and more accessible.

In 2017, we will:

- Open signups for our **public beta** and capture developer attention
- Acquire our first **1000 customers** and collect valuable data
- **Expand integrations** as necessary based on demand
- **Build community** around our ecosystem and tools
- Launch **Dash 2.0** and introduce **Command Bar**
- **Automate advertising and marketing** with user-friendly UI
- **Partner with hardware and startup accelerators** to drive deal flow

Thank you

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