CROWDHOLDING.COM

Take 1 minute to watch our intro video before the presentation

PROBLEMS

Startups often lack validation and **struggle to find** early customers

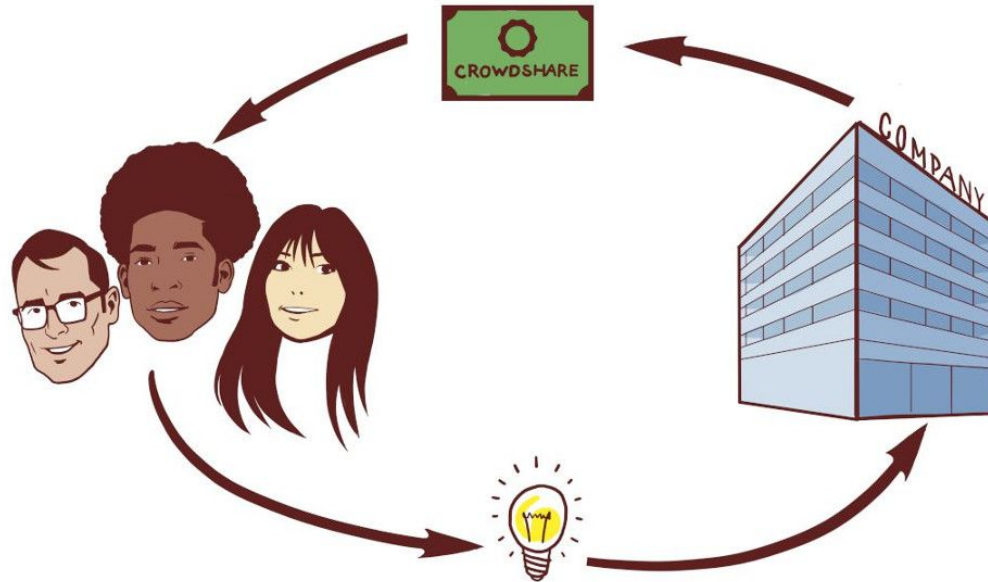Startups **have to give up ownership** to access capital

The public **cannot influence** the development of their favorite products

Our chance: There's no effective **C2B** application addressing this today

DEFINITION

Crowdholding connects the crowd with entrepreneurs, allowing them to give ideas and feedback for future revenue.
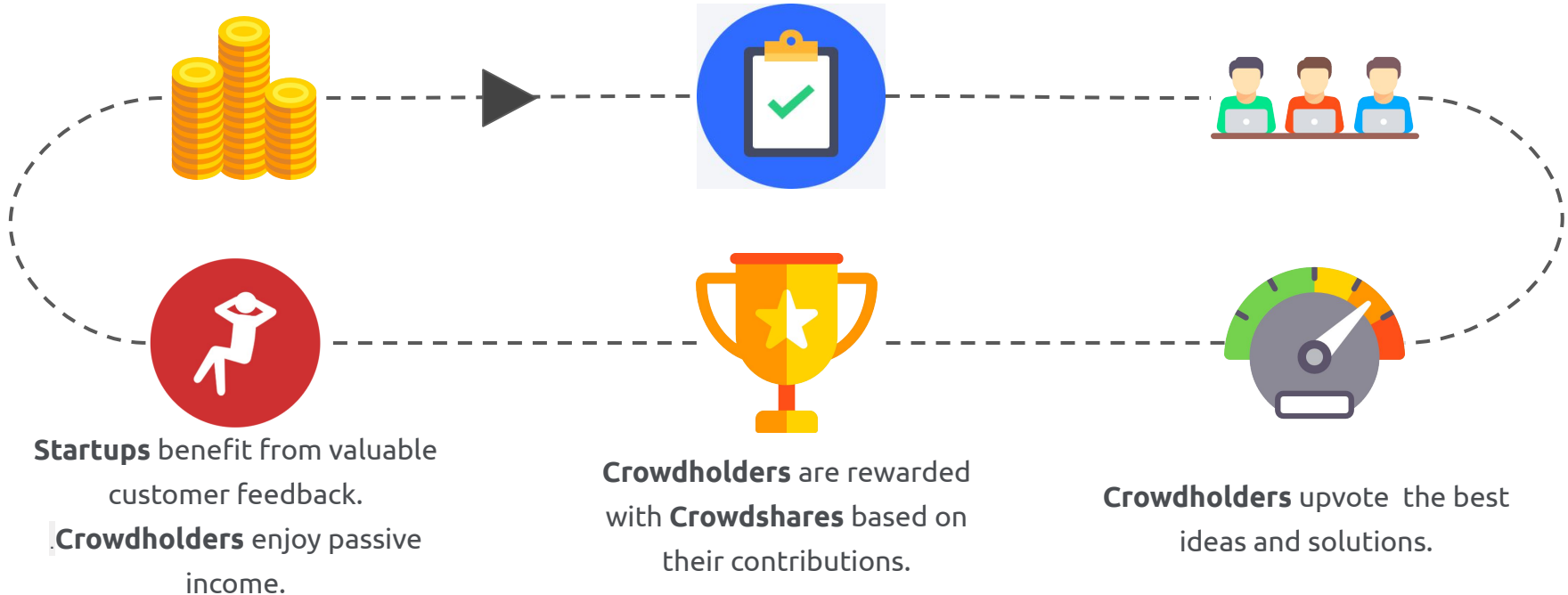
HOW DOES IT WORK?

Startups choose a percentage of revenue to be distributed as a reward. We call this **'Crowdshares'**.

Startups post tasks they want the crowd to discuss or solve.

Crowdholders contribute with ideas, solutions and feedback.

Startups benefit from valuable customer feedback. **Crowdholders** enjoy passive income.

Crowdholders are rewarded with **Crowdshares** based on their contributions.

Crowdholders upvote the best ideas and solutions.
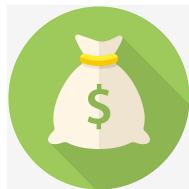
VALUE

FOR STARTUPS

Recruit a team and create a buzz

Connect with talented people and get the attention of your personal and professional social networks.

Build a relationship with early customers

Get to know the people who actually care about the problem you're solving.

Raise capital, preserve equity

Sell a portion of future sales in return for an investment and maintain 100% of an ownership.

FOR CROWDHOLDERS

Influence your Favorite Brands

Co-create products and services with companies you love.

Earn Extra Income

Receive cash and other rewards for your contributions and feedback.

Develop a Personal Brand

Develop a unique professional identity and showcase your work to hundreds of startups and people.

COMPETITION

No Direct Competition! We will obtain a key segment of the market faster than indirect competitors.
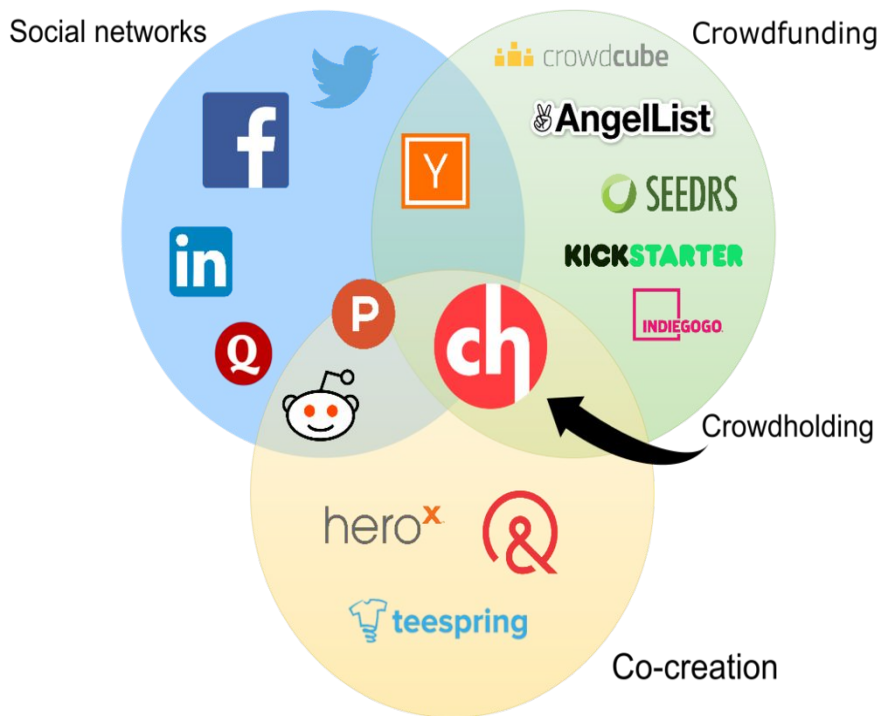
Co-creation Indirect:

- We take a share of a growing market with weak competition.

Crowdfunding Indirect:

- We are 1st movers in Revenue-based Crowdfunding.
- We offer to startups Lower cost of capital and No Loss of Control.

Social Networks Indirect:

- We use a Unique Virtual Asset (i.e. Crowdshares) which makes it very difficult for our indirect competitors like Quora and Product Hunt to switch from Ad Revenue Model to a Revenue-Sharing Model.

INDIRECT COMPETITION: CO-CREATION

	Bounty Innovation	Revenue Innovation	Microwork & Wisdom of the Crowd
What it is?	Community-led innovation platform	Community-led innovation platform	Microtasking, Collective opinions
How it works?	Collect ideas, opinions & feedback. Share with supporters small monetary prizes.	Collect ideas, opinions & feedback. Share future revenue with supporters.	Divide a project into several smaller tasks and share them between several people on the internet to perform such tasks.
Companies	BountyIT, Bountify, IdeaBounty (Failed: No idea-sorting mechanism in place)	Quirky (Failed: Wildly mismanaged as they handled everything from design & manufacturing to sales; Went bankrupt in 2015 with $10m paid to contributors)	A number of companies in categories such as: **Distributed Knowledge** (Digital Ignite, Deloitte Pixel, Launcht); **Crowd Creativity** (99design, crowdSPRING, Squadhelp); **Tools** (Feedback army, Gengo, User Testing); **Cloud Labor** (Freelancer, Guru, Hourly Nerd)
Why are we better?	We crowdsource the process and let the crowd vote for the best ideas/solutions.	To not stretch ourselves, we will serve as a mediator only, connecting creators with the crowd.	Usually only 1 person receives the benefits, while the rest receive nothing. We use a Leaderboard system that divides perks between all supporters.

INDIRECT COMPETITION: CROWDFUNDING

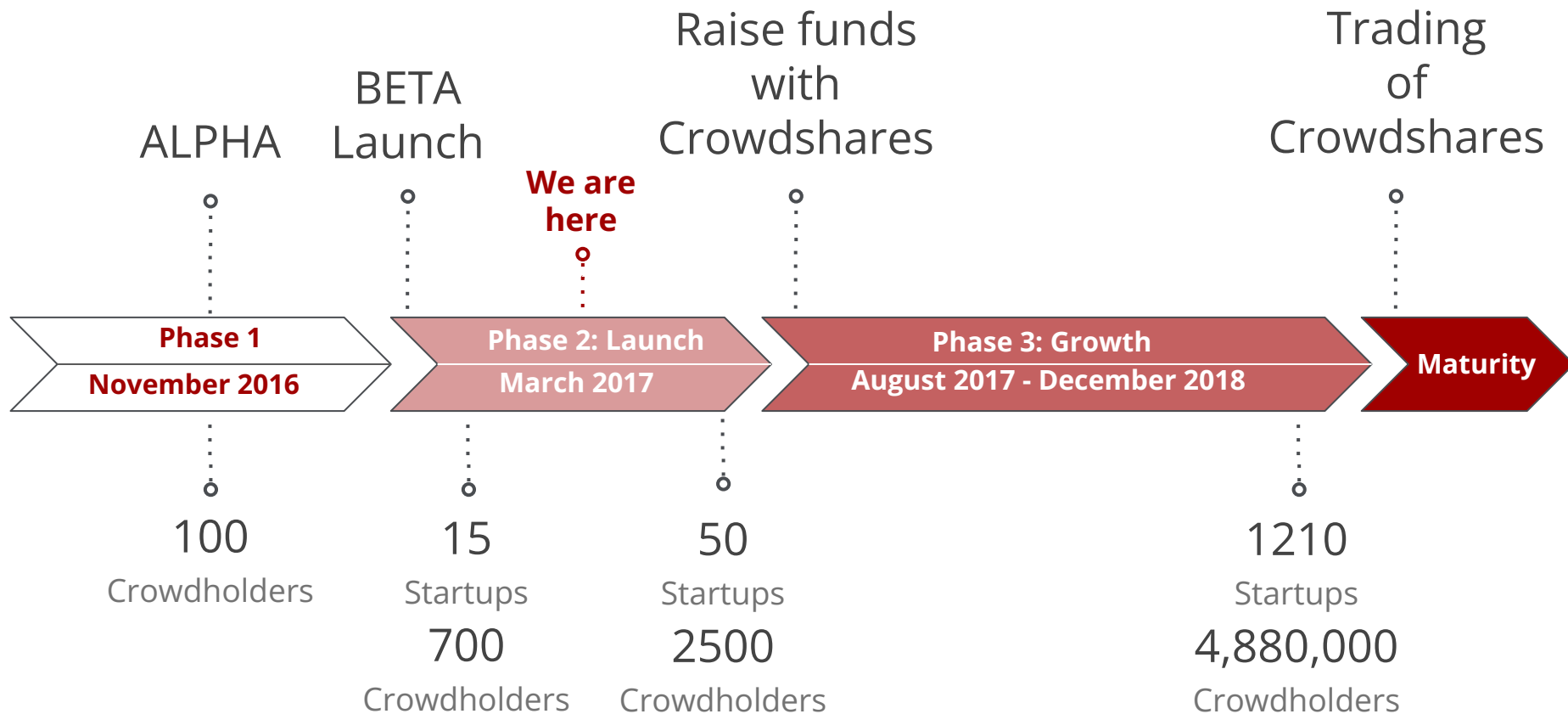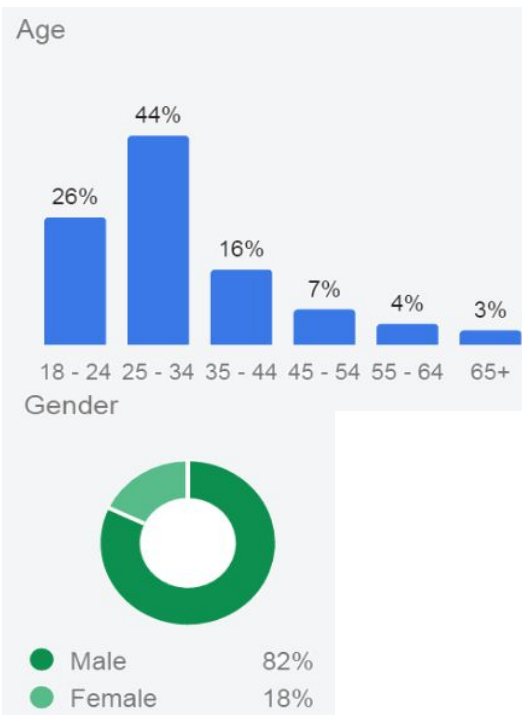|	Reward Crowdfunding	Revenue Crowdfunding	Equity Crowdfunding
What it is?	Alternative Finance	Community-led innovation platform	Microtasking, Collective opinions
How it works?	Raise funds by getting donations and investments from a large group of people.	Raise funds by sharing future revenue with supporters.	Raise funding in return for equity.
Companies	GoFundMe, Indiegogo, Kickstarter	Rundit (Not started), Appsfunder (Mobile apps only)	AngelList, CircleUp, Fundable
Why are we better?	We offer better means for communication between the project creator and supporters, thus making it easier to innovate.	1st mover advantage	We offer Lower Cost of Capital & No Loss of Control

TRACTION

Raise funds with Crowdshares

BETA Launch

Trading of Crowdshares

ALPHA

We are here

Phase 1	**Phase 2: Launch**	**Phase 3: Growth**	**Maturity**
November 2016	**March 2017**	**August 2017 - December 2018**	

100
Crowdholders

15
Startups
700
Crowdholders

50
Startups
2500
Crowdholders

1210
Startups
4,880,000
Crowdholders

TARGET USERS AND ACQUISITION

Target Group

Age

	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65+
	26%	44%	16%	7%	4%	3%

Gender

- Male   82%
- Female   18%

Launch	Growth	Maturity
Word of mouth & Viral, Referral Incentives, Shareable Website Content		
Direct Email ● Targeted opt-in email list ● Conference & Events lists ● Influencers, Bloggers & Researchers ● Personal lists	**Distribution Partners** ● Affiliate networks ● Mutual linking sites	**Internet Advertising** ● Adwords ● Youtube ● Facebook
Community Development ● Social groups on FB, Reddit, Quora and etc. ● Posts on relevant websites & Blogs ● Youtube news channel	**PR** ● Buzz marketing ● Company blog	
SEO ● Organic Search ● Optimized page markup	**Internet Advertising** ● Google ● Facebook	

MARKET

Ideal Customer Profile

Geo: USA

Employees: 2 -25

Investment: $50K - $100K (FFF)

Industries: Tech/FMCG brands/Health & Fitness

Early Adopter Profile (Users)

Age: 18-34
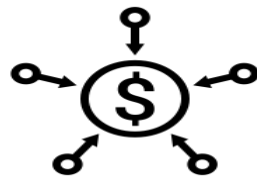
Language skills: English-speakers

Occupation: Student/entry-level job

Motivation: New skills/Join a Community/Recognition

$34.4bn
Total alternative finance volume

$6.5bn
US Crowdsourced market

10 million
SMEs in USA

150 million
Crowdsource Worldwide

MARKETING & SALES

3 Acquisition Channels

1. Organic Growth

- 41% of 7000 Unique Visitors
- 10% Signup Conversion Rate

2. Sales

- 10 Qualified Startup Demos/Month
- **75%** Post-demo Conversion

3. Marketing

- **40** Communication Channels
- Content Playbook

We've identified repeatable strategies to acquire new customers. We will iterate on those and double down on the winners.

Current Marketing Mix

AWARENESS

Youtube   Social Media   Presentations & Events   Journalists
Blog posts   Banner Ads   SEO   Interactive Media

CONSIDERATION

Adwords Search   Rewards   Guest Blogs
"Share" Buttons   Reddit&Quora

CONVERSION

Email   Online Chat
Remarketing

+PPC = 10x

REPEAT

Newsletters   Notifications
Affiliate   Ratings   Email

LOYALTY

Loyalty Rewards   Referral Bonus
Exclusive Content   Webinars & Consultations

REVENUE MODEL

Sharing Revenue

The Startups share with The Crowd a cut of Sales Revenue (i.e. Crowdshares) for feedback and ideas. We take **10%** of Shared Revenue (Similar to Quirky).

Raising Capital

The Crowd finances The Startups with money in exchange for a cut of Sales Revenue (i.e Crowdshares). We take **5%** of the Capital Raised (Similar to Kickstarter)

10% Shared Revenue

The Crowd

The Startups

5% of Capital Raised
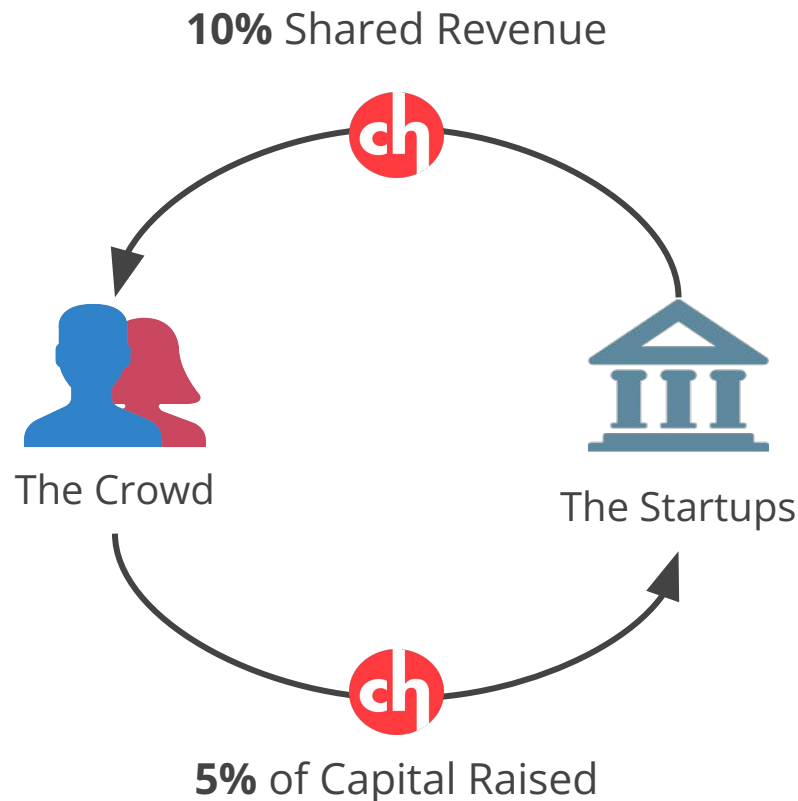
COMMITTED PROJECTS
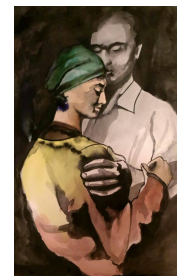
The Secret Donor

Marley Wildthing

TEAM

Ethan Clime
CEO

Serial entrepreneur, crowdfunded and ran projects for $500K+

Henry Ashley-Cooper
CPO

Former Designer and front-end developer at **SQLdep**

Rosario Colletti
CTO

Former Lead developer at **Opera & NetSuite**

Aleks Bozhinov
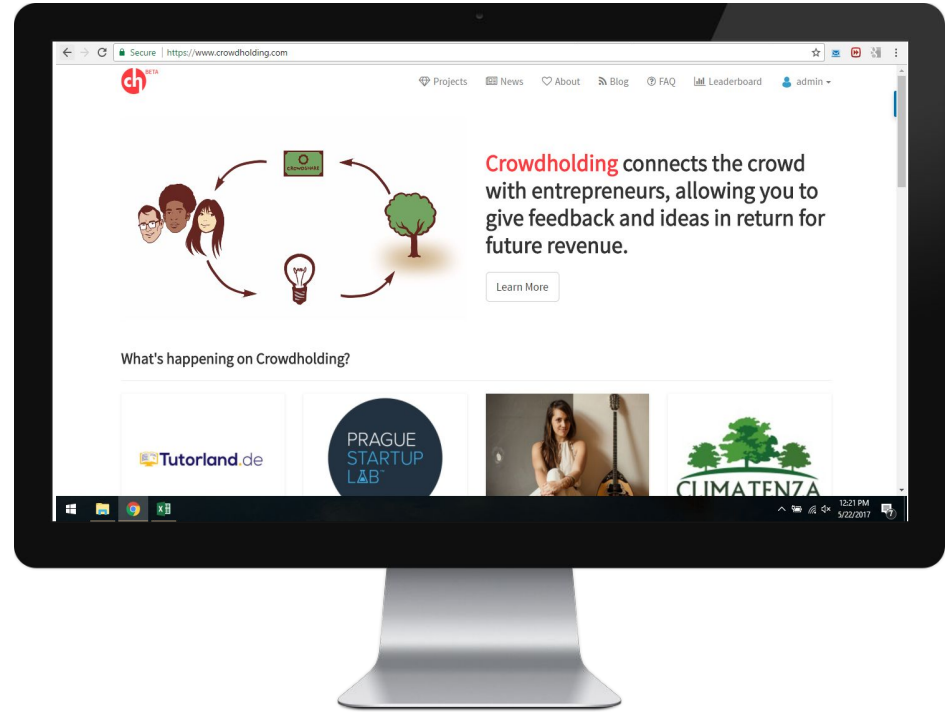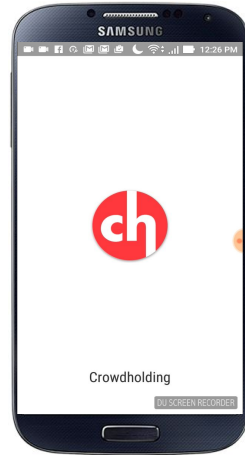CMO

Former Business Development Tactician at **Google**

Paolo Lacche
COO

Former Product Manager at **Skype & HP**

RAISING

$300k to test and launch our C2B innovation platform

Crowdholding

Crowdholding connects the crowd with entrepreneurs, allowing you to give feedback and ideas in return for future revenue.

Learn More

What's happening on Crowdholding?

Tutorland.de

PRAGUE STARTUP LAB

CLIMATENZA

Ethan Clime, CEO

+420 777 096 721
ethan@crowdholding.com
LinkedIn

Q & A

Team

Solutions

Market

Competition

Revenue Model

Financials

Alternative Revenue Streams

Appendix 3: DEALING WITH CROWDSOURCING LIMITATIONS

Lack of confidentiality

Processes and results of projects on Crowdholding are made available to someone only after agreeing to the Terms & Conditions of the Startups.

Hidden Costs

We will proactively screen all submissions for validity and intellectual property usage and therefore there are no additional time and financial costs.

Managing the marketplace

We will constantly monitor adherence to rules to prevent Crowdholders from cross-dealing with each other and to accommodate the large number of participants.

Workers are not bound to the task

Crowdsourcing participants are generally free to drop out of a project; However, there will be a requirement to reach a min amount of time/money before leaving.

Quality Control

As the Startups has little control over the methods used and the quality of results produced, we use the crowd to check the quality of work by upvoting for the best ideas & solutions.

Time and financial management

To deal with the enormous amount of time and effort required to manage a project, we will proactively send out analysis, insights and action plans for improvement.

Appendix 4: LIMITATIONS OF OTHER FINANCING

|	Bank Financing	Crowdholding	VCs
DILUTION	Required financial covenants and personal guarantees	Required financial covenants and personal guarantees	Board seat. VC favoured protective provisions
COST OF CAPITAL	Low (covenants)	Low (covenants)	High (no cap)
CONTROL	None (possible warrants)	None (possible warrants)	Board seat
REPAYMENTS	Fixed payment schedule	Fixed payment schedule	None, but exit
COMMON INTERESTS	As long as you don't default	As long as you don't default	VCs are hunting for massive exit at any cost
EXIT STRATEGY	Neutral	Neutral	Mandatory

Appendix 5a: PRODUCT PROTOTYPE

Home page
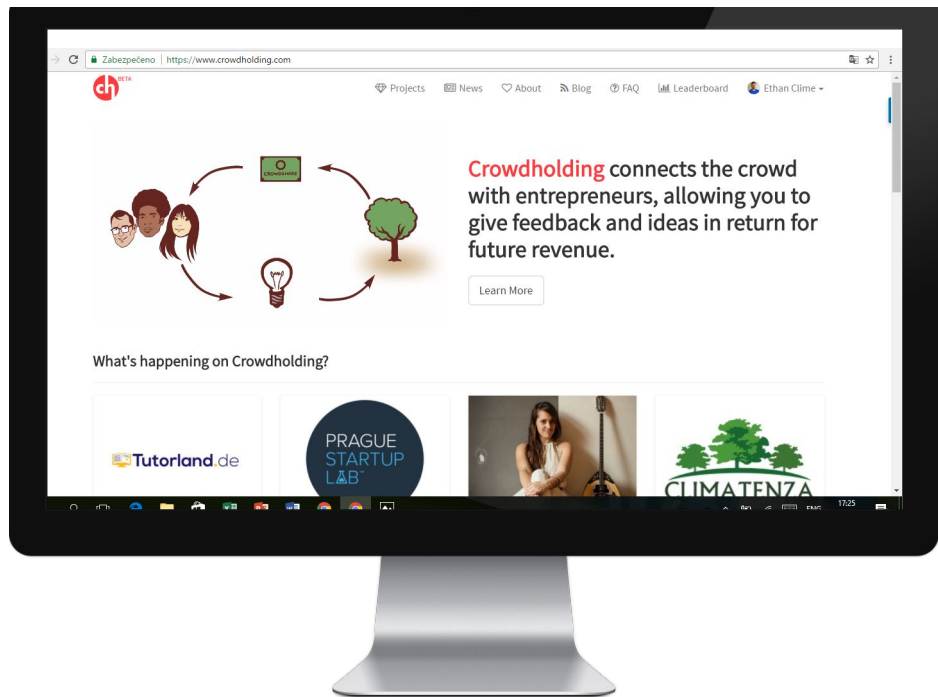
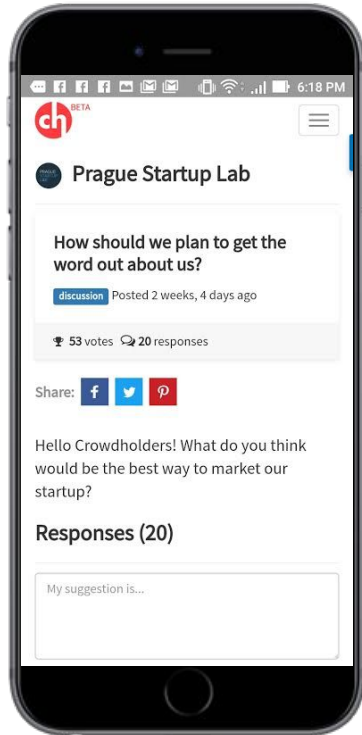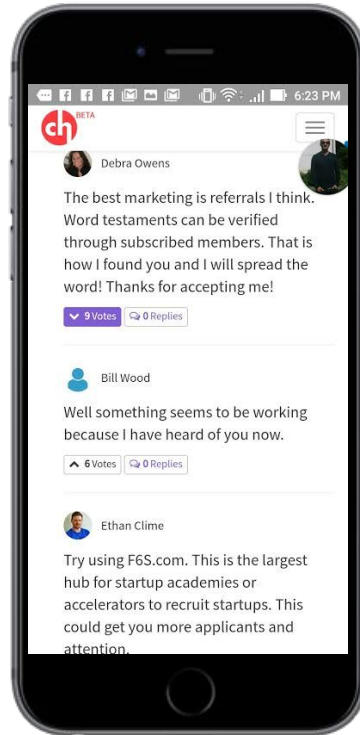View of all available and trending projects

Leaderboard
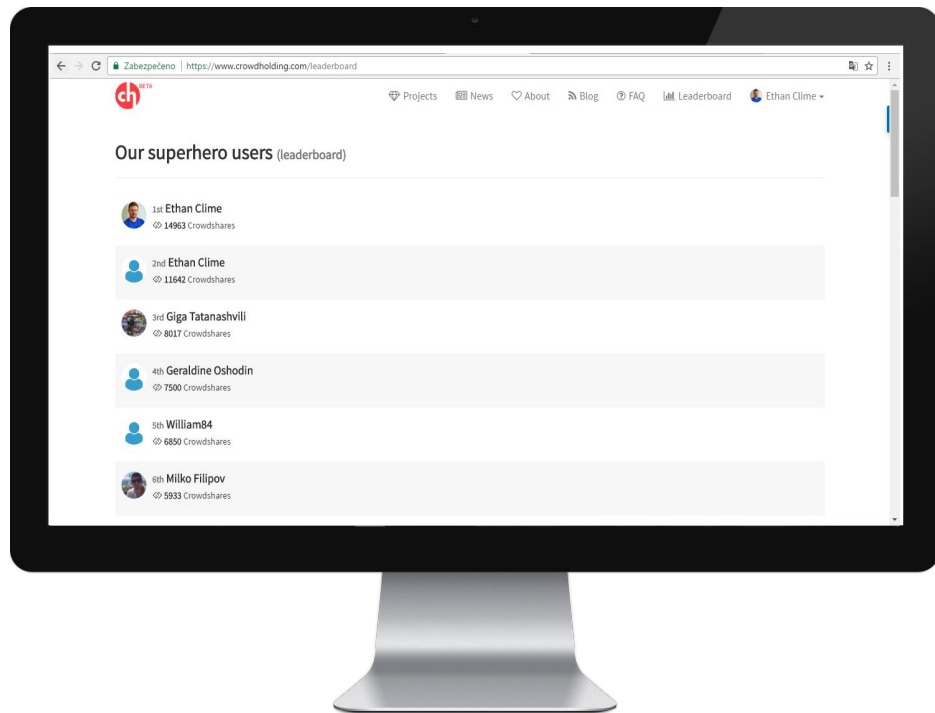
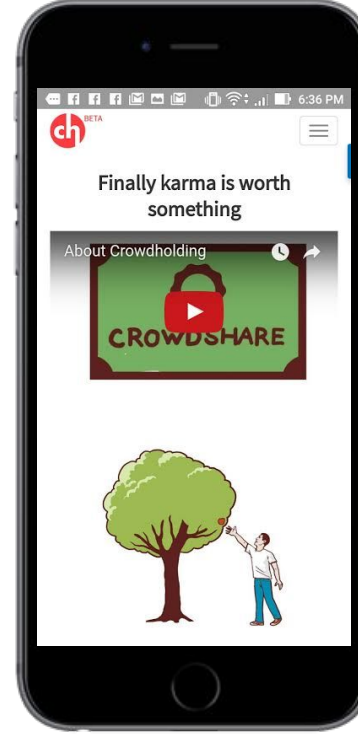Overview of the crowdholder ranking system

Appendix 5b: PRODUCT PROTOTYPE

Vote & Comment section

About Page
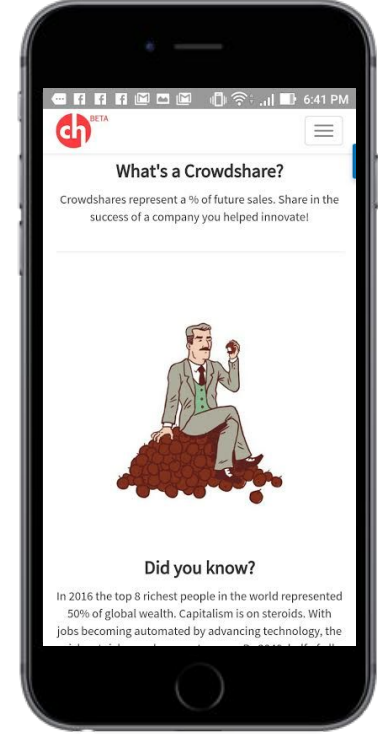
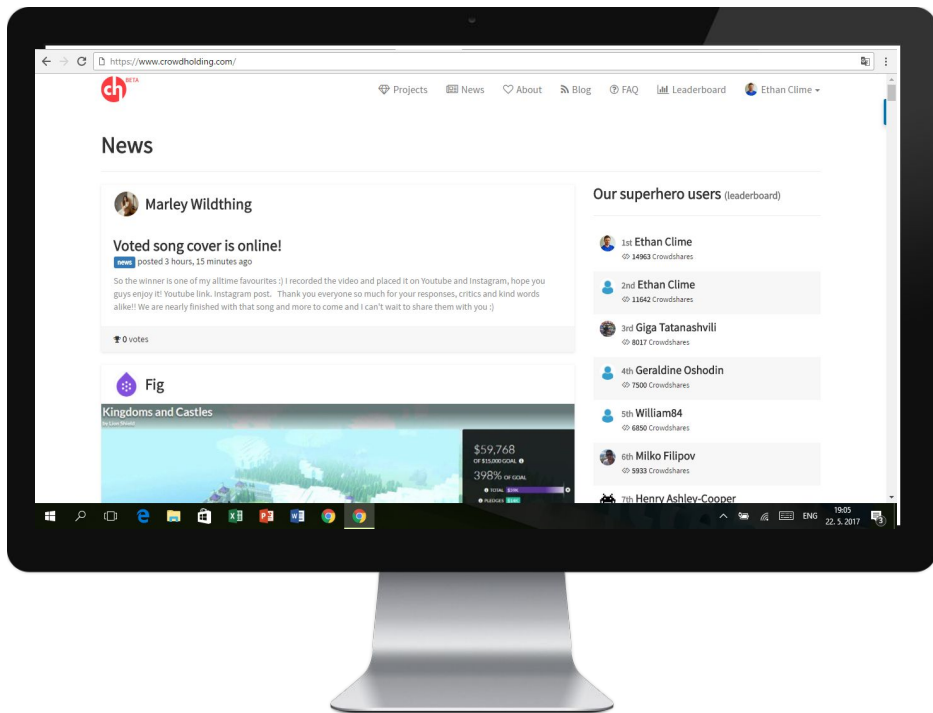

View of the easy way to vote for a favorite post

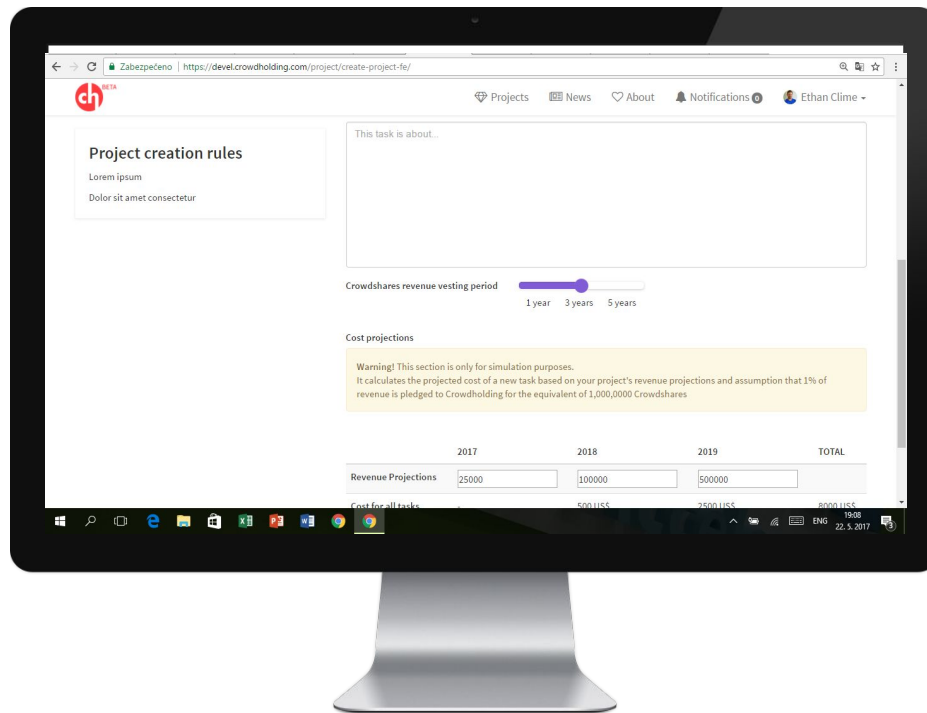Simple, to understand.Invest time, not money!

Appendix 5c: PRODUCT PROTOTYPE

Newsfeed

Easy overlook of all news posted in projects' one contributes to.

Project Creation Page

Fast and short upload of a new project. All requirements for new project are accessible on 1 page.

Appendix 6: ALTERNATIVE REVENUE STREAMS

	Bounty	SaaS	Advertising	% Holdings
What is it	Projects with a cash bounty ($1-10,000) used to incentivize Crowdholders' contribution.	Freemium model with premium paid features (Private analysis, branding, user data & etc)	Serve Premium Targeted Ads	Earn interest most likely 1% on all money held.
Target Group	Large companies looking to crowdsource microtasks/projects	Project creators in need for additional support and/or user analysis	Advertisers looking for targeted customer base & High quality user data	N/A

* Important note: these are all opportunities we are looking at while we focus and establish a solid proof of concept. We need to make sure our startup is flexible in any way, in case of a pivot

Appendix 7: BUSINESS DEVELOPMENT PROJECTION

Phase 1
Prototype

Completed

Tested for bugs with 50 users. Collected data on how the system functioned.

Phase 2
Beta Launch

In Progress; Date: **Early Spring**

Fully functional application with 10 startups participating in our Crowdholding system.

Phase 3
Crowdfunding with
Crowdshares

Not Started; Date: **Fall, 2017**

Selling of Crowdshares functional. Anyone can create a project and share revenue. Registered and vetted companies can in addition sell Crowdshares to raise funding for ideas.

Phase 4
Trading of Crowdshares

Not Started; Date: **Spring, 2018**

Crowdholders can now trade Crowdshares, completing our grassroots stock exchange concept using blockchain..

Appendix 8: IN THE NEWS

"That model, which is you crowdsourcing information and you learn it and then you sell it is in my view a highly likely candidate for the next **$100 billion** corporations." - Alphabet's Executive Chairman, Eric Schmidt.

Epazz launches **$1 Million** with Revenue-Share Crowdfunding Campaign With the Goal of Attracting Angel Investing Online to Its Investment Opportunities

85% OF THE 2014 BEST GLOBAL BRANDS HAVE USED CROWDSOURCING IN THIS DECADE:

Equity Crowdfunding   Royalties   Equity   Crowdfunding

Do royalties based crowdfunding portals still have to abide by the same rules for equity and debt?

Request ▾   Follow 2   Comment   Share   Downvote

Robert Hoskins, Mr. Hoskins is a seasoned crowdfunding veteran with a proven track record
Written Aug 13

There are zero royalty-based crowdfunding sites, so this is not really a relevant topic.

46 Views

Upvote   Downvote   Comment

85% of the 2014 Best Global Brands have used crowdsourcing in the last ten years (Source)

Crowdfunding Veteran @Robert Hoskins responds with an issue to a Quora request in August 2016.

Appendix 9: Media coverage