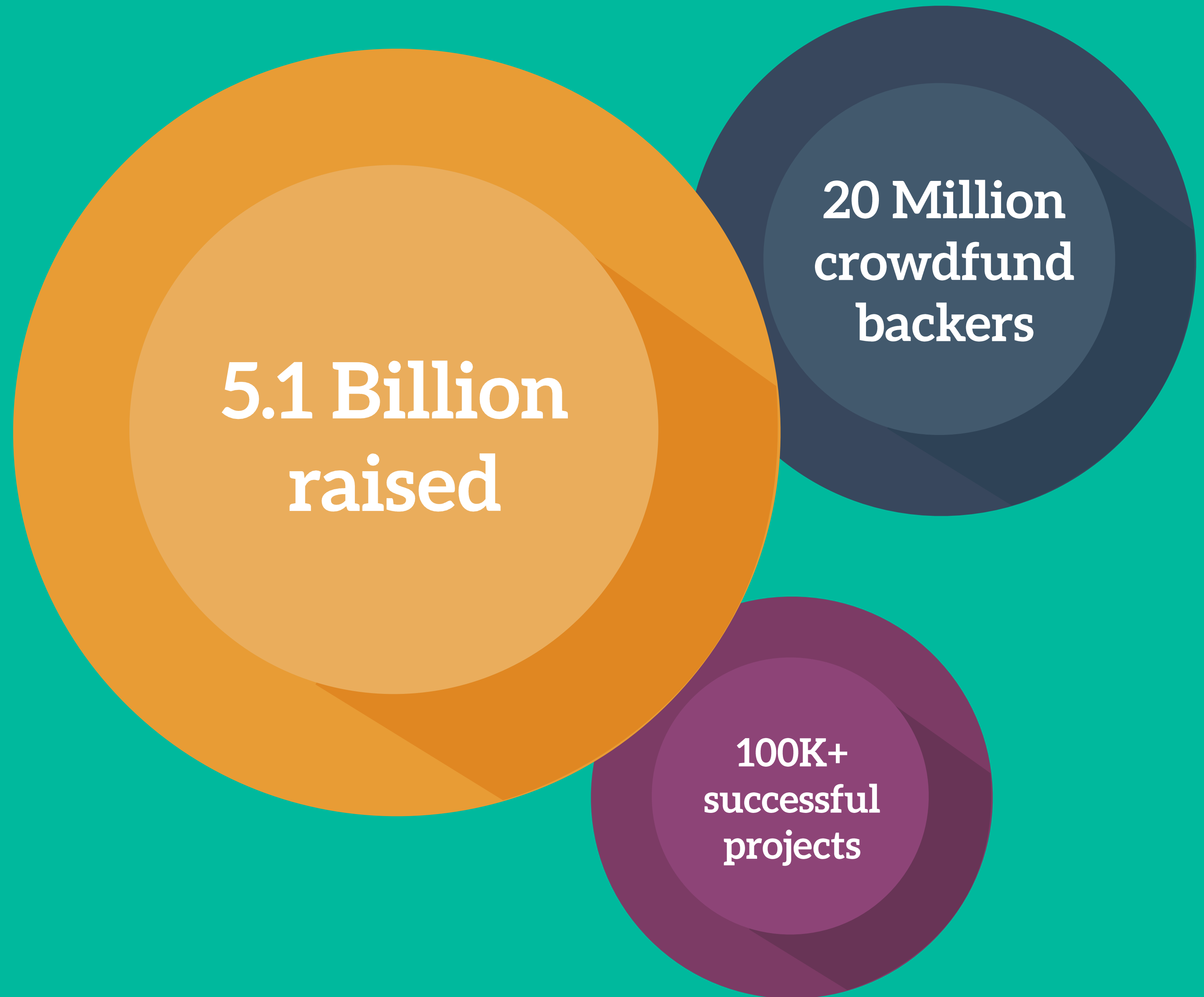




# LaunchKart

“Beyond the Campaign”

# The Market



## Market opportunity

The donations and rewards based crowdfunding grew 85% to \$1.4 billion in 2012 and constitutes 51% of the crowdfunding market. By 2025, the World Bank estimates crowdfunding volume of \$93 Billion.

# Market Problems



Many crowdfund creators struggle to find quality and trust-worthy manufacturer who can handle their production



After a successful crowdfunding campaign, customer attention rapidly decreases as the campaign is no longer alive



From “horrific” data management and administration tools on Kickstarter to shipment of rewards to backers, crowdfund creators have hard time focusing on the actual product development

**“75% of successfully crowdfunded projects do not deliver on time and some never deliver at all”**

# Our Solution

Hassle-free fulfillment services so that creators can focus on what matters the most

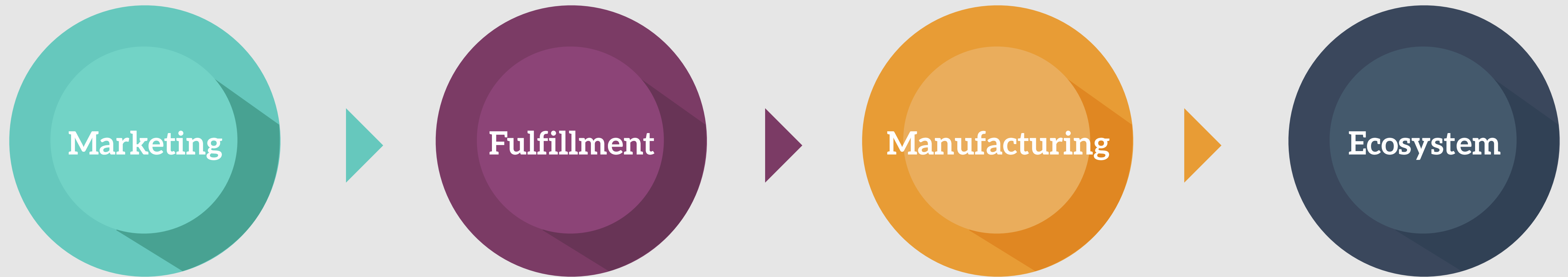


With our network of trustworthy manufacturers and vendors, no more frustration or fishy business



Assist creators in promoting their products and help people discover cool products

# Customer Acquisition



First, we will start as a storefront to market crowdfunded products and acquire our B2C customers

After a substantial customer base, we will then target B2B customers for fulfillment services

Once traction for B2B customers increases, we will provide a network of manufacturers and vendors to creators for supply chain management

Ecosystem of B2B and B2C customers complementing each other

# LaunchKart Team



**Edward Lee**  
Co-Founder



**Isaac Gritz**  
Co-Founder