
Weavler

Your Passion - Our Mission



WHY INVEST?

Invest in a dedicated team with the ambition to build a global business.

Our goal is to increase our company value sevenfold in 5 years.

Welcome to invest in us and our journey.

THE OFFER

Number of existing shares	11110
Maximum number of net shares to be issued	2609
Price / Share in SEK	1150
Maximum Investment / Subscription amount	3.000.000 SEK
Total # of shares after the new shares issue*	13719
Pre money valuation	12 800 000 SEK
The new shares' percentage of all shares	19%

* upon full subscription i.e all new shares are subscribed for.

NOT TO GET COCKY, BUT...

The artisans are our focus, and they feel it and know it.

It's because of them we're launching a online gallery
It's because of them we're launching the subscription service
It's because of them we're launching the reseller function.

We want their products to be in people's homes, all over the world.

That is why our motto is: "Your passion - our mission"

Their passion is to produce, our mission to help them sell.
Your passion to find handmade products, our mission is give that to you.

Weavler does it better.

COMPANY INFORMATION

Founded 2015 by Isabelle Edlund

Weavler employees 3 FTE's

Located in Stockholm, Sweden

Backed by Stockholm University Incubator

Investment lead by Innovestor

SU » INKUBATOR

inno
vestor



WHAT HAVE WE DONE?

For Artisans

- Webshop
- Portfolio
- Discounts
- Statistics

Weavler Admin

- Blog
- Ambassador feature
- Gamefication

A man with a beard, seen from the side, is drawing a wireframe sculpture of a human figure. The sculpture is made of many thin, black, curved lines that form the shape of a person's torso and limbs. The man is holding a black marker and is in the process of adding more lines to the sculpture. The background is a plain, light-colored wall.

WHAT ARE WE GOING TO DO?

Online Gallery

Investor login with statistics
and information
Review Products
FAQ



WHAT ARE WE GOING TO DO?

Reseller function

Subscription Function

Theme marketplace

Payment & Freight
integration



WHY DO PEOPLE CREATE?

- To sell and show creations
- It's their passion
- To create something unique

WHY DO PEOPLE BUY?

- To own unique things
- To buy high-quality items that are built to last
- Sustainable and ethical purchase
- Boosting a local economy
- To invest in up and coming artisans

HOW MUCH VALUE IS CREATED?

- USD 6.7 Billion market value, Contemporary Art ¹⁾
- USD 6.3 Billion in export, Art Crafts ²⁾
- Predicted to grow +12% until 2019 ³⁾



WEB SHOP

One-click-solution for opening a store and start selling products

Features

- Customizable design
- Theme marketplace
- User friendly
- Direct checkout
- Local payments methods
- Shipment
- Statistics
- Discount
- Tutorials

Target artisans:

- Silver and Gold maker
 - Furniture maker
 - Painters
 - Designers
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ONLINE GALLERY

We aggregate all products to a endless scrolling online Gallery.

Features

- Validated & curated products
- Searchable
- Categorized
- Dynamic
- Easy-to-purchase
- Direct checkout
- Secure
- User friendly
- Local payments methods
- Shipment

Target users:

- Supporters of local economies
 - Buyers of quality products
 - Buyers of unique products
 - Sustainable and ethical buyers
 - Collectors
 - Buyers who like to invest in upcoming artisans.
-



RESELLER FUNCTION

Like and show what you like and get commission per every sold item.

Features

- Validated and curated products
- Searchable
- Categorized
- Easy-to-purchase
- Direct checkout
- Secure
- User friendly

Target users:

- Bloggers
- Influencers
- People who are going to have a birthday, baby shower, getting married etc...

SUBSCRIPTION FEATURE

Subscribe to artisans products before they are released on the market

Features

- Subscription
- 24 Hours hold on products
- Door to door shipment service
- Interior decorator help
- Direct checkout
- Local payments methods

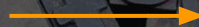
Target users:

- Agents
- Interior decorators
- Collectors
- Designers



PROBLEMS TO SOLVE

Point of sales



High PR cost in order to
attract buyers

Online gallery
products



High PR cost in order
to attract artisans

~~High PR cost in order to
attract buyers~~

REVENUE SYNERGY 1

The blogger/influencer creates a reseller store on the Weaver Platform, allowing him/her to "tag" and resell products from the Online gallery

ARTISAN

PROS

- Loves to create products
- Willing to give commission

CONS

- Struggle to create revenue
- Problems with reach
- Low technical skill

BLOGGER/INFLUENCER

PROS

- Want to get paid to show products
- No problems with reach
- Trusted

CONS

- Up to 81% never make USD100 yearly from blogging
- An elite few are influencer

~~High PR cost in order to
attract buyers~~

~~High PR cost in order to
attract sellers~~

REVENUE SYNERGY 2

Average Joe or Jane, is a Weavler ambassador. They meet a artisan, and tell the artisan to sign up, and the ambassador receives 5-10% commission for 3 months.

WEAVLER

PROS

- Technically advanced
- A strong revenue model

CONS

- High cost of PR
- No local presence

PEOPLE

PROS

- Want's to make money
 - Local
 - Worldwide
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REVENUE STREAMS

WEB SHOP

0%

ONLINE GALLERY

30%

RESELLER STORES

30%

- 5-10% to the reseller

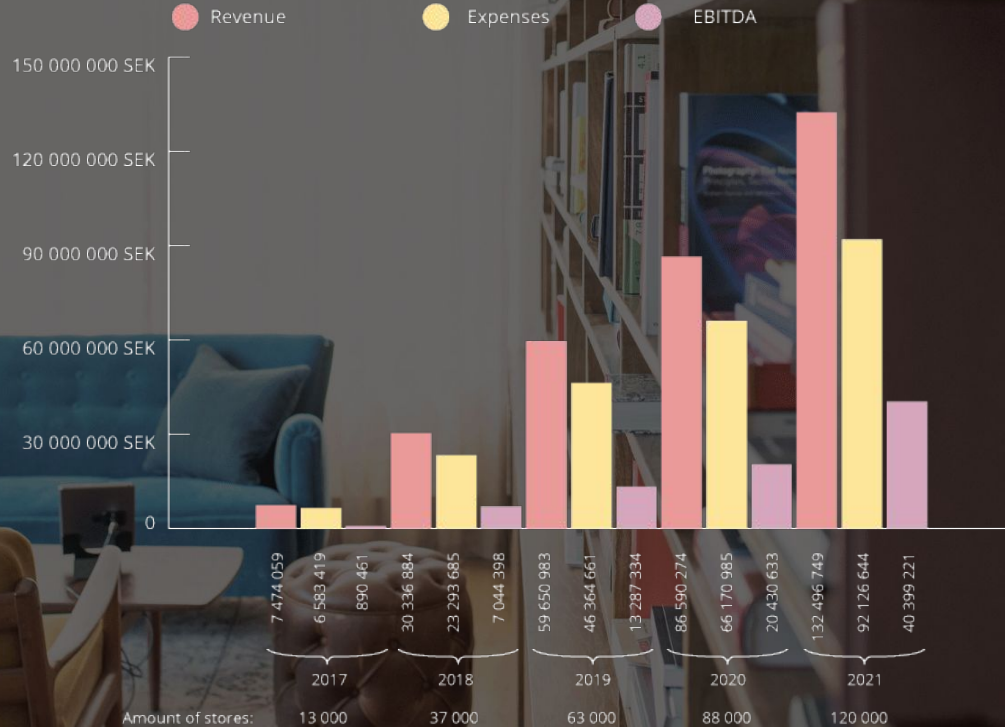
SUBSCRIPTION SERVICE

30%

+ Monthly subscription fee

REVENUE STREAMS







Graph is based on a slow growth rate.



Not included in the graph:
Reseller Function
Subscription Service



COMPETITORS

	Similarity	Cost	Revenue
	<ul style="list-style-type: none"> One-click-Webshop User friendly Marketplace 	<ul style="list-style-type: none"> Cost per feature used 10% commission 	<ul style="list-style-type: none"> 16 Million SEK 125.000 Stores
	<ul style="list-style-type: none"> One-click-Webshop User friendly 	<ul style="list-style-type: none"> 9USD - 179USD/month 	<ul style="list-style-type: none"> USD 1 Billion 276.000 stores
	<ul style="list-style-type: none"> Marketplace 	<ul style="list-style-type: none"> 3,5% commission (+transaction fee) 0.20USD per product. 	<ul style="list-style-type: none"> USD 1 Billion 1.6 Million sellers
 Saatchiart	<ul style="list-style-type: none"> Marketplace Curated 	<ul style="list-style-type: none"> 30% commission 	<ul style="list-style-type: none"> No public information
 Artnet	<ul style="list-style-type: none"> Marketplace 	<ul style="list-style-type: none"> Subscription USD 30-1176. Marketplace 	<ul style="list-style-type: none"> USD 19.2 Million
	<ul style="list-style-type: none"> One-click-Webshop User friendly Reseller function Subscription function Curated 	<ul style="list-style-type: none"> 30% commission No cost per function (All included) 	

TEAM



Isabelle Edlund
CEO & Founder

Born 1983. Background in Social Media and Market Strategy. Loves to capitalize on big dreams and creativity.



Dan-Børre Hansen
COO & Co-founder

Born 1983. Often says "Coffe?" Loves the Lean toolkit and is a people manager.



Peramanathan Sathyamoorthy
Software Engineer & Co-founder

Born 1987. Sunbathe enthusiast. Loves all the technical aspects of making a product work.



CURRENT FINANCE

Raised and invested until now:	1.676.000 SEK
Current Burnrate:	100.000 SEK
Forecast 1 year:	890.000 SEK (EBITDA)
Forecast 3 year:	13.287.000 SEK (EBITDA)
Forecast 5 year:	40.399.000 SEK (EBITDA)



CONTACT INFORMATION

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