



SAMPLE COMPANY

A Powerful Platform for Funding and Bringing Business Ideas to Life

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SAMPLE COMPANY

Sample Company is an internet platform connecting innovators with business ideas to small investors while providing expert guidance, fostering worker cooperatives, and promoting sustainable & socially impactful businesses.

Our Vision & Mission

Sample Company is an innovative fintech start-up that links visionaries with small investors and accredited professionals to form enduring worker cooperatives. With a commitment to enabling entrepreneurs and cultivating a beneficial social influence, the platform redefines the process through which business concepts materialize.

Mission



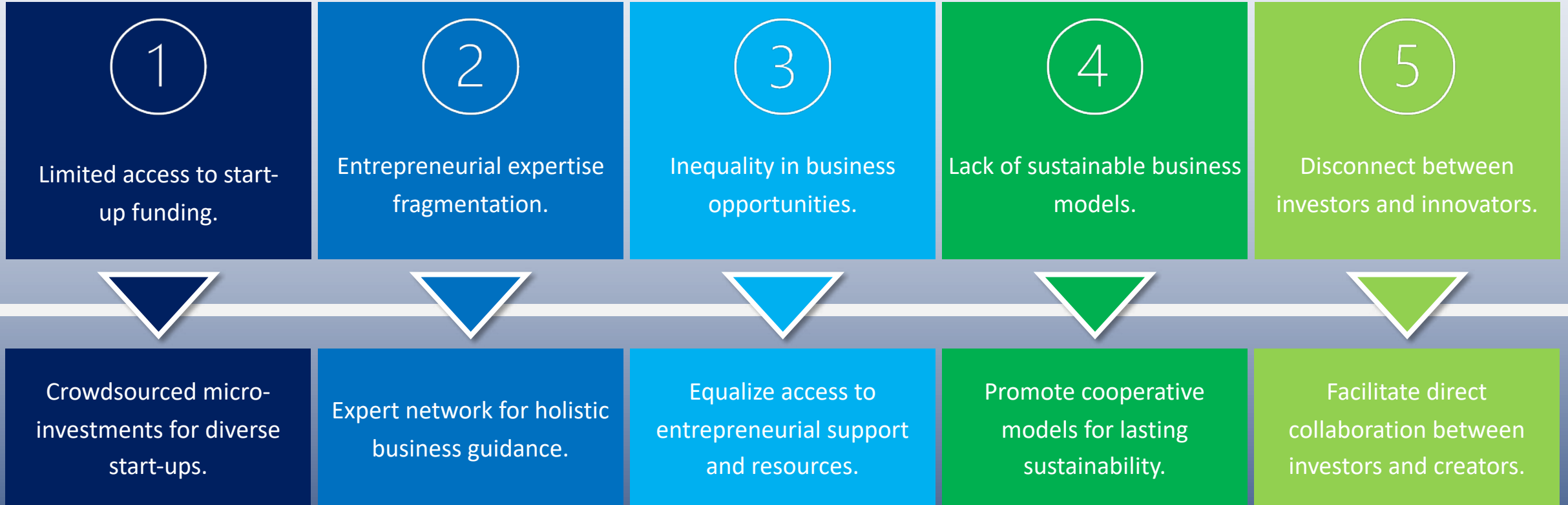
Our mission is to facilitate collaboration among entrepreneurs, investors, and experts to create sustainable worker cooperatives through our fintech platform, driving innovation and positive social change for a brighter, equitable future.

Vision



Our vision is to be the foremost catalyst in transforming the entrepreneurial landscape into an inclusive hub for nurturing, funding, and realizing innovative business ideas through collaborative efforts. By advocating worker cooperatives, we envision universal entrepreneurship, boundless collaboration, and enhanced societal well-being woven into every business endeavor.

Our Solutions to Industry Problems



Why Now?

The evolving business landscape calls for innovative investment models that align with sustainability goals, presenting a timely opportunity for our impact-driven platform.

The convergence of technology and social consciousness enhances our ability to connect visionaries and investors globally, enabling us to seize this moment for positive change.

With a rising demand for ethical and cooperative business structures, our platform responds to the current climate by offering a dedicated space for enterprises committed to both profit and purpose.

As the world faces escalating challenges, the urgency to foster collaborative ecosystems grows, underscoring the relevance of our platform in catalyzing meaningful change and addressing pressing societal needs.

Our Target Market is Large & Growing



* Source: Statista

Primary Competitors



SAMPLE COMPETITOR 1



SAMPLE COMPETITOR 2



SAMPLE COMPETITOR 3

Sample Competitor 1 Crowdfunding Platform

- **Focus:** Supporting creators and innovators in raising funds
- **Approach:** Utilizes an all-or-nothing funding model – 100% investment or nothing at all
- **Services:** Facilitates funding for creative projects, product development, and business concepts
- **Weaknesses:** Limited scope beyond crowdfunding; all-or-nothing model's potential drawbacks; increased competition due to global recognition.

Sample Competitor 2 Comprehensive Online Platform

- **Focus:** Assisting entrepreneurs and start-ups with crucial services
- **Approach:** Offers company formation, legal consulting, accounting aid, and digital tools
- **Services:** Geared towards simplifying business management and ensuring compliance
- **Weaknesses:** Limited global presence; might not cater to diverse industry needs; potentially high costs for start-ups.

Sample Competitor 3 Online Networking Platform

- **Focus:** Connects start-up founders with other partners
- **Approach:** Facilitates connections between entrepreneurs seeking co-founders
- **Services:** Dedicated to fostering partnerships and building strong founding teams
- **Weaknesses:** Sole focus on co-founder connections; success tied to user base; limited control over co-founder commitment.

Competitive Advantages



I. Expertise Network

Our platform boasts a curated community of accredited experts across diverse fields, providing unparalleled guidance to entrepreneurs at every stage of their venture, setting us apart as a comprehensive resource for well-rounded business development.

II. Inclusive Funding

By democratizing investment through micro-contributions and connecting with small investors, we empower a wider spectrum of innovators to access funding, creating a distinct advantage in fostering a diverse range of impactful projects.

III. Sustainable Model

We prioritize the formation of worker cooperatives, offering a unique edge in promoting socially responsible and environmentally sustainable business practices, setting us apart as a platform dedicated to fostering ethical and enduring ventures.

Our Value Proposition



Transforming Ventures

Sample Company serves as a dynamic platform that empowers visionary entrepreneurs to transform their concepts into reality. By facilitating access to expert mentorship, diverse funding avenues, and a dedicated focus on worker cooperatives, we enable innovators to establish ventures that drive sustainable change.



Fostering Collaboration

We champion inclusivity in the workplace by championing the growth of worker cooperatives, where ownership and decision-making are shared among team members. This collaborative approach harnesses diverse talents and perspectives, cultivating thriving co-ops that cultivate a profound sense of dedication and ownership.



Seasoned Expert Guidance

Our platform offers entrepreneurs invaluable mentorship from accredited business experts throughout their entrepreneurial journey. From honing business strategies to implementing sustainable practices, our experts play a pivotal role in propelling the success and expansion of worker cooperatives.



Investing with Impact

Sample Company provides investors the opportunity to back ventures with a positive social footprint. By investing in worker cooperatives and socially responsible endeavors, supporters become integral to a transformative movement that advances a fairer, more sustainable future for all stakeholders.

Strategic Objectives



Phase II – Intermediate Objectives

- **MVP Beta Testing:** Engage with a select group of potential users for comprehensive feedback and refinement of the platform's user experience.
- **Brand Awareness Campaigns:** Invest in targeted marketing efforts to build anticipation and recognition, utilizing social media, industry events, and partnerships.
- **Prepare for Soft Launch:** Fine-tune the platform based on beta testers' input and finalize operational processes for the upcoming launch phase.
- **User Training and Onboarding:** Develop intuitive onboarding materials and resources to ensure users have a seamless and informed experience upon platform launch.



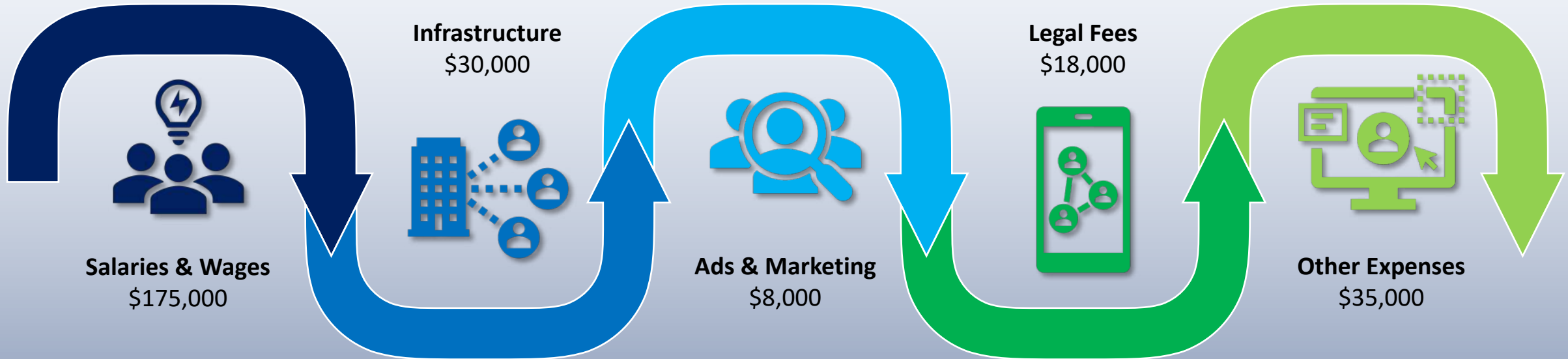
Phase I – Short-Term Objectives

- **Assemble a Dedicated Team:** Gather a team of skilled individuals who will collaborate to bring the Sample Company project to fruition.
- **Establish Partnerships and Secure Funding:** Identify and engage with partners and investors from various business segments, including accounting, legal, marketing, and web development, to support and enhance the platform's operations.
- **Attract Initial Membership:** Aim to reach 100 members who believe in the vision of Sample Company and are willing to participate in its mission.
- **Raise €100,000 in Funding:** Secure financial support from both members and investors, totaling €100,000 to kickstart the platform's development and initial projects.

Phase III – Long-Term Objectives

- **Platform Launch:** Introduce the fully developed platform to the public, showcasing its robust features, collaborative ethos, and transformative potential.
- **Aggressive Sales & Marketing:** Execute comprehensive marketing campaigns, leveraging digital advertising, content creation, and influencer partnerships to drive user acquisition.
- **Key Performance Indicators (KPIs):** Establish and monitor metrics such as user engagement, investment volume, and cooperative success rates to measure platform effectiveness.
- **Continuous Refinement:** Gather user feedback, iterate on platform enhancements, and implement technological advancements to maintain a cutting-edge user experience.

Funding Required For Development



Notes

Our objective is to obtain an initial investment of **\$266,000**, in exchange for a **10% equity stake**. Owners will contribute an additional \$30,000. Funds will be allocated toward startup expenses (**\$200,000**) and assets (**\$66,000**) to help scale our platform in our first target markets.

Pre-Money Valuation	\$2,000,000
Funding Round Preferred Shares	\$200,000
Post-Money Valuation	\$2,000,000

Financial Assumptions



Unit Economics - Company Funding Revenue						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
New Companies	40	160	300	500	9,000	10,000
Total Companies	40	200	500	1,000	10,000	10,000
Revenue Per Company	11,750	7,250	13,800	11,240	11,100	13,106
Revenue	470,000	1,450,000	6,900,000	11,240,000	111,000,000	131,060,000

Notes

Revenue per company is derived from the following:

Ownership Share and Dividends:

- The company holds a 7% ownership share in every newly founded workers' cooperative.
- Cooperatives pay dividends annually based on their performance and profitability.

Platform Fee:

- The company charges a 3% platform fee on the funds raised in every funding round (rounds 1-5).
- This fee covers administrative costs and the provision of resources to cooperatives.

Share Selling Fee:

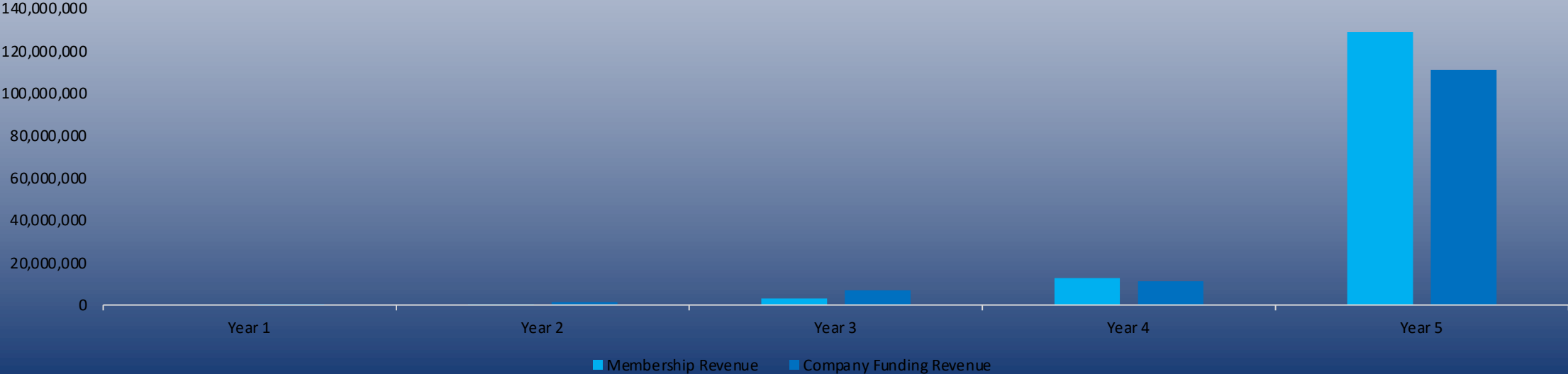
- During rounds 1 to 2, the company charges a 10% selling fee on shares that investors sell over the platform as the workers' cooperative progresses through the funding rounds.
- During rounds 3 and 4, the company charges a 7% selling fee on shares that investors sell.
- In round 5, the selling fee decreases to 3% to encourage long-term investment.

This model emphasizes a slightly higher ownership share for the company, a lower platform fee to attract more fundraising activity, and adjusted selling fees that encourage sustained investment in the cooperative.

Financial Assumptions



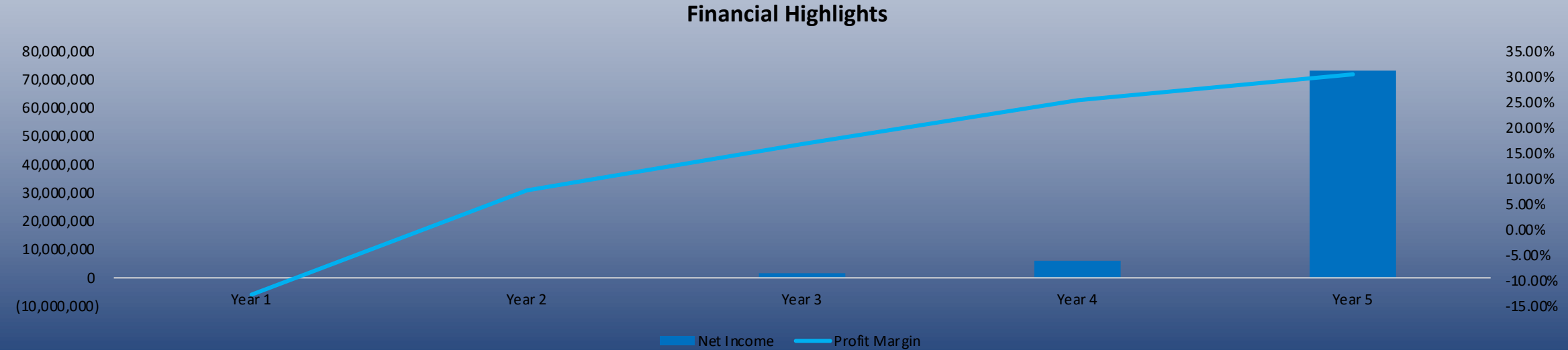
Unit Economics - Membership Revenue						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
New Members	12,000	10,000	220,000	760,000	9,000,000	10,002,000
Total Members	12,000	22,000	242,000	1,002,000	10,002,000	11,280,000
Application Fee	1	1	1	1	1	1
Application Fee Revneue	12,000	10,000	220,000	760,000	9,000,000	10,002,000
Monthly Membership Price	1	1	1	1	1	1
Membership Revneue	144,000	264,000	2,904,000	12,024,000	120,024,000	135,360,000
Revenue	156,000	274,000	3,124,000	12,784,000	129,024,000	145,362,000



Financial Output



Financial Highlights						
	Year 1	Year 2	Year 3	Year 4	Year 5	5 years
Revenue	684,750	1,724,000	10,024,000	24,024,000	240,024,000	276,480,750
Gross profit	684,750	1,724,000	10,024,000	24,024,000	240,024,000	276,480,750
EBITDA	(83,250)	188,000	2,344,000	8,664,000	86,424,000	97,536,750
Net Income	(87,250)	132,748	1,680,900	6,094,340	73,123,460	80,944,198
Gross margin	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
EBITDA margin	-12.16%	10.90%	23.38%	36.06%	36.01%	35.28%
Profit margin	-12.74%	7.70%	16.77%	25.37%	30.47%	29.28%





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