

# WE THE PEOPLE

THE BEST FROM CROWDFUNDING

FUNDED GLOBAL PTE. LTD.

April 2019

## Executive Summary

### We The People Founding in Singapore

The **We The People** business concept, strategy, and brand was developed by **Funded Pte Ltd (Funded)** a Singapore corporation in September 2016. A team of four young creators and entrepreneurs, with experience in Kickstarter campaigns opened a retail store offering products successfully funded on the Kickstarter Crowdfunding platform. By the end of 2017, WTP had 5 stores in select locations throughout the Island. We The People combines their retail with an online sales channel and pop-up events held in malls, They also frequently hold conferences and exhibitions. While they started with only 14 Kickstarter products in the 1st Store, We The People now houses a selection of over 170 crowdfunded brands, representing over 500 Innovative products. **The WTP Collaborative System** was developed to promote a creator ecosystem through their **Pillars of Success**, which results in strong relationships with creators and consumers, insight to invaluable industrial knowledge, access to new and/or exclusive product(s), and a global presence

### Pillars of Success

- Retail & Events
- E Commerce
- Livefunding™
- FCBC™
- Education

### Global Expansion – Funded Global

The Founders vision was to expand their creator ecosystem to support creators and innovators in the development, funding, and distribution of innovative new products around the world. **Funded Global Pte. Ltd. (Funded Global)** was formed for the purpose of global expansion through the sale of franchises, licenses, and rights to the We The People brand and WTP ecosystem. Funded Global purchased the rights to the We The People brand and system from Funded.

### United States Market Expansion – Model and Training Center Opened

Funded Pte Ltd tested the USA market with a popup store in St. Louis, Missouri USA from November 2018 to January 2019, and officially opened a corporate owned Store in St. Louis on March 1, 2019 to be used as a model and training center by Funded Global to launch the Franchising system in the U.S. in March 2019.

## USA Franchising

Consultants and Legal Advisors were engaged by Funded Global in 2018 to prepare franchise disclosure documentation for the filing, and for the operations of franchises in select States. Funded Global is targeting offering franchises in March 2019. In 2019 Funded Global's goals are to offer franchises in the States of Texas, North Carolina, Georgia, Missouri, Tennessee, New York, California, Hawaii and Illinois. Funded Global established Funded USA LLC, a Nevada limited liability company, to conduct business operations in the USA. It is wholly owned by Funded Global.

## SouthEast Asia Market Expansion – Malaysia Flagship Store

Funded Global successfully tested the Malaysia market in the latter part of 2018 holding two popup events in malls in Kuala Lumpur. A Malaysia Franchise was sold as a result of the test and a We The People flagship store opened in Kuala Lumpur, Malaysia. The Franchisee will retail products throughout Malaysia with popup events, online sales, and additional stores where feasible. The flagship store was opened in December 2018. Funded Global received its first franchise fee and is receiving 5% royalty on the revenues.

## Asia Expansion

Funded Global is in discussions with potential partners in China, India, and South Korea on the licensing of the business in the aforementioned locations.

## Global We The People Events

Funded Global is organizing an event company to manage We The People popup Events around the world to be operated under the direction of Funded Global management. Events will be organized in malls and at exhibitions around the globe to retail product and sponsor **Livefunding™** and creator events. The initial market focus will be on Southeast Asia and China.

### Funded Pte Ltd

- Owns and operates WTP Singapore
- Owns a majority interest in Funded Global Pte Ltd, a Global Franchise Subsidiary
- Licensed "We The People" Brand, Marks, and We The People Collaborative System to Funded Global
- Owns 100% of Funded WTP LLC which owns and operates the St. Louis store.



### Funded Global Pte Ltd

- Owns and Operates WTP Global Franchise Operation
- Administers Licensees, Master Franchisees/Developers, and Franchise Outlets
- Manages global warehouses and logistics (US & China)
- Raise financing and capital for global expansion
- License "We The People" Brand, Marks and WTP Collaborative System to Funded USA, and to Joint Venture Partners in Asia and Europe



### Funded USA LLC

- Provide training and management of Franchise operations in the USA
- Franchises "We The People" Brand, Marks, and WTP Collaborative System to Franchisees in the USA

## Sales and Marketing Strategy

“We The People” or “WTP” in short, was originally the only physical chain of stores in the world to exclusively retail products funded by the community on Kickstarter. Hence, breaking the first barrier and allowing anyone to see, touch, feel and purchase these products on the spot. The store aims to be a platform for all stages of ideas, from education to concept, crowdfunding and fulfillment, retail and distribution, and capital funding for growth. **WTP** firmly believes that amazing ideas don't have to come from big companies. Anyone can create an awesome product. WTP is independent and not affiliated with the crowdfunded platforms on which products offered were funded. Products are sourced directly from creators and/or distributors of crowdfunded products. WTP was founded by four crowdfunding fans and serial creators who live and breathe innovation. WTP has developed a business strategy and concept for success referred to as the “**WTP Collaborative System**”, which includes their **Pillars of Success**



## Retail & Events



Flagship Store, Millenia Walk, Singapore

Flagship Store, St Louis, USA

Event held at Millenia Walk, Singapore

We The People Stores have been commended endlessly for it's one-of-a-kind concept. We take crowdfunding to the next level by strategically utilising our Retail front as the backbone to our **Pillars of Success**

At We The People Stores, creator's products are shown with the utmost of care and attention to Branding, and the unique selling points of their products. All of We The People's staff are trained with the best knowledge, and offer the highest quality service. With our techniques, We The People is able to achieve the best sales and experience for our customers, and our creators



## E-Commerce

*The Largest Collection of the best that crowdfunding has to offer*



Games



Apparel



Travel



Bags



MOGICS Power Bagel V2 - Share the Power, Save the Space

\$69.90SGD

Color

Black

Qty

-

1

+

Add to Cart

Buy it now

To reinforce our retail presence, customers also have the option of shopping, or staying updated on **Livefunding™** and **FCBC™** through We The People's Website and Social Media



## Livefunding™

*Taking Retail & Crowdfunding one step further*



Overbooked at Millenia Walk, Singapore



Zendure Supertank at Millenia Walk, Singapore



MOFT at Millenia Walk, Singapore

Designed for creators, by creators, our first and one-of-a-kind **Livefunding™** takes Crowdfunding to the next stage, by giving ongoing campaigns a physical space, for consumers to see, touch, and feel latest innovations. Since its inception in early 2017, We The People has supported over 40 different projects from all over the world through **Livefunding™**.

**Livefunding™** provides consumers with an endless supply of the coolest and latest projects that are LIVE across the globe. Having the physical prototypes in the Store for a LIVE project also creates a unique bond between Creator and Consumer i.e. the trust factor. This in turn fosters trust and people's faith in Startups



For Creators By Creators

*Supporting Creators & Entrepreneurs globally*



FCBC™ at We The People Store, St Louis, 12 Dec 2018



FCBC™ at Babson College, Boston, 25 Oct 2018



FCBC™ at Civic Hall, New York, 25 April 2019

We The People was founded with the vision to create a hub for creators to have access to the resources needed to support their ideas and find success in local and international markets. Our **"For Creators, By Creators" (FCBC™)** mission means that unlike other retailers, we seek to partner with you to provide you with training, a network of potential local and international backers, and a global creator community to support you in addition to providing you with an immediate retail channel for your creations. During these events, we hear from the best of the best on their experiences and know-hows, from Crowdfunding to Global Launching.



## Education

*Enabling the Future Generation*



We The People at NYP, Millenia Walk, Singapore



KIPP at We The People Store, St Louis, USA

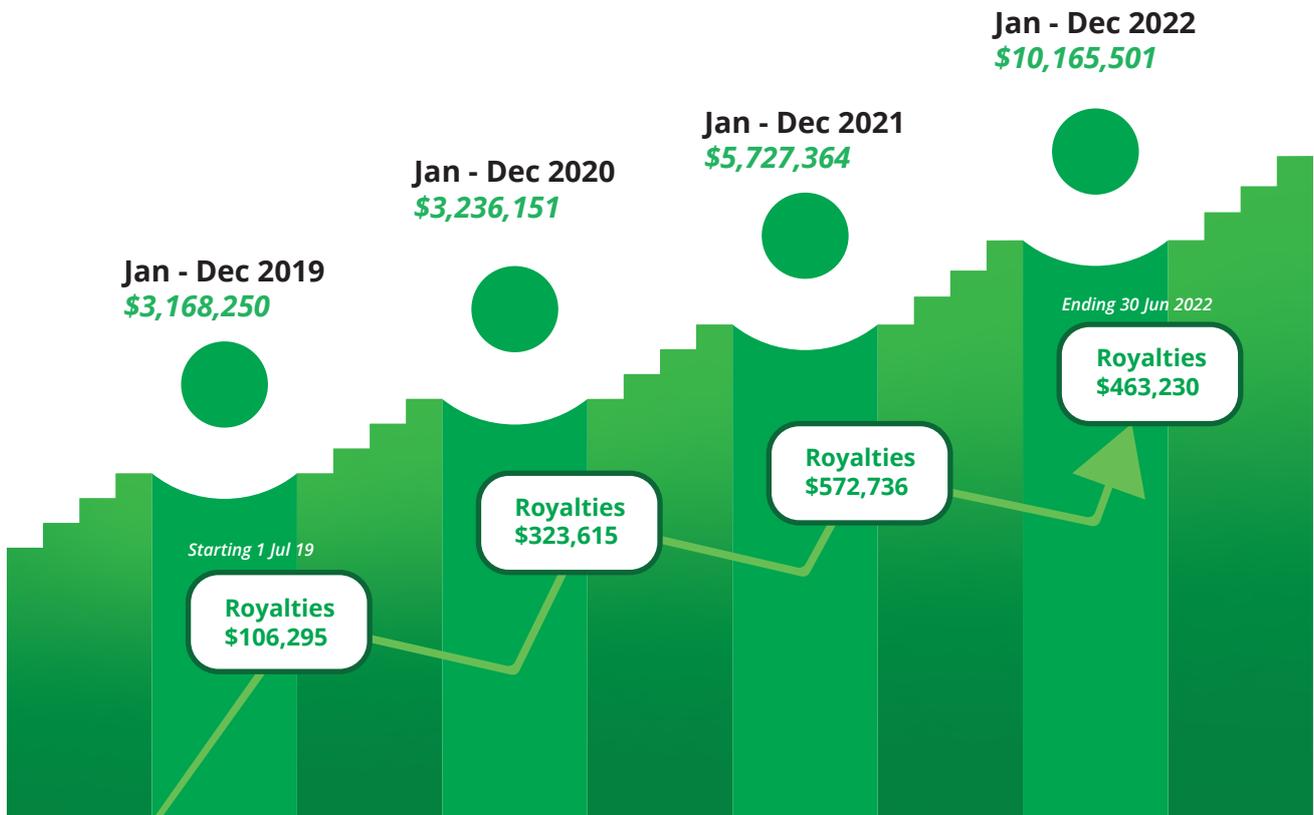


NYP at We The People Store, Millenia Walk, Singapore

In conjunction with **FCBC™**, We The People actively reaches out to Colleges and Universities with the goal of inspiring the next generation of entrepreneurs, and to equip them with Industrial knowledge that isn't taught in school. We share our real life experiences and skill sets to inspire and empower the Future Generation to make a impact in society or in their respective industries.

# Projections & Growth

1 Jan 2019 - 31 Dec 2022



## Financial Projections for ILO

Under the terms of the Initial License Offering, Funded Global ILO Owners will receive a 10% royalty paid on a quarterly basis based on the following revenues

1. Revenues received from Franchisees/Licensees in the form of 5% of the total revenues earned.
2. Revenues from Franchise fees paid for territories and for the rights to open a store.
3. Revenues from the We The People Event Company in the form of revenues from markups
4. Gross revenues from the corporate stores owned by Funded Global (Sales minus cost of goods sold).
5. Revenues from the 5% management fee paid to Funded Global by Funded from the total revenues earned by the Singapore Stores

## Financial Projections of Funded Global Pte Ltd - Initial License Offering Period Projections beginning January 1, 2019 to December 31, 2022

\*Note that ILO royalty payments will take effect from July 1, 2019 to June 30, 2021.

	Jan-Dec 2019	Jan-Dec 2020	Jan-Dec 2021	Jan-Dec2022
<b>Projected Revenue</b>				
<b>ASIA/Singapore</b>				
• Franchise/License Fees & Royalties	\$279,340	\$687,560	\$1,072,170	\$1,742,900
Adm & Mgt Fees				
<b>United States</b>				
• Franchise Fees & Royalties				
Adm & Mgt Fees	\$431,730	\$1,329,438	\$3,095,917	\$6,301,967
<b>Global Event Royalties</b>	\$35,000	\$112,500	\$130,000	\$170,000
<b>Total Franchise/License/Events Revenue</b>	<b>\$711,070</b>	<b>\$2,016,898</b>	<b>\$4,168,087</b>	<b>\$8,044,867</b>
Advertising Fund Revenues	\$18,180	\$89,079	\$312,184	\$718,801
USA Corporate Store (Net Revenues)	\$375,000	\$957,674	\$1,057,093	\$1,166,833
Revenue from 5% Mgt Fees Singapore Stores	\$29,000	\$60,000	\$60,000	\$65,000
<b>Total Revenues</b>	<b>\$3,168,250</b>	<b>\$3,236,151</b>	<b>\$5,727,364</b>	<b>\$10,165,501</b>
<b>ILO Sales</b>	<b>\$2,000,000</b>			
<b>Projected Expenses</b>				
<b>Projected ILO 10% Royalty Payment</b>	<b>\$106,295</b>	<b>\$323,615</b>	<b>\$572,736</b>	<b>\$463,230</b>
Warehousing and Distribution costs	\$60,000	\$434,884	\$1,674,355	\$3,928,342
USA Franchise HDQ	\$27,000	\$36,000	\$36,000	\$36,000
Salaries - Offices/Directors/Employees	\$405,000	\$280,000	\$455,000	\$690,000
Travel, Training, Event Operations	\$130,000	\$460,000	\$780,000	\$1,100,000
Accounting, Legal, Consulting	\$175,000	\$100,000	\$100,000	\$100,000
ILO Fees	\$125,000	\$25,000	\$25,000	\$25,000
Marketing & Advertising	\$292,200	\$430,977	\$748,871	\$1,294,668
Purchase of License Rights for WTP	\$250,000			
Marketing and Franchise Consulting fees 2018	\$150,000			
Funded USA Capitalization	\$50,000			
Development of POS & LIVE Funding Systems	\$250,000			
<b>Total Expenses</b>	<b>\$1,914,200</b>	<b>\$1,906,860</b>	<b>\$3,839,226</b>	<b>\$7,034,010</b>
<b>Investment in Corporate Stores</b>	<b>\$600,000</b>			
<b>Projected Retained Profits</b>	<b>\$654,050</b>	<b>\$1,329,290</b>	<b>\$1,888,138</b>	<b>\$3,131,491</b>
<b>Projected Reserve for Re-Purchase of ILO units</b>		<b>\$800,000</b>	<b>\$800,000</b>	<b>\$400,000</b>

\*The above projections are based on the potential revenues and expenses from the operation of the franchise and license business formed by Funded Global Pte Ltd, a Singapore Corporation, formed in March of 2018 a startup business with limited operation to date. Projected Revenues and Expenses are based on Funded Global Pte Ltd Management's assumptions. The projections have been made based on the experience of management in the operation of "We The People" Stores by Funded Pte Ltd in Singapore and the financial performance of the subject stores between September 2016 and August 2018. Projections of the potential number licensees, franchisees, and developers is based on the advice of experts in franchise development, marketing, and the number of inquiries from potential business partners who have contacted Funded, requesting the opportunity to joint venture, partner, or franchise the "We The People" business concept, that was developed by Funded Pte Ltd of Singapore. Projections are made based on estimates only and no guarantee of success or actually reaching the projections as presented herein can be provided by management and should not be implied. The investment in the Funded Global Pte Ltd is at risk of loss.