



WWW.EQUITY.PITCHIN.MY

TIPS TO PITCH YOUR ECOMMERCE COMPANY FOR CROWDFUNDING



BY SAM SHAFIE, CEO, PITCHIN





ABOUT PITCHIN



WHO ARE WE

Professionals - Lawyers, Bankers, Entrepreneurs,
Programmers



WHY

Alt-Fundraising



WHAT DO WE OFFER

Reward and Equity Crowdfunding.
Raised close to a 1 mil on reward
crowdfunding and more than 4.4 mil
on equity crowdfunding



DEVELOPMENT

2 record breaking campaigns on
equity crowdfunding. The fastest
- Kakitangan.com raised RM1.5
mil in 24 hours and the largest
investor base - Babydash, 131
investors

“

**ECF GIVES ACCESS
TO A NEW GROUP
OF INVESTORS
WHO WILL BE
GREAT ASSETS TO
A BUSINESS**

TIM DRAPER, VC

”



TIPS TO PITCH YOUR ECOMMERCE COMPANY FOR CROWDFUNDING



1

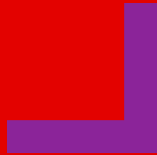
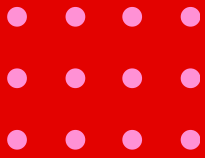
**HOW'S YOUR
BUSINESS DOING?
GET YOUR HOUSE
IN ORDER.**





2

START PREPPING A FUND RAISING DECK





3

**GET A
VALUATION**





4

**CHOOSE THE
RIGHT PLATFORM
THAT SUITS YOU**





5

**INVEST TIME AND
RESOURCE TO
GUARANTEE A
QUALITY CAMPAIGN**





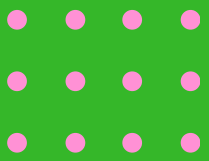
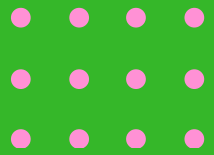
6

**HAVE/GET/FIND A
LEAD INVESTOR
(PREFERABLY BUT
NOT NECESSARILY)**





SHOW MOMENTUM





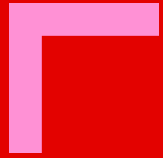
**ENGAGE THE
CROWD - WHAT'S
IN IT FOR THEM**

KEY TO SUCCESS

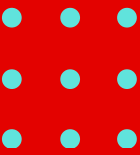
**PITCHIN
CROWD**

**YOUR
CROWD**

**CUSTOMERS
NEW & EXISTING**



KAKITANGAN.com



TOTAL COMPANIES

2000 to 6000



TOTAL EMPLOYEES

12000 to 30000

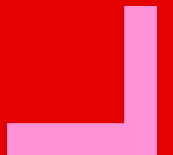
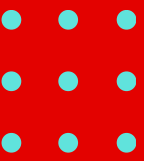


DEVELOPMENT

Paid Companies UP 3.5x

Paid Employees UP 5.7x

Amount of Payroll processed last
month UP 7.5x





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**THANKS FOR
YOUR TIME!**



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