

EQUITY CROWDFUNDING

VC FUNDING ISN'T FOR EVERYONE

PRIVATE MARKET INVESTING IS EXCLUSIONARY

RAISING FROM VCS

Network

If you don't know investors, you won't raise money

Deck + Legal Fees

Seed to Series A + can easily run from \$5000 to \$30,000 or beyond

Signaling

Create “hotness” of the deal

Diligence

A lot of questions, specific for each VC, time consuming to answer them.

Hours of calls

Founders have to meet with each and every investor personally and multiple times.



ARE YOU AN ACCREDITED INVESTOR?

Most people are not.



Have a net worth exceeding \$1 million individually or combined with a spouse



Hold a Series 7, 65 or 82 license



Have earned income exceeding \$200,000 during the last two calendar years.

EQUITY CROWDFUNDING

A WAY FOR STARTUPS TO RAISE
CAPITAL BY SELLING SHARES TO
A LARGE NUMBER OF INVESTORS



THE COMMUNITY ROUND



AN EMERGING INDUSTRY

A horizontal timeline with four circular markers. The first marker is at the far left, the second is to its right, the third is further right, and the fourth is at the far right. Each marker has a vertical line extending upwards and downwards to text boxes. The text boxes are arranged in an alternating fashion: up, down, up, down.

April 2012, JOBS Act created the United States' equity crowdfunding industry.

June 2015, Title IV (Reg A+)
Large companies can crowd source capital from non-accredited investors

May 2016, Title III (Reg CF) .
Early-stage startups can crowd source offerings up to \$1 million within 12 months

March 2021, Reg CF limit was raised to \$5M

REG CF

USE CASES

- 1 Capture investments from community
- 2 Bridge or extension round
- 3 Partial allocation in a larger round
- 4 Seed round
- 5 Gain new customers



SMALL BUSINESSES, FILMS, CPGS

Not suitable for VC, but
strong community

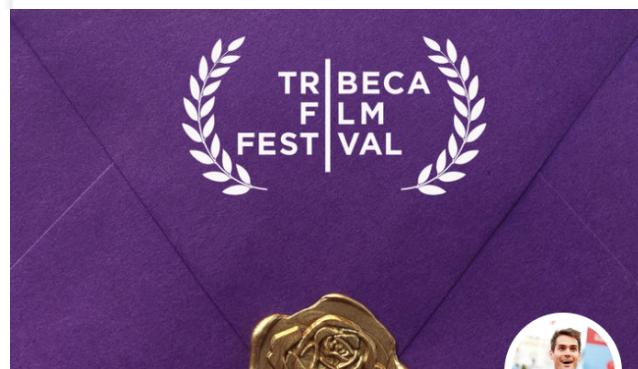


Seven Acre Dairy Company

**Restore a historic Wisconsin
cheese factory, with dining,
dairy, lodging & more!**

November
2022

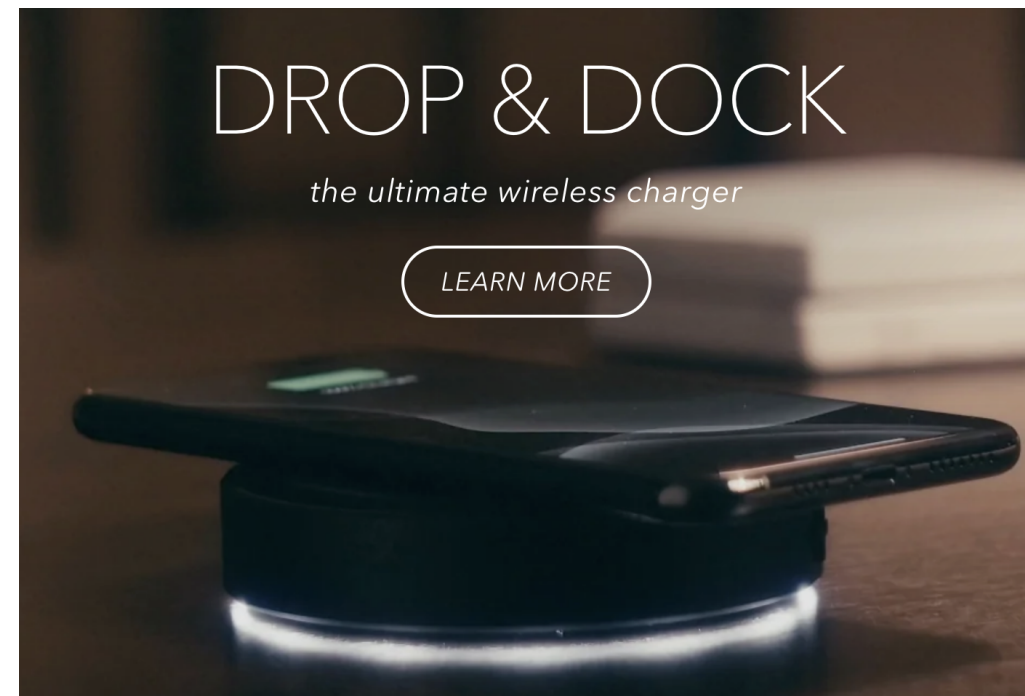
Raised \$129,870 on
Wefunder



The Beta Test

**Join the New Film by
SUNDANCE and SXSW Winning
Filmmakers**

Jul 2019 Raised \$350K on Wefunder



VENTURE BACKED STARTUPS

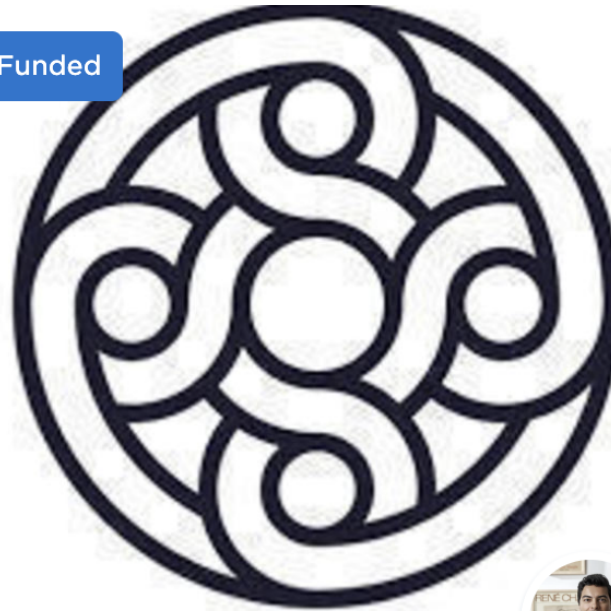


Goldbely

Legendary food from across the country, shipped to your door

Sep 2013 Raised \$61K on Wefunder

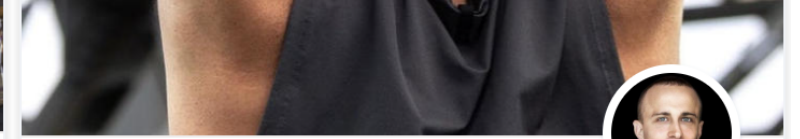
Funded



Mercury

Banking stack for startups*

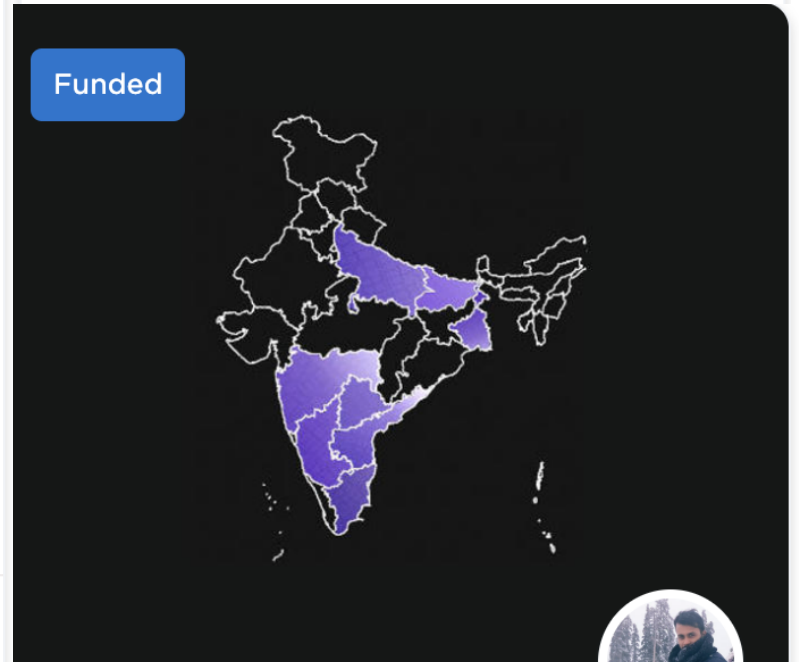
October 2021 Raised \$4,914,037 on Wefunder



Levels

Biowearables that improve your metabolic health

February 2022 Raised \$5,011,564 on Wefunder



Funded



Landeed (YC S22)

India's fastest property title search engine

WHAT A REG CF CAMPAIGN LOOKS LIKE

1

All Regulation CF raises must occur entirely through a single SEC/FINRA registered broker-dealer or funding-portal.



seedinvest



Republic

start
engine

WHAT A REG CF CAMPAIGN LOOKS LIKE

2

A company must draft and file a Form C with the SEC before proceeding with their raise.

The U. S. Securities and Exchange Commission (SEC) has a three-part mission: Protect investors.

Form C: discloses in detail the terms of the offering, the company's business and any and all important related information.

PART I: THE BASICS

General Information

Officers, & Directors

Terms

Lead Investor

Under Review

PART II: DETAILS

Access Codes

Perks & Early Bird

Past Raises

Use of Funds

Risks

Cap Table

Financials

Prior Communications

PART III: LAST STEPS

Financial Narrative

FINAL REVIEW

FOUNDER SIGNOFF

LAUNCH

What is your company's legal name?

What kind of company is it?

- ☐ Corporation
- ☐ S Corporation
- ☐ LLC
- ☐ Public Benefit Corporation
- ☐ Sole Proprietorship
- ☐ Partnership
- ☐ 501(c)(3) Non-Profit

In which state is it organized?

When was it incorporated or organized?

How many **full-time** employees are there now?

Where is the company headquarters located?

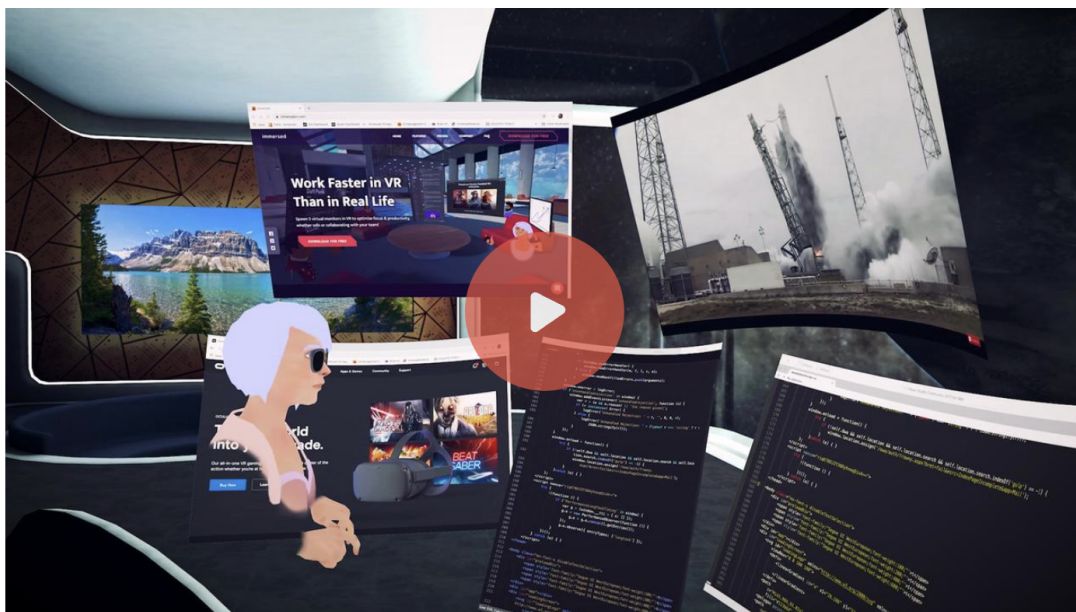
WHAT A REG CF CAMPAIGN LOOKS LIKE

3

Create a campaign page

IMMERSED

VR Offices (Partnered w/ Facebook, Microsoft, and HTC!)



immersedvr.com Austin TX



Technology

B2B

AR & VR

Minority Founder

OVERVIEW

UPDATES 4

WHAT PEOPLE SAY 928

ASK A QUESTION 127

Highlights

- 1 💰 Renji (CEO) was selected as 2021's Forbes 30 Under 30 & was a software leader in Fortune 500 Co's!
- 2 📄 Partnership with Facebook, HTC, & Microsoft, rolling out to millions of AR/VR users!
- 3 🏆 Went through Techstars in 2017 (top 0.1% of startups worldwide!) and raised almost \$4M to date!
- 4 🙌 Team from Google, Microsoft, YC, & top Andreessen-Horowitz-backed startups.
- 5 🔥 Immersed is the TOP productivity application on the highly-curated Oculus Store!
- 6 🗣️ The average Immersed power-user works 38+ hrs each week using Immersed!
- 7 🌐 Users have 5 virtual screens + a virtual whiteboard in a distraction-free private virtual office!
- 8 🧑‍💻 Co-workers can teleport into each other's virtual offices to collaborate/whiteboard when needed!

WHAT A REG CF CAMPAIGN LOOKS LIKE

Our Team



Renji Bijoy Founder & CEO/CTO

2021's Forbes 30 Under 30, 800/800 on Math SATs, Master's from Georgia Tech (#3 Computer Science gradschool in the US) in Machine Learning, Techstars portfolio founder (top 0.1%), lead software architect @ GreatBigStory.com (3M followers in 2months)!

Every software development team I've ever been on or led has had the issue of video-conferencing/chat just not being the same as working together in-person, side-by-side, whiteboarding, pair-programming, etc. We want to solve this problem, not because we love remote work, but because we hate it and want to make remote work more like in-person.



Joe B XR Developer / DevOps

Techstars graduate, top coding bootcamp engineer, and graduated from one of the world's most prestigious VR development programs.



Marvin W Lead Technical 3D Artist

20+ years experience creating 3D, XR, and digital content. Worked on some of the most prestigious games in the gaming industry at Microsoft & Bungie (Halo/Destiny) as well as multiple startups.

📈 Our power users work 38+ hours in VR every week.

We have onboarded over 150,000 users in the last year since joining the Oculus Store — which currently has an estimated 60,000,000 users. We've 20x'd our active user base and 7x'd our revenue since launch.

38hrs

Weekly Avg. Power User Usage

"Immersed has changed my computing workflow forever. As a full-time remote worker, it's been the most significant upgrade to my process. The increase in productivity cannot be overstated."

- Vermeer Grange (Immersed user)



👥 A world-renowned team from Google, Microsoft, and more.

Immersed is a small but mighty team with some of the top engineers in the world — along with incredible investors and advisors who have supported our mission since day one.

Created by some of the world's top engineers.

Our team has developed tech for autonomous drones, virtual world simulations, and architected/scaled platforms to 20M daily users.



Renji
CEO & CTO

Techstars graduate, lead architect of several Fortune 500 and startup software development companies, and has a Master's in Computer Vision from Georgia Tech.



Joe
VR & Web Development

Techstars graduate, top coding bootcamp engineer, and graduated from one of the world's most prestigious VR development programs.



Tatsuya
Mac & Linux Development

Local developer for secret-level architecture and optimization at a Y Combinator startup, and created the world's fastest multi-monitor streaming tool for mobile platforms.



Pablo
Computer Vision/ML

Built cutting-edge hand pose recognition tech, and graduated from one of the world's most competitive online Computer Vision programs.



Anthony
VR Development

Creative Technologist at Google, Rapid Prototyping & Co-lead innovation at world-research Ad Agencies, and Founding Member of the Board for a gaming non-profit.



Scott
PC Development

Windows developer since 1988, one of the top experts in C/C++ in the world, has led innovative technical teams at Facebook, Pinterest, and has started his own startup.



WHAT A REG CF CAMPAIGN LOOKS LIKE

What Investors Say



Jacob Thomsen Managing Partner, Sovereign's Capital

LEAD INVESTOR Invested \$500,000 this round + \$825,000 previously

The way we do work is changing, and Immersed is ready for it. After a year of working remotely, many voices are declaring the mainstream solutions fatiguing. This leads to lacks of fulfillment and productivity in our work, spend the majority of our lives engaged in. At the same time, the XR market. The cost of VR has fallen dramatically over the past decade, making it a viable option for workers for the first time in its 40-year history. It's a big and growing market that will be more than doubling year over year. The biggest tech companies are wearing VR glasses, which we believe will expand the collaboration market dramatically. VR uncomfortable or dizzying (a group that shrinks with each iterative improvement) be able to join coworkers and work from virtual screens in solutions made for reality. Immersed has been building for this world for years, and their rapid iteration has made them a market leader in XR productivity. They have technically elegant and advanced solutions to make remote work productive. According to numerous Oculus reviews, the tech "just works" -- from easy keyboard overlay that makes typing in VR nearly effortless. Their code is quickly to new form factors, so they're ready to apply this same function to the market and tech are compelling, the wrong team can get in the way of opportunity. More than anything else, we believe in Immersed because we've partnered with Renji for almost 3 years now. They are one of the few companies who have consistently hit or exceeded development goals; everything anticipated in startupland, but Immersed has had mastery over its own destiny, persevering, creative, capital efficient founders, where senior team members have a mentality. At Immersed, that mentality runs all the way through the company. At Sovereign's Capital, we use an exit value approach to assessing the value of a company. That is, if Immersed continues to work, what is a reasonable valuation a company can make today's price favorable? For Immersed, we believe the answer means the company represents a compelling amount of potential upside. That's one of the reasons we're privileged to be doubling down from our fund.



Raymond Brown (Venture Partner GMC)

Venture Partner for Global Millennial Capital and Host of Money Clip Podcast

Great freaking team, Great mission and Great technology. This company is the prime example of right place right time! DONT MISS OUT! I plan on supporting this company for years to come.



Calvin Nguyen



2

Hi, quick question. If I invest in Immersed, will there be a repurchase clause?

REPLY



Renji Bijoy Founder & CEO/CTO



1

To purchase additional stock in the future? Unfortunately, no. We are a highly backed deep-tech startup and will only be taking additional venture capital.



Faisal Fahad J Alotaibi



2

I really love the idea and the concept and first of all the team, and if there are space, I have one question are all team members are full-time to work in this company. I am contracted or full-time because I found one of the team members working as free.

REPLY



Renji Bijoy Founder & CEO/CTO



1

Alan and Matthew are part-time for now. Everyone else is full-time.



George Simons Investor



1

Hi .. when will Immersed have another round of Crowdfunding??

REPLY



Renji Bijoy Founder & CEO/CTO



1

We unfortunately will not be doing anymore crowdfunding campaigns. We encourage people to invest their money in an asset in our metaverse such as vProperty. immersed.com/metaverse

Aug 1, 2020 ...

FIRST GOAL HIT (You can still invest)

\$3,041,417

reserved by 2,455 investors

INVEST

min \$100

\$

0

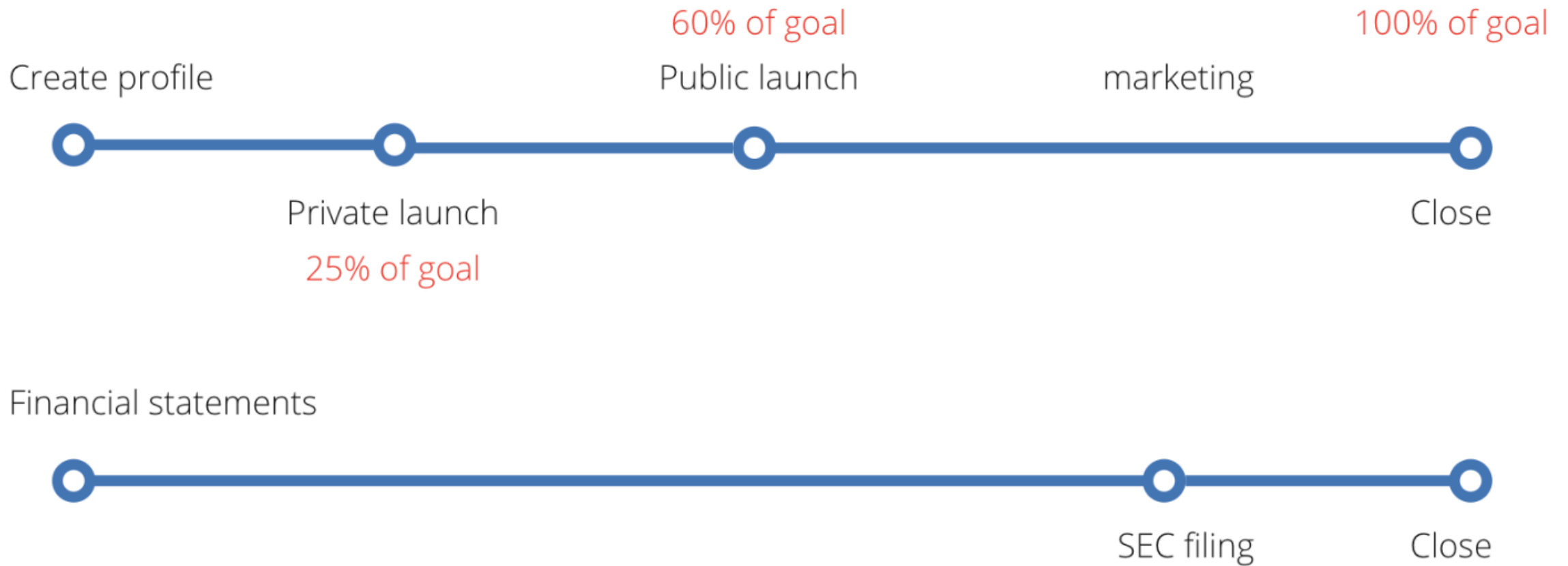
INVEST



WATCH FOR UPDATES

INVESTMENT TERMS

\$30M valuation cap | **Future Equity**

How it works

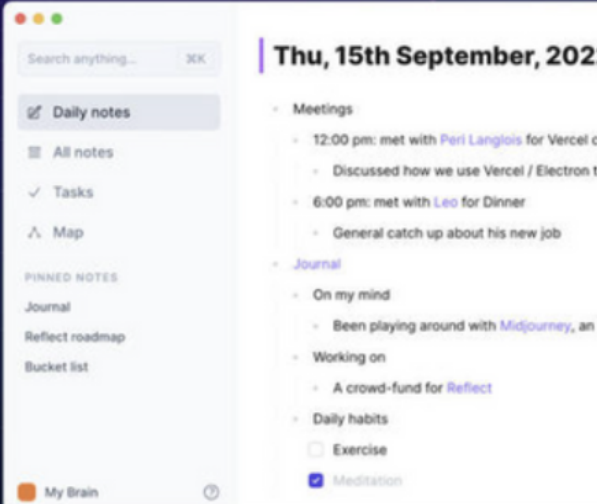


 **Alex MacCaw** 
@maccaw

Reflect is raising capital, but not from VCs.

Why? Venture capital often kills companies like ours.

There's a better way: introducing Reflect's community round.



Reflect's Community Round

Fast, networked, note-taking.

wefunder.com

Reflect: We've created a note-taking app designed to mirror the way you think.
We've created a note-taking app designed to mirror the way you think.

9:59 AM · Oct 7, 2022

36 Retweets 26 Quote Tweets 368 Likes

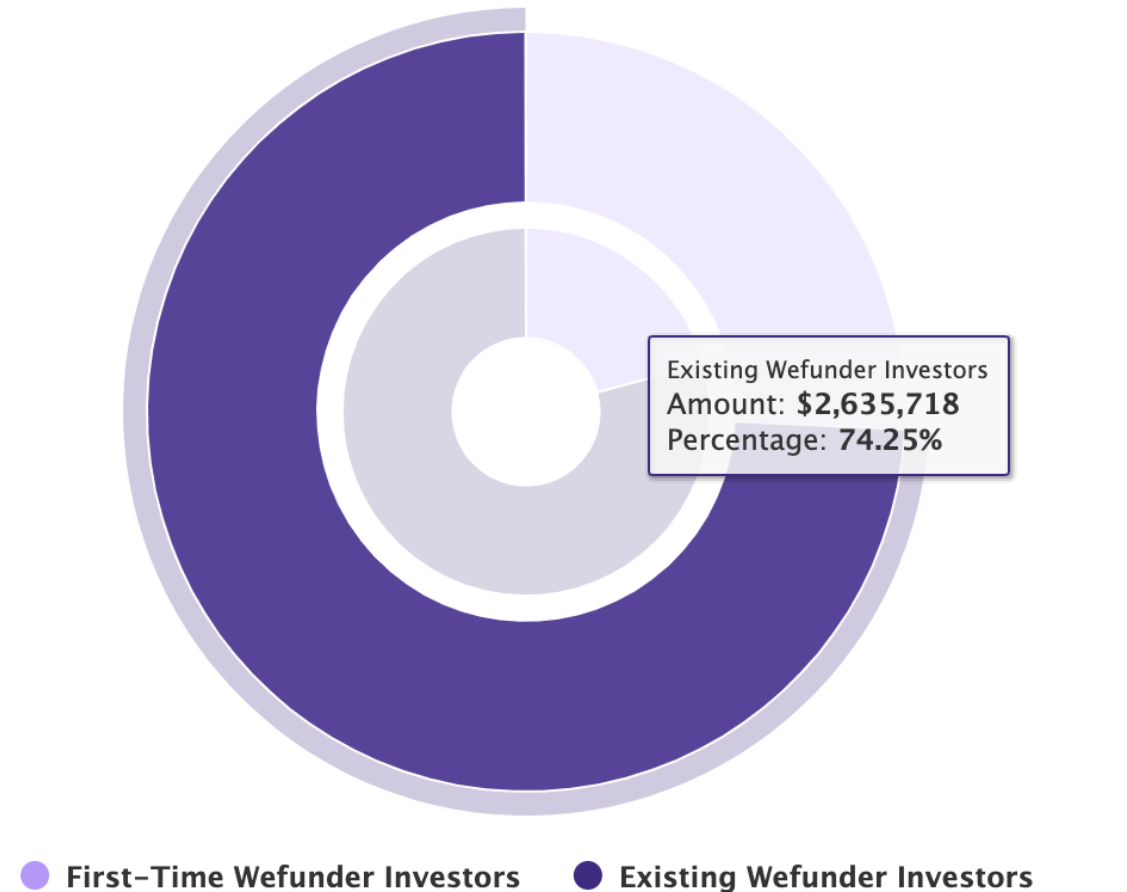
RUNNING A SUCCESSFUL CAMPAIGN

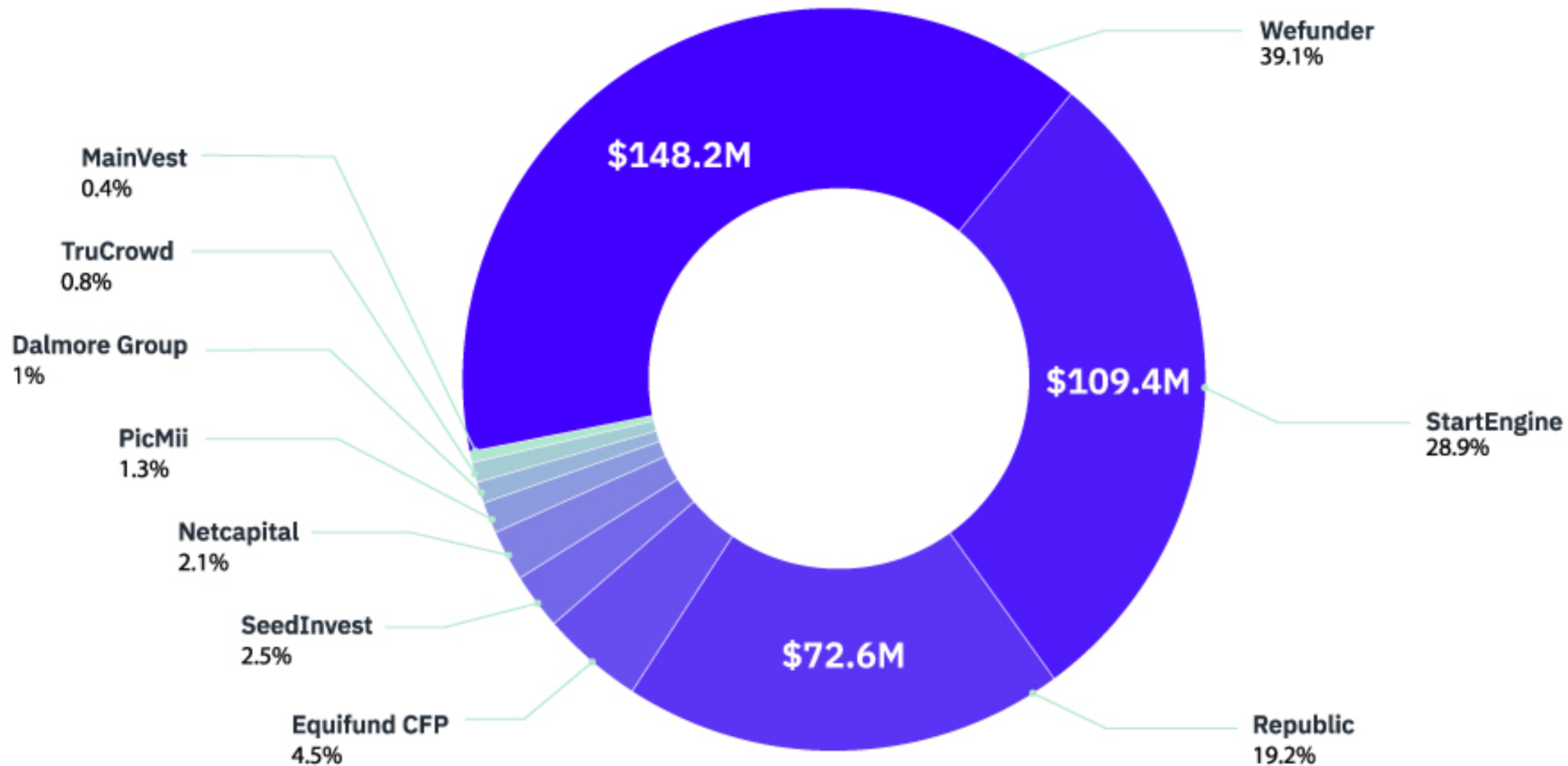
- ✓ Treat it like Sales
- ✓ Early Traction is important
Reach out to friends, family, past investors and customers. Get them to write the early checks so less familiar people will participate later.
- ✓ Raise boldly and publicly
If you're afraid of asking, you won't raise money. Post on socials, talk about it, everyone in your ecosystem should know you're raising.
- ✓ Revisit the No's and drive FOMO
It takes 2-3 touch points to convert investors, let people know when you're closing, how much is left in the round, keep them updated.

INVESTOR BASE VIA REG CF

Investor Breakdown

- Your Community
- Platform Investors
- New Investors





WEFUNDER

Fee: 7.5% charge on total investment volume

Most can raise: light vetting process, from mom and pops to large tech startups

Notes:

Certified B Corp: Akin to Fair Trade certification for coffee. B Corps meet high standards of social and environmental performance, transparency, and accountability.

Frontrunner: First and largest market share in the equity crowdfunding industry.



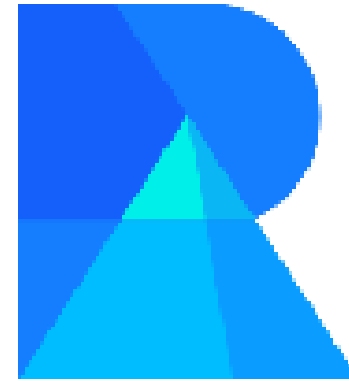
WEFUNDER

REPUBLIC

Fee: 6% charge on total investment volume + 2% equity upon successful raise

Vetting: Strict requirements to raise. Primarily tech focused, vc backed, scalable startups

Notes: Currently more well known in the tech world due to their heavy focus on venture backed startups.



Republic

STARTENGINE



Fee: 7% charge on total investment volume, 2% equity, additional \$10,000 once campaign is complete



Most can raise: prefer larger companies, not usually VC or tech forward, but revenue generating with large allocation for paid media

Notes:

Common Stock: Same type of stock as founders. Worse liquidation preferences.

Secondary Market: Can resell your investments after one year



Approach	⊕ Pros	⊖ Cons
<p>Equity crowdfunding</p> 	<ul style="list-style-type: none"> • Grow as you fundraise • Brand loyalty • Build community • Easier to raise • Exposure • Social proof (Customers) • You're in control • Easier pitching process 	<ul style="list-style-type: none"> • Can't be stealth • Information disclosure • Risk of public failure • \$1M per year limit • Commission
<p>Angels / VCs</p> 	<ul style="list-style-type: none"> • Option to be stealth • Social proof (VCs) • Connections • Expertise • No limit to raise amount 	<ul style="list-style-type: none"> • Difficult to raise • Loss of control • Higher barrier to entry • Pressure to monetize • Negotiating disadvantage • Can take forever

CULTURAL CONTEXT OF COMMUNITY ROUNDS

Most people still have a limited understanding

- Equity Crowdfunding is negative signal
- It's only for small rounds
- Can't raise from VCs or angels during a campaign
- Retail investors don't bring value beyond money
- The future of startups is community led

It allows future members the opportunity to shape the outcome of your product before it is ready to launch.



QUESTIONS?

LinkedIn: <https://www.linkedin.com/in/maggizine/>

Email: maggie@wefunder.com