

with friends



"With friends is the answer to a major issue plaguing American cities.

Kunal and his co-founder [Joe], are going to create a more just world, full of beauty and art."

– Columbia Venture Community

Meet the Team



Co-Founder & Engineer

Founder @babycastleles video games gallery, CoFounder @thesilentbarn music venue, musician @loudobjects



Co-Founder & Sales/Support

Community organizer, entrepreneur, and resident of music/art spaces in NYC for over a decade



Co-Founder & Product/Design

Artist, designer, and coder who has built transparent enterprise data platforms

- Serial entrepreneurs of creative sector businesses for young artists
- Appear in mainstream media, public speakers, > 5,000 customer relationships in market

Music and art venues need more money now.

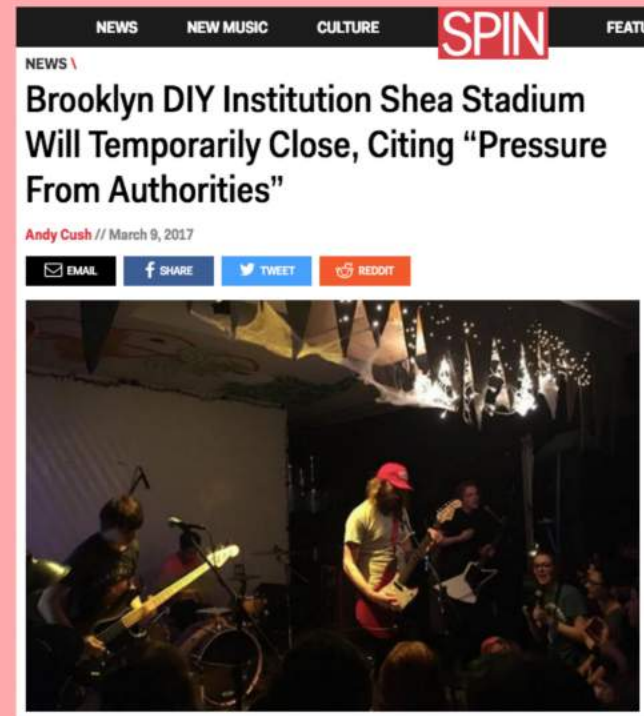
Rents rise 7-10%/year - first in major metros and surrounding



Unintentional costs of ultra-easy monetary policy

Apartment List National Rent Report

New financial pressures post-Oakland fire



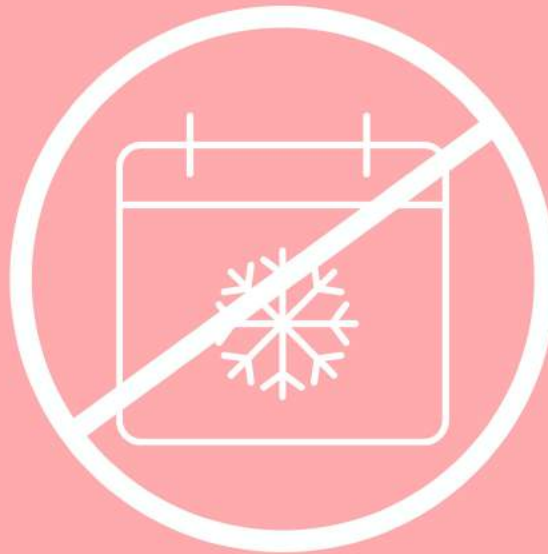
DIY in Crisis: Has Oakland's Ghost Ship Fire Jeopardized the Underground

Brooklyn DIY Institution Shea Stadium to Close, Citing "Pressure from Authorities"

Traditional options don't work.
They're hungry for a real answer.



Grants are for non-profits,
most are small businesses.

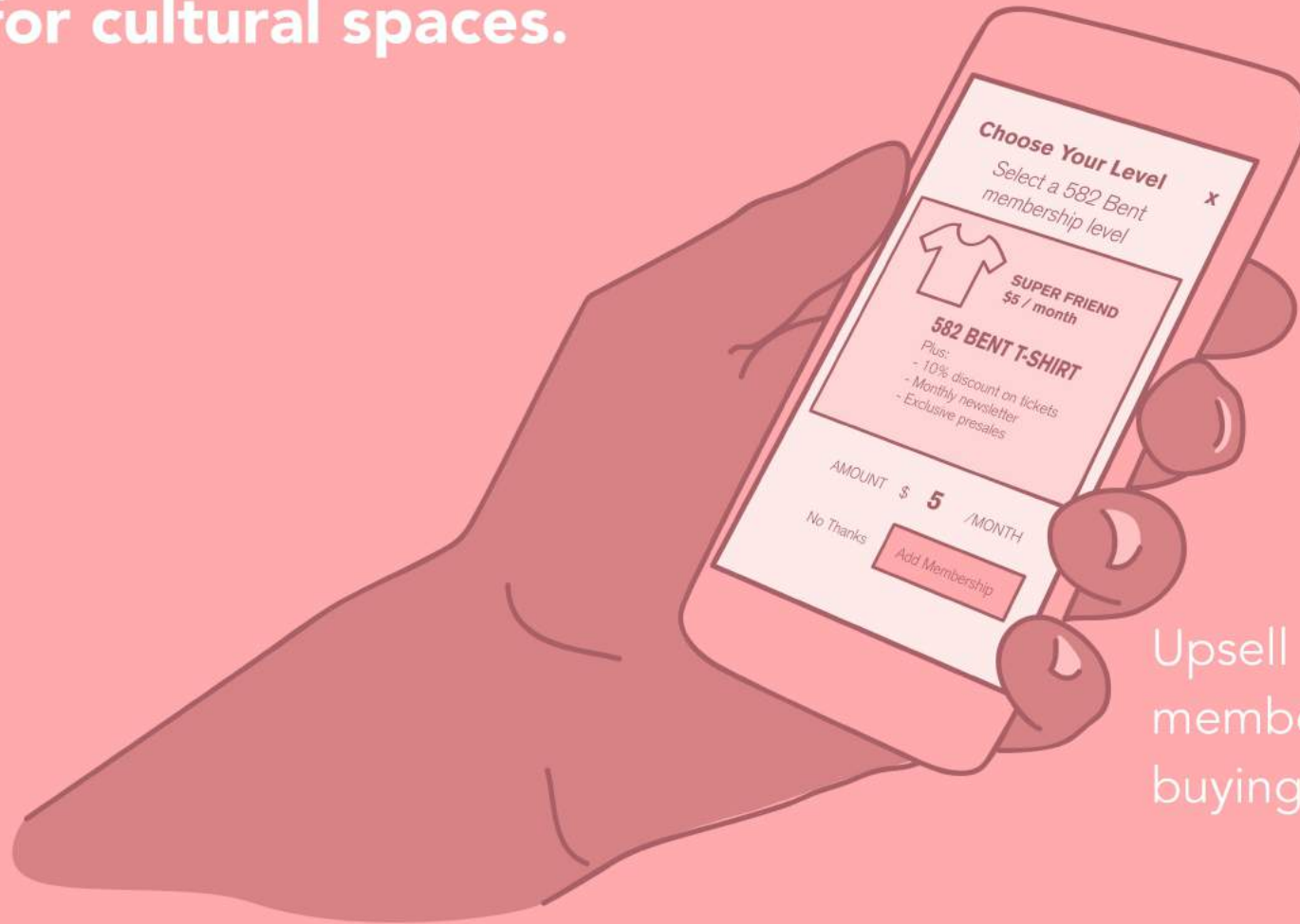


Year-end fundraising is
tough, competitive, and
too slow of a cycle.



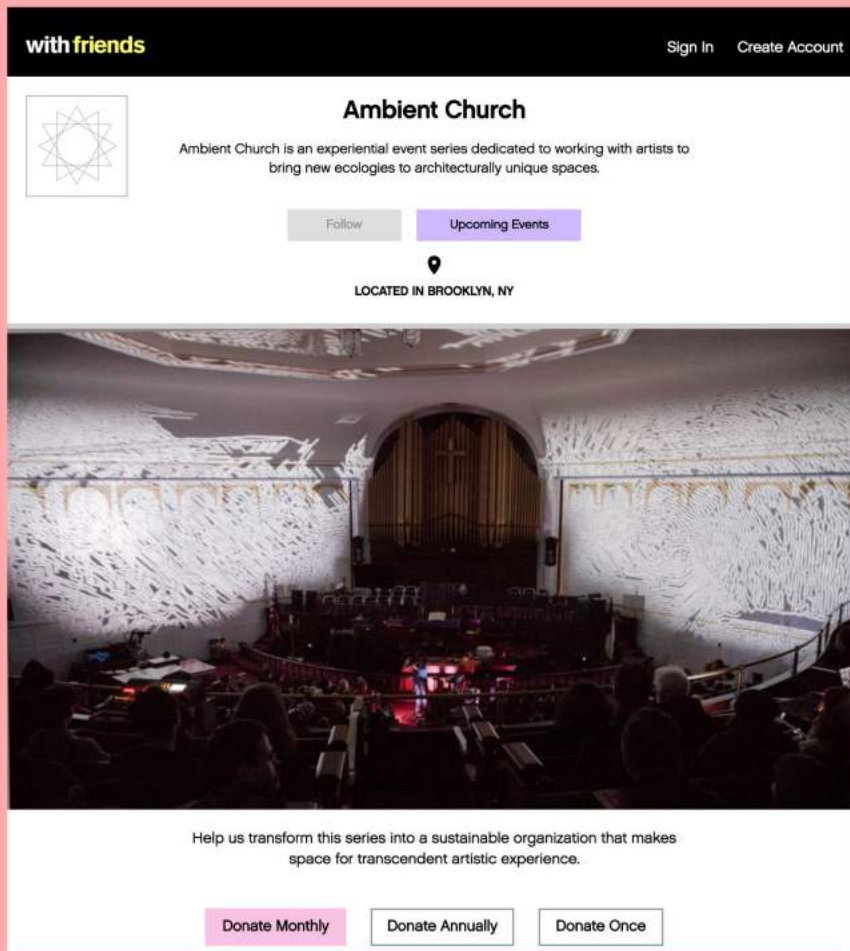
Fundraising is a hard skill-
assigning to existing staff or
volunteers **doesn't perform.**

**Withfriends is a crowdfunding platform
for cultural spaces.**



Upsell customers into memberships as they're buying tickets to your events

Demo



20%

of ticket buyers have become members on Withfriends

which results in ...

\$11

in additional revenue per ticket sold on Withfriends

Play Video

Try a Demo

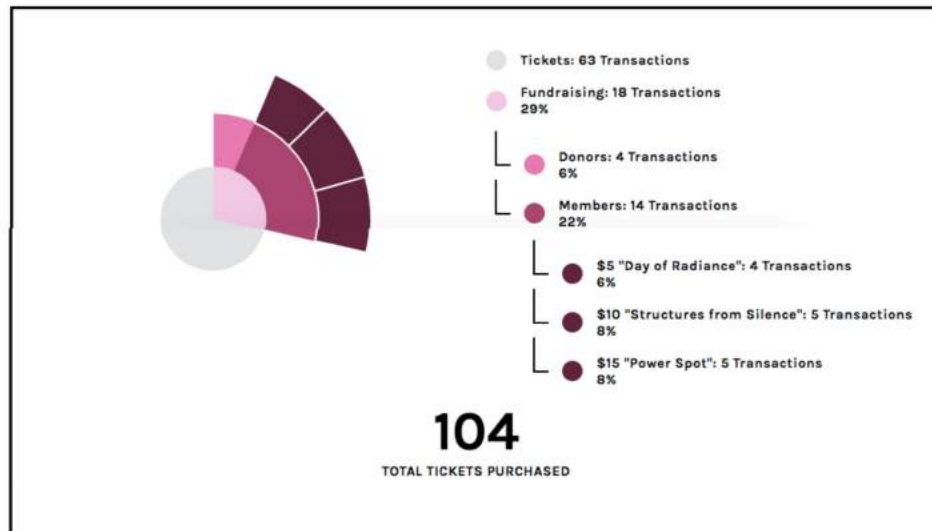
Results

REPORTS

Transactions ▼

in

September ▼



Tickets Sold...	\$2497.5
Donations...	\$57
New Memberships...	\$1740 *
	\$4294.5

⌚ Pending ⬇ Bank Transactions

* \$145/mo estimated across a year

Case Study: Ambient Church

Beautiful music/projection mapped
video performances at churches

22% of ticket buyers **become members** at avg **> \$10/mo**

7% of additional ticket buyers **paid extra** in support

70% resulting increase to their annual revenue

Markets

Arts organizations, community spaces, music venues, museums, book clubs - anything with an energized audience and an active events program.

Art Spaces

> 4k in NYC

40k in US (estimated)

(source)

-
- we earn them **\$20k - 100k** annually
 - they earn us **\$50-200/month**
 - proven fit, existing customers

Music Venues

▲ 28% by 2021

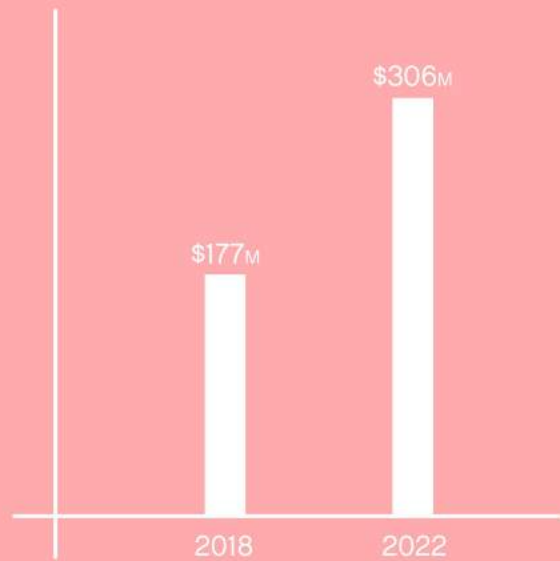
(source)

-
- we earn them **> \$200k** annually
 - they earn us **\$1k/month**
 - exploring now, 3 major venue accounts launching in Q2 2018

Total Addressable Market

Member Management & Crowdfunding

Size and growth of this industry from 2018 to 2022
(Art & Music subset accessible to WF only considered)



Event Ticketing

Size and growth of this industry from 2018 to 2022
(Art & Music subset accessible to WF only considered)






*Data for this analysis was collected from IBIS World, Statista, Fundly, and Strattica Capital

Competitive Analysis

Withfriends is the first company to make running a memberships company easy for small businesses.



Points of Differentiation

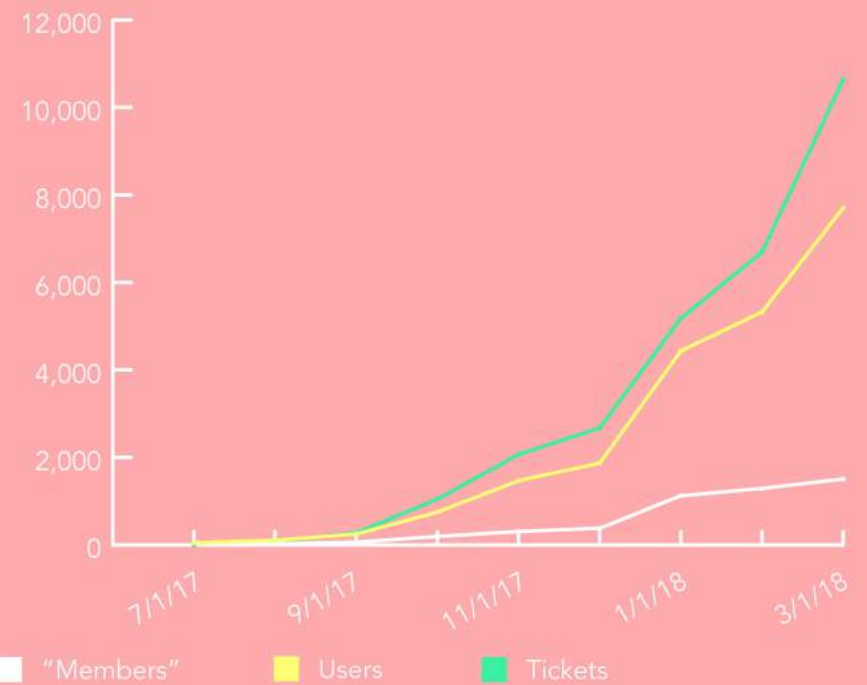
PATREON	<ul style="list-style-type: none">• They target individual artist / creators, rather than venues• They act as an online platform where fans congregate to pay a subscription amount of their choice to creators, and aren't a plug & play software that works at the point of sales
 (Kickstarter)	<ul style="list-style-type: none">• They target individual artist / creators, rather than venues• They act as an online platform where people subscribe to support creators on an ongoing basis, and aren't a plug & play software that works at the point of sales
 memberplanet	<ul style="list-style-type: none">• They target non-profits, religious groups, schools, homeowners associations, political campaigns etc, and do not focus on the art & music industry.• They do have some ticketing services, but the platform acts more as a way of managing members.
Eventbrite	<ul style="list-style-type: none">• Doesn't convert audiences or ticket buyers into recurrent paying supporters
	<ul style="list-style-type: none">• Doesn't convert audiences or ticketbuyers into recurring paying supporters.• Meetup goes from membership to event, whereas WF goes the other way around. Withfriends help you build a relationship from a simple touchpoint to a more loyal one

Milestones

Money

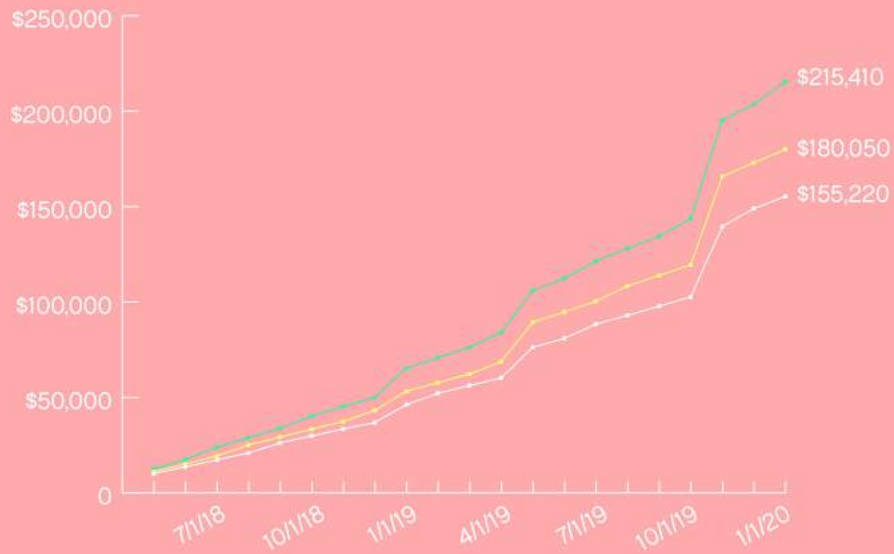


People



Sales

Monthly Recurring Revenue

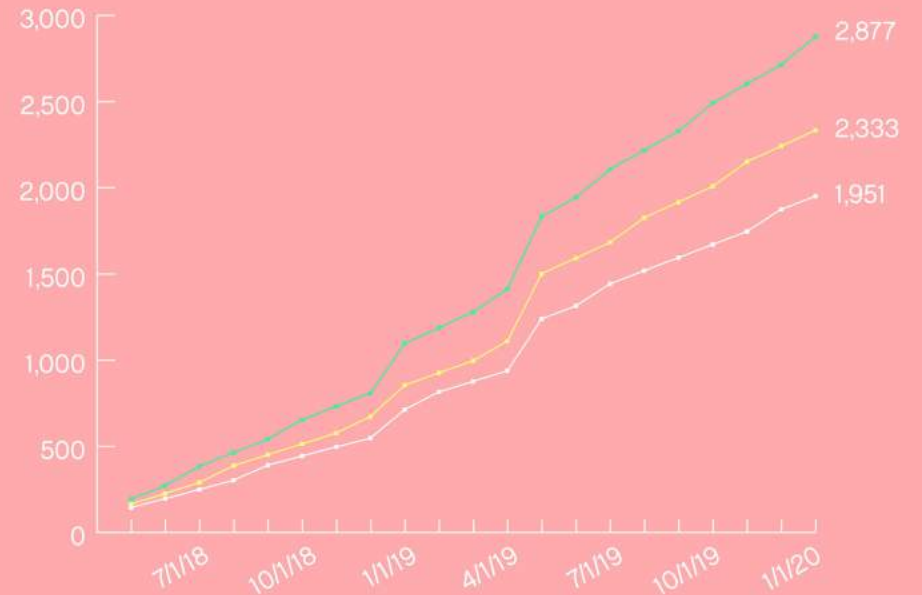


■ \$50k Raise

■ \$107k Raise

■ \$350k Raise

Venues

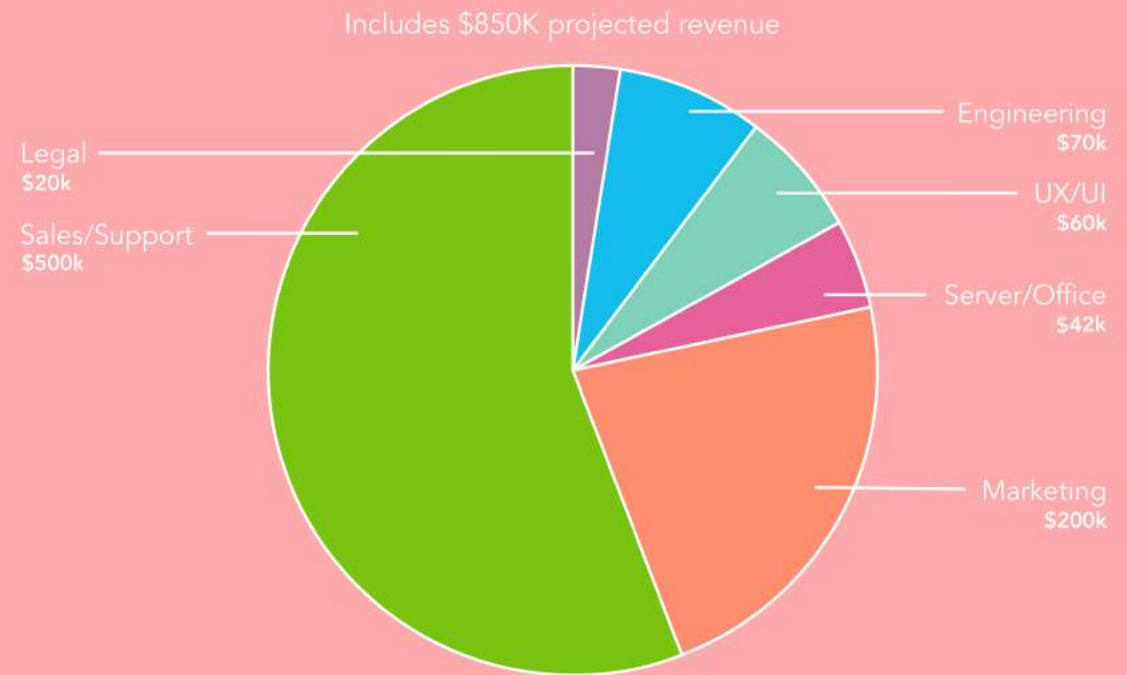


Raise \$350k

15 months / Small core team + sales and marketing

Goals

- In Q1**
- \$2KMRR via 30 invite-only art spaces
- Q2**
- Public launch campaign
- Q3**
- Expand to 500 invite-only businesses
 - + 6 music venues using events POS integration
 - \$40KMRRn
- Q4**
- \$55KMRR via 1K art spaces
 - +\$12KMRR via 12 music venues
 - Pilot retail integration for 2019





with **friends**

Thanks!

- Kunal, Joe & Martha



team@withfriends.co