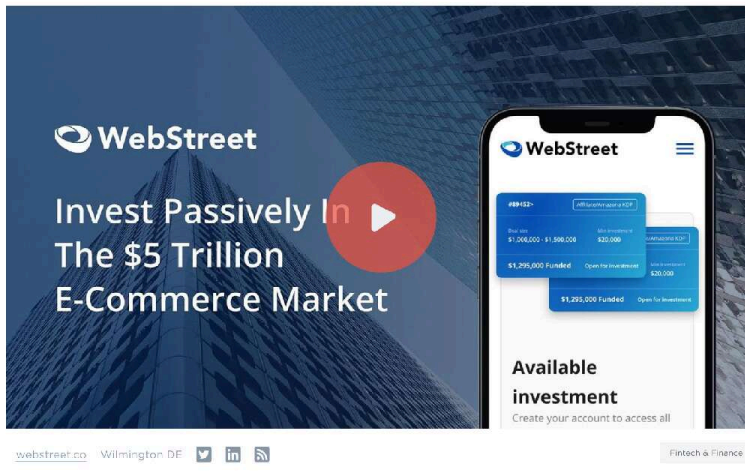


## Game-Changing Platform for Fractional Investing in Online Assets



### LEAD INVESTOR



**Thomas Lacroix**

I invested in WebStreet because of the ambitious mission of the company to make access to online assets available to everyone. I personally know the potential of these assets, having built a content website specialized in the outdoors, that quickly generated solid revenues. WebStreet is offering the opportunity for anyone to gain exposure to similar profitable online assets to generate returns passively, without the burden of managing them. I have full confidence that the founders of WebStreet have the ability to execute their plan successfully. They already built Empire Flippers from the ground up, fueling growth in the industry by adding trust, transparency, and legitimacy to a previously niche asset class. Building a platform like WebStreet is a natural continuation of Empire Flippers, and I believe WebStreet will also benefit from a first mover advantage, as there is still no other similar platform existing. To me, investing in WebStreet is the opportunity to get a cut of the e-commerce market, diversified into multiple portfolios of online assets from various niches, and business models. It was an opportunity I did not want to miss.

**Invested \$60,000 this round**

## Highlights

- 1 Opening the \$5T global ecommerce market to passive investors for the first time.
- 2 Founders started Empire Flippers, a global marketplace for online assets with \$500M+ in transactions
- 3 First movers in a Blue Ocean opportunity.
- 4 Investment portfolios have raised \$27M from 350+ investors in 24 months.
- 5 Initial portfolios have achieved returns of 3-4% quarterly in a down market.

## Our Team



**Mirabel Vranjkovic**

Co-Founder and Managing Partner

Mike Vranjkovic is a serial entrepreneur and founding partner of WebStreet. His vast experience in the financial sector and the e-commerce industry give him a unique perspective on leveraging online businesses to obtain strong non-correlated returns.



**Joseph Magnotti** Co-Founder

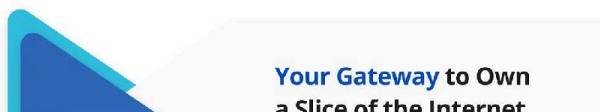
Joe Magnotti is a serial entrepreneur who, in addition to being a founding partner at WebStreet, is also co-founder and CEO of Empire Flippers, the world's largest curated marketplace for online assets.



**Justin Cooke** Co-Founder

Justin Cooke is a serial entrepreneur who, in addition to being a founding partner at WebStreet, is also co-founder and CMO of Empire Flippers, the world's largest curated marketplace for online assets.

## Pitch





### WebStreet

WebStreet is a game-changing platform that allows fractional investment in online assets run by world-class portfolio managers.

We connect passive investors to active portfolio managers with proven track records of growing online assets.

## Seasoned Pioneers on a Second Journey

WebStreet (fka Empire Flippers Capital) was started by the same founders that brought about Empire Flippers. Starting in 2014, we built Empire Flippers from the ground up, bootstrapping ourselves to an industry leader that boasts the largest team and curated marketplace in the entire industry. We've done over 2000 transactions, totaling close to \$500 million in transaction volume.

## Pitch



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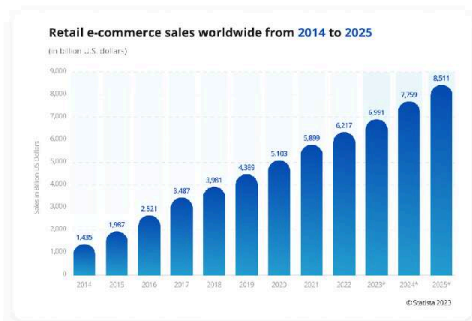
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Retail e-commerce is a massive \$5 TRILLION industry (Statista) and growing significantly year over year. Digital ad spend exceeded \$600 BILLION last year (Statista) and institutional money is flowing in with \$20 BILLION invested into Amazon aggregators from the likes of JP Morgan, Goldman Sachs, and Bain.



The long-term trends are *extremely* positive as the online space continues to eat into traditional commerce and advertising globally.

## Unlocking a Market

## Unlocking a market

Traditionally, buying, growing, and operating online assets requires time, skill, and money. Few individuals have all three, making the market inaccessible to most. The market barriers limit entry to only private equity firms, accredited investors, or seasoned entrepreneurs, leaving average investors locked out.

WebStreet bridges the gap and unlocks the market for all.

### Why Online Assets

**Online assets are businesses that operate solely in the digital world like Amazon Stores and Content Sites**

- Non-Correlated
- Cash-Flowing
- Underrated Asset Class
- Direct Control



## The WebStreet Solution

WebStreet offers fractional and passive investing in portfolios of online assets.

Leveraging our expertise, network, and investor backing, WebStreet:

- Selects and vets portfolio managers.
- Raises the capital for each portfolio through our network of investors.
- Reviews portfolio manager due diligence on all assets purchased.
- Handles the legal set up, securities compliance, investor relations, and ongoing reporting.

We do the busy work, freeing up the portfolio managers to focus on growing the assets.

***The experience is completely hands-off and passive for our investors.***

In 2-4 years, the assets are sold and the sale proceeds are distributed back to investors with WebStreet receiving a part of the profit as carried interest in every deal.

The breakdown of the profit split is as follows:

- Investors - 66.7%
- Portfolio Managers - 20%
- WebStreet - 10%
- Independent Advisors - 3.3%

*Note: Portfolio Managers co-invest in their fund and do not make a salary. They only get paid out of profits generated (ie. distributions and exit).*

Not only does WebStreet take a 10% carry in all assets under management, we also have recurring management fees. This combination of carried interest and management fees equates to predictability, which is why asset managers like Blackstone, Apollo, and Bain Capital trade at high multiples.

So, investors in WebStreet are entitled to carried interest in *all* of WebStreet deals – a great way to get exposure to our entire portfolio of deals.

## Racing Out the Gates

WebStreet was launched in 2021 and we hit the ground running. Across multiple

investment rounds, we quickly validated proof-of-concept and product-market fit. In 24 months, we've already:

1. Vetted 400+ portfolio managers and selected 13 of the highest performers.
2. Funded 5 rounds of portfolios, raising \$27 million from over 350 investors.
3. Helped our portfolio managers and investors acquire 34 assets.
4. Given our investors 3-4% quarterly cash on cash returns, on track for 20%+ annualized returns over the life of the portfolios.

### WebStreet to Date

Raising Funds & Delivering Returns

Round 1		Round 2		Round 3		Round 4		Round 5	
\$5.3M Capital Deployed	4 Funds	11 Acquisitions	2.5% Q1 22	2.4% Q1 22	3.6% Q1 22	2.5% Q1 22	26.1% LTD		
\$5.2M Capital Deployed	4 Funds	12 Acquisitions	3.3% Q1 22	3.1% Q1 22	3.8% Q1 22	4.0% Q1 22	18.4% LTD		
\$4.4M Capital Deployed	3 Funds	7 Acquisitions	n/a Q1 22	n/a Q1 22	3.5% Q1 22	2.8% Q1 22	5.8% LTD		
\$1.8M Capital Deployed	2 Funds	4 Acquisitions	n/a Q1 22	n/a Q1 22	n/a Q1 22	n/a Q1 22	n/a LTD		
\$5.4M Capital Raised	4 Funds	Acquisitions in Progress	n/a Q1 22	n/a Q1 22	n/a Q1 22	n/a Q1 22	n/a LTD		

\* Past performance not indicative of future success and no guarantee as to performance of future portfolios. Cash Yields are calculated as cash distributed to investors divided by their total amount invested.

It's worth noting that all of our traction happened in a down market. Starting from zero in a tumultuous environment, we built out an investment class. If we can deliver this for investors out the gate, imagine what we could do next?

And our investors have something to say:

**WebStreet has built a loyal investor base with a global reach**

**Acquiring and growing small companies is a prime engine of wealth-creation**

WebStreet's platform turns this into a quick way to invest, diversify, and aim for unusually high returns. They're organized and helpful too!

— **Edward K.**  
Investor - San Francisco, CA

**I've invested in every fund, in every round**

I like this strategy of buying cash-flowing businesses because the numbers have been getting tighter since after our money was invested. And the experienced portfolio managers vetted by WebStreet make me confident that they know how to spot good opportunities, grow revenues, and then exit profitably.

— **Jeff H.**  
Investor - Los Angeles, CA

**At this rate, I will continue to be a super fan for the long haul.**

I've been an investor with WebStreet since Day 1 (round 1 and all successive rounds). As I can say a first with each round, they get better, better, and deeper. The diligence and the quality of portfolio management selections are top notch, investor engagement and transparency is very high, and the team is made up of the most professionals. At this rate, I will continue to be a super fan for the long haul.

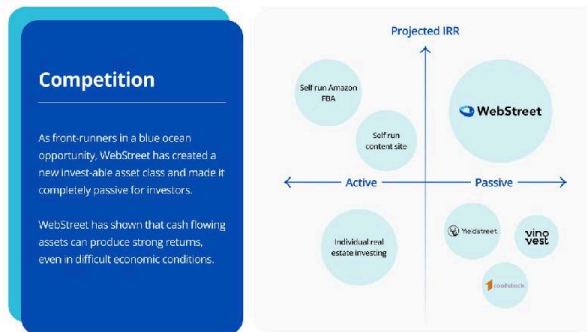
— **Hannah C.**  
Investor - Jacksonville, FL

## The Fractional Model Works

Keep in mind, we're not reinventing the wheel – the fractional model has been proven across other industries of alternative assets like real estate, fine art, and wine, run on platforms with massive valuations.



These platforms have shown the tremendous potential of fractional ownership AND alternative assets. Now WebStreet is applying this model to online assets.



***So, why not the colossal opportunity of online assets?***

### Owning a Piece of Our Moonshot

Through our first rounds, we've shown that WebStreet is onto something big. Now, we're at a growth inflection point with recurring revenue starting to stack.

Given the growth projections for the market, the timing is right for us to go all in. Our moonshot goal is to deploy \$150 million per year in acquisitions within 3 to 4 years. We have all the pieces in place for that rocket ship, we just need the working capital to take off.

***WebStreet has unlocked unprecedented access to this highly-specialized asset class ... and this is just the start.***

### Terms

- Ownership Type: Preferred Equity
- Management: Completely Passive
- Voting Rights: None
- Pre-Money Valuation: \$53.6 million
- Investor Ownership: 5-10%
- Expected Hold Period: 5-10 years

Click here to view [our Financial Model](#). You can make a copy if you want to adjust any assumptions. (This file contains forward looking projections that cannot be guaranteed.)

### Use of Funds

Approximate Use of Proceeds:

- Operating Capital, Comp: 75%
- Operating Capital, Non-Comp: 15%
- Working Capital: 10%

### Become an early adopter of an asset class!

This is a rare opportunity to invest directly in our future as an early adopter of an investment revolution. It's a chance to join us on the ownership side of the table and profit from the upside of an emerging market.

The market is primed for growth, the WebStreet platform is fleshed out, the team

The market is primed for growth, the technology platform is tested out, the team is seasoned. All that's left is to decide whether you want a piece of the revolution.

**Join us as we set sail on this Blue Ocean!**