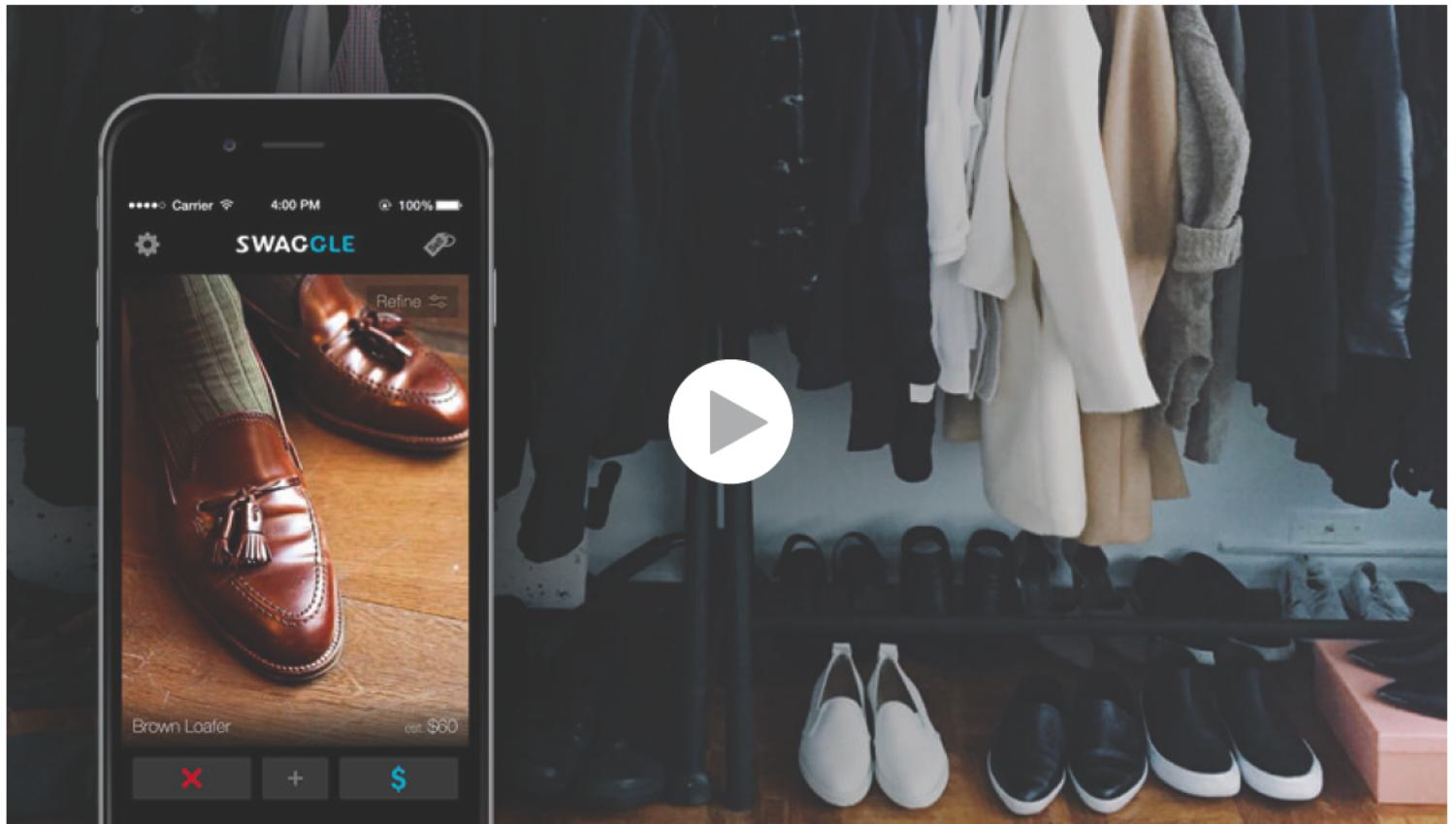


## APPENDIX B: COMPANY OFFERING

# FLASH FUNDERS

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## Swaggle

A personalized mobile shopping experience that saves your time and money.

Amount Raised [?](#)

\$1,650

Investors

14

Days Left [?](#)

91

Invest  
\$50 min

Depending on the amount invested and investor accreditation status, this investment is being offered under either Regulation Crowdfunding or Regulation D through Flashfunders Securities, LLC. Learn more about [accreditation & investor rights](#), [SEC regulations](#), and the [\\$20K threshold](#).

[www.goswaggle.com](http://www.goswaggle.com)

Washington, D.C.

Pitch

Team

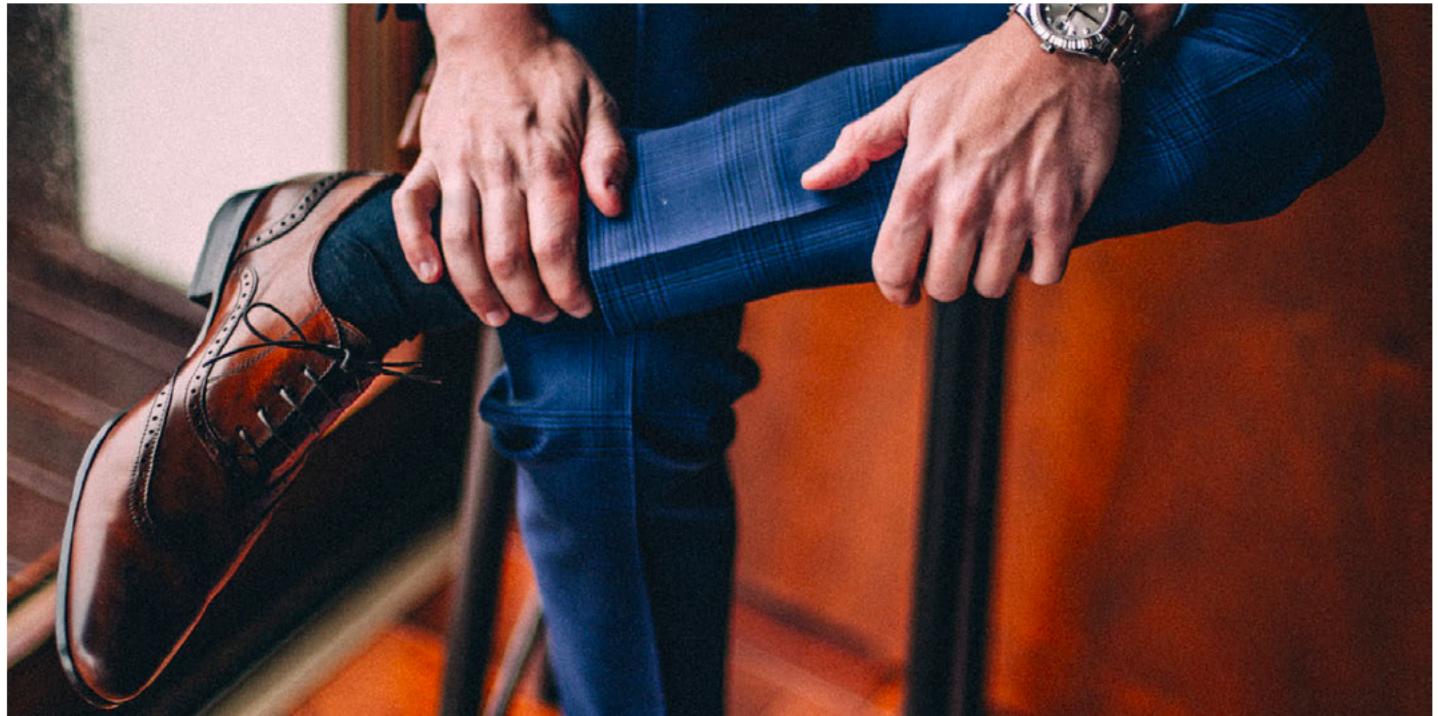
Fundraising

Questions

Comments



## What is Swaggle?

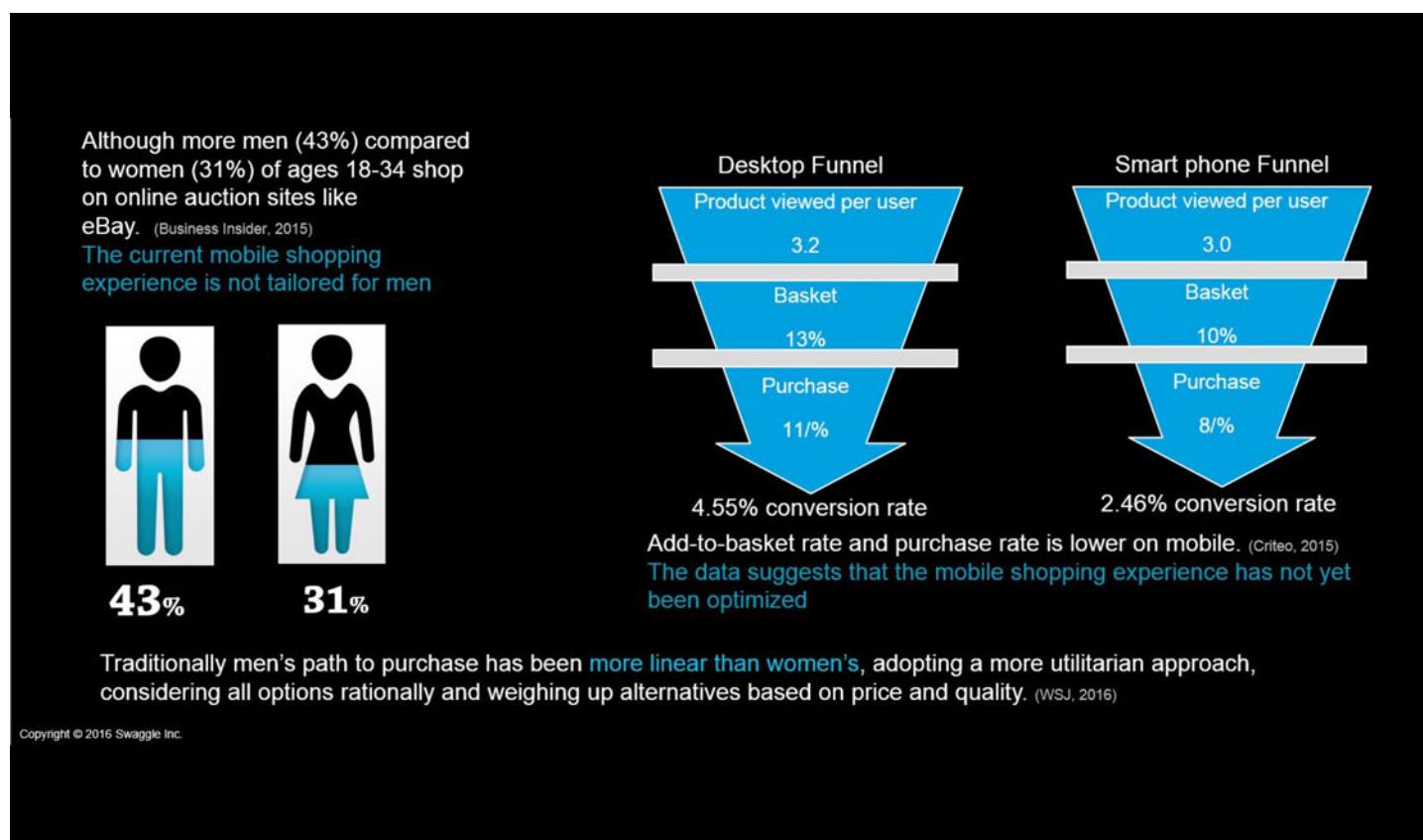


Swaggle is a mobile peer-to-peer marketplace for anyone to buy and sell new and pre-owned, quality men's wear straight from your closet. Whether it's a 1950s sports jacket or a classic timepiece, you can shop on Swaggle for fashion you can't find elsewhere. Our

game-changing user interface will simplify the shopping experience so that you spend less time shopping and more time looking good.

## The Problem

Swaggle was created out of a shared problem that the cofounders could not find a solution to. As four young professionals in Washington DC, the cofounders had a hard time finding quality clothes at reasonable prices. They could not afford to buy high-end brands and the lower price point options didn't suit their professional needs. As an alternative, they looked to consignment shopping and quickly realized that the brick-and-mortar space was dominated by women's apparel and if men's clothing was an option, the selection was extremely limited. As a stop-gap solution, the cofounders began swapping and buying clothes from each other and shortly realized the impact a service like Swaggle could have.



Although more men (43%) compared to women (31%) of ages 18-34 shop on online auction sites like eBay (Business Insider, 2015), the current mobile shopping experience is not tailored for men.



## The Market

There is one area where women are light years ahead of men - fashion resale. The fashion resale industry has exploded in recent years (particular tailored for women) and Swaggle is filling the gap for men. We are introducing an unique shopping experience that is tailored for men and will save our users time and money. We believe by bringing resale fashion to men's fingertips and establishing ourselves as the central hub for quality and affordable mens wear, there will be an increase of interest and awareness of resale fashion for men. Swaggle is looking to spark a fire in this space and become the industry leader.

Mobile fashion resale industry is valued at

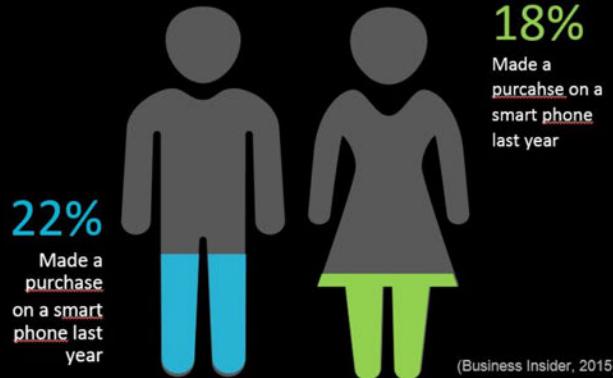
 **\$15 Billion**

U.S. mobile commerce had a



(ThredUp, 2015)

Men are more likely to make purchases on mobile devices.



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The online fashion resale industry is large yet fragmented, mobile resale is the future. Men are more likely to make purchases on mobile devices.

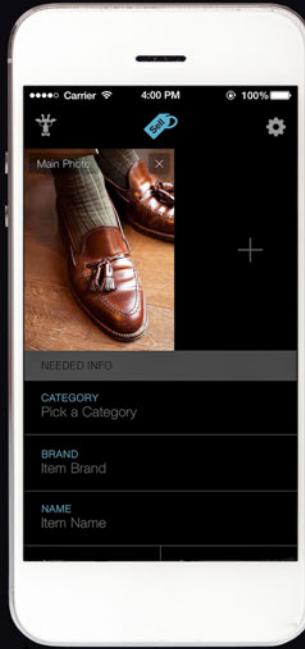
## The Product: Selling

### Selling:

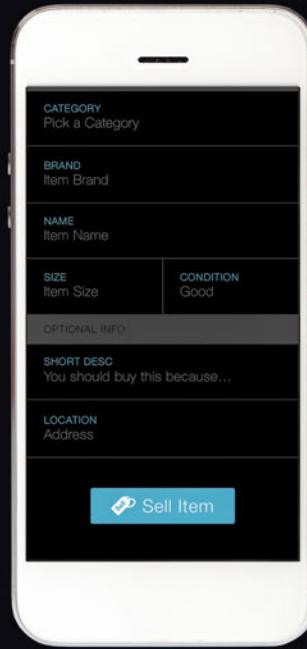
- Set up a profile with personalized settings and list item(s) in less than 60 seconds
- Advertise your item(s) in the Swaggle marketplace
- Close the deal with a minimum commission fee



take a picture of your item



Input your product details



list your item for sale in seconds

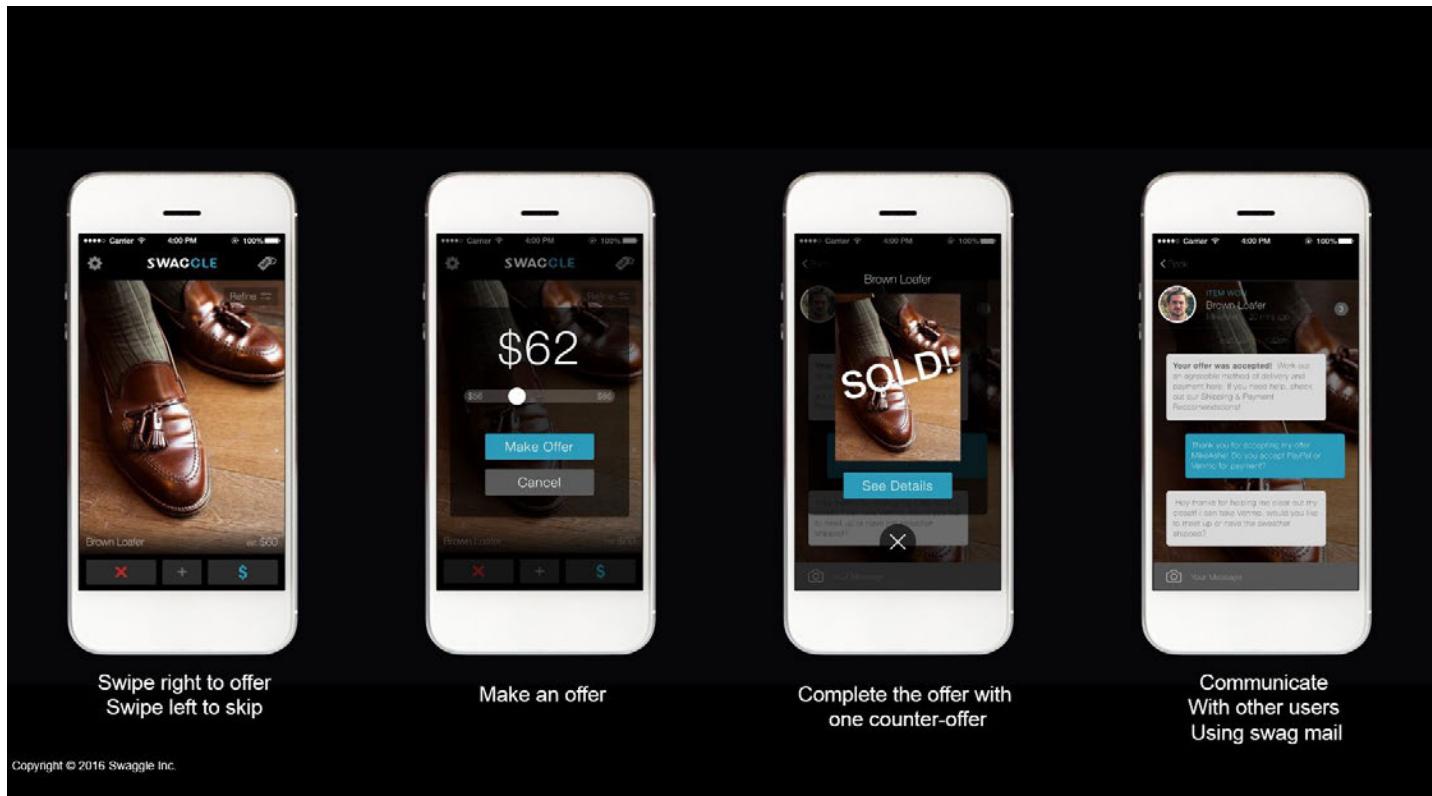
## The Product - Shopping



### Shopping:

- Customize your search based on item category, size, brand, price and distance
- Explore item(s) from our quality-controlled list of designer brands

- Swipe left to skip and swipe right to make an offer



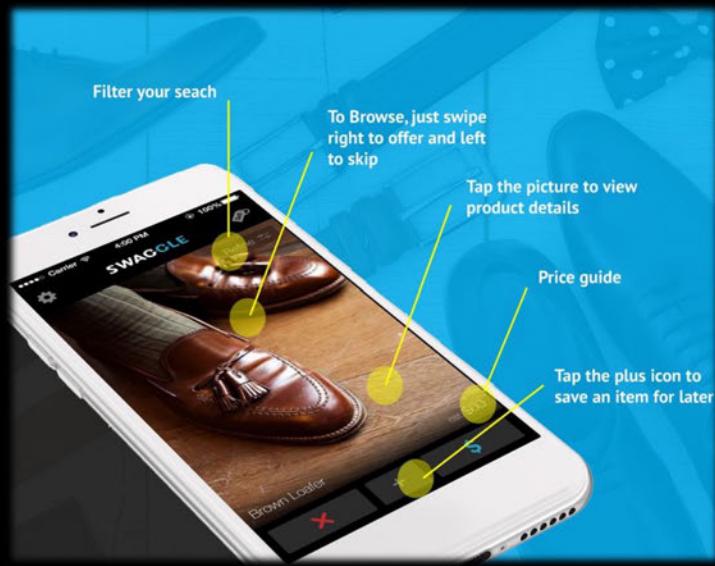
## Competitive Advantage

There are limited opportunities for men to find affordable, fashionable mens wear. Most consignment shops and e-commerce sites are primarily focused on womens fashion. As a result, it is much more burdensome for men to recycle unwanted clothes, as well as, purchase new clothes at a reasonable price. Moreover, the typical shopping experience is designed to align with the womens traditional path to purchase.

Swaggle is the first mobile peer-to-peer marketplace that is designed for men.

SWAGGLE personalizes shopping experience that saves your **time** and **money**

With our location-based search engine, you can buy in the **morning** and wear it that same **night**.



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SWAGGLE personalizes shopping experience that saves your time and money. With our location-based search engine, you can buy in the morning, wear at night.

## Revenue Model

The estimated target for the first round of financing is \$50,000 to \$100,000. The funds will be used to develop the core of the mobile application in both iOS and Android environments, begin establishing and user acquisition program, and marketing efforts. During this period key personnel will be recruited and major strategic alliances initiated. The second round of financing is estimated at \$1 million which should take place in 2017. The funds will be used to complete additional features in the mobile application, systems and website development; test-run and fine-tune the operational process; provide necessary staffing and set up corporate headquarters; and enhance online and offline marketing campaigns. Swaggle will gain market share in the men's fashion resale market starting in Washington DC in year 1 and expand to other U.S. major cities in the following years. In addition to the traditional commission based revenue model, Swaggle will offer advertising and data analytics solutions to business users.



A standard commission fee of \$2.95 for items sold below \$15.00

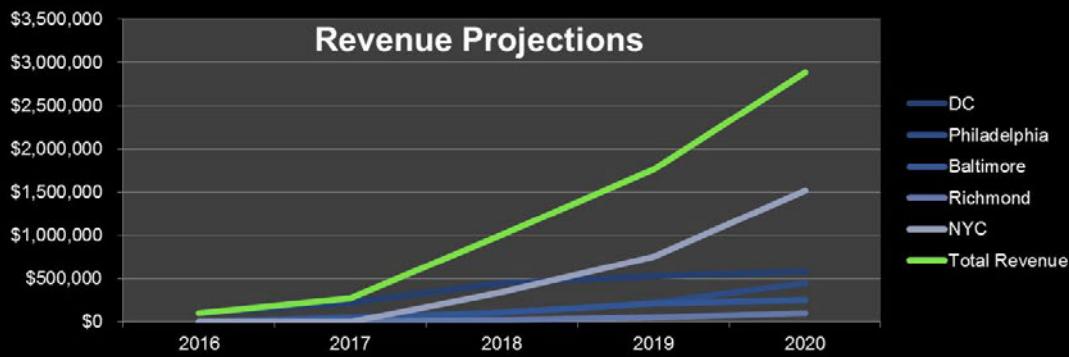


20% commission for items sold \$15.00 and above



Advertising revenue and strategic partnership

SwagStats – Data Analytics and CRM offering



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## Key Assumptions:

We foresee at least 80% items sold on Swaggle will be high-end luxury goods that will cost more than \$15 on average.

Our future revenue and operating results are unpredictable and may fluctuate significantly.

It is difficult to accurately forecast Swaggle revenues and operating results and they could fluctuate in the future due to a number of factors. These factors may include: Swaggle's ability to develop the marketplace that generates profits; generate cash flow from marketplace services; the amount and timing of operating costs; competition from other market participants that may reduce market share and create pricing pressure; and adverse changes in general economic, industry and regulatory conditions and requirements. Swaggle's operating results may fluctuate from year to year due to the factors listed above and others not listed. At times, these fluctuations may be significant.

## The Raise

# Pre-Seed Round

(Convertible Note)

# 1,000,000

cap

# 20%

Discount  
Upon  
Conversion

# 6%

Annual  
Interest

Seeking **\$50k** to complete the  
pre-seed round:

- Additional engineering talent
- Marketing and strategic partnership

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## Risks & Disclosures

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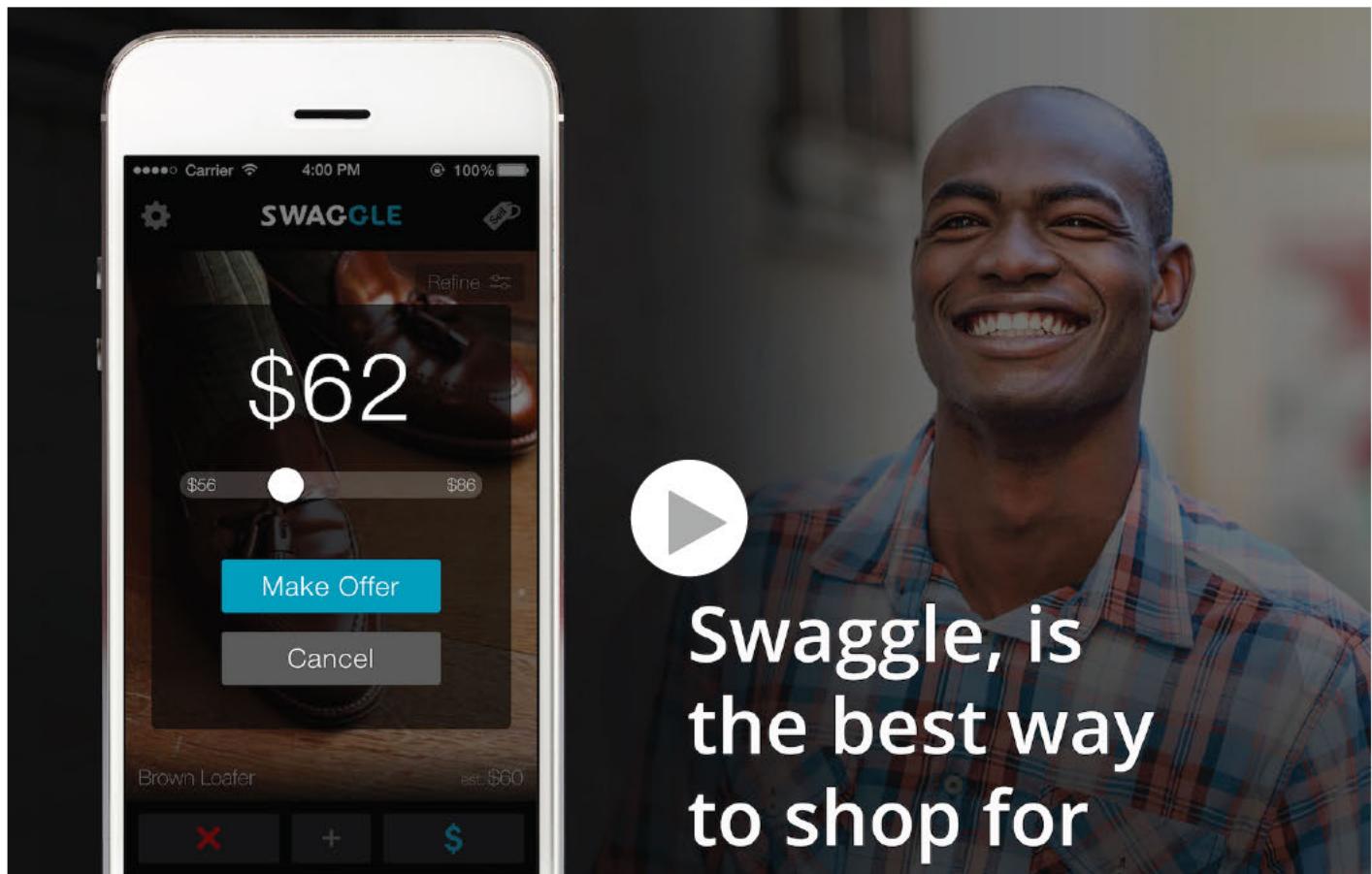
## Swaggle

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Amount Raised [?](#)

\$0

Days Left [?](#) 145 Investors 0



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## THE FOUNDING TEAM



in

**Eric Niu**  
CEO and Co-founder

Eric is an entrepreneur with experience in management consulting, government affairs and politics. He likes to travel, play sports and read on his spare time.

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in

### Martin Sherene

CTO and Co-founder

Martin is the backend, API and mobile dev guru member of the team. When not working on Swaggle, he enjoys tinkering with embedded platforms, running and riding his dirt bike.

---



in

**Mike Ashe**  
CPO and Co-founder

Mike (or "Ashe") is a marketing guru and has a background in human-centered design. His hobbies include mountain climbing, bow hunting, fishing, scuba diving and brew tours.

---



in

**Mok-yi Chow**  
Lead Designer and Co-founder

Mok-yi is an user experience and user interface (UX/UI) designer. In his free time, he enjoys hiking, cycling, water sports and being slave to his dog, parrot and coral reef aquarium.

---

## INVESTORS & ADVISORS

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Amount Raised [?](#)

\$0

Days Left [?](#) 145 Investors 0

SWAGGLE

\$62

\$56 \$86

Make Offer

Cancel

Brown Loafer est. \$60

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## FUNDRAISING DETAILS

### Reg CF Offering Summary

Amount Raised

\$0.00

Investors

0

Security Type

FlashSeed Convertible Security

Offering Min

\$50,000

Offering Max

\$100,000

Valuation Cap 

\$1,000,000

Valuation Discount 

20.0%

### Reg D Offering Summary

Amount Raised

\$0.00

Investors

0



Security Type

FlashSeed Convertible Security

Offering Min

N/A

Offering Max

\$1,000,000

Valuation Cap ?

\$1,000,000

Valuation Discount ?

20.0%

## Additional Details

Option Pool ?

N/A

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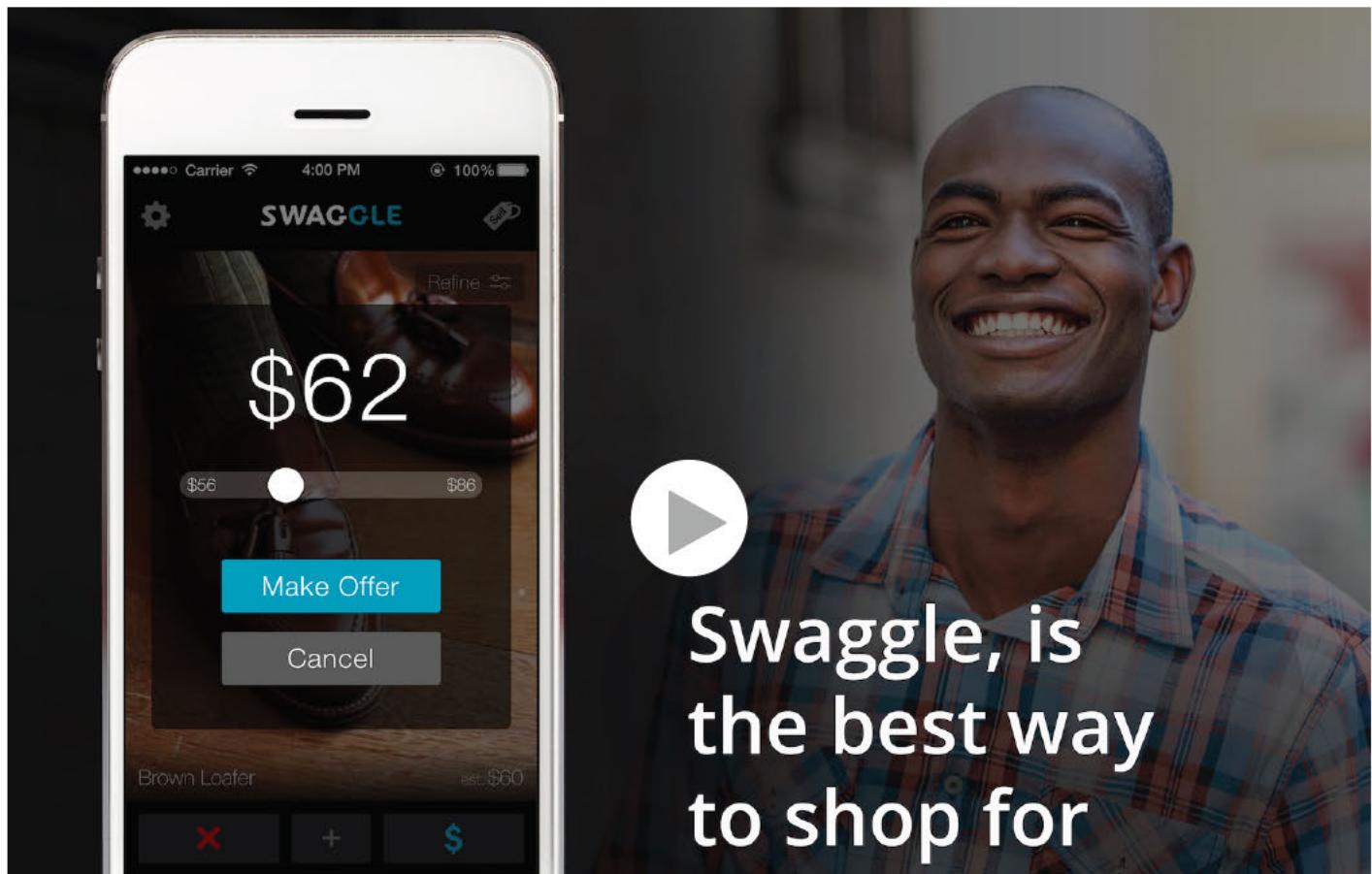
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Amount Raised [?](#)

\$0

Days Left [?](#) 145 Investors 0



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## COMMONLY ASKED QUESTIONS



### **Why does Swaggle stands out?**

Swaggle is the only mobile marketplace that is tailored for mens shopping experience. It is the way men shop.



### **What makes your team the right one for this space?**

We created Swaggle because we experienced the problem, and we could not find an existing solution for it. We were a couple of recent college graduates and young professionals that came to Washington DC for our professional careers. We all had a hard time to find quality clothes at a bargaining price. We did not want to settle for the low-end brands like H&M but could not afford high-end brands. Consignment shopping could have been a good option for us, however, most of the brick-and-mortar and online consignment shops are women-centric that we left the places shortly after the first visit. We started to swap clothes and actually bought items from each other because the items matched our sizes and styles. That's when we realized the potential of Swaggle. As a team, not only do we have our own unique skill sets, but we possess a unique blend of intuitive and practical minds which allow us to yield creative yet practical solutions. We all share a

common vision and we are driven by the motivation and belief that Swaggle will change the way we shop in the mobile world.

---

//

## **What are the fees for buying on Swaggle?**

Swaggle do not charge any fee for customers to shop on the app.

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//

## **What are the fees for selling on Swaggle?**

Our fees are very simple and straightforward. For all sales under \$15, Swaggle takes a flat commission of \$2.95. Our customers keep the rest. For sales of \$15 or more, sellers keep 80% of the sale and Swaggle's commission is 20%. Once a seller sold item has been delivered and received by the buyer, the seller will receive the earnings from their sales. Customers can spend their earnings within the app or withdraw money as cash whenever they like.

---

//

## **How can customers trust buying on Swaggle?**

Customers are protected every time they place an order on Swaggle with Swag Protect. When a customer purchase an item on Swaggle, we keep the customer's payment safe until the customer tells us that he/she have received the order. If the item does not match the description, the customer will need to notify Swaggle within 3 days (72 hours) of delivery. After we verify the customer's claim, we will refund payment. If we do not hear from a customer by 3 days after the order is delivered, we will assume everything is OK and release the customer's payment to the seller. Once we release payment, all sales are final and no refunds will be available.

---

//

## **What is Swaggle's Return Policy?**

All sales are final on Swaggle. However, we take an active role in each and every purchase made on Swaggle to ensure both the buyer and seller have a great experience. A buyer may open a case with us if they don't

receive their item or the item they receive is not as described in the original listing. This means a buyer cannot return an item they purchased on Swaggle if the item simply does not fit or they no longer want the item - as long as the seller accurately described the item in the listing.

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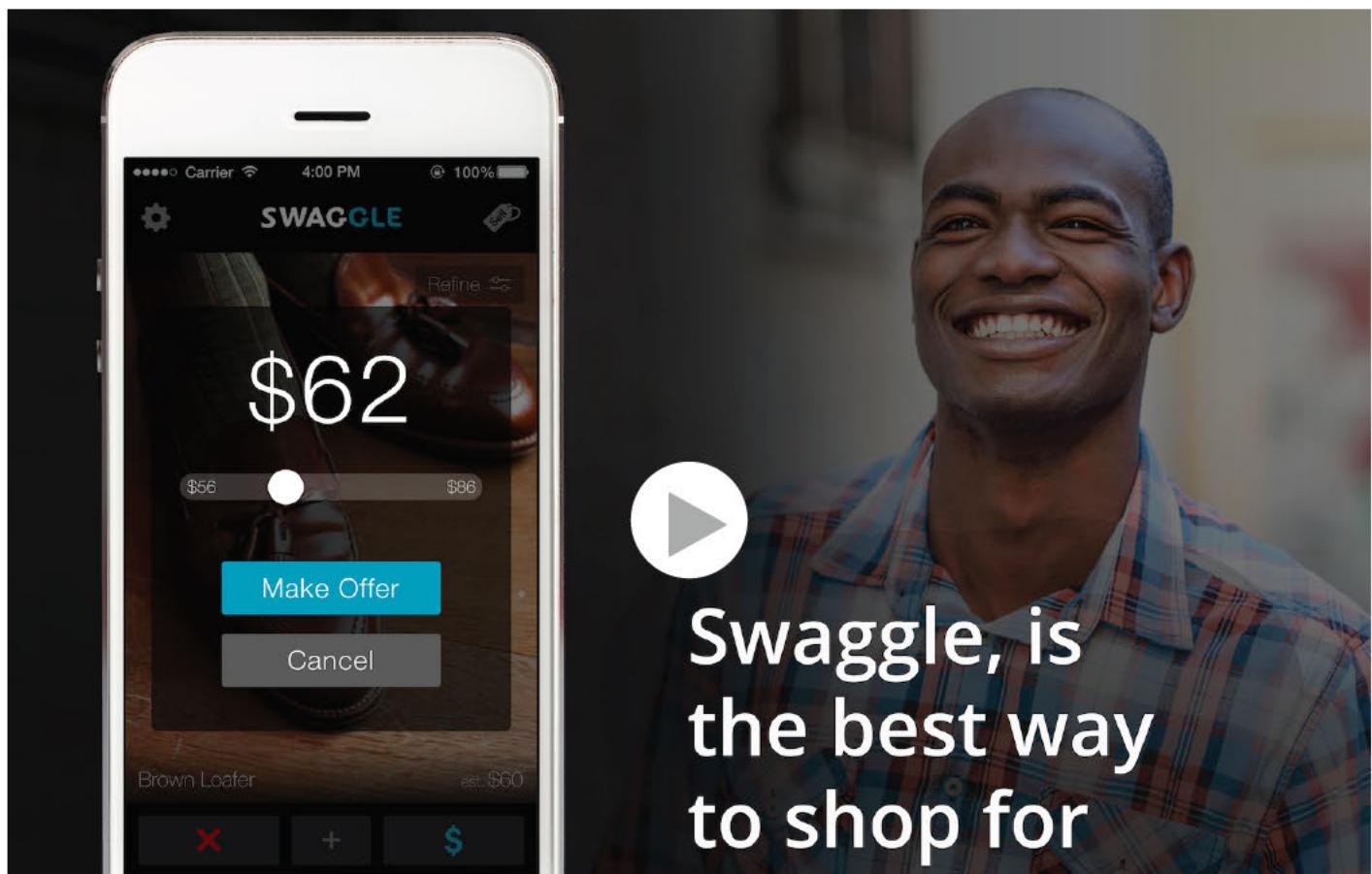
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Amount Raised [?](#)

\$0

Days Left [?](#) 145 Investors 0



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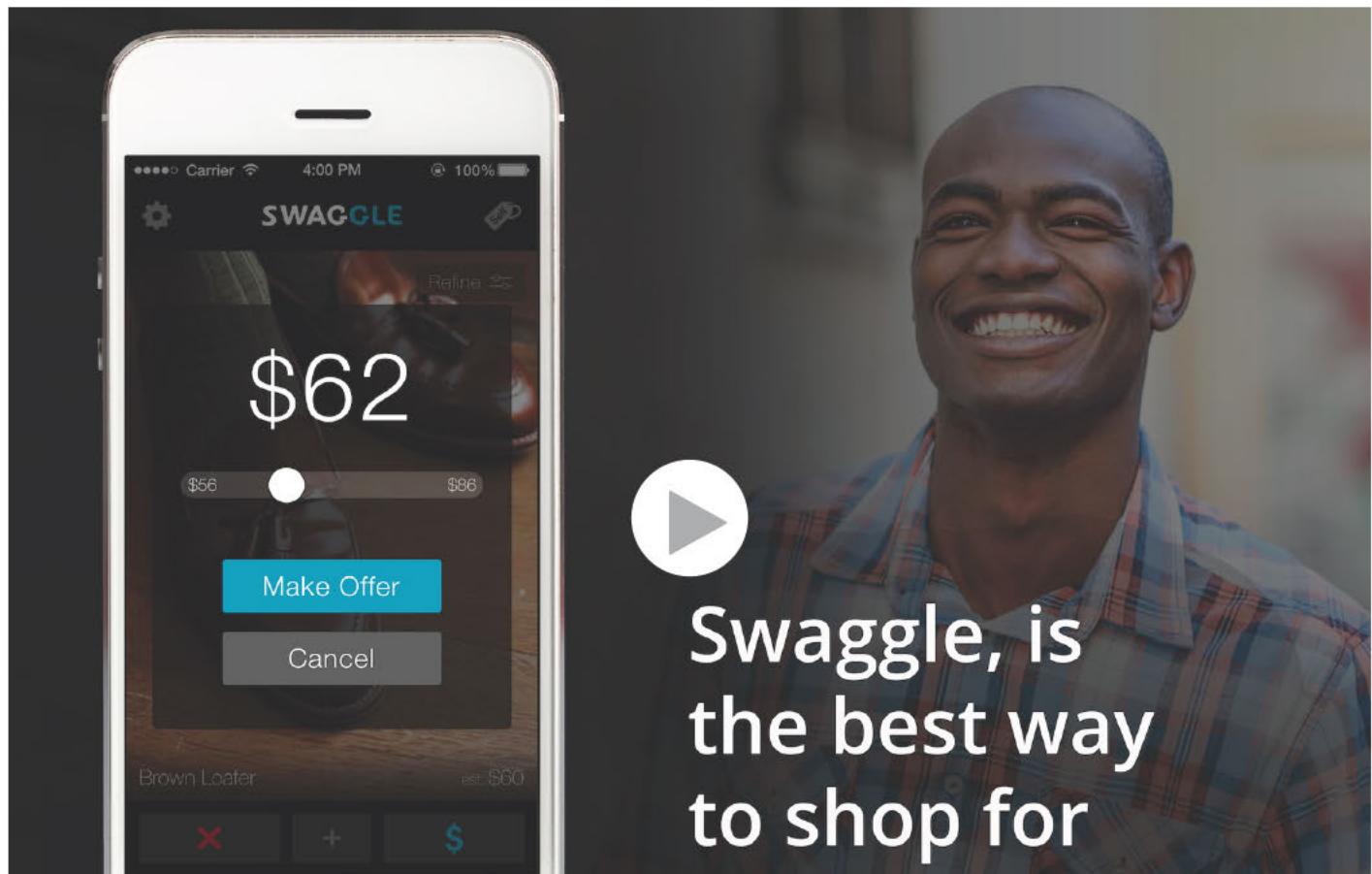
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Amount Raised [?](#)

\$0

Days Left [?](#) 144 Investors 0



The image is a composite of two parts. On the left, a white iPhone displays the Swaggle mobile application. The screen shows a dark-themed interface with a large white '\$62' in the center. Below it is a horizontal slider with values '\$56' and '\$86' at the ends, and a white circular marker in the middle. At the bottom of the slider are two buttons: a blue 'Make Offer' button on the left and a grey 'Cancel' button on the right. The background of the phone screen shows a blurred image of a brown leather loafer. On the right side of the image is a close-up photograph of a smiling Black man with short hair, wearing a light-colored plaid shirt. A large white play button icon is overlaid on the left side of his face. To the right of the play button, the text 'Swaggle, is the best way to shop for' is written in a large, bold, white sans-serif font.

# men's wear

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