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Invest in Logic Products

Proprietary, non-toxic, and eco-friendly consumer products made with high quality ingredients that are safe for families, pets, and the environment. It's Logic! [Edit Profile](#)

\$1,050	\$500	\$5,000,000
Amount raised	Minimum	Pre-Money valuation

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Time left to invest

56 d

:

10 h

:

16 m

Purchased securities are not currently tradeable. Expect to hold your investment until the company lists on a national exchange or is acquired.

Logic Products is offering securities under both Regulation D and Regulation CF through SI Securities, LLC ("SI Securities"). SI Securities is an affiliate of Seedinvest Technology, LLC, a registered broker-dealer, and member FINRA/SIPC. SI Securities will receive cash compensation equal to 5.00% of the value of the securities sold and equity compensation equal to 5.00% of the number of securities sold. Investments made under both Regulation D and Regulation CF involve a high degree of risk and those investors who cannot afford to lose their entire investment should not invest. Furthermore, the contents of the Highlights, Term Sheet sections have been prepared by SI Securities and shall be deemed broker-dealer communications subject to FINRA Rule 2210 (the "Excluded Sections"). With the exception of the Excluded Sections noted above, this profile contains offering materials prepared solely by Logic Products without the assistance of SI Securities, and not subject to FINRA Rule 2210 (the "Issuer Profile"). The Issuer Profile may contain forward-looking statements and information relating to, among other things, the company, its business plan and strategy, and its industry. Investors should review the [risks and disclosures](#). The contents below are meant to be a summary of the information found in the company's Form C. Before making an investment decision, investors should review the company's Form C for a complete description of its business and offering information, a copy of which may be found both [here](#) and [below](#).

Projected US Consumer Sales Of Natural, Organic, & Healthy Products (2019)
\$252B

Proprietary SKUs Already Developed
70+

- > \$2.7M in revenue generated since inception representing 47% CAGR 2016
- > Distribution partners include Amazon, Jet.com, Petco, Diapers.com, Walmart.com, and SOAP.com
- > 99%+ positive lifetime feedback rating provided by Amazon Seller Central as of Aug 1st, 2017
- > 82K+ units sold in 2016
- > 79% of mothers search for environmentally-focused brands and collectively hold \$1.7 trillion in buying power

Total Amount Raised
\$1,050

Total Round Size
\$850,000

- > Raise Description: Seed
- > Minimum Investment: US \$500 per investor
- > [Security Type](#): Preferred Equity
- > Pre-Money Valuation: US \$5,000,000
- > [Offering Type](#): Side by Side Offering



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Logic Products' goal is to become the brand of choice for natural consumer packaged goods (CPG) in North America and worldwide, spanning various product categories. Consumers' increasing knowledge and search for the safest and best products for their families, homes, and pets is contributing to the high growth in all three CPG sectors that Logic Products' brands target.

The Problem

Today's consumer is holding companies accountable when it comes to transparency of both product ingredients and manufacturing procedures before they purchase. What we've noticed from our experience is that as consumers connect the dots between health, beauty, safety, and sustainability, they are abandoning many of the traditional brands that contain harsh chemicals that their parents used for decades.

The Solution

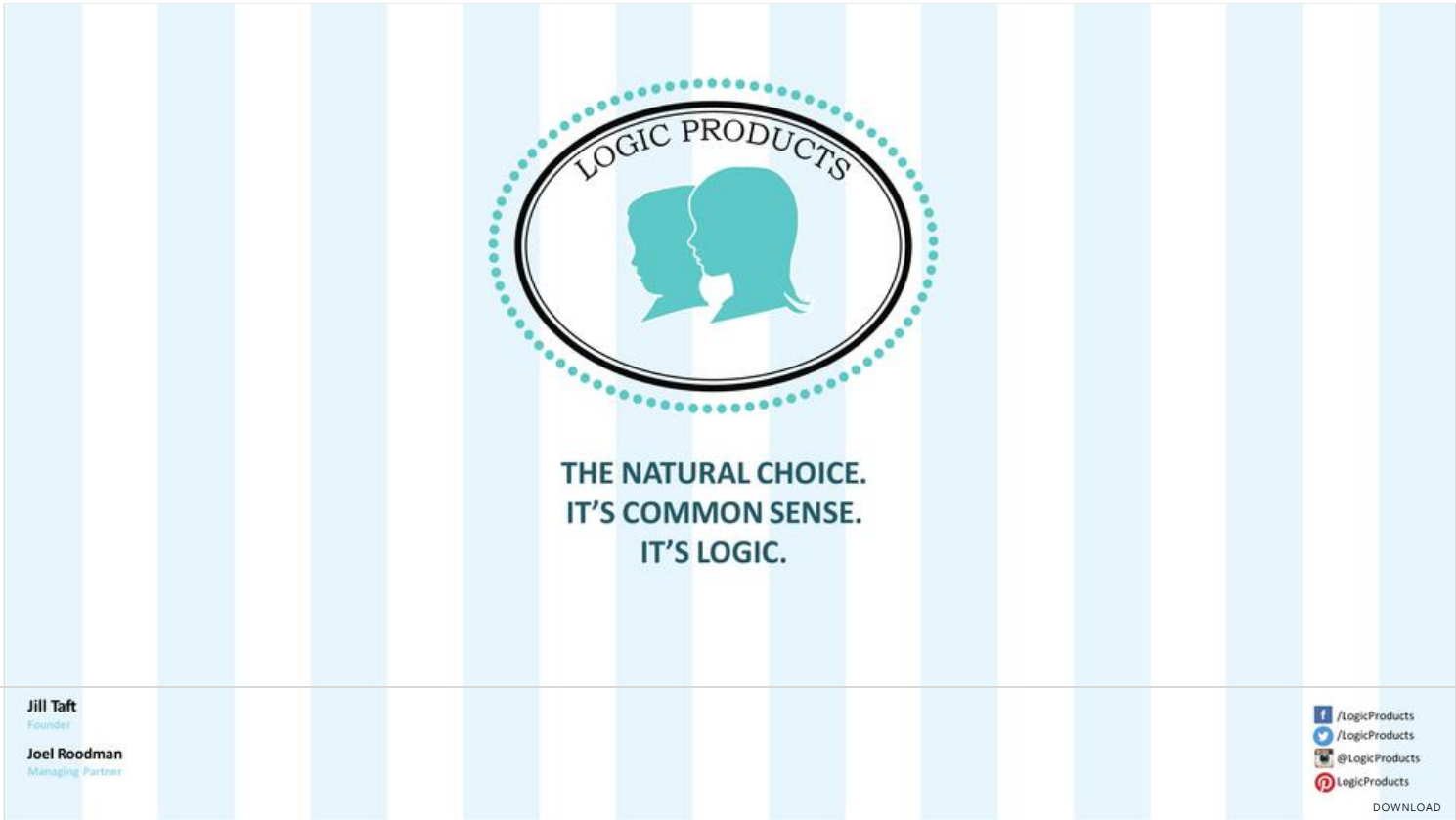
With minimal resources to date, Logic Products has worked hard to build a reputation as a “green” company that offers a broad, trusted, and powerful family of interconnected and useful eco-friendly products.

First, Logic Products presently has a comprehensive array of products made with naturally derived ingredients and an obsessive focus on transparency, not only with what is in our four product lines but also what's not. Truth in labeling is a key transparency denominator and an important way that Logic Products has built consumer trust as they shop according to values based on product and ingredient factors.

Second, since inception, Logic Products has engaged with communities and organizations throughout the United States through product donations that help those in need. Whether we were working with schools in resource-constrained areas fighting lice outbreaks, dog rescue groups, no-kill shelters, or safe havens for young moms who are victims of domestic violence, Logic Products is on a mission to help those in need. As Logic Products grows, so does our ability to help others, a vital and relevant component of our company culture.

Third, unlike one of our competitors, we are not fronted by a 'celebrity' but instead by an entrepreneur who personally focuses on providing personable customer service - which is immediate, professional, compassionate, and thorough.

Pitch Deck



Product & Service

Logic Products manufactures and retails select proprietary and non-toxic consumer packaged goods made with natural plant-based ingredients that are safe for children, pets, and the environment. Our four current brands - LiceLogic, BarkLogic, TotLogic, and HomeLogic - are primarily targeted towards mothers and consumers who are looking for high quality natural lifestyle products for their homes and were born out of customer demand.

Brands

1. LiceLogic: Effective, non-toxic, and safe lice treatment and prevention products for the entire family (10 SKU's)

The LiceLogic Prevention & Treatment brand uses our highly effective proprietary plant-based enzyme that immediately penetrates the exoskeleton of the louse and is proven to kill lice and nits on contact. LiceLogic products have been independently tested and shown to be 99% effective for lice treatment and prevention. LiceLogic is pesticide-free and biodegradable. The LiceLogic Repel line can be used year-round and contains our proprietary enzyme blend plus essential oils that effectively repel lice and gently cleanse hair. All LiceLogic products are safe for daily use and come in refreshing and aromatherapeutic rosemary mint, lavender, and peppermint scents. LiceLogic is formulated in accordance with the 'Whole Foods' ingredient standards for hair care products.

LiceLogic Top Selling SKU's / Gross Margins:

LiceLogic Clear & Free Shampoo

- MSRP: \$34.00
- COG: \$3.67
- Retail Gross: 89%

LiceLogic Hair Nit Spray

- MSRP: \$24.00
- COG: \$3.46
- Retail Gross: 86%

2. TotLogic: Bath, body, and hair care products for babies, kids, and families (13 SKU's)

TotLogic is a pure and gentle line formulated for babies, children, and adults with sensitive skin. TotLogic products are made with nature's finest ingredients and are formaldehyde-free, sulfate-free, paraben-free, phthalate-free, petrolatum free, PEG-free, and DEA-free. TotLogic products are also cruelty free and do not contain animal ingredients. All TotLogic products are naturally scented with essential oils, hypoallergenic, and do not contain artificial colors or synthetic fragrances. Parents are assured of safety as well as quality when using TotLogic's gentle formulations on their babies and children. TotLogic's products contain our refreshing and natural proprietary scents that appeal to both children and parents alike. Our products are great for the entire family searching for non-toxic, gentle hair care, bath, and body products made with natural ingredients. TotLogic is formulated in accordance with the 'Whole Foods' ingredient standards for bath and body care products.

TotLogic Top Selling SKU's / Gross Margins:

TotLogic Conditioner Original

- MSRP: \$14.00
- COG: \$3.30
- Retail Gross: 76%

TotLogic Leave-In Conditioning Spray Lavender:

- MSRP: \$14.00
- COG: \$3.22
- Retail Gross: 77%

3. Natural HomeLogic: Household cleaners and soaps for the entire home (17 SKU's)

Natural HomeLogic is a non toxic and eco-friendly line of plant and mine derived household cleaning products for a naturally clean home. Our Natural HomeLogic line includes Foaming Hand Soap, Liquid Dish Soap, Laundry Detergent, Glass Cleaner, Odor Eliminator Spray, Toilet Bowl Cleaner, Bathroom Cleaner, and All Purpose Household Cleaner. All Natural HomeLogic products are formaldehyde free, sulfate free, chlorine free, bleach free, petroleum free, biodegradable, ammonia free, phthalate free, nonylphenol ethoxylate free, triclosan free, DEA free, PEG free, and TEA free. Natural HomeLogic is formulated in accordance with the "Whole Foods" eco scale with a rating of "yellow" for household cleaning, soaps, and laundry products. Safe to use around babies and pets.

Natural HomeLogic Top Selling SKU's / Gross Margins:

- Retail Gross: 72%

HomeLogic Foaming Hand Soap Refill - Citrus

- MSRP: \$16.00
- COG: \$3.93
- Retail Gross: 75%

4. BarkLogic: Grooming and clean-up products for dogs of all breeds and sizes (25 SKU's)

BarLogic® products are for pet owners in search of natural, effective, and non-toxic grooming and cleanup products for their dogs. BarLogic® harnesses the power of nature's finest ingredients to create eco-friendly grooming and home care products for pets of all breeds and sizes, including puppies. Formulated using human-grade ingredients, BarLogic® products are infused with essential oils and will keep dogs clean, fresh, and feeling great year round. BarLogic® has four comprehensive solution sets for dog owners. All BarLogic® formulas utilize the power of plant and mineral derived ingredients to ensure a thorough clean without leaving toxic residue on pets or in their living environment. Gentle, safe, and made in the USA, BarLogic® is formulated in accordance with the "Whole Foods" ingredient standards for bath and non-body care products.

BarkLogic Top Selling SKU's / Gross Margins:

BarkLogic Calming 2 In 1 Shampoo Lavender

MSRP: \$16.49

COG: \$3.47

Retail Gross: 79%

BarkLogic Calming Shampoo Lavender

MSRP: \$16.49

COG: \$3.47

Retail Gross: 79%

Distribution

Logic Products concentrates our retail activities online through existing marketplaces such as Amazon, Jet, Diapers and Soap.com, and recently added both Walmart and Petco.com at the beginning of Q1 2017. Notably, we saw 66% growth in sales through Amazon between 2014 and 2016 and we currently hold a 4.9 star seller rating provided by Amazon Seller Central in feedback and customer service satisfaction and Seller Central has also assessed us with a 0% order defect rate along with 100% positive customer rating.

Logic Products has been approached by top brick and mortar distributors and retailers and has been reticent to enter into traditional distribution where we cannot ship direct to big box retailers. By holding back from the numerous opportunities to have our products distributed within the brick and mortar landscape, Logic Products has removed the middleman, kept blended gross margins for our products within the 65% to 90% range, and has a direct relationship with consumers to allow us to control our brand and know our customers. Moreover, within the Amazon marketplace, Logic Products controls the retail price and owns the all-important 'buy box'.

We have one major brick and mortar retailer for our natural BarkLogic line – Petco and we are planning to pursue having each line in one major big box chain where we ship direct to their distribution centers, similar to Petco, bypassing distributors.

We have and will continue to seriously consider traditional retail when weighed against inventory commitments and risk.

Our belief is that Logic Products can scale rapidly through existing online marketplaces and continue to build brand awareness, including through logicproducts.com, while focusing on the numerous strategic international opportunities presented to the company.

Revenue Breakdown By Major Channels:

- E-Commerce: 58%
- Wholesale: 41%

Gallery



Logic Products - Validation of Our Business Model. Logic Products is focused on reaching consumers directly through ecommerce marketplaces. The following outlines how our strategy works in today's distribution environment. L2 Inc empowers brands with the data and insights to benchmark their digital performance relative to competitors, prioritize digital initiatives, steer capital allocations, and measure the impact of their digital investments over time. Research and Video Provided To Logic Products Courtesy Of L2 Research.

Media Mentions





BUSTLE

allure

sheknows



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ONLINE PRODUCT REVIEWS



Pet Business

THE MOST TRUSTED NAME IN THE PET INDUSTRY

PETS+

VOGUE



BBC NEWS

modern**dog**
magazine



Reader's Digest

Mommy Gone Healthy

TODAYS SKINCARE

RAWRABEAUTY

Organic Products

snapp36ae



Rover



MOMFILES.COM
LIFESTYLE * TRAVEL * FOOD

Pet Product
News
INTERNATIONAL.com



Pet Age

Team Story

Entrepreneur Jill Taft was inspired to create her own eco-friendly, safe, and effective products for personal use after she gave birth to her first child. Never did she dream that a school yard lice outbreak that infested her child's classroom would launch an entire company of family-friendly products, but it unexpectedly did.

What started as late nights full of research and testing in her home to find safe, non-toxic alternatives to the harsh formulas already on the market is now a mom-approved lifestyle brand.

After Jill formulated the first brand LiceLogic in 2011, with the guidance of entomologists and green chemists to answer this need, she found a huge and growing interconnected online audience of mothers searching for green and natural products.

With the first product's success in the marketplace, she developed new brands to satisfy the growing demand by her customers for natural, effective, and trusted products.

LiceLogic was launched on Amazon in Q1 2011 and Jill's proprietary formulation of LiceLogic was independently tested by leading lice expert Katie Shepherd in March 2012.

TotLogic was launched on Amazon in the Summer of 2012

BarkLogic was launched in April 2014, went into Unleashed by Petco nationally at the end of August 2014, and the line was extended in March 2016 with 18 new SKU's in select Petco stores.

Natural HomeLogic was launched on Amazon in November 2013

As the one-person company began to grow organically through word-of-mouth and with limited resources, her spouse, entrepreneur Joel Roodman, started to provide assistance in operations and business development in the evenings. When it started to demand more of his time and attention, he decided to join Logic Products full-time. He is now officially the second full-time employee of the company after Jill.

Today, Jill's idea is a promise: To keep our products pure, simple, and authentic. We are on a mission to spread the benefits of using non-toxic products that are not only efficacious but make sense.

Founders and Officers



Jill Taft
FOUNDER & PRESIDENT

Previously a successful international fashion model for leading designers like Giorgio Armani, Gianni Versace, and Christian Dior, Jill also created her own successful line of handbags sold across the U.S. and in high-end boutiques and stores such as Anthropologie. Now a mom of two, Jill is an entrepreneur who is increasingly interested in safe and efficacious products for her own family. She quickly discovered that many harsh and unnecessary ingredients are used in everyday household, children, and pet products so she decided to create a natural lifestyle brand of alternative solutions that were safer for families, kids, and pets, which are now all being sold nationwide.



Joel Roodman
EVP

Joel is a strategic senior management and business development C-suite level specialist with over 20 years of diverse executive experience in traditional and emerging digital consumer product goods, media, and communications ventures. Joel has extensive success working with a wide range of blue-chip companies and startups such as Comcast, FIFA, NHL, NBA, Viacom, Miramax, Major League Gaming, On2 Technologies, The Apollo Group, and J.Walter Thompson to name a few in executive management, marketing, development, operations, and business development.

Key Team Members



M. Jay Walkingshaw
EVP & CFO, STRATEGIC INVESTOR & LOGIC PRODUCTS BOARD MEMBER

Notable Advisors & Investors



Michael Shuman
Investor, Q2 2017, Advisor to Logic Products



Railshot Ltd
Investor, 2 Rounds of Investment in Logic Products



Jaspa Associates LLC
Investor, 2 Rounds of Investment in Logic Products


Q&A with the Founder

Q: Why do Amazon fees vary between 20%-50%?

Logic Products: Depending on the category that the product is classified in that affects Amazon's fees. Since we are selling in four categories (household, pet, beauty, home & kitchen), there are variations in the fees.

Q: Can you also explain why the Amazon fees appear to be increasing YoY?

Logic Products: Amazon has been increasing rates for all vendors over the years.



Q: What happened in 2014? Why was there a drop in YoY revenue?

Products: In 2013, Logic Products did one international deal for \$101K which affected overall revenue. Logic Products decided after this deal, which was extremely time consuming given that day-to-day operations were being handled by the founder Jill only, the company would only focus on domestic sales for the next twenty four months until the requisite financing and resources were in place. While there have been numerous international opportunities for the company from that period going forward, the company has continued to focus on domestic operations and turned down most international deals during that period.

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Q: Please describe why SG&A has risen significantly since 2014.

Logic Products: As the company continued to grow, the company took on nominal compensation for the founder and managing partner in the form of wages and healthcare. In addition, there are interest expenses attributed to various debt.

The Q&A with the Founder is based on due diligence activities conducted by SI Securities, LLC. The verbal and/or written responses transcribed above may have been modified to address grammatical, typographical, or factual errors, or by special request of the company to protect confidential information.

Side by Side Term Sheet

A Side by Side offering refers to a deal that is raising capital under two offering types. If you plan on investing less than US \$20,000.00, you will automatically invest under the Regulation CF offering type. If you invest more than US \$20,000.00, you must be an accredited investor and invest under the Regulation D offering type.

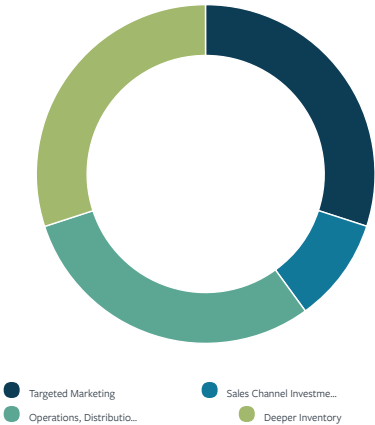
TERMS & DESCRIPTION	REGULATION D - RULE 506(C)	REGULATION CF
Investor Types	Accredited Only	Accredited and Non-accredited
Round description	Seed	Seed
Round size	US \$850,000	US \$850,000
Amount raised	US \$0	US \$1,050
Minimum investment	\$20,000	US \$500
Target minimum	US \$200,000	US \$200,000
Is participating?	No	No
Security Type	Preferred Equity	Preferred Equity
Pre-Money Valuation	US \$5,000,000	US \$5,000,000
Liquidation preference	1x	1x
Closing Conditions	The Company is making concurrent offerings under both Regulation CF and Regulation D (the "Combined Offerings"). Unless the Company raises at least the Target Amount of \$25,000 under the Regulation CF offering and a total of \$200,000 under the Combined Offerings (the "Closing Amount") by the offering end date no securities will be sold in this offering, investment commitments will be cancelled, and committed funds will be returned.	The Company is making concurrent offerings under both Regulation CF and Regulation D (the "Combined Offerings"). Unless the Company raises at least the Target Amount of \$25,000 under the Regulation CF offering and a total of \$200,000 under the Combined Offerings (the "Closing Amount") by the offering end date no securities will be sold in this offering, investment commitments will be cancelled, and committed funds will be returned.
Investment Management Agreement	All non-Major Purchasers will be subject to an Investment Management Agreement ("IMA"). The IMA will authorize an investment Manager to act as representative for each non-Major Purchaser and take certain actions for their benefit and on their behalf. Please see a copy of the IMA included with Logic Products's offering materials for additional details.	All non-Major Purchasers will be subject to an Investment Management Agreement ("IMA"). The IMA will authorize an investment Manager to act as representative for each non-Major Purchaser and take certain actions for their benefit and on their behalf. Please see a copy of the IMA included with Logic Products's offering materials for additional details.

Use of Proceeds

If Minimum Amount Is Raised



If Maximum Amount Is Raised



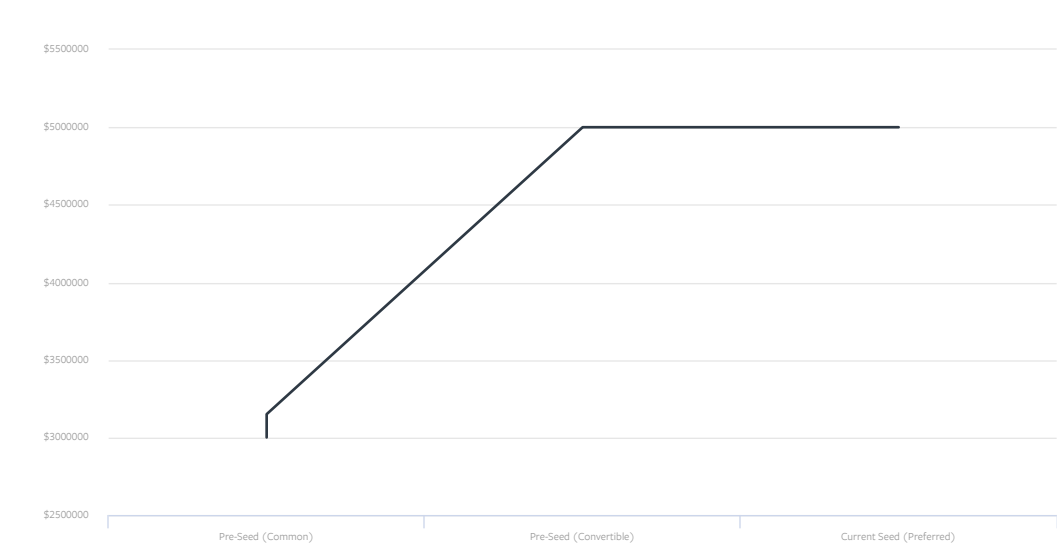
Investor Perks

- Invest \$500+:** Two free products of your choice from our website and 10% personal discount off our lowest price on any product at logicproducts.com for 12 months
- Invest \$10,000+:** One complimentary curated box of Logic Products and a 25% personal discount off our lowest price on any product at logicproducts.com for 12 months
- Invest \$25,000+:** Two complimentary curated boxes of Logic Products and a 30% personal discount off our lowest price on any product at logicproducts.com for 12 months
- Invest \$50,000+:** (1) Private dinner and evening 'On The Town' in Manhattan hosted by the founders of the company at one of the top restaurants, (2) two tickets to a must-see Broadway show, and (3) two complimentary curated boxes of Logic Products, and (4) 12 month personal discount of 35% off our lowest price on any product at logicproducts.com

It is advised that you consult a tax professional to fully understand any potential tax implications of receiving investor perks before making an investment.

Prior Rounds

The graph below illustrates the valuation cap or the pre-money valuation of Logic Products's prior rounds by year.



This chart does not represent guarantees of future valuation growth and/or declines.

Pre-Seed	
Round Size	US \$150,000
Close Date	Jun 30, 2017
Security Type	Convertible Note
Valuation Cap	US \$5,000,000

Pre-Seed	
Round Size	US \$200,000
Close Date	Dec 1, 2015
Security Type	Common Equity
Pre-money Valuation	US \$3,000,000

Pre-Seed	
Round Size	US \$50,000
Close Date	Jan 13, 2017
Security Type	Common Equity
Pre-money Valuation	US \$3,150,000

Financial Discussion

Financial Statements

Our financial statements can be found in Exhibit B to the Form C of which this Offering Memorandum forms a part.

Financial Condition

The Company is in the early stages of development and began to generate revenues in 2011. During the years ending December 31, 2016 and 2015, the Company sustained net losses of \$214,819 and \$145,392, respectively, and its reviewed financial statements include a “going concern” note.

Results of Operations

Net revenues for 2016 and 2015 were \$720,076 and \$611,961, respectively. Costs of net revenues for 2016 and 2015 were \$511,871 and \$394,508, respectively, and, subtracted from net revenues, resulted in gross profit of \$208,205 and \$217,453, respectively. The Company reports that the reason for the increase in costs of revenues with decrease in gross margins arises from a temporary change in sales of product with varying profit margins.

Our total operating expenses for 2016 was \$394,882, an increase of approximately 11% over total operating expenses of \$355,501 in 2015. These increased costs were driven by a 30.54% increase in general and administrative operating expenses from 2015 to 2016, while sales and marketing operating expenses decreased of approximately 17%. In 2016 we recorded interest expense of \$28,142, while we had interest expense of \$7,344 in 2015.

As a result of the foregoing, we recorded a net loss of \$214,819 in 2016, compared to a net loss of \$145,392 in 2015.

Liquidity and Capital Resources.

As of June 30, 2017, we have four short-term loan agreements in place with a total outstanding amount of \$237,392 of which approximately \$55,000 is due after June 30, 2018. The unpaid principal balance under these loans as of December 31, 2016 was \$171,581. Please see below for further details.

At December 31, 2016 and June 30, 2017, we had cash and cash equivalents of \$8,347 and \$177,981, respectively.


Indebtedness

We borrowed \$100,000 at an interest rate of 12.00% from Alasdair McLeod-Forman ("AML"), a lender in Boston, Massachusetts, as evidenced by a promissory note from the company to AML dated January 25, 2016 (the "AML Note"). The AML Note is payable in 52 bi-weekly installments of \$2,167.48 and matures on February 28, 2018. The AML Note is subject to the law of the state of New York. The proceeds of the AML Note were used for working capital and inventory costs. We have classified this AML Note as a current liability, due to our defaulting on its payment terms. We anticipate modifying or refinancing the AML Note to extend the maturity date of this loan to September 15, 2020 at a rate of 12.00%.

We borrowed \$97,000 ("ACS Loan") at an interest rate of 16.00% from Amazon Capital Services, Inc. ("ACS"), as evidenced by a loan agreement by and between the Company and ACS dated May 10, 2017 (the "ACS Agreement"). The loan under the ACS Agreement is payable in 12 monthly installments of \$8,800.93 and matures on or about May 10, 2018. As of July 10, 2017, the outstanding balance of the ACS Loan was \$81,893. The ACS Agreement is subject to the law of the state of Washington. The proceeds of the ACS Loan were used for working capital and inventory costs.

We borrowed \$31,100 ("Kabbage Loan") at an interest rate ranging from 2% to 33% from Celtic Bank ("CB"), as evidenced by a Kabbage Business Loan Agreement by and between the Company and CB dated on or about September 12, 2016 (the "CB Agreement"). The loan under the CB Agreement is payable in 12 monthly installments ranging from \$602 to \$5,418 per month. The CB Agreement indicates that certain costs are imposed for each month or partial month that any portion of Kabbage Loan proceeds is outstanding and, if not paid until after the 11th month anniversary date, the total cost to the Company would be \$5,418.00. The CB Agreement is subject to the law of the state of Utah. The proceeds of the Kabbage Loan were used for working capital and inventory costs.

We borrowed \$71,000 ("QuarterSpot Loan") at an interest rate of 45.34% from QuarterSpot, Inc. ("QS"), as evidenced by a non-negotiable promissory note ("QS Note") made by the Company in favor of QS with an issue date of April 3, 2017 and a Business Loan Agreement dated March 31, 2017 entered between the Company and QS (the "QS Loan Agreement"). The QS Note is payable in accordance with its payment schedule, with a fixed payment of \$356.23. The QS Loan matures 360 days from its date. The QS Loan Agreement is subject to Virginia law. The proceeds of the QS Loan were used for working capital and inventory costs.



Actual revenue and operating results may not meet projections or expectations. It is difficult to accurately forecast the Company revenues and operating results and they could fluctuate in the future due to a number of factors. These factors may include: our ability to further develop our products; acceptance of our products; the amount and timing of operating costs and capital expenditures; competition from other market venues that may reduce market share and create pricing pressure; and adverse changes in general economic, industry and regulatory conditions and requirements. The Company'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.

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The Company may need more money. The Company might not sell enough Series Seed Preferred Stock in the Regulation Crowdfunding offering or the Regulation D offering to meet its operating needs and fulfill its plans. If that happens, the Company plans to obtain funds, in the form debt and/or equity, from existing members and other investors. If it is not able to do that, it may cease operating and you will get nothing. Even if it sells all the Series Seed Preferred Stock it is offering now, it will probably need to raise more funds in the future, and if it can't get them, it may fail. Even if it does make a successful offering in the future, the terms of that offering might result in your investment in the Company being worth less, because later investors might get better terms.

We are likely to operate at a loss for at least a year, if not a longer period of time. We have had limited revenue producing activities, and we anticipate that we will continue to sustain operating losses in the near term. Our ability to become profitable depends, in part, on our success in selling our products through existing and future online and brick and mortar marketplaces and retail outlets and increasing international sales, as well as our ability to form strategic partnerships. There can be no assurance that this will occur. Unanticipated problems and expenses are often encountered in offering new products, which may impact whether we are successful. There can be no assurance that we will ever become profitable. If we sustain losses over an extended period of time, we will have to seek other sources of capital in order to sustain operations or may be unable to continue in business.

We have outstanding loans. We have entered into four business loan agreements. One loan is made with Amazon Capital Services, Inc. and it matures on or about May 2018. A second loan is made with Kabbage and matures in or about September 2017. The third currently outstanding loan is made with Alasdair McLean-Forman and matures on or about February 28, 2018, which loan the Company anticipates modifying or refinancing, as further described herein. Lastly, the Company recently entered into a loan with QuarterSpot which matures in March 2018.

General Risks and Disclosures

Start-up investing is risky. Investing in startups is very risky, highly speculative, and should not be made by anyone who cannot afford to lose their entire investment. Unlike an investment in a mature business where there is a track record of revenue and income, the success of a startup or early-stage venture often relies on the development of a new product or service that may or may not find a market. Before investing, you should carefully consider the specific risks and disclosures related to both this offering type and the company which can be found in this company profile and the documents in the data room below.

Your shares are not easily transferable. You should not plan on being able to readily transfer and/or resell your security. Currently there is no market or liquidity for these shares and the company does not have any plans to list these shares on an exchange or other secondary market. At some point the company may choose to do so, but until then you should plan to hold your investment for a significant period of time before a "liquidation event" occurs. A "liquidation event" is when the company either lists their shares on an exchange, is acquired, or goes bankrupt.

The Company may not pay dividends for the foreseeable future. Unless otherwise specified in the offering documents and subject to state law, you are not entitled to receive any dividends on your interest in the Company. Accordingly, any potential investor who anticipates the need for current dividends or income from an investment should not purchase any of the securities offered on the Site.

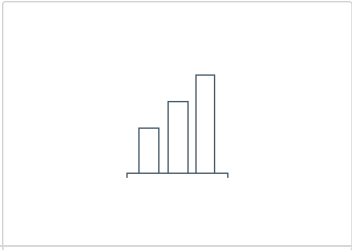
Valuation and capitalization. Unlike listed companies that are valued publicly through market-driven stock prices, the valuation of private companies, especially startups, is difficult to assess and you may risk overpaying for your investment. In addition, there may be additional classes of equity with rights that are superior to the class of equity being sold.

You may only receive limited disclosure. While the company must disclose certain information, since the company is at an early-stage they may only be able to provide limited information about its business plan and operations because it does not have fully developed operations or a long history. The company may also only obligated to file information periodically regarding its business, including financial statements. A publicly listed company, in contrast, is required to file annual and quarterly reports and promptly disclose certain events — through continuing disclosure that you can use to evaluate the status of your investment.

Investment in personnel. An early-stage investment is also an investment in the entrepreneur or management of the company. Being able to execute on the business plan is often an important factor in whether the business is viable and successful. You should be aware that a portion of your investment may fund the compensation of the company's employees, including its management. You should carefully review any disclosure regarding the company's use of proceeds.

Possibility of fraud. In light of the relative ease with which early-stage companies can raise funds, it may be the case that certain opportunities turn out to be money-losing fraudulent schemes. As with other investments, there is no guarantee that investments will be immune from fraud.

Lack of professional guidance. Many successful companies partially attribute their early success to the guidance of professional early-stage investors (e.g., angel investors and venture capital firms). These investors often negotiate for seats on the company's board of directors and play an important role through their resources, contacts and experience in assisting early-stage companies in executing on their business plans. An early-stage company may not have the benefit of such professional investors.



Logic Products's Form C

The Form C is a document the company must file with the Securities and Exchange Commission, which includes basic information about the company and its offering and is a condition to making a Reg CF offering available to investors. It is important to note that the SEC does not review the Form C, and therefore is not recommending and/or approving any of the securities being offered.

[Download Logic Products's Form C](#)

Data Room

NAME
>  Pitch Deck and Overview (2 files)
>  Product or Service (23 files)
>  Financials (2 files)
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Joel Roodman · Team Member · 3 hrs

Hi Michael, first off, we're thrilled to be part of SeedInvest and thank you for your interest in Logic Products. We expect to convert our corporate form from limited liability company to C-Corporation in the future upon gaining profitability. Please let us know if you have any further questions. Regards - Jill

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Michael Raffelson · 3 hrs

Does the company plan to convert to a C-corp?

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Joel Roodman · Team Member · 3 hrs

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Frequently Asked Questions

About Side by Side Offerings

What is Side by Side?

A Side by Side offering refers to a deal that is raising capital under two offering types. This Side by Side offering is raising under Regulation CF and Rule 506(c) of Regulation D.

What is a Form C?

The Form C is a document the company must file with the Securities and Exchange Commission ("SEC") which includes basic information about the company and its offering and is a condition to making a Reg CF offering available to investors. It is important to note that the SEC does not review the Form C, and therefore is not recommending and/or approving any of the securities being offered. Before making any investment decision, it is highly recommended that prospective investors review the Form C filed with the SEC (included in the company's profile) before making any investment decision.

What is Rule 506(c) under Regulation D?

Rule 506(c) under Regulation D is a type of offering with no limits on how much a company may raise. The company may generally solicit their offering, but the company must verify each investor's status as an accredited investor prior to closing and accepting funds. To learn more about Rule 506(c) under Regulation D and other offering types check out our [blog](#) and [academy](#).

What is Reg CF?

Title III of the JOBS Act outlines Reg CF, a type of offering allowing private companies to raise up to \$1 million from all Americans. Prior capital raising options limited private companies to raising money only from accredited investors, historically the wealthiest ~2% of Americans. Like a Kickstarter campaign, Reg CF allows companies to raise funds online from their early adopters and the crowd. However, instead of providing investors a reward such as a t-shirt or a card, investors receive shares, typically equity, in the startups they back. To learn more about Reg CF and other offering types check out our [blog](#) and [academy](#).

Making an Investment in Logic Products

How does investing work?

When you complete your investment on SeedInvest, your money will be transferred to an escrow account where an independent escrow agent will watch over your investment until it is accepted by Logic Products. Once Logic Products accepts your investment, and certain regulatory procedures are completed, your money will be transferred from the escrow account to Logic Products in exchange for your shares. At that point, you will be a proud owner in Logic Products.

What will I need to complete my investment?

To make an investment, you will need the following information readily available:

1. Personal information such as your current address and phone number
2. Employment and employer information
3. Net worth and income information
4. Social Security Number or government-issued identification
5. ABA bank routing number and checking account number (typically found on a personal check or bank statement)

If you are investing under Rule 506(c) of Regulation D, your status as an Accredited Investor will also need to be verified and you will be asked to provide documentation supporting your income, net worth, revenue, or net assets or a letter from a qualified advisor such as a Registered Investment Advisor, Registered Broker Dealer, Lawyer, or CPA.

How much can I invest?

An investor is limited in the amount that he or she may invest in a Reg CF offering during any 12-month period:

- If either the annual income or the net worth of the investor is less than \$100,000, the investor is limited to the greater of \$2,000 or 5% of the lesser of his or her annual income or net worth.
- If the annual income and net worth of the investor are both greater than \$100,000, the investor is limited to 10% of the lesser of his or her annual income or net worth, to a maximum of \$100,000.

Separately, Logic Products has set a minimum investment amount of US \$500. Accredited investors investing \$20,000 or over do not have investment limits.

After My Investment

What is my ongoing relationship with the Issuer?

You are a partial owner of the company, you do own shares after all! But more importantly, companies which have raised money via Regulation CF must file information with the SEC and post it on their websites on an annual basis. Receiving regular company updates is important to keep shareholders educated and informed about the progress of the company and their investment. This annual report includes information similar to a company's initial Reg CF filing and key information that a company will want to share with its investors to foster a dynamic and healthy relationship.

In certain circumstances a company may terminate its ongoing reporting requirement if:

1. The company becomes a fully-reporting registrant with the SEC
2. The company has filed at least one annual report, but has no more than 300 shareholders of record
3. The company has filed at least three annual reports, and has no more than \$10 million in assets
4. The company or another party purchases or repurchases all the securities sold in reliance on Section 4(a) (6)
5. The company ceases to do business

However, regardless of whether a company has terminated its ongoing reporting requirement per SEC rules, SeedInvest works with all companies on its platform to ensure that investors are provided quarterly updates. These quarterly reports will include information such as: (i) quarterly net sales, (ii) quarterly change in cash and cash on hand, (iii) material updates on the business, (iv) fundraising updates (any plans for next round, current round status, etc.), and (v) any notable press and news.

Other General Questions

What is this page about?

This is Logic Products's fundraising profile page, where you can find information that may be helpful for you to make an investment decision in their company. The information on this page includes the company overview, team bios, and the risks and disclosures related to this investment opportunity. If the company runs a side by side offering that includes an offering under Regulation CF, you may also find a copy of the Logic Products's Form C. The Form C includes important details about Logic Products's fundraiser that you should review before investing.

How can I (or the company) cancel my investment under Regulation CF?

For offerings made under Regulation CF, you may cancel your investment at any time up to 48 hours before a closing occurs or an earlier date set by the company. You will be sent a reminder notification approximately five days before the closing or set date giving you an opportunity to cancel your investment if you had not already done so. Once a closing occurs, and if you have not canceled your investment, you will receive an email notifying you that your shares have been issued. If you have already funded your investment, your funds will be promptly refunded to you upon cancellation. To cancel your investment, you may go to your [portfolio](#) page

What if I change my mind about investing?

If you invest under any other offering type, you may cancel your investment at any time, for any reason until a closing occurs. You will receive an email when the closing occurs and your shares have been issued. If you have already funded your investment and your funds are in escrow, your funds will be promptly refunded to you upon cancellation. To cancel your investment, please go to your [portfolio](#) page.