

## The online marketplace for socially and environmentally responsible shopping.

We aim to curate a trusted and carefully vetted online marketplace for the conscious consumer, while aiming to empower social change through our 5% giveback program and carbon-neutral shipping on every purchase.

www.allpeople.co



AllPeople provides eco-conscious consumers with the ability to purchase everyday products while simultaneously supporting the organizations dear to their hearts. We are a disruptive business model and social movement.

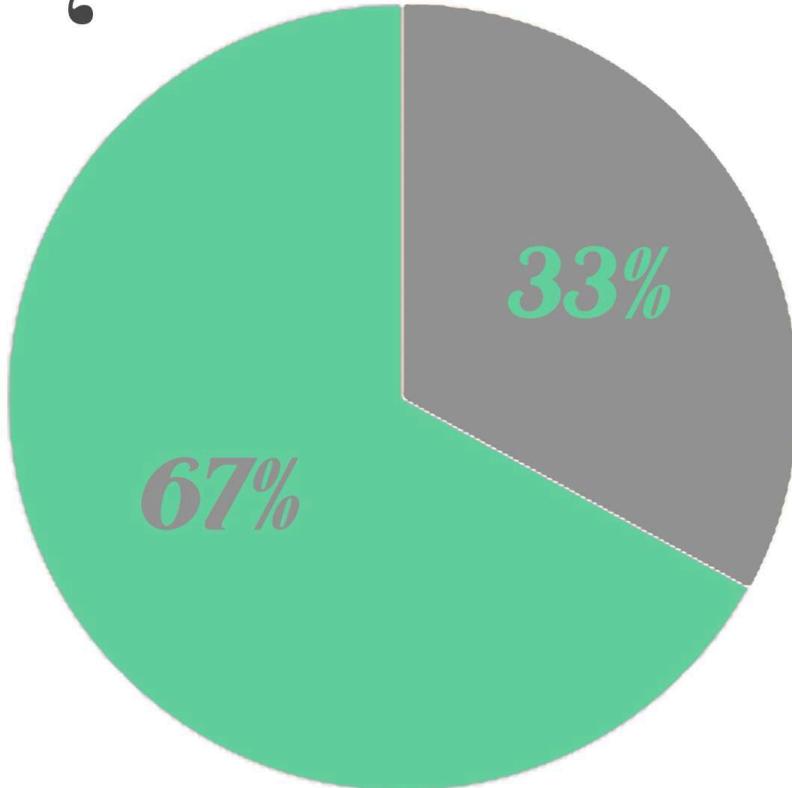
# ALLPEOPLE

# Consumer trends

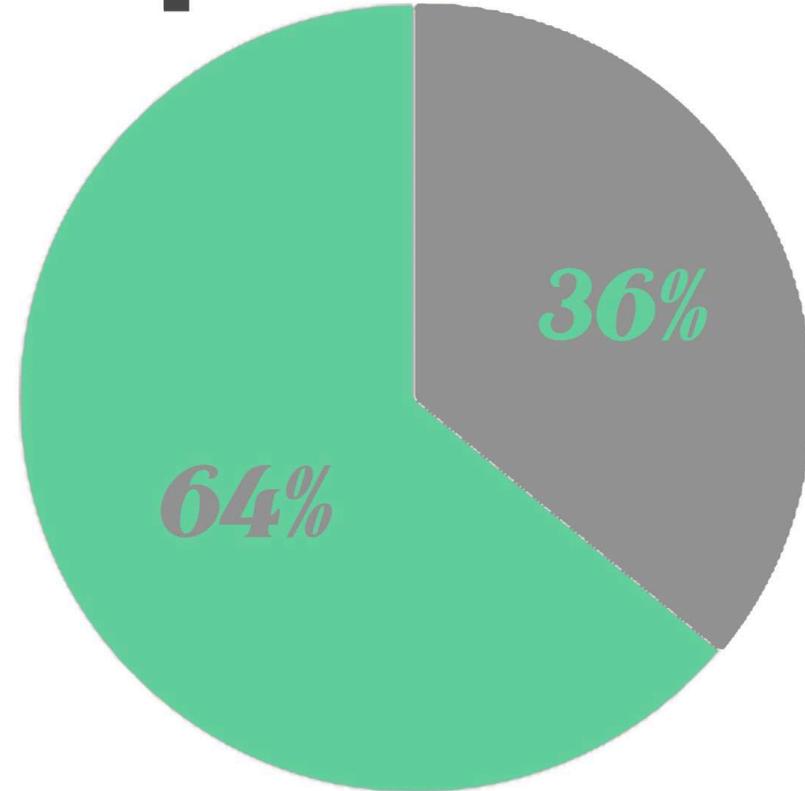


# Consumers are socially and environmentally conscious

**67%** of consumers consider a company's social or environmental impact when buying.



**64%** of consumers say businesses should address social concerns.



# The problem

Economic inequality has been growing rapidly worldwide.

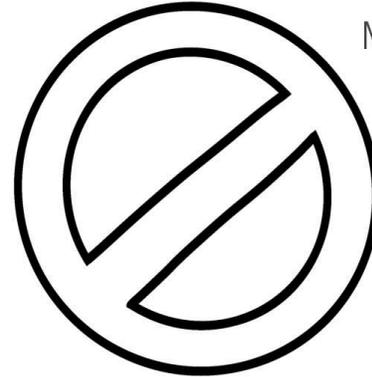
The top 1% of households hold nearly 40% of the wealth as of 2016.  
The bottom 90% controls 23% of the wealth.



The U.S. has the

**highest** level ever of  
**wealth inequality**

despite the US claiming the title as  
the wealthiest country in the world



Many Americans did not rebound from the  
2008 housing market crash until recently.  
Instead, the economic growth has largely been

**concentrated** in the  
**pre-existing wealthy class**

who had the capability to exploit the  
opportunity the crash provided.



# AllPeople can be a **force of empowerment**

## Our goal

To address the ever growing issue of economic inequality and all of the related problems which flow from this large socioeconomic problem.

## How to achieve it

We plan to create a community of socially and environmentally conscious customers, while introducing a more democratic equity ownership structure (more to come!). We feel it's important to change the tide of traditional structures where the ownership, control, and profits are concentrated in the "few" vs. the "many".

On WeFunder, we are excited to share the financial opportunities of early stage investing with a large swath of the country which had been previously barred from it.

**By integrating charitable giving and equity crowdfunding,  
AllPeople will incentivize the concerned consumer into becoming the committed citizen.**

# We listened to the call of the consumer

01

We provide products that have been independently vetted, rated and certified by independent consumer protection nonprofits to allow consumers to quickly find the healthiest products on the market for humans and the environment.

**Product Safety**

02

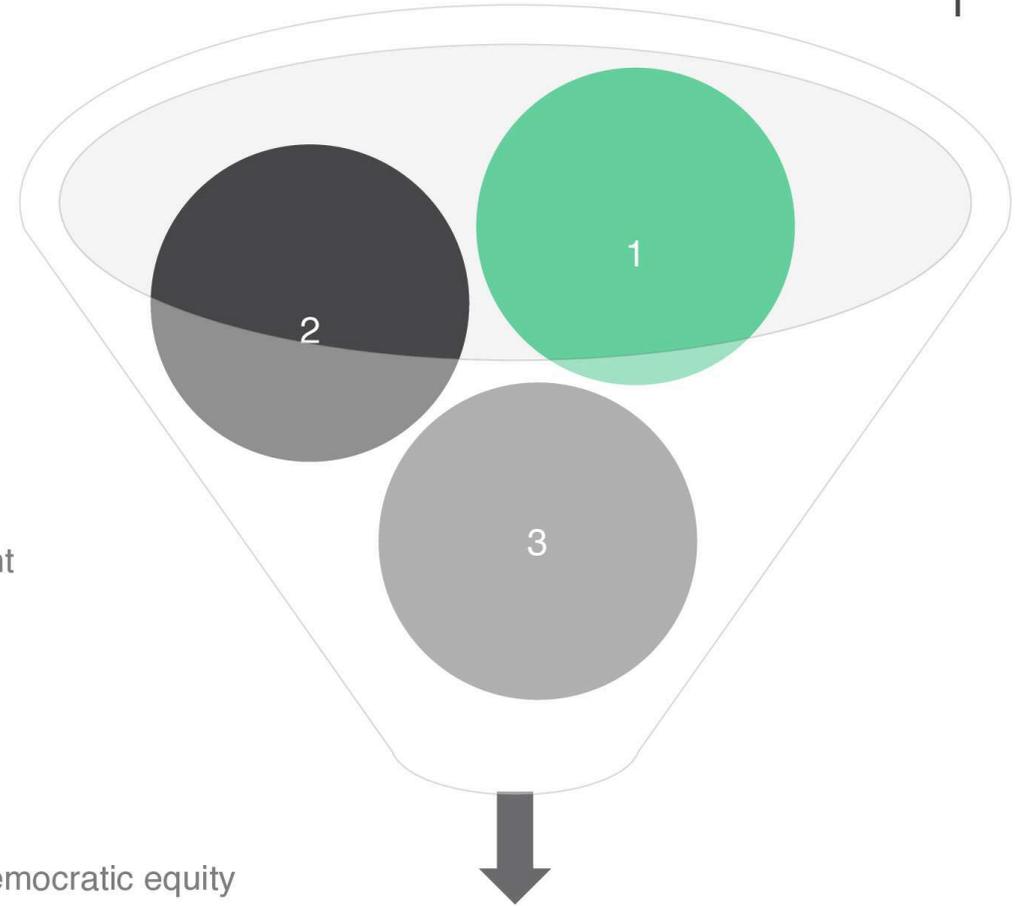
AllPeople has adapted an environmentally friendly business model by providing eco-friendly products and reducing our carbon footprint during production and transportation.

**Environmentally Friendly**

03

AllPeople wishes to be a force for social change through a more democratic equity ownership structure, and greater transparency. We also plan to give back 5% of each purchase to any non-profit of the customer's choice.

**Socially Responsible**



**AllPeople**



AllPeople

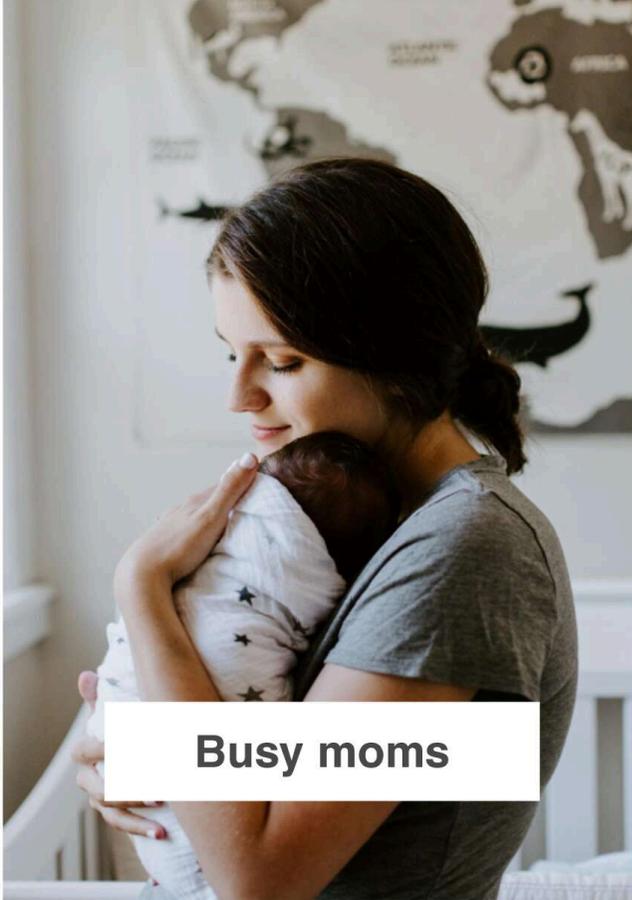
welcome to

# ALLPEOPLE

[www.allpeople.co](http://www.allpeople.co)

The trusted online marketplace for healthy products  
for you and your family, where every purchase supports your favorite charity.

# Concerned consumers



**Busy moms**



**Environmental advocates**



**Millennials and Gen Z**



US E-commerce Market is expected to generate \$900 billion in Sales by 2024

This translates into compounded average yearly growth of 9.0%

Unilever forecasts size of sustainable consumer goods market to be more than \$1 Trillion in 2020.



**Channel partners reach our consumers (note: these are nonprofits we are in conversation with and not formal partners yet)**

1. Common Cause (1.2 million supporters)
2. Morro Bay High School (800 families)
3. Los Osos Middle School(250 families)

& More to Come





# What makes AllPeople unique?



# Introducing equity crowdfunding

*The secret weapon that will work to solve the ever growing issue of economic inequality.*

## JOBS Act 2016

*a.k.a. the origin of equity crowdfunding*

Loosened SEC regulations which gave startup businesses the ability to crowdfund capital for the first time from non-accredited investors, meaning non-millionaires, which equates to 92% of the U.S. adult population.

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*No company has utilized the **true potential** of this new legislation. Most companies use equity crowdfunding simply as a fundraising mechanism, with the end goal of cashing out in an acquisition or IPO.*

**We believe that it can be much more **powerful** than that.**

# A new utilization of equity crowdfunding

We plan on being the first 100% customer and employee owned company.

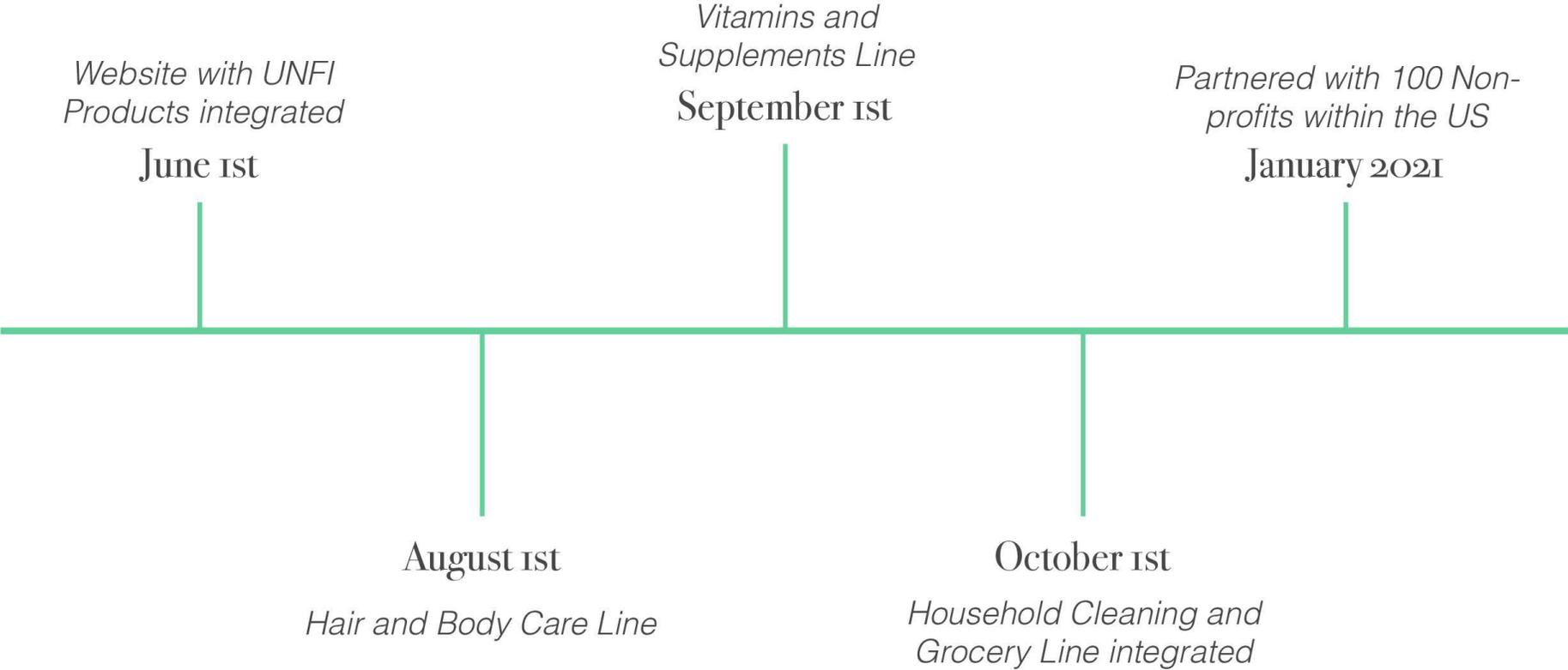
## More than a fundraiser.

We will open up early stage investing to 92% of the population of the U.S. to address income inequality on a large scale. Our customers will be able to grow their own wealth and simultaneously be connected with environmentally conscious companies providing consumer staples.

## We see the potential.

Equity crowdfunding incentivizes consumers to become more invested in the products they purchase, where they purchase it from, and how that decision impacts the world around them.

# Preliminary timeline



*Disclaimer: Scenarios are projections and are hypothetical and informational in nature and cannot be relied upon as a basis for investing. Figures are only Estimates and are not indicative of future results, nor are they a guarantee of future performance. Past performance of similar Investments are not indicative of future results. Actual results may differ and deviate significantly from estimated projections. Investment has significant risk and illiquidity, including complete loss of principal. Investment is not FDIC-insured and is exempt from SEC registration.*

*SAFE - Simple Agreement for Future Equity*

# Advantages to the SAFE investor

*During the Series A Preferred Round, the SAFE Investor will receive **preferential pricing** over the Series A Investor.*

*SAFE Investors automatically convert their SAFE to Series A preferred shares once that Round prices and with the proposed valuation cap, will likely receive a sizable discount on the share price at conversion versus the Series A investor.*

# Investment details



## AllPeople

- Entity: WKRELG, Inc. (dba: AllPeople)
- California (CA) - California Benefit Corporation
- Vehicle: Simple Agreement for Future Equity (SAFE)
- Target Raise: \$50,000 minimum, \$250,000 targeted
- Valuation Cap: \$2.5 Million
- Discount: 20%
- Conversion: Automatic Conversion to Series A Preferred Series at the lesser of the Valuation Cap pricing or the Discount pricing.

# AllPeople: Income Statement (7-Year Forecast)

	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast	Year 6 Forecast	Year 7 Forecast
<b>Income Statement</b>							
<b>Total Customers</b>							
<b>Revenue</b>							
Revenue - Organic	\$ 273,067	\$ 871,636	\$ 1,214,507	\$ 1,535,356	\$ 1,940,053	\$ 2,407,158	\$ 2,511,947
Revenue - Nonprofits	1,503,110	4,366,550	6,741,669	9,104,464	19,892,856	33,203,642	41,800,075
Revenue - Schools	120,116	489,534	1,297,437	7,115,616	16,142,719	23,683,867	28,304,402
<b>Net Revenue</b>	<b>\$ 1,896,292</b>	<b>\$ 5,727,721</b>	<b>\$ 9,253,613</b>	<b>\$ 17,755,435</b>	<b>\$ 37,975,627</b>	<b>\$ 59,294,667</b>	<b>\$ 72,616,423</b>
<i>YOY Growth</i>		202%	62%	92%	114%	56%	22%
<b>Cost of Goods Sold</b>	<b>1,403,700</b>	<b>4,192,691</b>	<b>6,773,645</b>	<b>12,996,978</b>	<b>27,962,896</b>	<b>43,644,412</b>	<b>53,406,417</b>
<b>Gross Margin</b>	<b>\$ 492,592</b>	<b>\$ 1,535,029</b>	<b>\$ 2,479,968</b>	<b>\$ 4,758,457</b>	<b>\$ 10,012,731</b>	<b>\$ 15,650,255</b>	<b>\$ 19,210,007</b>
<i>% of sales</i>	26%	27%	27%	27%	26%	26%	26%
<b>Operating Expenses</b>							
Sales and Marketing	403,450	987,462	1,811,562	2,761,864	4,948,798	7,247,450	9,176,666
<i>% of sales</i>	21%	17%	20%	16%	13%	12%	13%
General and Administrative	509,127	936,836	1,511,810	1,977,845	2,811,768	3,581,296	4,651,441
<i>% of sales</i>	27%	16%	16%	11%	7%	6%	6%
<b>Total Operating Expense</b>	<b>\$ 912,577</b>	<b>\$ 1,924,297</b>	<b>\$ 3,323,372</b>	<b>\$ 4,739,710</b>	<b>\$ 7,760,567</b>	<b>\$ 10,828,746</b>	<b>\$ 13,828,107</b>
<b>Operating Income</b>	<b>\$ (419,984)</b>	<b>\$ (389,268)</b>	<b>\$ (843,404)</b>	<b>\$ 18,747</b>	<b>\$ 2,252,164</b>	<b>\$ 4,821,509</b>	<b>\$ 5,381,900</b>
Interest Expense	-	-	-	-	-	-	-
Taxes	-	-	-	67,883	672,046	1,438,738	1,605,959
<b>Net Income (loss)</b>	<b>\$ (419,984)</b>	<b>\$ (389,268)</b>	<b>\$ (843,404)</b>	<b>\$ (49,136)</b>	<b>\$ 1,580,118</b>	<b>\$ 3,382,770</b>	<b>\$ 3,775,941</b>
<i>% of sales</i>	-22%	-7%	-9%	0%	4%	6%	5%
<b>EBITDA</b>	<b>\$ (419,984)</b>	<b>\$ (389,268)</b>	<b>\$ (843,404)</b>	<b>\$ 18,747</b>	<b>\$ 2,252,164</b>	<b>\$ 4,821,509</b>	<b>\$ 5,381,900</b>
Valuation Multiple	-	-	-	-	-	-	14
Valuation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 75,346,596
<b>NPV EBITDA Cash Flows</b>	<b>\$85,062.25</b>						
<b>NPV EBITDA Exit Multiple</b>	<b>\$2,806,879.42</b>						
<b>NPV</b>	<b>\$2,891,941.67</b>						
	<b>Discount Rate</b>						<b>60%</b>

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# AllPeople: Balance Sheet (7-Year Forecast)

Balance Sheet	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast	Year 6 Forecast	Year 7 Forecast
<b>Assets</b>							
Cash	\$ 570,766	\$ 1,171,248	\$ 327,844	\$ 278,708	\$ 1,858,826	\$ 5,241,597	\$ 9,017,537
Other Current Assets	-	-	-	-	-	-	-
<b>Total Current Assets</b>	<b>\$ 570,766</b>	<b>\$ 1,171,248</b>	<b>\$ 327,844</b>	<b>\$ 278,708</b>	<b>\$ 1,858,826</b>	<b>\$ 5,241,597</b>	<b>\$ 9,017,537</b>
Net Fixed Assets	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Assets</b>	<b>\$ 570,766</b>	<b>\$ 1,171,248</b>	<b>\$ 327,844</b>	<b>\$ 278,708</b>	<b>\$ 1,858,826</b>	<b>\$ 5,241,597</b>	<b>\$ 9,017,537</b>
<b>Liabilities</b>							
Accounts Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Current Liabilities	-	-	-	-	-	-	-
<b>Total current liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Total Notes Payable	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Shareholders' Equity</b>							
Common Stock	\$ 990,750	\$ 1,980,500	\$ 1,980,500	\$ 1,980,500	\$ 1,980,500	\$ 1,980,500	\$ 1,980,500
Retained Earnings	(419,984)	(809,252)	(1,652,656)	(1,701,792)	(121,674)	3,261,097	7,037,037
<b>Total Equity</b>	<b>\$ 570,766</b>	<b>\$ 1,171,248</b>	<b>\$ 327,844</b>	<b>\$ 278,708</b>	<b>\$ 1,858,826</b>	<b>\$ 5,241,597</b>	<b>\$ 9,017,537</b>
<b>Total Liabilities &amp; Shareholders' Equity</b>	<b>\$ 570,766</b>	<b>\$ 1,171,248</b>	<b>\$ 327,844</b>	<b>\$ 278,708</b>	<b>\$ 1,858,826</b>	<b>\$ 5,241,597</b>	<b>\$ 9,017,537</b>

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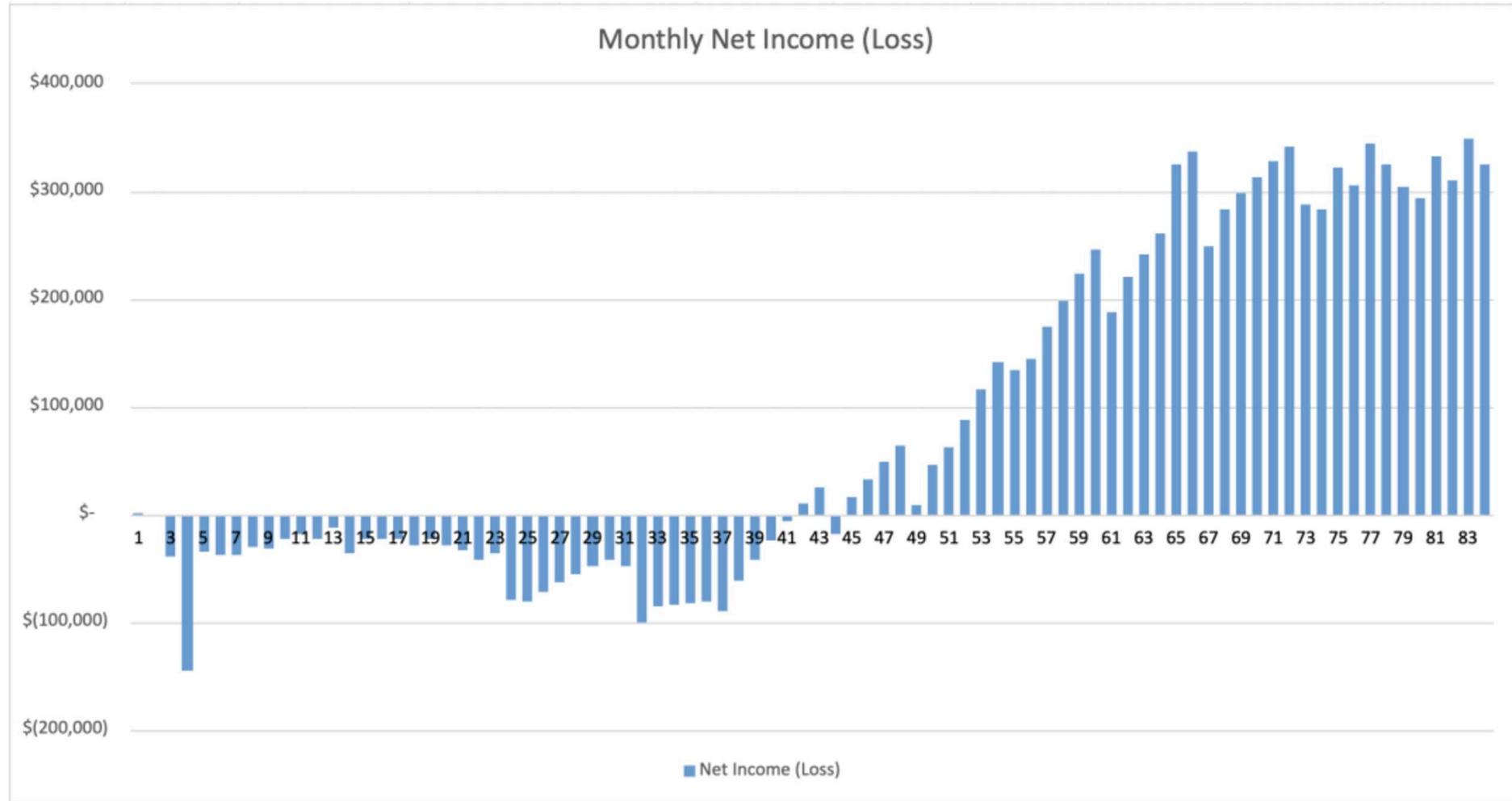
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# AllPeople: Statement of Cash Flows (7-Year Forecast)

Statement of Cash Flows	Year 1 Forecast	Year 2 Forecast	Year 3 Forecast	Year 4 Forecast	Year 5 Forecast	Year 6 Forecast	Year 7 Forecast
<u>Cash Flows from Operations</u>							
Net Income	\$ (419,984)	\$ (389,268)	\$ (843,404)	\$ (49,136)	\$ 1,580,118	\$ 3,382,770	\$ 3,775,941
Changes in:							
<b>Net Cash Flow from Operations</b>	<b>\$ (419,984)</b>	<b>\$ (389,268)</b>	<b>\$ (843,404)</b>	<b>\$ (49,136)</b>	<b>\$ 1,580,118</b>	<b>\$ 3,382,770</b>	<b>\$ 3,775,941</b>
<u>Cash Flow from Investing Activities</u>							
Asset purchases	-	-	-	-	-	-	-
<b>Cash Flow from Investing Activities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<u>Cash Flow from Financing Activities</u>							
Debt proceeds/(repayment)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sale of equity	990,750	989,750	-	-	-	-	-
<b>Cash Flow from Financing Activities</b>	<b>\$ 990,750</b>	<b>\$ 989,750</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Changes in Cash</b>	<b>\$ 570,766</b>	<b>\$ 600,482</b>	<b>\$ (843,404)</b>	<b>\$ (49,136)</b>	<b>\$ 1,580,118</b>	<b>\$ 3,382,770</b>	<b>\$ 3,775,941</b>
<b>Cash at Beginning of Period</b>	<b>\$ -</b>	<b>\$ 570,766</b>	<b>\$ 1,171,248</b>	<b>\$ 327,844</b>	<b>\$ 278,708</b>	<b>\$ 1,858,826</b>	<b>\$ 5,241,597</b>
<b>Cash at End of Period</b>	<b>\$ 570,766</b>	<b>\$ 1,171,248</b>	<b>\$ 327,844</b>	<b>\$ 278,708</b>	<b>\$ 1,858,826</b>	<b>\$ 5,241,597</b>	<b>\$ 9,017,537</b>

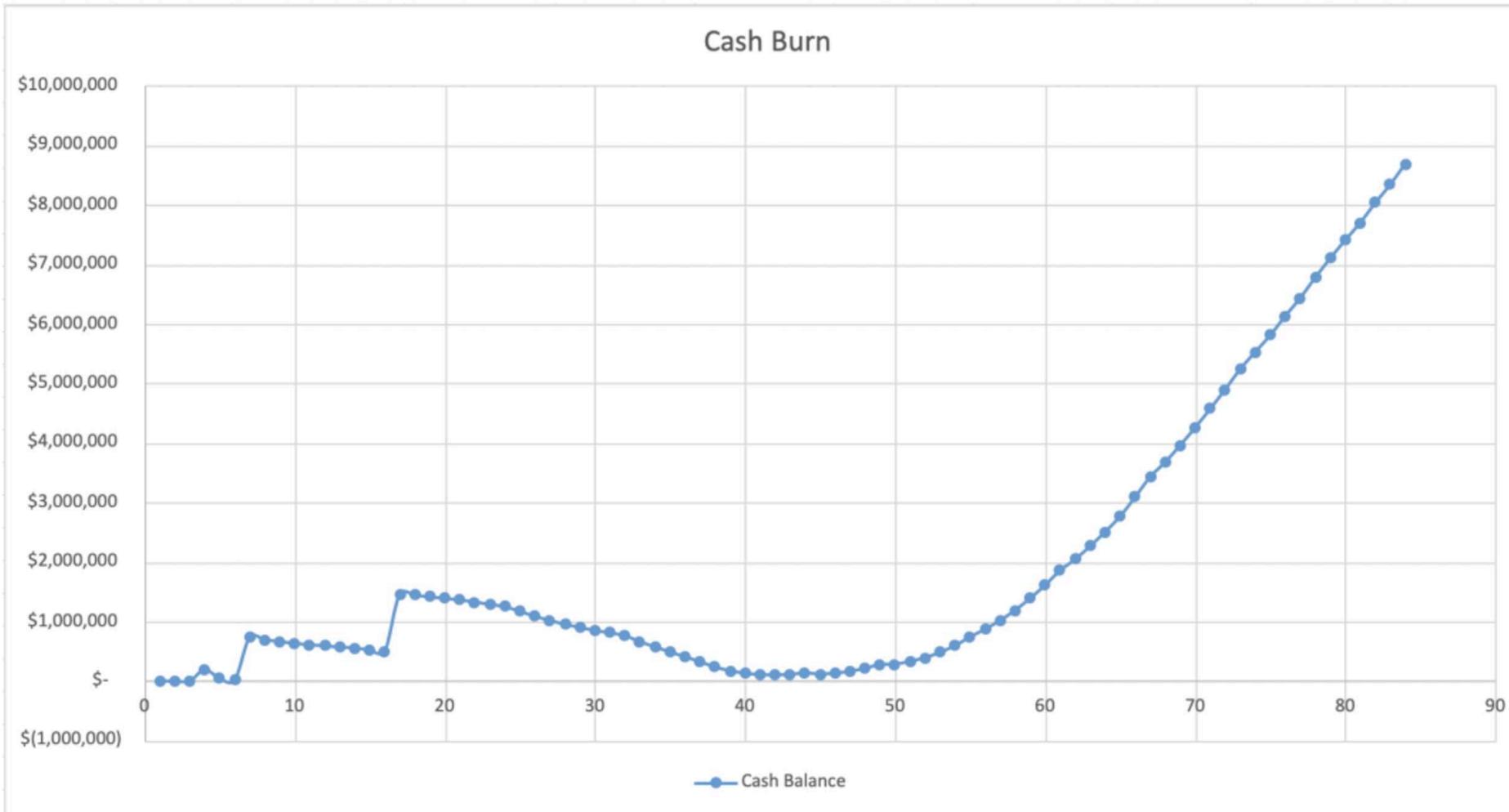
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# AllPeople: Monthly Net Income (Loss) (7-Year Projection)



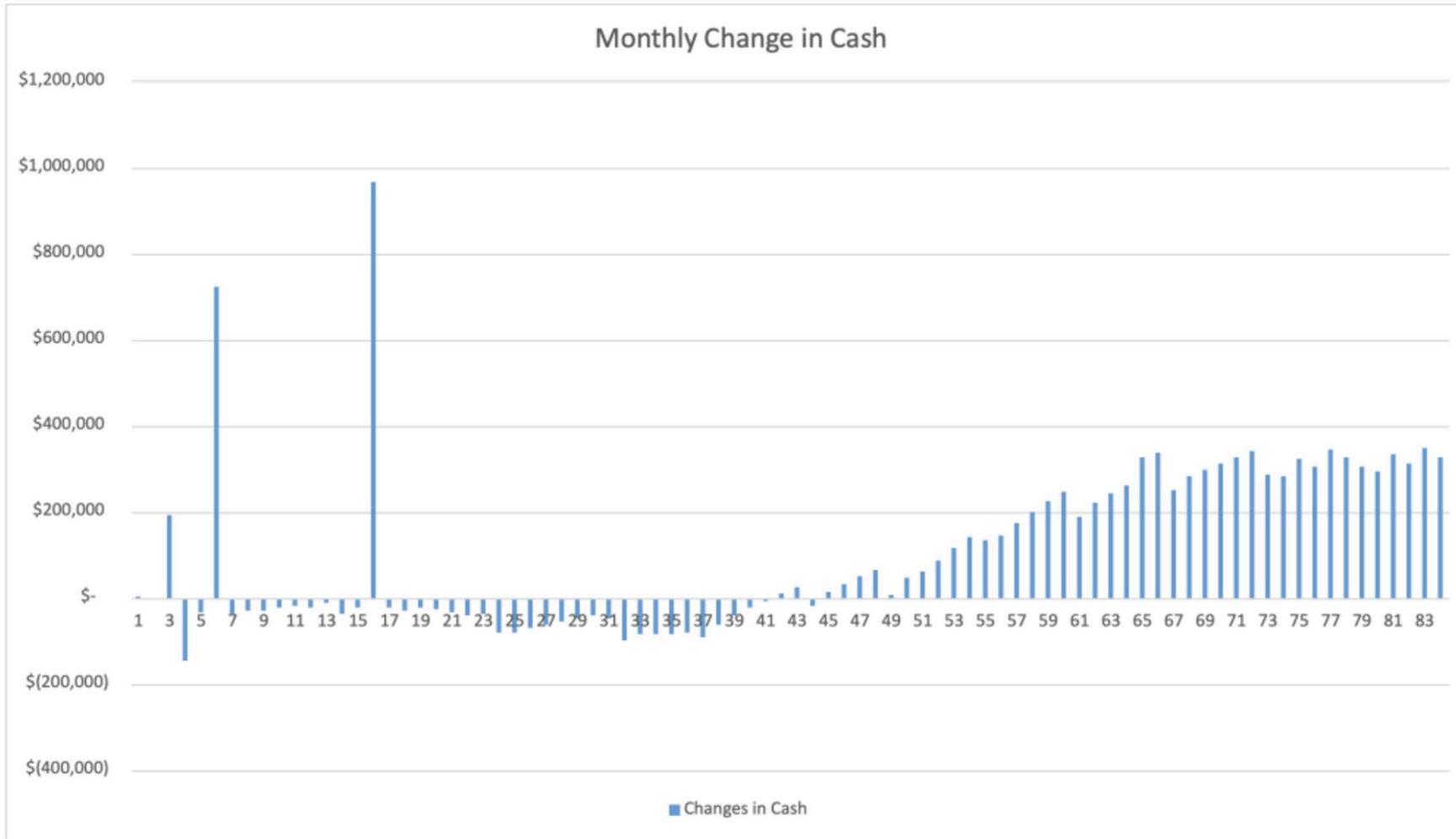
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# AllPeople: Cash Burn (7-Year Projection)



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# AllPeople: Monthly Change in Cash (7-Year Projection)



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# E-commerce competitive landscape

Knowing that we are entering a very crowded and competitive space, we created a business model that will resonate with consumers and leap-frog the competition on how to quickly build trust.



Convenient



Competitive Prices



Environmentally and Socially Responsible



Gives to Non-Profits





**ALLPEOPLE**  
buy better. give more.

