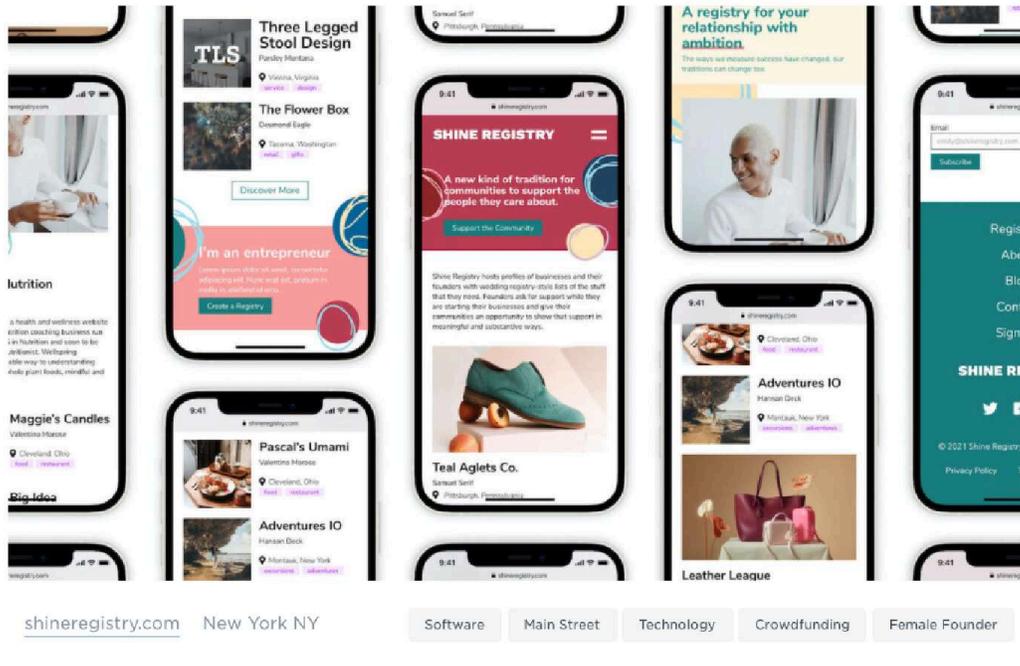


Shine Registry is a growing platform for founders and small business owners



LEAD INVESTOR



Katie Burton

I've invested in Shine Registry because it fills a huge void in accessibility for underrepresented founders. Shine Registry has traction within their community and exciting partnerships in the pipeline. Emily and David's passion, commitment, and grit will continue to build out this community and open up opportunities for Shine Registry and its user base. Emily is repeatedly described as "best community builder" many people have ever met, and David's experience building crowdfunding partnerships will accelerate the future path of the company.

Invested \$1,000 this round

Highlights

- 1 Large and growing community of entrepreneurs and the people and organizations that care about them.
- 2 Partnering with NationBuilder to drive 22,000 actions for women-owned businesses by 2022.
- 3 Paid partnerships with entrepreneur support organizations all over the world.
- 3 We expect to more than double the number of users on our site in 2022. from
- 3 Paid partnerships with entrepreneur support organizations all over the world.
- 4 We expect to more than double the number of users on our site in 2022, from 450 to 1,000. (not guaranteed)
- 5 We're a community care platform that's made possible by a community that cares about us.
- 6 Join us as we reimagine gift-giving traditions to close resource gaps for entrepreneurs!

Our Team



Emily Wazlak Founder and CEO

Emily has a background in data analytics and previously worked in procurement and acquisition policy at the Pentagon. She holds a Masters of Science in Public Policy and Management from Carnegie Mellon University.

When a friend of Emily's was getting married, she and her friends celebrated with an engagement party, bridal shower, and bachelorette. When another friend of hers started a company, there were no equivalent traditions or tools to help the friends show her they cared and wanted to support her. That's when Emily started building Shine Registry.



David Weinberger CoFounder and COO

David spent more than seven years with ioby, where he managed strategic partnerships in more than 30 cities. He is a graduate of the Macaulay Honors College at Hunter College and holds an MS in City and Regional Planning from Pratt Institute.

Pitch

SHINE REGISTRY

You can ask for a gravy boat when you get married,
now ask for what you need to get your company off the ground.

November 2021

shineregistry.com

Introduction Deck

This slide features a dark red background with three abstract circular graphics: a pink one in the top left, a blue one in the top right, and a yellow one in the bottom center. The text is white and centered.

Shine Registry closes resource
gaps for entrepreneurs with
unique funding solutions and

This slide features a dark red background with a pink abstract circular graphic in the top left corner. The text is white and centered.

reimagined traditions.

Our users build significant community support



Wanny Muñoz raised more than \$12,000 in 48 hours

450+ registries created

550+ people fulfilled asks

2,800+ asks fulfilled

>20% of people fulfilling asks fulfill on more than one registry

Old traditions aren't working for us

Emily's friend group had matching tank tops at a bachelorette party but no plans to celebrate an upcoming business launch of their other friend.

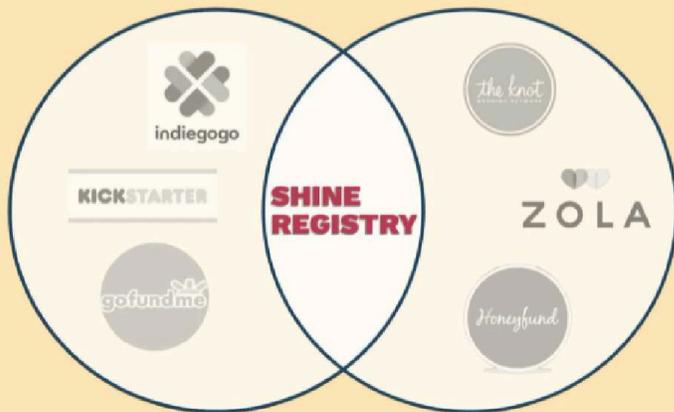


Business showers are trending



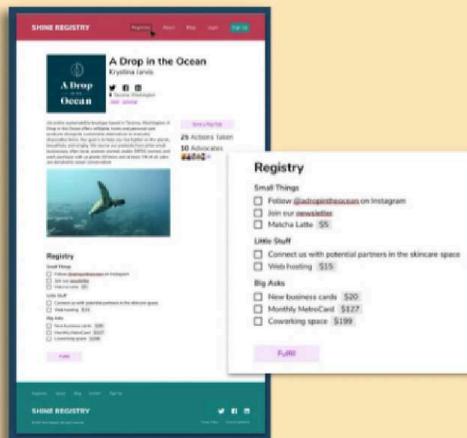


We took best practices from crowdfunding and traditional registries, but are unique from both



Users build registries and get the support to reach business milestones

Profiles include space for storytelling
Tagged to region and other business affiliations, including partnered organizations

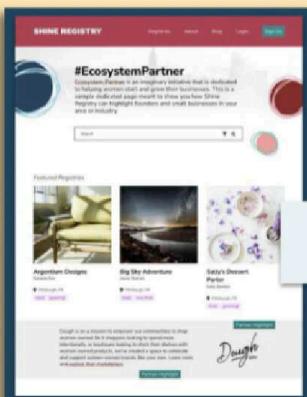


Beyond traditional crowdfunding
Tools to ask for monetary and non-monetary asks, expanding the pipeline of engagement for users

\$46K in revenue this year from our partnerships with entrepreneurial support organizations

Dedicated pages for different levels of partnership
Feature brand customization, data reporting and workshops for participating users.

Freemium versions
Include ad space for affiliate partners.



We're uniquely suited to be effective grant administrators
Our matching grant program resulted in \$70 of community support for every \$25 grant.

The first \$25 that you give to this small business will be matched dollar-for-dollar by the Segal Family Foundation, up to a cap of \$250 per company. This match will be active through May 14, 2021.

Sponsor an Adobe Connect-Webinars & Learning Subscription for one month **\$130**

\$25 Matched

Matching Funds brought to you by Segal Family Foundation

Our partnerships drive revenue and growth



26 Partnerships with
Entrepreneur Support Organizations underway

We have a \$137B market opportunity

\$122B

Budget for U.S. organizations
supporting small businesses

**Potential
Partners**

\$15B

Startup costs of new
businesses in the U.S.

**Potential
Users**

43%

Increase in new business
applications in January 2021

**Market
Increase**

Shine Registry has multiple revenue streams



Paid Partnerships

\$46K in partnership
revenue so far this year



Crowdfunding

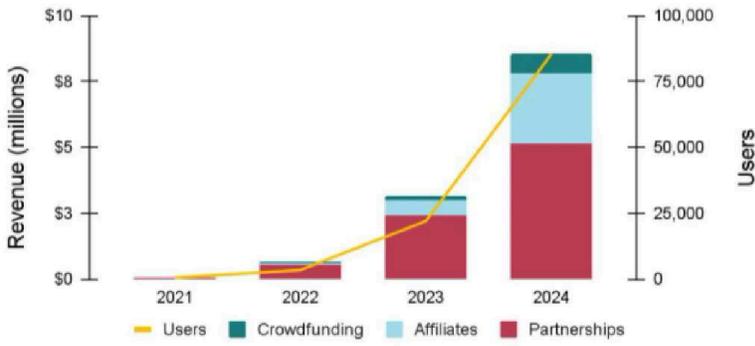
More than 20% of
users already set up



Affiliates

Building product
marketplace

At scale, crowdfunding and affiliate fees
become more significant



Forward-looking projections cannot be guaranteed.

Our product strategy can dominate this space

	SHINE REGISTRY	iFundWomen	EnrichHER	Hello Alice	Zola	GiveInKind	Biz Idea Shower	Business Gift Registry
Crowdfunding	✓	X			X	X		
Gift Registry	✓				X	X	X	X
Founder Support	✓	X	X	X			X	X
Ecosystem Tools	✓			X				
Grant Admin	✓	X	X	X				

Our team has experience and the ability to execute



Emily Wazlak
Founder/CEO

Experienced in data analytics, and social design. Worked in procurement and acquisition policy at the Pentagon.



David Weinberger
CoFounder/COO

8+ years leading strategy for crowdfunding platform with \$10 million+ of citizen philanthropy raised and partnerships in 30+ cities.



Part Time Team
Developers and Designers

Advisors / Investors

Evan Segal
Investor in WeFunder, Kiva and iFundWomen

Kate Glantz
Head of Social Good at Luma Legacy, former wedding registry tech founder

Hilary Doe
Chief Strategy Officer at Nationbuilder

Tony Loyd
Fortune 500 executive turned social impact thought leader

Danielle Lazarowitz
CEO at Chronus, former White House Economic Policy Advisor



We're a community care platform with a community that cares about us





VENTURE LAB

ACCELERATOR



STARTUP SCHOOL

TEDx Pittsburgh
x = independently organized TED event



“My friend Alex paid for a few yards of fabric, and it was so sweet to think, ‘My friend is very literally supporting the fabric of my company.’”

- Liz Funk, Founder of Winston's and Shine Registry user

<input checked="" type="checkbox"/> Follow Winston's on Instagram	
<input checked="" type="checkbox"/> One Week of Google Ads	\$30
<input checked="" type="checkbox"/> 1 Yard of Black Shiny Fabric	\$19

Our biggest partnership to date is launching in Q4

Sponsored Content

SHINE REGISTRY

How do you want to take action to support Latina entrepreneurs?

Founders ask for support while they are starting their businesses and give their communities an opportunity to show that support in meaningful ways.

Fulfilling small asks	Providing little things	Giving big stuff!
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We kicked it off with a local news spotlight





Interested in working with us?
emily@shineregistry.com

