




**LIVSN Designs**

**Admin**

· February 17 · 



Andrew here. I have something to run by y'all and want to know your honest thoughts. Y'all are early adopters and by being in this group you've let me know you're willing to give us input beyond just wearing our product.

We're in the early/mid stages of framing up an Equity Crowdfunding campaign on Wefunder. So, like Kickstarter but instead of buying pants, you're buying shares of LIVSN.

A few reasons why I think it's cool:

- I love the democratization of venture capital away from the hands of strictly the already-rich-and-powerful. Instead of getting in bed with a venture firm at our early-stage and giving up a significant amount of control, we would be able to put ownership in the hands of our customers and biggest supporters. This aligns our interests with our community's. The minimum investment would be \$100.
- Related to the above, we would become much closer to our customers regarding business decisions and company direction. We would be obligated to give an inside-look at our operations/finances and I would feel personally obligated to source design and product input from the community even more than we do now.

- Instead of me spending the next 3-6 months of my working life traveling all over the country meeting with potential investors, I can stick closer to home and engage our entire team on running an excellent campaign.
- We have an existing competency in crowdfunding paired with an engaged community which means we have a higher-than-average likelihood of a successful campaign.
- It is an opportunity to bring in new potential customers and supporters through marketing and PR efforts related to the campaign.
- We *could* become both the biggest Product Crowdfunding campaign *and* the biggest Equity Crowdfunding campaign in the state of Arkansas.

Some background:

We have raised capital over the last three years from friends, family, and local angel investors - with the exception of Techstars (accelerator) which is technically "venture" but does not operate as such.

Several of our existing angel investors have committed capital to kick-off the Wefunder round and be a part of the community at the same terms. This means we can start the campaign with six figures already committed.

We are aiming for growth and an exit one day, which makes an investment at this stage potentially lucrative, but we're doing so in a



sustainable way. We don't believe in growth at all costs. We **have** to do so while maintaining great quality, environmental sustainability, great customer service, and treating our employees well. I believe a community round helps us achieve these goals by avoiding potential values misalignment.

A few details (Wefunder has a huge FAQ for this stuff too):

- Minimum check size: \$100
- All investors would be combined into a Special Purpose Vehicle (SPV) which will be an LLC that owns shares in LIVSN.
- The shares **do** have voting power through a company-designated (and publically disclosed) "Lead Investor" who represents the community.
- The round will be filed with the SEC through a Form C under Regulation CF and abide by all SEC rules.

We legally cannot talk about terms such as how much we're raising, the valuation, or things like that until we have filed with the SEC so unfortunately, I won't be able to answer questions about that.

**\*\*Some necessary "testing the waters" disclosures:**

1. No money or other consideration is being solicited. If sent, it will not be accepted;
2. No offer to buy securities will be accepted and no part of the purchase price will be received until a Form C is filed and only

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3. Any indication of interest involves no obligation or commitment of any kind.



## LIVSN Stakeholder Update - Equity CF Raise Inbox x



**Andrew Gibbs-Dabney** <andrew@livsndesigns.com>

8:00 AM (50 minutes ago)



to bcc: Greg, bcc: Jon, bcc: kristaddillard, bcc: Mark, bcc: Barry, bcc: Ramsay, bcc: Joe, bcc: Rick, bcc: yousef, bcc: Aaron, bcc: Aaron, bcc: Alex, bcc: Alex, bcc: Allison, bcc: Allen, bcc: Amos, bcc: Andrea, bcc: Andrew, bcc: Andy, bcc: ▾



### LIVSN STAKEHOLDER UPDATE

- **What we do:** We make durable outdoor apparel designed for those who value experiences over stuff.
- **Why we do it:** To "own less, live more, and keep what matters"

*Pro tip: Read the bolded headlines for a quick skim*

Friends of LIVSN,

This is a special stakeholder update because this month I'm super excited to share our Wefunder equity crowdfunding campaign with you. I started this company with a Kickstarter back in 2018, and since then we have continued to have success with product crowdfunding (\$515k in our most recent campaign). It seems like a no-brainer that we would eventually point our expertise toward the equity side of crowdfunding. I'm proud to say that we're nearing the public launch of our Wefunder raise and as insiders at LIVSN, you are the very first to know about it.

- **Link to our raise:** <https://wefunder.com/livsndesigns>
  - Please share feedback
  - You can reserve your "Friends and Family" spot **now** and then confirm your investment later.

**So why raise on Wefunder?** We have a huge community of customers and friends who are already invested in LIVSN in spirit, and we want to give them the opportunity to invest for real and to share in our success. We've asked a core group of our customers if they're interested and we received a resounding "yes". Crowdfunding allows anyone to invest as opposed to being limited to accredited investors only. The minimum amount is \$100 which keeps the bar low for our community (though the average check size on Wefunder is \$1,000).

**Will we be raising traditional capital?** Yes, we have already closed about 1/5 of the round from current partners and have another chunk committed - both on and off the Wefunder platform. Accredited investors can invest in the Wefunder round too, and it is very advantageous for us as it's a great signal to retail investors. Three of our current partners are planning to participate in the CF round, totalling \$75k that will be invested in the coming days/weeks before we go public with the campaign. Wefunder does not take any fee from investments over \$25k from accredited investors.

**A few more reasons why I think it's cool:**

- I love the democratization of venture capital. We are able to put ownership in the hands of our customers and biggest supporters. This aligns our interests with our community.
- Related to the above, we will become much closer to our customers regarding business decisions and company direction. We will be obligated to give an inside-look at our operations/finances and I would feel personally obligated to source design and product input from the community even more than we do now.

- 
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  - We could become both the biggest Product Crowdfunding campaign and the biggest Equity Crowdfunding campaign in the state of Arkansas.

#### Some background:

We have raised capital over the last three years from friends, family, and angel investors - with the exception of Techstars (accelerator) which is technically "venture" but does not operate as such.

We are aiming for growth and an exit one day, which makes an investment at this stage potentially lucrative, but we're doing so in a sustainable way. We don't believe in growth at all costs. We have to do so while maintaining great quality, environmental sustainability, great customer service, and treating our employees well. I believe a community round helps us achieve these goals by avoiding potential values misalignment.

A few details (Wefunder has a huge [FAQ](#) for this stuff too):

- Minimum check size: \$100
- All investors will be combined into a Special Purpose Vehicle (SPV) which will be an LLC that owns shares in LIVSN. Accommodations can be made for a sidecar Reg D at the same terms for accredited investors.
- The shares do have voting power through a company-designated (and publicly disclosed) "Lead Investor" who represents the community. This is Hank Henderson.
- The round will be filed with the SEC through a Form C under Regulation CF and abide by all SEC rules.

#### LIVSN Quick Facts:

- \$1.03 million in revenue in 2021
- 276% YOY growth 2020 to 2021
- Raised over \$500K in our most recent Kickstarter campaign — the largest in Arkansas history
- Sold at 75+ independent retailers and 2 major e-commerce sites: Backcountry.com and Moosejaw.com
- 4.8 average rating on over 700 reviews
- Featured in Forbes, Outside, Men's Journal & more
- Techstars Austin ('19) alumni; 1% acceptance rate

#### How can you help?

- **Feedback** - The campaign is just a big pitch deck with a video. There are experienced founders and investors in this group. Please share your opinion on how to make it better. We have time before the public launch to refine.
- **Share** - Share the link above with friends who you think would be interested in investing as little as \$100 in a growing startup.
- **Reserve** - Reserve your spot via the link above to secure better terms before we go public.

I just love that this exists, not only for us but for thousands of other startups out there who may not have access to the networks needed to raise capital on the traditional path. What a way to democratize venture capital.

Help us get to our \$1mm goal!

SEC disclosure: We are "testing the waters" to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and only through Wefunder's platform. Any indication of interest involves no obligation or commitment of any kind.



FROM: H10Mailing@comcast.net  
SUBJECT: We're Going To Show Some New Parking

We're at a very exciting time, according to our calendar as of 2/21/17.

Our board has been working on something big for weeks, more to come. We've decided to use our budget to  
community before anyone else. Get your seat open to get in. Check out [our website](http://www.h10m.com) for more  
info for the time being.

Have you made your seat open to get in? We're looking for someone now!

Sincerely,

Andrew Smith, H10M team



LIVSN community,

We're so excited to announce that we are launching our community investment round on Wednesday the coming Monday, April 18th.

We have big plans for 2022 and beyond and we want you to be there every step of the way. We've been humbled by the amount of people who have reached out over the past year about investing in us.

We've decided to open our WeFunder equity crowdfunding raise to our customers and community before anyone else to give you the opportunity to grow with us and then still from our success. We may also send you a future discount code as well.

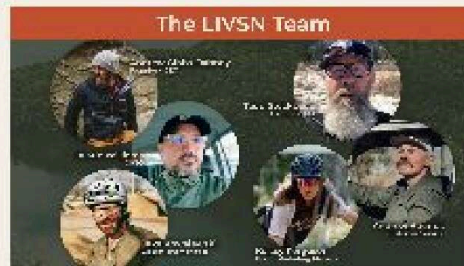
Our whole team is so excited for it is next step in our journey and we can't wait for you to be a part of it.

Thank you so much for all your support to this point. We truly would not be here without you, and we can't wait for what's next.

Sincerely,

Andrew and the LIVSN Team.

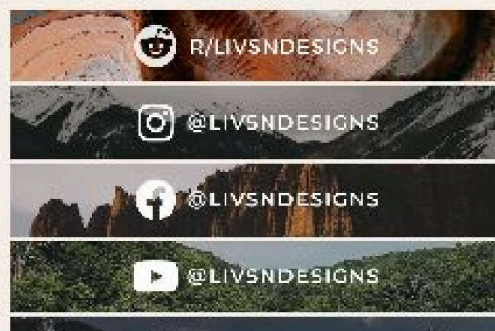
Andrew Gilman, Director, Treasurer & CEO



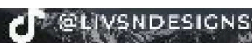
Our vision is to create a sustainable, profitable, and socially responsible company that is a leader in the outdoor industry. We are currently seeking investors to help us achieve our goals and we are looking for individuals who are passionate about the outdoors and want to be part of a team that is making a difference in the world.



## Join the Conversation







Do you own a piece of our clothing? Join the  
LIVSN Owner's Club on Facebook

[JOIN HERE](#)



We appreciate you! Thank you for all the love!  
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#### LIVN Community

We've had so many people reach out to us about how to get involved in our upcoming Webflow raise. We want to go ahead and answer the most common questions we've been receiving for everyone to see.

#### What is Webfunder?

Webflow is an equity crowdfunding platform. It's like crowdfunding, except it's for investing in companies. Instead of backing the product and receiving the product, you invest in the company and receive preferential ownership. If the company increases in value, so should your equity.

In our case, we are issuing preferred stock shares. We encourage you to check out more details on what that means [here](#).

#### How much can I invest?

The minimum investment is \$1,000 and there is (generally) no maximum. We have many investors that plan to contribute \$1,000 and some that will contribute over \$25,000. We welcome all levels of investment and all track records.

#### Will I get any special benefits or perks from LIVN after investing?

You bet! But you'll have to wait. And our campaign is live to see what we're offering :)

#### A question we expect to see once our campaign goes live:

##### Why is Webfunder asking me how much money I make?

Webfunder is required to determine if you are an "accredited investor." The SEC has rules around how much you can invest in a given year based on if it is disgression. As Webflow is required to ask, LIVN cannot see this information and it is never shared. We welcome investors of any income level.

As always, please reach out with any questions and we look forward to having our raise with you [like a community like you](#).

#### Legal stuff

Investment in Webflow is provided through a limited liability company. Webflow has a private placement memorandum that contains important information regarding the offering, including the risks of investing in Webflow. Webflow is not a public offering and is not available to the general public. Webflow is not a public offering and is not available to the general public. Webflow is not a public offering and is not available to the general public. Webflow is not a public offering and is not available to the general public.



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It's kind of wild to say this...

but we just raised over \$275,000 since we launched this morning!

Thank you so much to everyone who has already invested. Our whole team is excited that so many of our customers have decided to share in our journey. We're aligning our interests to yours and that's the coolest part about this case.

If you haven't invested yet, or want to increase your investment before our early bird terms are gone, you can do so [here](#).

Live!N Webmaster Page

**Legal status:**

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Today is the day.

We have officially launched our [Web under on the growth in the](#)  
[connected](#)

You can now invest in **TVSN** and be a major part of our growth.

Check out [We-funder](#) page for details and to claim your early investor period. As always, please reach out with any questions!

Thank you for being part of our story.

Andrew and the LIVESN Team

LifeSN Webmaster Page:

English 101

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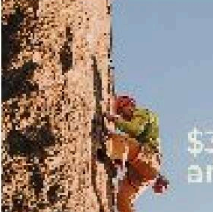
He is now 5'10" tall, weighs 180 lbs., and is a member of the [Blue Angels](#).  
 1. 5704 7-11-4 with 100 lbs. He is a member of the [Blue Angels](#).





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- 
- \$300,000 Raised  
and Trending!**
- Wefunder Milestone Reached**

A few detailed references are available [FAQ](#) for information too:

- How can you help?

- **Feedback** – If you page a judge, please send a note to the judge explaining the reasons and format. If you page a Researcher, please send a note explaining the format. Ask whether before the next time you page him or her.
- **Phone** – Please call the number in the link above if you think you will be involved in a meeting on the date of the meeting you are paged.
- **Response** – Please e-mail your cell phone link above to me, so both the phone number and page can be

BY OUR ONLINE, 24-HOUR, 7-DAY SERVICE

[illegible]



Authors: Eddy, D. & J. E.  
 Publisher: Wiley-Blackwell  
 ISBN: 978-1-118-43944-1  
 www.wiley.com

We are seeking the services of a highly motivated and experienced Marketing Director. The position is based in London, but the successful candidate will be required to travel throughout the UK. The successful candidate will be responsible for the development and implementation of the company's marketing strategy, including the design and execution of advertising campaigns, public relations, and sales promotion. The successful candidate will also be responsible for the management of the company's marketing budget and for the coordination of all marketing activities. The successful candidate will be a member of the senior management team and will report to the Managing Director. The successful candidate will be a graduate of a recognized university with a degree in Marketing or a related discipline. The successful candidate will have a minimum of five years' experience in a similar position. The successful candidate will have a proven track record of achieving marketing objectives and of managing a marketing budget. The successful candidate will have excellent communication and interpersonal skills. The successful candidate will be a team player and will be able to work effectively with all members of the senior management team. The successful candidate will be a proactive individual who is able to take initiative and to work independently. The successful candidate will be a highly motivated individual who is committed to the success of the company. The successful candidate will be a highly organized individual who is able to manage multiple tasks and deadlines. The successful candidate will be a highly creative individual who is able to develop innovative marketing solutions. The successful candidate will be a highly analytical individual who is able to interpret data and to make informed decisions. The successful candidate will be a highly detail-oriented individual who is able to ensure that all marketing activities are completed to a high standard. The successful candidate will be a highly professional individual who is able to represent the company in a positive and effective manner. The successful candidate will be a highly motivated individual who is committed to the success of the company. The successful candidate will be a highly organized individual who is able to manage multiple tasks and deadlines. The successful candidate will be a highly creative individual who is able to develop innovative marketing solutions. The successful candidate will be a highly analytical individual who is able to interpret data and to make informed decisions. The successful candidate will be a highly detail-oriented individual who is able to ensure that all marketing activities are completed to a high standard. The successful candidate will be a highly professional individual who is able to represent the company in a positive and effective manner.

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**LIVSN**

540 followers

4mo •

Join us next Tuesday, March 29th, at the Pryor Center in Fayetteville Arkansas to hear from local startups and learn about community investing through [Wefunder!](#)

Our founder [Andrew Gibbs-Dabney](#) will be live-pitching LIVSN.

Register free here: [#community](#) [#startups](#) [#investing](#)

<https://lnkd.in/gTNsRMpt>

# Community Capital: NWA & Tulsa

INVEST IN LOCAL STARTUPS

Tuesday, March 29 | 5:30 p.m.

Pryor Center | Fayetteville, Ark.



**WEFUNDER**

**startup  
junkie**

**weworklabs**  
NORTHWEST ARKANSAS

**Community Capital: Investing in NWA + Tulsa**

eventbrite.com • 1 min read



6

2 shares





**Andrew Gibbs-Dabney** • 1st

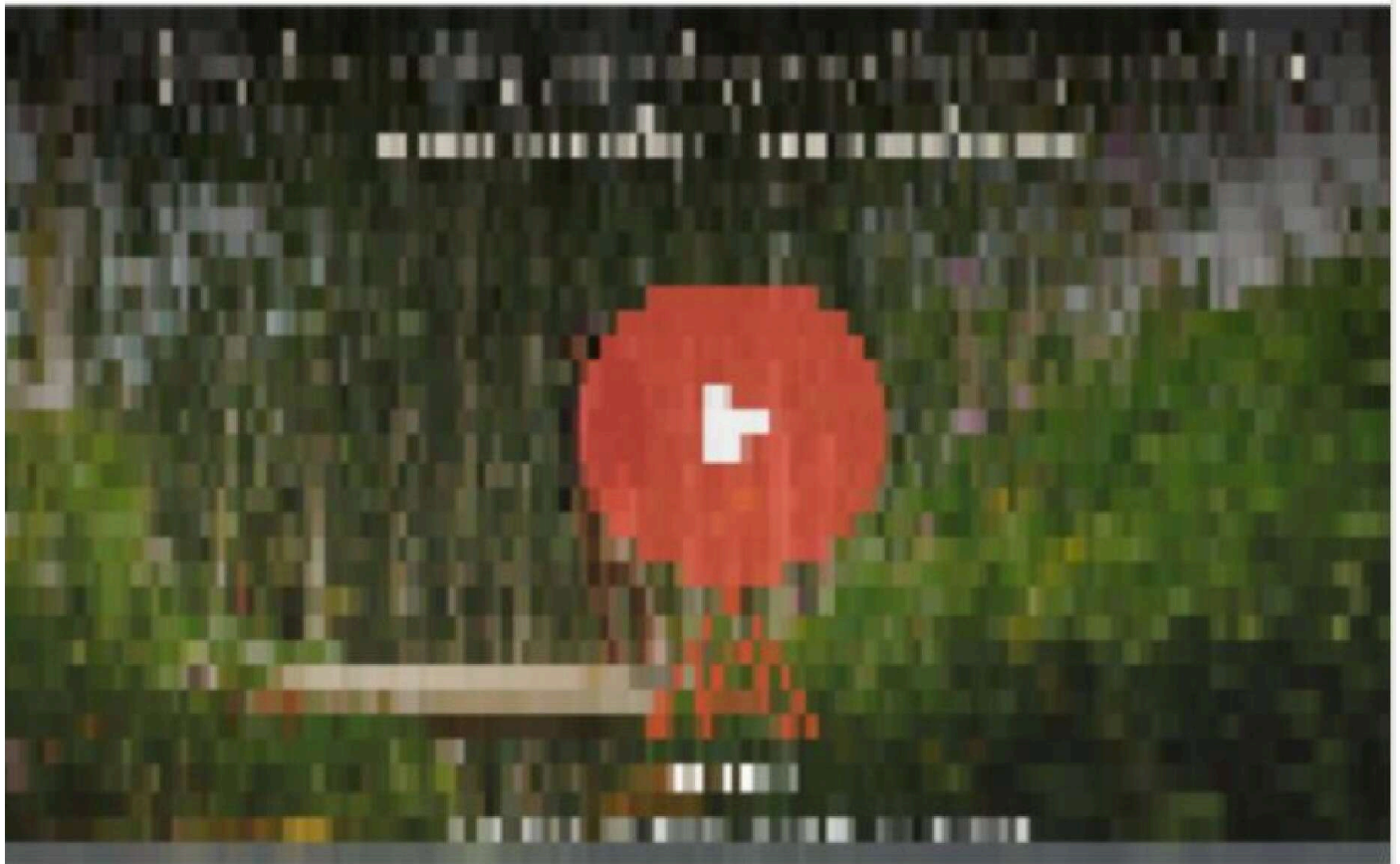
Founder at LIVSN Designs

3mo • Edited •



BIG news coming Tuesday - Check in on Instagram Tuesday at 2pm CT for a live announcement from me. We've been working hard behind the scenes on a project that could drastically increase the pace of our brand/company development. We want to share. Come to IG for the announcement and a Q&A opportunity!

[#livsn](#) [#outdoorapparel](#) [#outdoorindustry](#) [#democratize](#) [#startup](#)  
[#community](#)



Instagram

outdoor apparel

community

livsn



Andrew Gibbs-Dabney • 1st

Founder at LIVSN Designs

3mo • 🌐



You can sign up here to be the first to know when our **LIVSN** community round goes live on [Wefunder!](#)

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[#community](#) [#testing](#) [#crowdfunding](#) [#outdoorindustry](#) [#nwarkansas](#)



**LIVSN**

**LIVSN Wefunder Launch**

facebook.com • 1 min read



**DUSTIN WILLIAMS** • 1st

Chief Marketing & Technology Officer @ LIVSN • Ex Microsoft • Ex ALLI...

3mo • Edited • 🔒



Super stoked to be a part of **LIVSN**. We are running a community campaign on **Wefunder**. Jump on board and enjoy the ride.

#ecommerce

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**Andrew Gibbs-Dabney** • 1st

Founder at LIVSN Designs

3mo • 🔒

I'm stoked to announce that we are opening a community round via **Wefunder** on Monday, April 18th! Equity crowdfunding is an incredible and logical next step for **LIVSN**, a brand that was born out of **Kicksta** ...see more



INVEST IN LIVSN DESIGNS



**Versatile outdoor apparel:  
own less, live more, keep what  
matters**





**Andrew Gibbs-Dabney** · 1st

Founder at LIVSN Designs

3mo · 🌐



I'm stoked to announce that we are opening a community round via [Wefunder](#) on Monday, April 18th! Equity crowdfunding is an incredible and logical next step for [LIVSN](#), a brand that was born out of [Kickstarter](#) where we've raised over \$700k to launch new products.

The first weeks of the campaign will be invite-only so if you want the link be sure to follow us on social media and sign up for our email list. We'll be sharing with our closest circles first as a way of saying thank you to our biggest supporters.

I am so excited about the idea of our customers being our owners. It's like a modern co-op with a VC twist. The feedback we've received from Kickstarter backers has shaped the brand immensely so I cannot wait to hear what our Wefunder investors have to say.

Here's a link to a FB event page: <https://fb.me/e/1qFvy0OgD>

[#thankyou](#) [#community](#) [#equitycrowdfunding](#) [#crowdfunding](#) [#outdoor](#)  
[#outdoorindustry](#)

Invest in an outdoor apparel company that believes clothing should perform well, look good, be ethically made, be environmentally friendly — and it should last.



Own less. Do more. Keep what matters.

INVEST IN LIVSN DESIGNS



**Versatile outdoor apparel:  
own less, live more, keep what  
matters**



**livsndesigns**  
Bentonville, Arkansas



**livsndesigns** If you missed the LIVE event, check out this recording to hear our founder talk about our upcoming Wefunder equity crowdfunding campaign - launching on Monday, April 18th. Stay tuned!

15w



**boi\_caolho** Hi again. I had a check on the size chart of the ecotrek but it only shows up to 38 (although the selling options show 40). Could you please direct me to your complete size chart? Thank you!



14w Reply



**boi\_caolho** Hi! One question: are you guys planning on expanding the sizes beyond the 38 size? I'm 6'4 and water 40 and that's the reason I didn't buy it yet :(



14w Reply

— View replies (2)



**bamfamilyadventures** 🙌🙌🙌🙌🙌🙌



15w 1 like Reply

— View replies (1)



639 views

APRIL 12





**LIVSN**

540 followers

3mo · 🌐

We are LIVE on [Wefunder](#)! We are so stoked to announce the launch of our first Community Round of equity crowdfunding. Check out our campaign page via the link in our bio. YOU can be an investor in our company and share this journey with us.

We are truly excited and inspired behind the scenes about what a democratic investment model can mean for us a brand. Our incentives will now be aligned with our customer's, and that is something very special about equity crowdfunding.

Please ask any questions and we'll answer!

[#communityround](#) [#equitycrowdfunding](#) [#venturecapital](#) [#outdoorindustry](#)

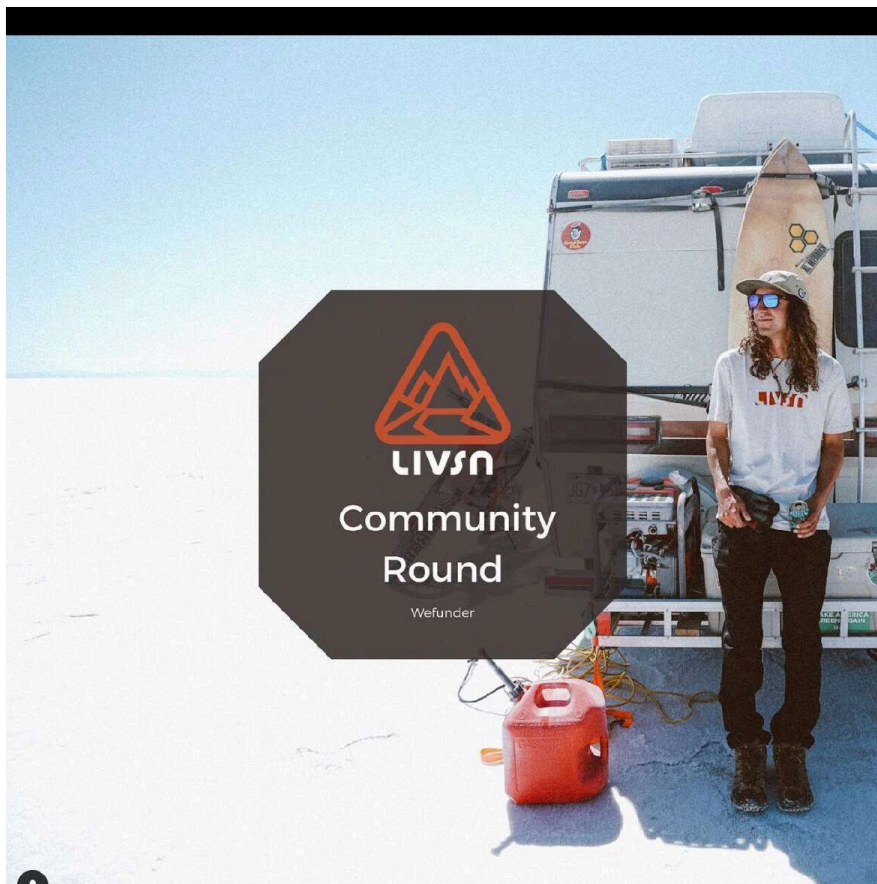
We are 'testing the waters' to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited. If sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and only through Wefunder's platform. Any indication of interest involves no obligation or commitment of any kind.

<https://lnkd.in/e5vt92rU>



**Invest in Livsn Designs: Versatile outdoor apparel: own less, live more, keep what matters**

wefunder.com · 5 min read



**livsndesigns**

Bentonville, Arkansas

...



**livsndesigns** We are LIVE on @wefunder. We are so stoked to announce the launch of our first Community Round of equity crowdfunding. Check out our campaign page via the link in our bio. YOU can be an investor in our company and share this journey with us.

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Please ask any questions and we'll answer!

#communityround #equitycrowdfunding #venturecapital  
#outdoorindustry

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14w

[View insights](#)



Liked by agdabney and 46 others

APRIL 18





**DUSTIN WILLIAMS** • 1st

Chief Marketing & Technology Officer @ LIVSN • Ex Microsoft • Ex ALLI...  
3mo •



Over the last year, I have been secretly helping **LIVSN** grow and scale. We are now looking for outside capital to expand even more. Yesterday we launched our community raise on **Wefunder**. You can think of **Wefunder** as "Kickstarter for investing".

Be sure to check out our Wefunder page here:

<https://lnkd.in/emFZt77H>

"At LIVSN we believe clothing should perform well, look good, be ethically made, be environmentally friendly—and it should last."

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[#crowdfundingcampaign](#) [#ecommerce](#) [#outdoorindustry](#) [#startup](#)



**Invest in Livsn Designs: Versatile outdoor apparel: own less, live more, keep what matters**

wefunder.com • 5 min read





**Andrew Gibbs-Dabney** • 1st

Founder at LIVSN Designs

3mo • 🌐



I've been so excited to launch this publicly! We're giving our friends, customers, and community the chance to be an investor in **LIVSN** and share in this journey with us. Equity crowdfunding is new to me so this whole process is filled with energy. Check it out and, invested or not when you leave, get a sense of how LIVSN is doing and where we're headed.

[#community](#) [#crowdfunding](#) [#outdoorindustry](#)



**LIVSN**

540 followers

3mo • 🌐

We are LIVE on [Wefunder](#)! We are so stoked to announce the launch of our first Community Round of equity crowdfunding. Check out our campaign page via the link in our bio. YOU can be an investor in our compa ...see more



**Invest in Livsn Designs: Versatile outdoor apparel: own less, live more, keep what matters**

wefunder.com • 5 min read



**LIVSN**

540 followers

3mo • 🌐

We obviously are, but did you know that you can be too?

Visit [wefunder.com/livsndesigns](https://wefunder.com/livsndesigns) to find out how.

[#crowdfunding](#) [#investing](#) [#equitycrowdfunding](#) [#democratize](#) [#livsn](#)  
[#livsndesigns](#)

Legal:

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**Andrew Gibbs-Dabney** • 1st

Founder at LIVSN Designs

3mo • 🌐

Are you though? 👍



# I'm a LIVSN investor

I joined the #ownlesslivemore  
movement on Wefunder

[wefunder.com/livsndesigns](https://wefunder.com/livsndesigns)



**Kelsey Ferguson** (She/Her) • You  
Brand Marketing Manager at LIVSN Designs  
3mo • 🌐



I am super proud to be a part of the **LIVSN** team. We've been growing sustainably since our creation, and opening up investment to our community is the right move to make.

Visit [wefunder.com/livsndesigns](https://wefunder.com/livsndesigns) to find out how you can invest too.

[#crowdfunding](#) [#community](#) [#investment](#) [#equitycrowdfunding](#)  
[#democratize](#) [#wefunder](#) [#livsn](#) [#livsndesigns](#)

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# I'm a LIVSN investor

I joined the #ownlesslivemore  
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[wefunder.com/livsndesigns](https://wefunder.com/livsndesigns)





**DUSTIN WILLIAMS** • 1st

Chief Marketing & Technology Officer @ LIVSN • Ex Microsoft • Ex ALLI...  
3mo • 🌐



I am super proud to be a part of the **LIVSN** Team. Let's go!

**#team #ecommerce #outdoorindustry #outdoorrecreation  
#outdoorapparel**



# I'm a LIVSN investor

I joined the #ownlesslivemore  
movement on Wefunder

[wefunder.com/livsndesigns](https://wefunder.com/livsndesigns)

# I'm a LIVSN investor



I joined the #ownlesslivemore movement on Wefunder

[wefunder.com/livsndesigns](https://wefunder.com/livsndesigns)



**livsndesigns**

Bentonville, Arkansas



**livsndesigns** Well obviously we are, but did you know that you can be too? There's a link in our profile to find out how. @wefunder

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13w

[View insights](#)



Liked by **agdabney** and **40 others**

APRIL 21



**Andrew Gibbs-Dabney** • 1st

Founder at LIVSN Designs

3mo •

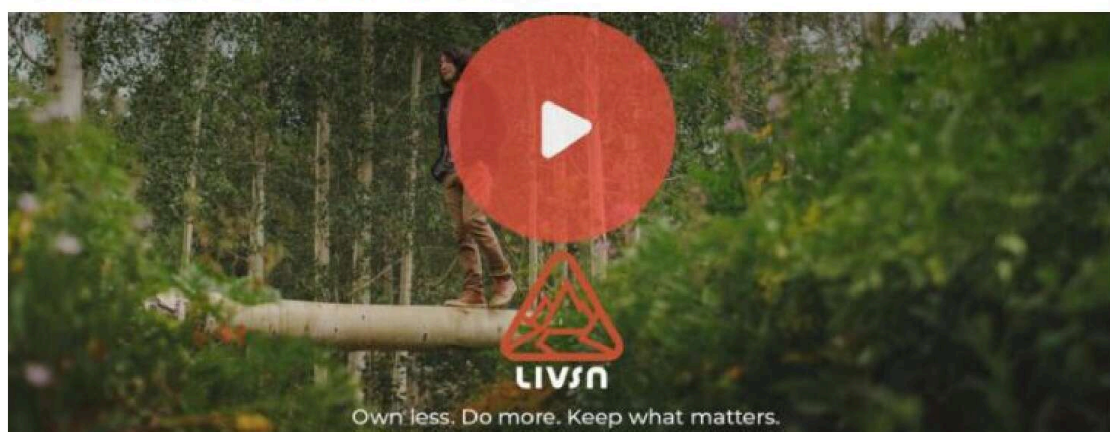


\$316k so far from our community! I wouldn't have believed you if you told me we'd be 30% to our goal in two days. Crowdfunding has once again blown me away.

Hands down the coolest part of this Wefunder has been our customers transitioning to owners of. 269 have made the jump! This message below makes all the hard work worth it.

"I purchased 3 pairs of the eco trek trail pants via the most recent Kickstarter and not only are the pants the best pants I've ever owned, but I also had a great experience working with the customer service team to arrange a needed size exchange. LIVSN is currently priced as a "luxury outdoor product" but the combination of great customer service and a phenomenal product I believe can propel you to take an even larger share of the market cap and compete with companies like Patagonia, Arc'teryx, and Outdoor Research who seem to currently dominate this market place."

[#crowdfunding](#) [#community](#) [#round](#)



INVEST IN LIVSN DESIGNS



**Versatile outdoor apparel:  
own less, live more, keep what  
matters**

---

**\$316,752**

reserved of a \$1,000,000 goal





**DUSTIN WILLIAMS** • 1st

Chief Marketing & Technology Officer @ LIVSN • Ex Microsoft • Ex ALLI...  
3mo • 🌐

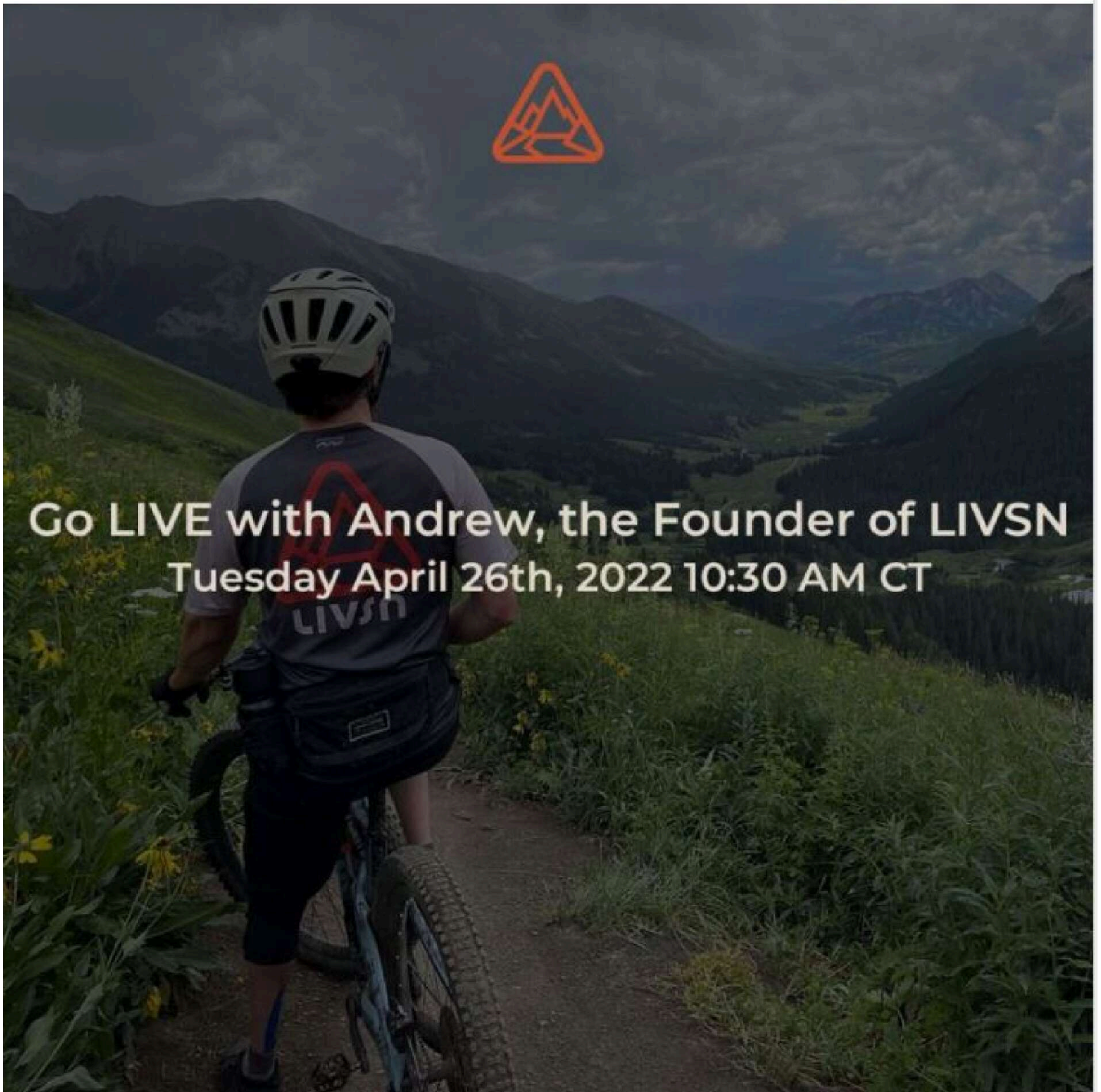


Join us tomorrow (4/26) at 10:30 am CT. We'll be chatting about our Community Raise on Wefunder and all things **LIVSN**. We'll be going LIVE on **Instagram**, so be sure to follow us to get notified.

[#outdoorindustry](#) [#outdoorlife](#) [#ecommerce](#) [#crowdfundingcampaign](#)



**Go LIVE with Andrew, the Founder of LIVSN**  
**Tuesday April 26th, 2022 10:30 AM CT**





Andrew Gibbs-Dabney · 1st

Founder at LIVSN Designs

3mo · 🌐



Hey everyone, what a week! We're already over \$330,000 raised from from 286 investors, and we're trending on [Wefunder](#)!

That's a hell of an achievement in a short amount of time and all I can think of is how thankful I am for all of you. You're a crucial part of this story and you are making it happen.

I'd love to give everyone a chance to do a live Q & A session with me so I can answer your questions and address your concerns (and hear your feedback).

Join me tomorrow (Tuesday, 4/26) at 10:30am CT on Instagram Live.

To join:

- Follow our account: <https://lnkd.in/eKNCzQU>
- Click "add to favorites" to get a notification when we go live
- \*OR\* go to our account (@livsndesigns) just after 10:30am CT and click our profile picture to be taken to the Live Q & A
- Input your questions in the text box

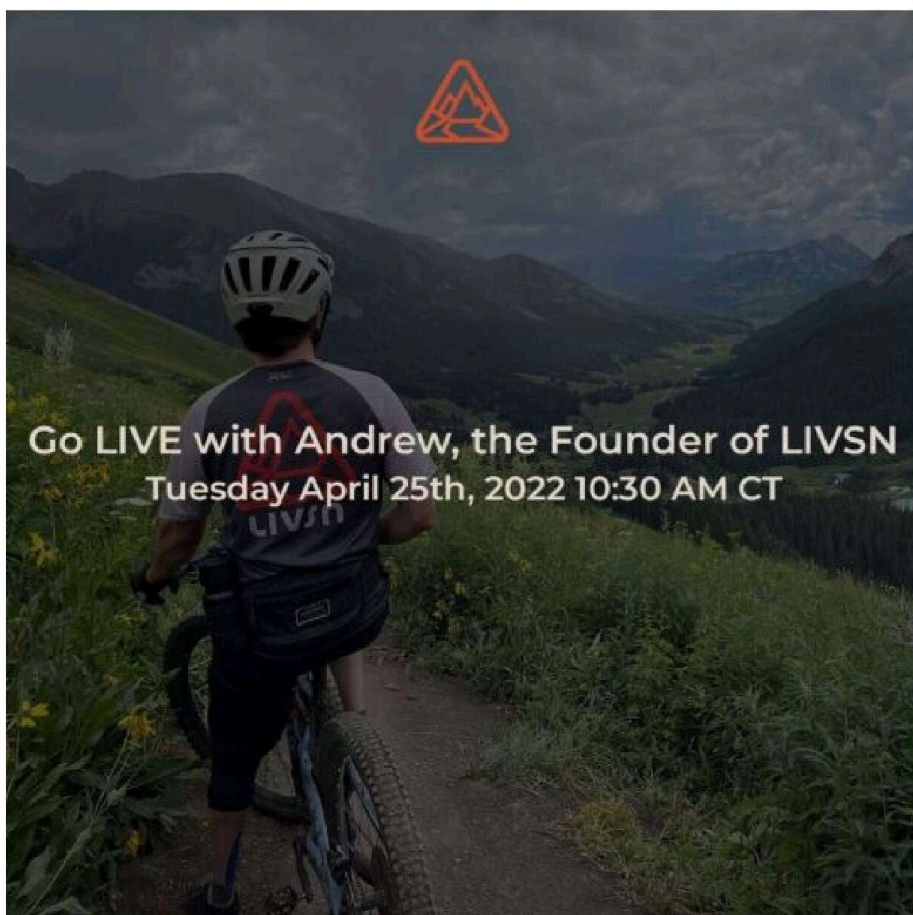
[#crowdfunding](#) [#nwarkansas](#)

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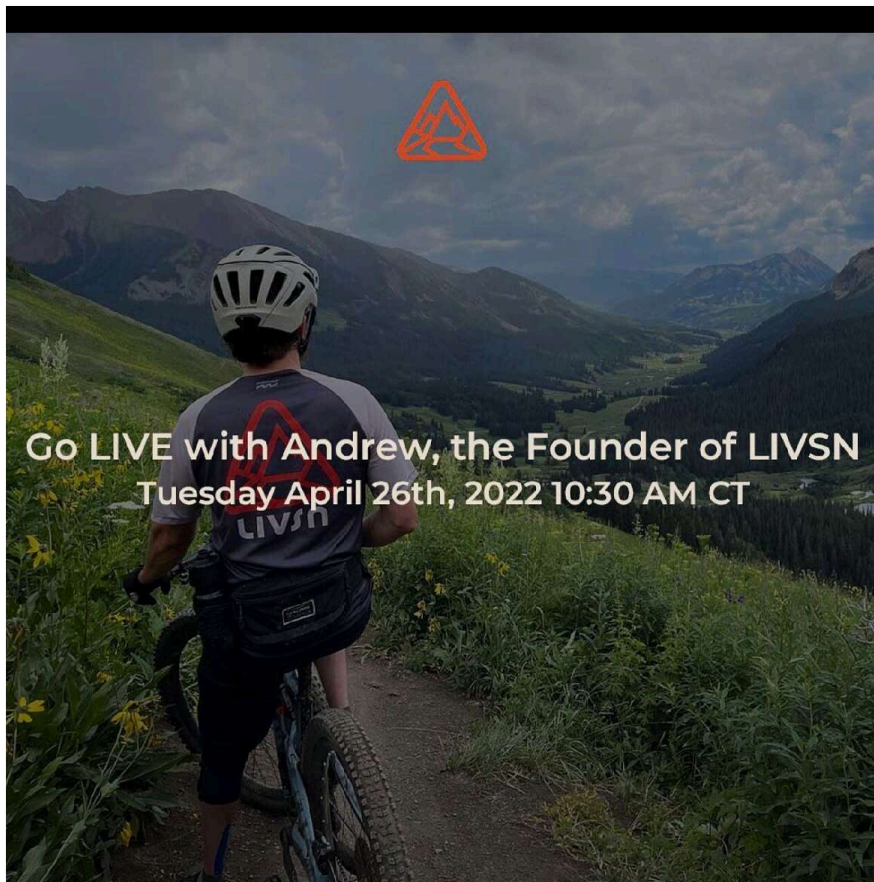
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**Go LIVE with Andrew, the Founder of LIVSN**  
**Tuesday April 25th, 2022 10:30 AM CT**







Go LIVE with Andrew, the Founder of LIVSN  
Tuesday April 26th, 2022 10:30 AM CT



**livsndesigns**  
Bentonville, Arkansas

...



**livsndesigns** TODAY: Live Q&A with LIVSN founder Andrew at 10:30am CT

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- Input your questions in the text box

See you soon 🙌

13w

[View insights](#)



Liked by kelsey\_\_ferguson and 17 others

APRIL 26



**Andrew Gibbs-Dabney** • 1st

Founder at LIVSN Designs

3mo • 🌐



It helps to have great guidance. Thanks **LaunchBoom!**



**Mark Pecota** • 2nd

CEO & Co-Founder at LaunchBoom 🚀 Author of CROWDFU...

3mo • 🌐

**+ Follow**

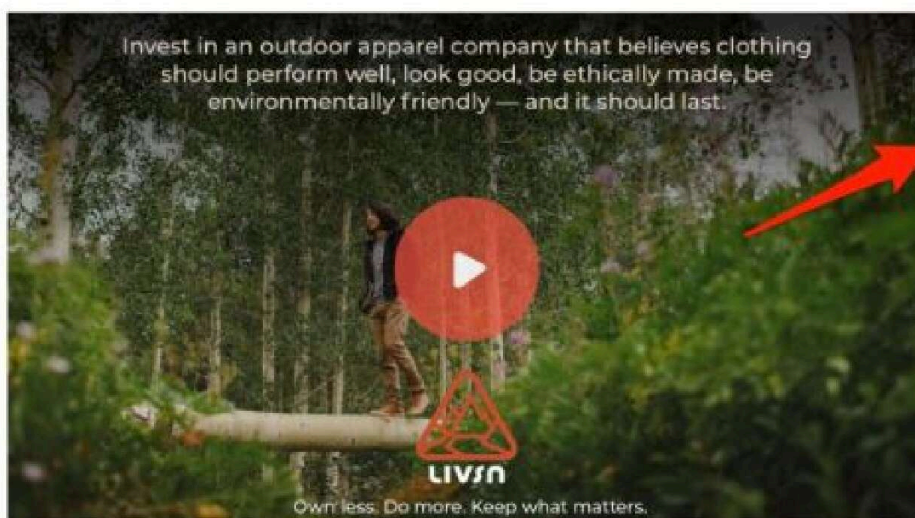
**LaunchBoom** just launched our first equity crowdfunding campaign for our long time client **LIVSN** on **Wefunder** with \$238,602 raised so far 🚀 Now, equity crowdfunding isn't exactly new...

But over the past 12 months it's been growing extremely fast. We've been watching the space for some time waiting for the right opportunity to dive in and have decided that it's now or never.

Shoutout to **Jaime Cantarovici** on our team who has been leading our equity crowdfunding efforts and launched this campaign.

Check out the campaign here => <https://lnkd.in/g74tTXgJ>

**#equitycrowdfunding #wefunder #launchboom #crowdfunding**



**EARLY BIRD TERMS: \$61,398 LEFT**

**\$238,602**

reserved of a \$1,000,000 goal

👍❤️🌱 13



Like

Comment

Share

Send







**DUSTIN WILLIAMS** • 1st

Chief Marketing & Technology Officer @ LIVSN • Ex Microsoft • Ex ALLI...  
3mo • Edited •

More Press on our Community Raise. Check it out. Hit me if you have any questions. [#ecommerce](#) [#outdoorindustry](#) [#outdoorclothing](#) [#crowdfundingcampaign](#)



**Arkansas Money & Politics**

11,479 followers

3mo •

[+ Follow](#)

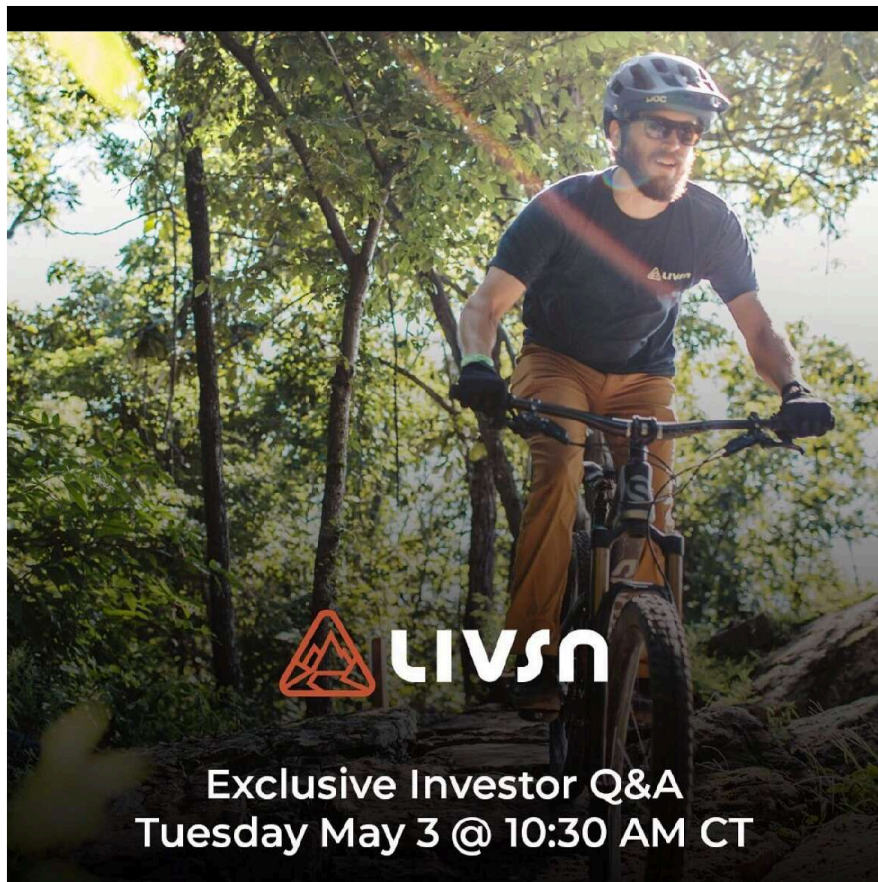
**LIVSN** has a history of success with crowdfunding. The most recent, 2021's Kickstarter launch of the Ecotrek Trail Pant, raised over \$500,000 and became the biggest [#crowdfunding](#) raise to date for an Arkansa ...see more



**Bentonville's LIVSN Launches Wefunder Equity Crowdfunding Campaign**

[armoneyandpolitics.com](https://armoneyandpolitics.com) • 2 min read





livsndesigns



**livsndesigns** For all our Wefunder investors and everyone else who might be interested: I'll be hosting a Live Q&A on Zoom tomorrow (5/3) at 10:30am CT.

Link to register for the Zoom is in the link in our bio.

I'm looking forward to talking with more of our investors. Our last Live Q&A went really well and I was impressed with the level of questions I received. Bring your questions and concerns and I'll do my best to answer everything in the only way I know how: transparently.

-Andrew, Founder

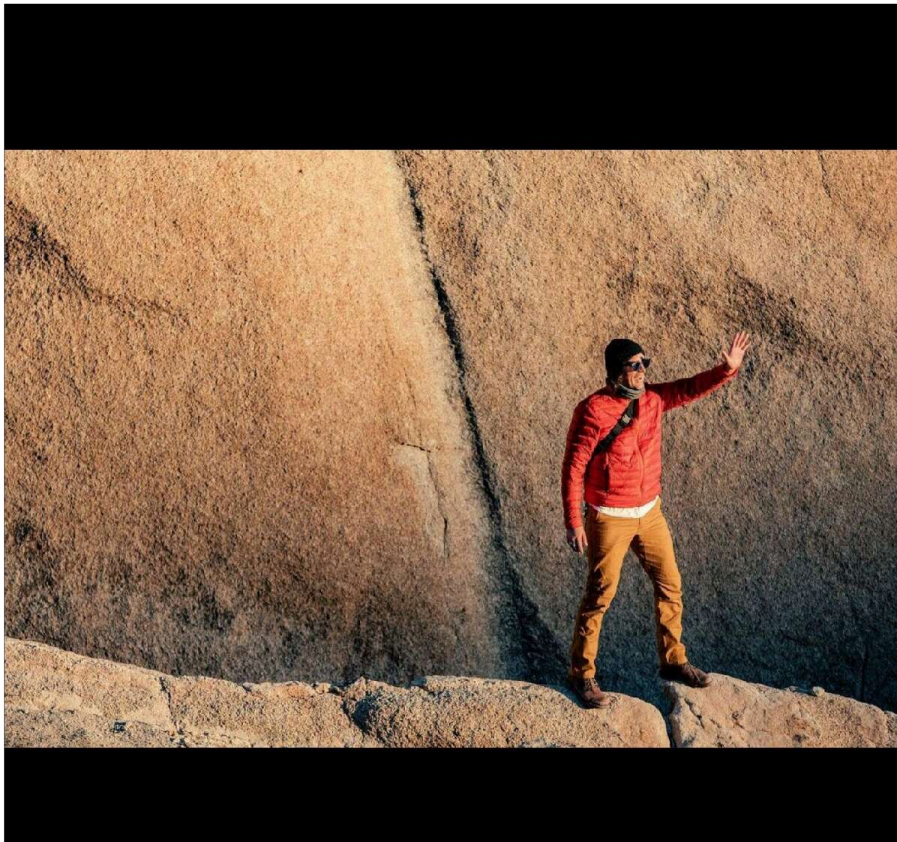
12w

[View insights](#)



Liked by agdabney and 16 others

MAY 2



**livsndesigns**  
Bentonville, Arkansas



**livsndesigns** Don't forget. Our next exclusive Investor Q&A with our founder, Andrew, starts shortly this morning at 10:30am CT. Register at the link in bio.

[#investor](#) [#live](#) [#wefunder](#) [#equitycrowdfunding](#) [#livsndesigns](#)

12w

[View insights](#)



Liked by [agdabney](#) and 28 others

MAY 3





**DUSTIN WILLIAMS** • 1st

Chief Marketing & Technology Officer @ LIVSN • Ex Microsoft • Ex ALLI...  
3mo • 🌐



LIVE Q&A with **Andrew Gibbs-Dabney** from **LIVSN** today at 10:30 am CT. Be sure to join us as we talk all things LIVSN and also Wefunder. Register below.



**Andrew Gibbs-Dabney** • 1st

Founder at LIVSN Designs  
3mo • 🌐

For all our Wefunder investors and everyone else who might be interested: I'll be hosting a Live Q&A on Zoom tomorrow (5/3) at 10:30am CT.

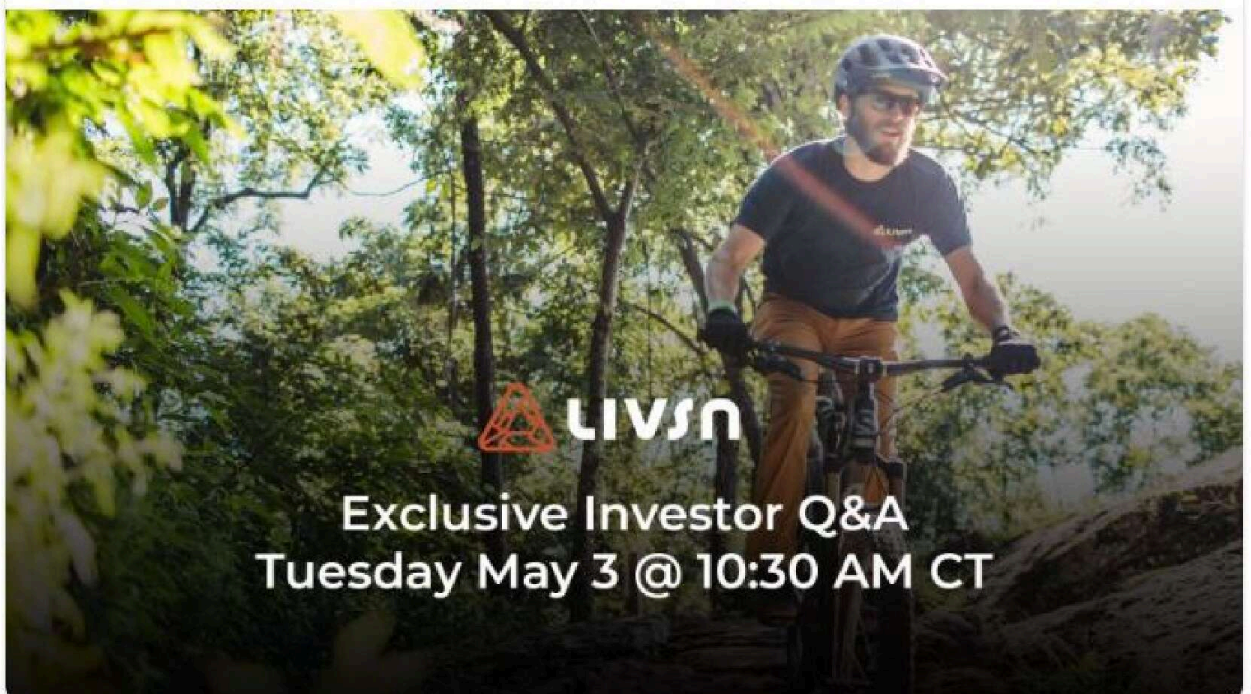
Link to register for the Zoom: <https://lnkd.in/gzM2JAsE>

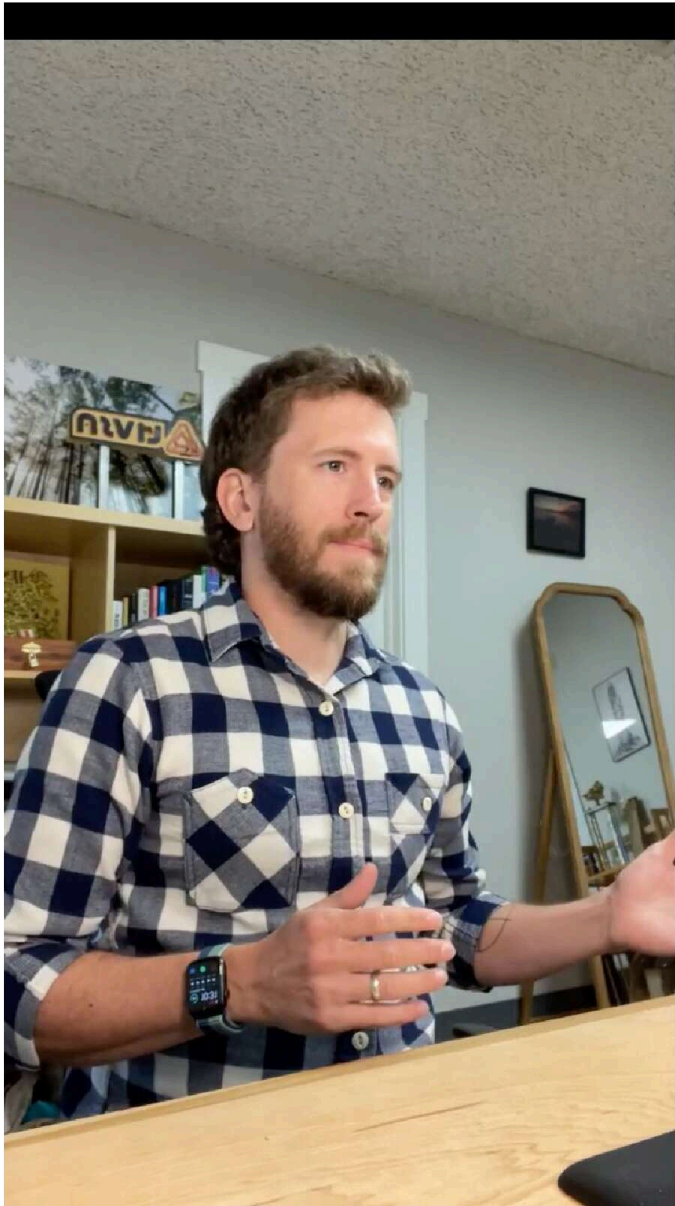
If you want some extra one-on-one time, I blocked off my calendar for the rest of tomorrow (5/3) for one-one-one investor calls. Book a time and let's talk!

You can book a time here: <https://lnkd.in/g9kmcaGt>

I'm looking forward to talking with more of our investors. Our last Live Q&A went really well and I was impressed with the level of questions I received. Bring your questions and concerns and I'll do my best to answer everything in the only way I know how: transparently.

[#investor](#) [#raisecapital](#) [#crowdfunding](#)





**livsndesigns**  
Bentonville, Arkansas



**livsndesigns** Another Live Investor Q&A session in the books. Thanks to all who came and asked great questions!

-Andrew

12w



**afurahabrehann** Thanks for following up! Andrew. 🙌🙌🙌🔥



12w 1 like Reply



**afurahabrehann** Be[ij]ing transparently in the youth mind, told fashion not old fashion...life's a loose thread!



12w 2 likes Reply



**afurahabrehann** Catching up 🙌 now with the days curveball of facilitating clients ZOOM & a 🤔 Insta... if it's any condolences iknow it must be chaos over there[in] until it's smooth as 🍌🍌🍌! So hit me up... ZOOM or Google Meet... or just call me ol or



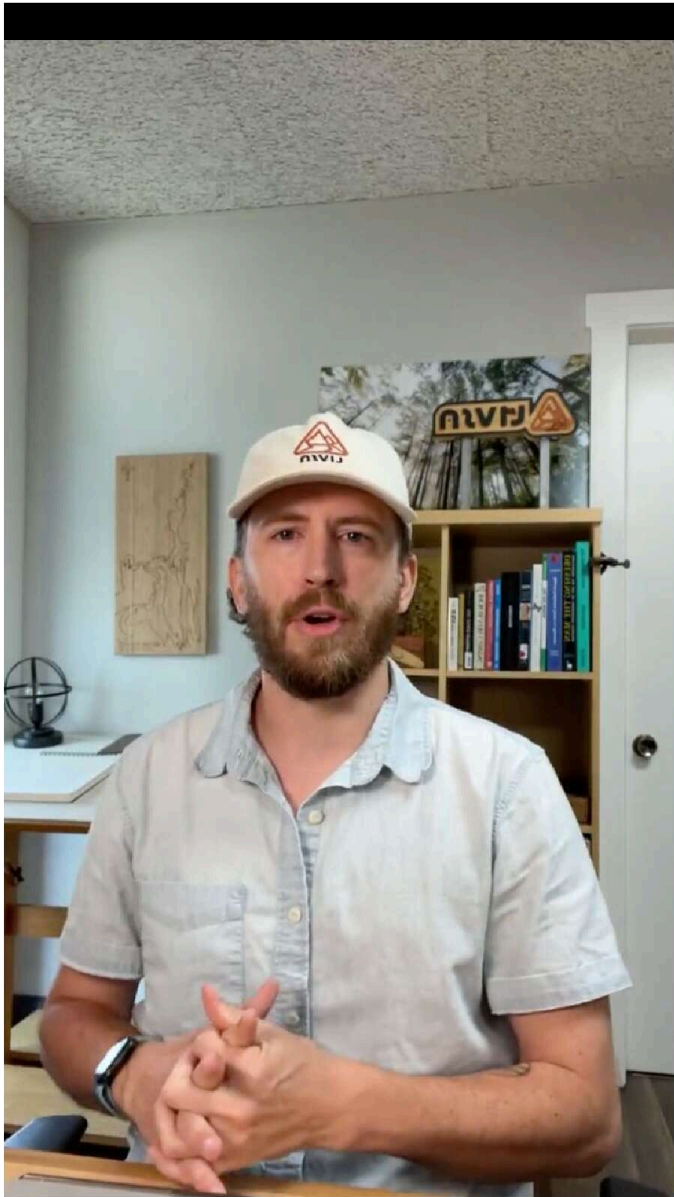
12w 2 likes Reply



358 views

MAY 3





**livsdesigns**  
Bentonville, Arkansas



**livsdesigns** 5/10 Instagram Live Q&A.

Edited · 11w



**macarbone5** I'm an idiot, missed the "live on zoom" part



11w Reply



**macarbone5** It's good, you fixed it!



11w Reply



**macarbone5** Is there a fan on your vent possibly pointed at the mic?



11w Reply



343 views

MAY 10



## Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

*Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

### About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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Company Name is testing the waters to evaluate investor interest. No money or other consideration is being solicited; if sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and, then, only through Wefunder. Any indication of interest has no obligation or commitment of any kind.