



## FUNDY

### One line pitch:

Fundy is the first omnicanal boutique dedicated to french innovative crowdfunded products.

### Market Analysis:

We're working on crowdfunding market. Our business is directed at startups and creators who use crowdfunding to finance their innovative products. In fact, the crowdfunding market is a growing market worldwide. In France in 2015, more than 30 000 products have been funded thanks to a crowdfunding campaign and more than 2 million of french people backed a campaign. So many people are interested in crowdfunded products, but most of all, a lot of startups need to sell their products, easily, quickly and for the better price : on line and in stores !

### Value proposition:

Fundy started from a personal story: a friend of mine told me about this amazing product he saw on kickstarter six months ago: a fashionable sleeve able to charge your smartphone. I found the idea was great ! Therefore, I decided to look for it and buy it. But my friend couldn't remind the exact name of this product so I spent hours searching online... in vain! This is how I decided to create a distribution solution dedicated to the crowdfunded products. The goal: to foster the meeting between people and startups ! Thanks to Fundy for the first time, people are able to discover, test and buy easily early french innovative products online and in their neighborhood stores.

### Business Model:

Fundy is an omnicanal solution, that's why we have three principal revenue sources : - on line commissions (cashback) : 20% on each sale - in store commissions (cashback) : 40% on each sale - event and commercial service delivery to department stores and mass retail actors : we set up and organize for customized popstores on demand, from the products selection to the sales staff.

### IP and Regulatory situation:

Our brands and figurative items are registered marks. As a service, we're not concerned by patent law.

# Fundy

## COMPANY PROFILE

- **Website:**  
www.fundy.fr
- **Field:**
- **Contact:**  
YAGOUBI Mathilde  
my@fundy.fr
- **Location:**  
33 QUAI ARLOING  
69009 LYON  
France
- **Founded in:** //04/2016
- **Employees:** 4
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
200KE
  - **Monthly burn rate:**  
12KE
  - **Capital seeking and date:**  
500KE - 12/2017
- **Investors:**  
Nicolas Bourdin, Charlotte Hoefman