

microPledge Prospectus

Pledge Based Crowd-Funding Start-up

You can crowd-fund projects with this proven web platform. Virtually any kind of projects can be funded. Examples include funding mobile phone applications, book publishing, or charity targets. Using social networking techniques, this tool enables the masses to fund a project by making pledges to reach a target. When the target has been reached, the pledged funds are called in. Users of the system may be either pledgers or project developers, and negotiation between them is automatically facilitated.

The web system for sale has been used live for over a year in the market space of software development funding. **Online demonstration** at www.microPledge.com.

Potential uses of crowd funding:

- Crowd-fund **Mobile phone apps**
- **Gauge product interest** ... in advance
- publish only **books** whose snippets rank in popularity (partially pre-purchased by readers)
- **Fund a community playground** with community funds

Additional fees and Information

Sale options are:

1. A license for the complete web software priced at US \$7,500, with complete rights to the source code and alteration rights.
2. All the above plus complete ownership of the platform including exclusivity, rights to on-sell, etc. Price to be negotiated – offers over US \$35,000.

Support

Customization will be required as payment gateway options depend on the exact business model that the system is used for. Options are available:

1. The software may be set up and integrated into purchaser's business by the purchaser's own software team.
2. Alternatively, support, setup and customization service is available from the original developers as consultancy at US\$90/hr.

Market outlook

Market opportunities range from philanthropy to large mobile phone providers. Competition is sparse on the world-wide scene, and not as feature-complete as this platform. But a look at the competition will illustrate potential for this system:

- [SellaBand](#) – raise funds for musical artists
- [Give a little](#) – charity focussed pledging
- [FOSS-Factory](#) – only for open source software development

- [uPlej](#) – more charity
- [Cofundos](#) – open-source software development

We also have available a pdf advertising [glossy and some press articles](#).