

# LONCH

THE SOCIAL MARKETPLACE  
WHERE BIG IDEAS MEET  
TALENT TO CREATE  
SHARED SUCCESS



LONCH.IO  
INVEST@LONCH.IO





## PROBLEM #1

### WOULD-BE ENTREPRENEURS DON'T HAVE THE CAPITAL OR SKILLS TO GET THEIR IDEAS OFF THE GROUND.

People with great vision are not bound by geography, gender, race, or means. *However, VCs are out of reach for most.*

01 1 in 4 businesses, surveyed by the NSBA, were not able to receive the funding they required, which led to limiting the growth of their business.<sup>1</sup>

02 About 90% of startups fail.<sup>2</sup> In 2018, 82% of businesses that went under did so because of cash flow problems.<sup>3</sup>

## PROBLEM #2

### PEOPLE CRAVE WORK-LIFE BALANCE AND WANT TO CONTRIBUTE TO SOMETHING OF THEIR CHOOSING.

Talented employees are facing burnout from ongoing job dissatisfaction, lack of autonomy, and lack of passion.

01 The number of freelancers in the USA is forecasted to reach 90.1 million by 2028. Gen Z chooses freelancing in 53% of cases<sup>4</sup> and 71% of employees in the United States are planning to freelance in 2023.<sup>5</sup>

02 As of May 2021, data from LinkedIn shows that job postings with the tag "remote work," increased by 357% from the year before.<sup>6</sup>

# SOLUTION

## IDEAS BIG AND SMALL FINALLY HAVE A HOME.

01

VISIONARIES  
AND TALENT  
UNITE

02

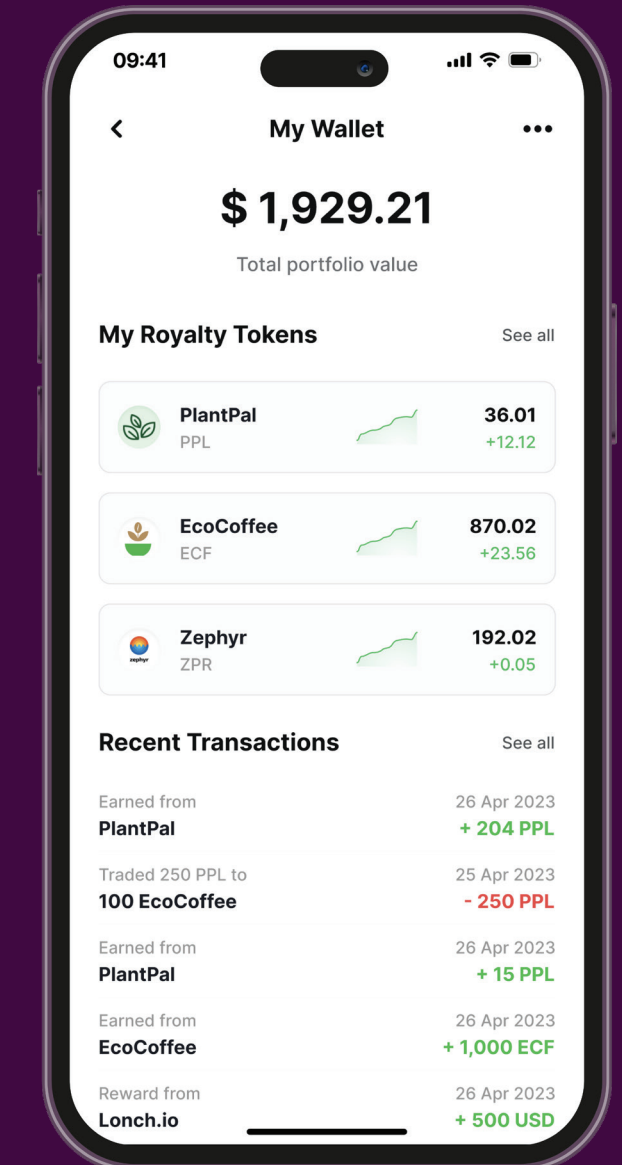
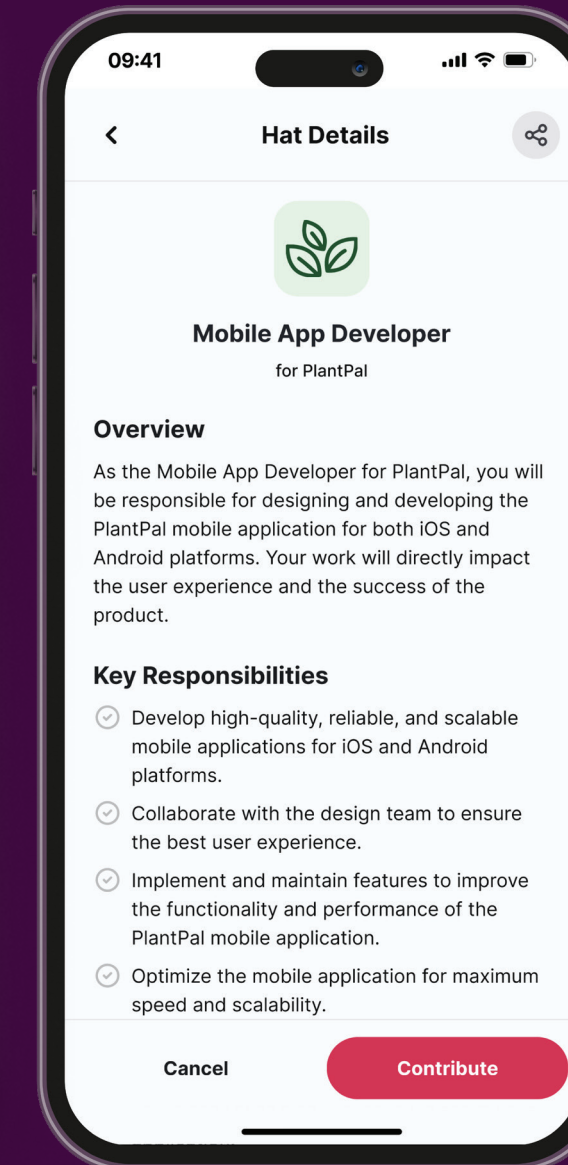
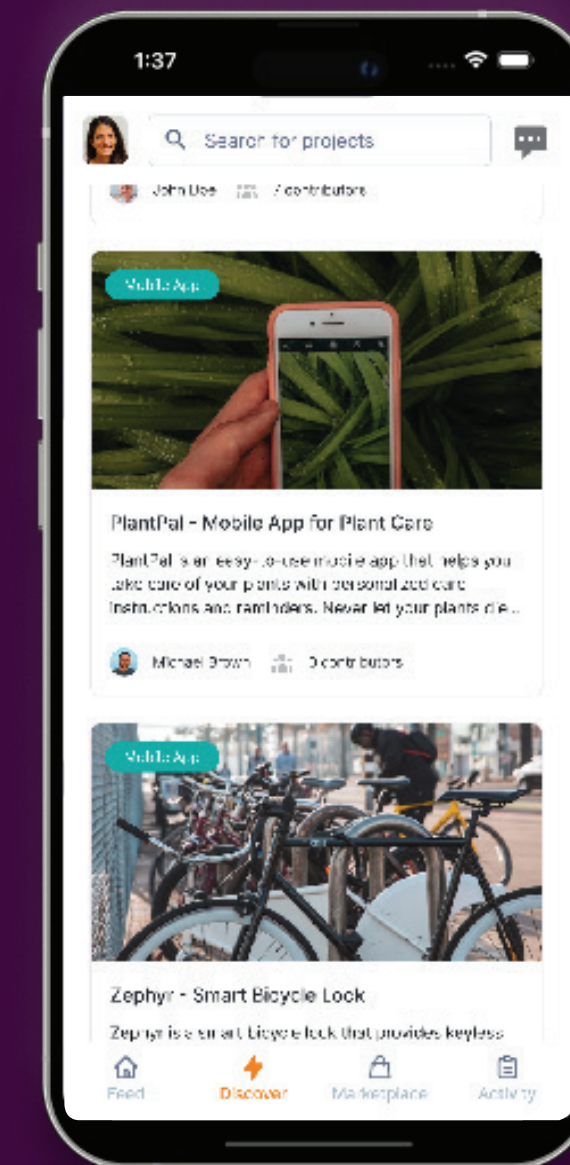
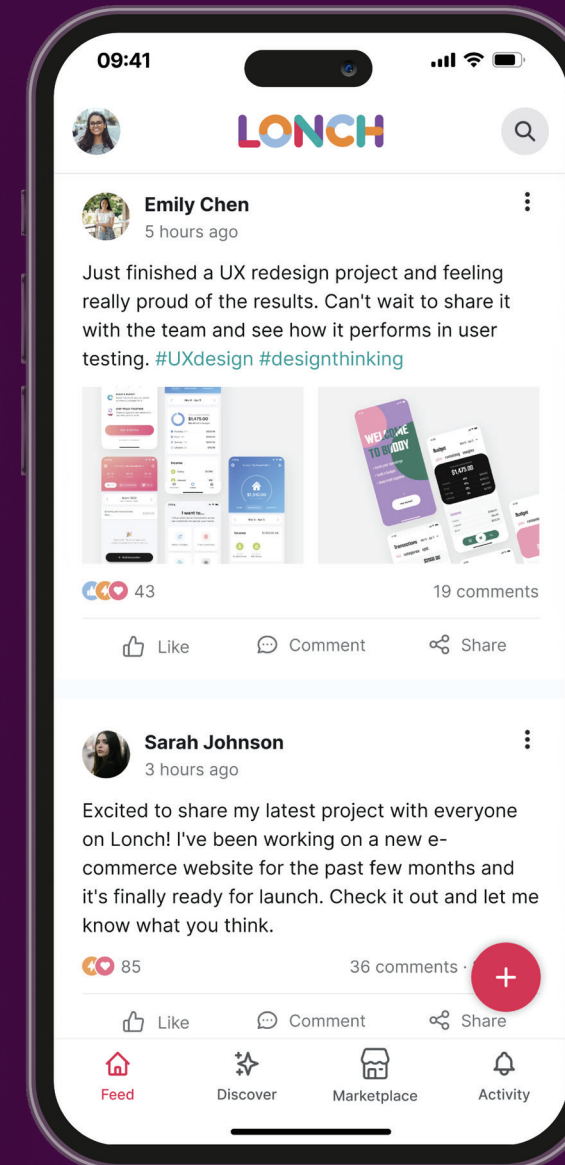
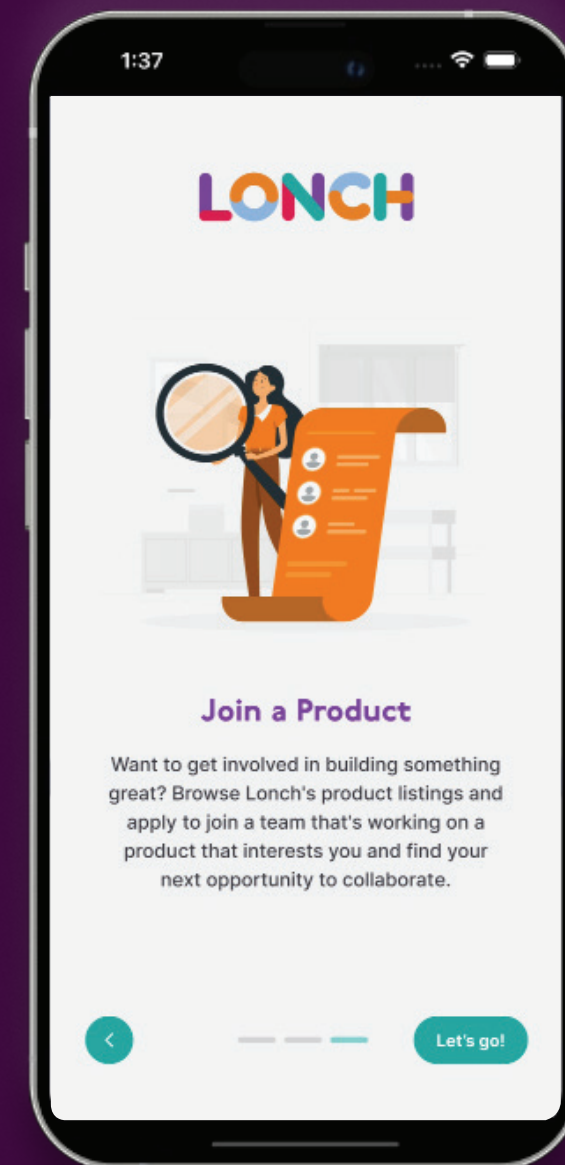
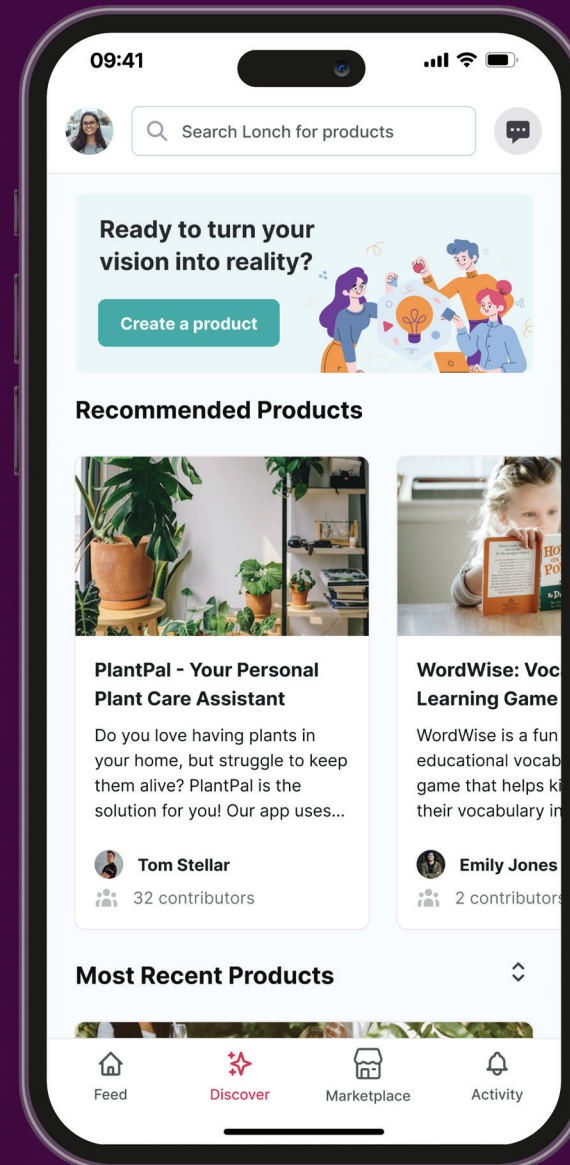
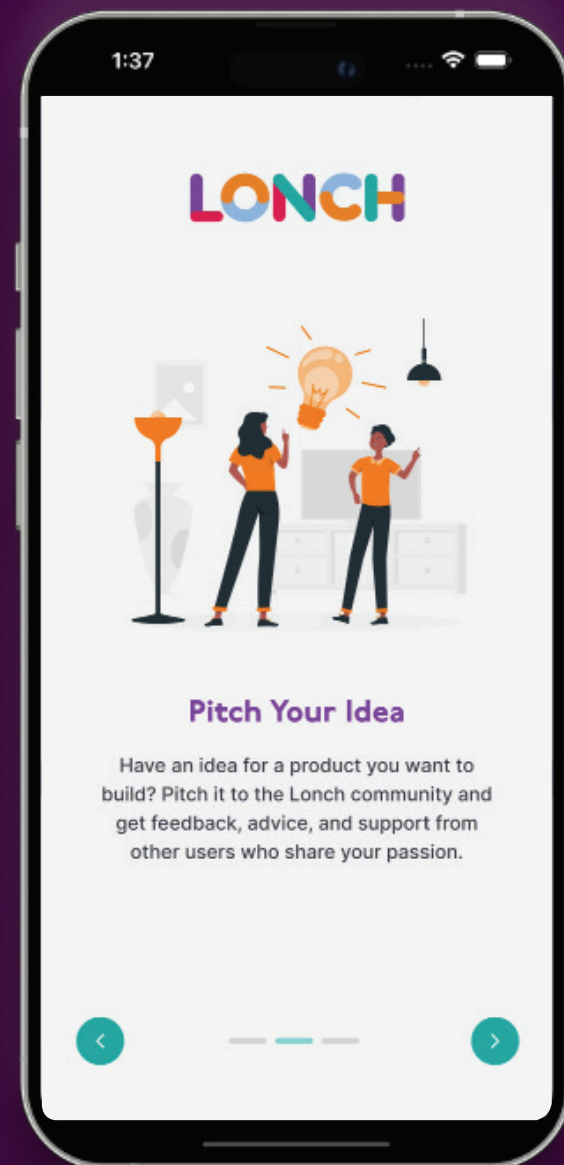
NO COST  
TO BUILD A  
PRODUCT

03

SPEED TO  
MARKET  
IS FASTER

04

PAYMENT IS  
PROPORTIONAL TO  
THE CONTRIBUTION





ONE OF THE MOST EXPENSIVE STARTUP COSTS IS PAYROLL, AVERAGING AROUND \$300,500 FOR FIVE EMPLOYEES ACROSS THE U.S.

STARTUP OWNERS CAN SPEND AROUND 40% OF THEIR WORKING HOURS IDENTIFYING PEOPLE WITH THE RIGHT SKILLS TO HELP BUILD A BUSINESS.

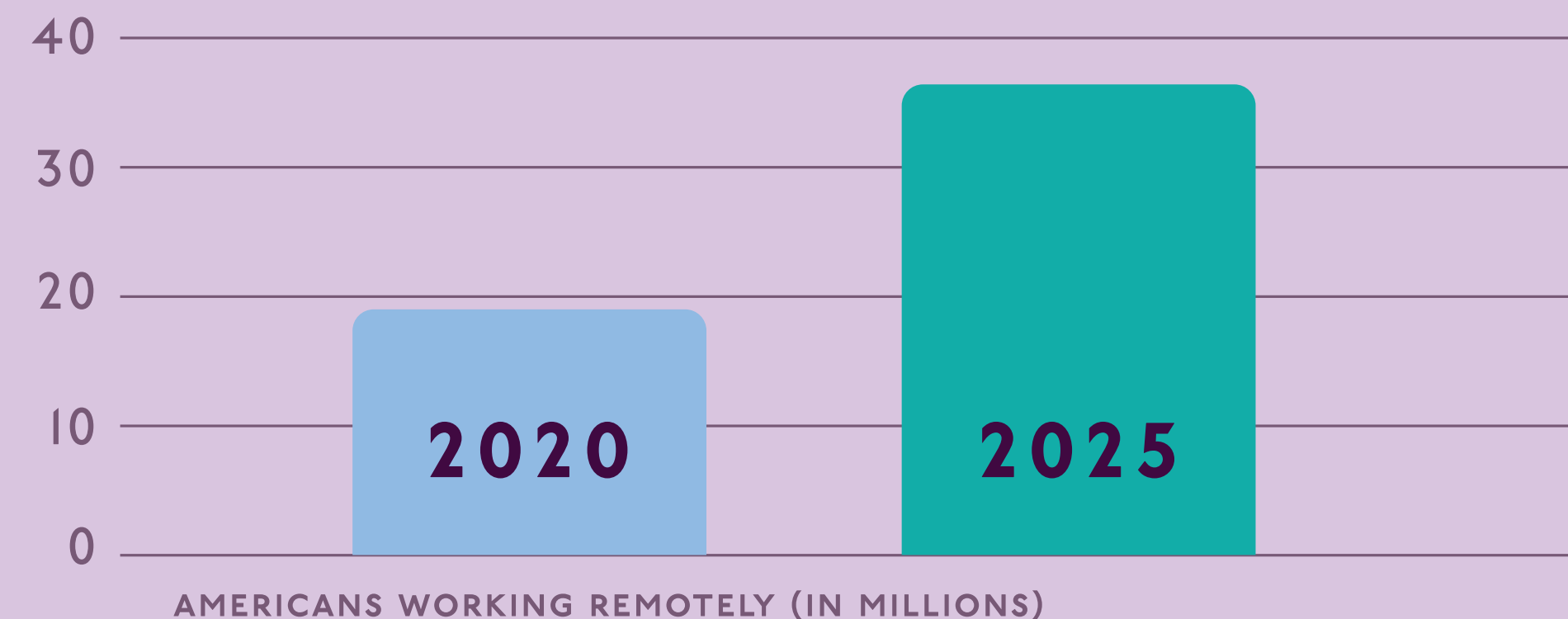
## EMPLOYEE OPTIONS FOR REMOTE WORK INCREASED BY 78% IN 2020

The same report also showed that flexible work assumed a new importance to 83% of the workforce.



## 36.2 MILLION AMERICANS WILL BE REMOTE BY 2025

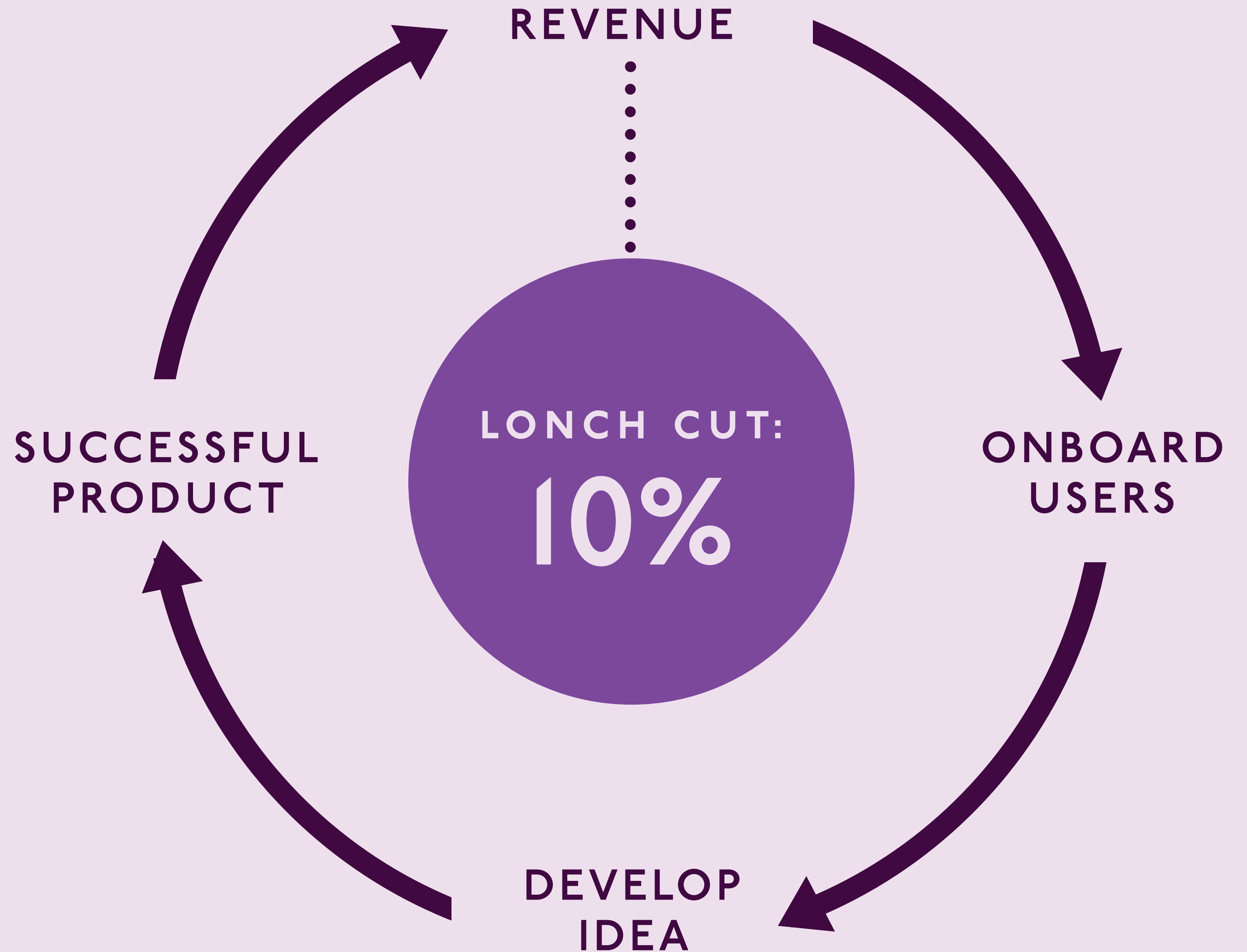
By the year 2025, it is projected that 36.2 million Americans would be virtual workers, a 16.8 million worker increase from pre-pandemic times.



## HOW WE MAKE A PROFIT

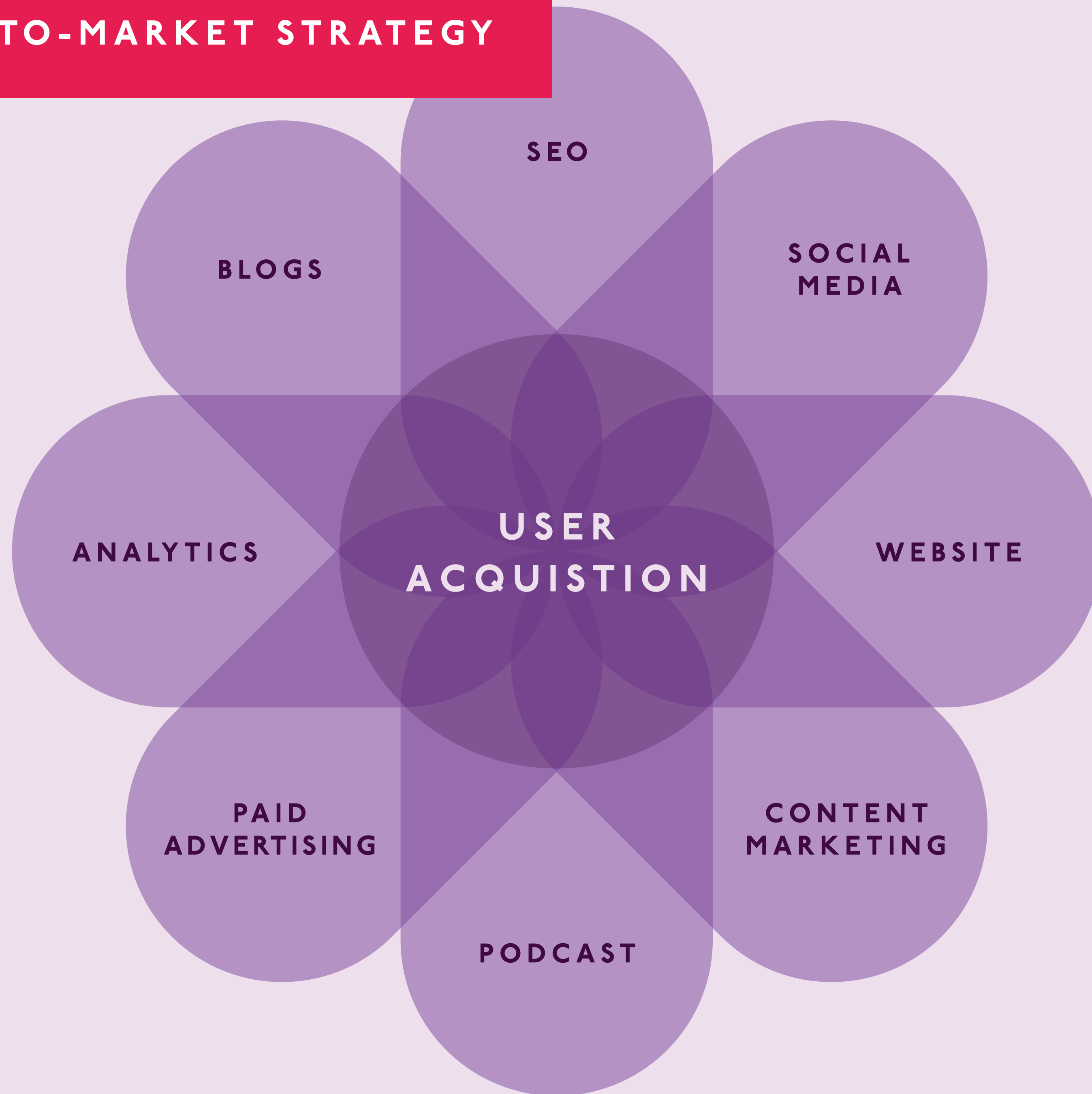
**OUR** fundraising model is similar to Kickstarter: we help creators secure investment in exchange for royalty tokens and receive a finder's fee for our services.

**LONCH OPPORTUNITY:** 10% of revenue for every successful product



# COMPETITIVE SET

	PRODUCT VALIDATION	PRODUCT MARKETPLACE	COLLABORATION TOOLS	PROFESSIONAL NETWORK	TALENT MARKETPLACE	FUNDRAISING	PROJECT MANAGEMENT	MARKETPLACE	NO UPFRONT COST	IDENTITY VERIFIED	ROYALTIES IN PERPETUITY	BUSINESS FORMATION
<b>LONCH</b>	●	●	●	●	●	●	●	●	●	●	●	●
<b>BRAINTRUST</b>	○	○	○	●	●	○	○	○	○	●	●	○
<b>FIVERR</b>	○	○	○	○	●	○	○	○	○	○	○	○
<b>KICKSTARTER</b>	●	○	○	○	○	●	○	○	○	●	○	○
<b>LINKEDIN</b>	●	○	○	●	●	○	○	○	○	○	○	○
<b>HUDDLE WORKS</b>	●	○	●	●	●	○	●	○	●	○	○	○
<b>REPUBLIC</b>	●	○	○	○	●	●	○	○	●	○	○	○
<b>UPWORK</b>	○	○	●	○	●	○	○	○	○	○	○	○



**CURRENT FOCUS:**  
continued growth of our  
early adopter community  
and overall user acquisition.

# TRACTION

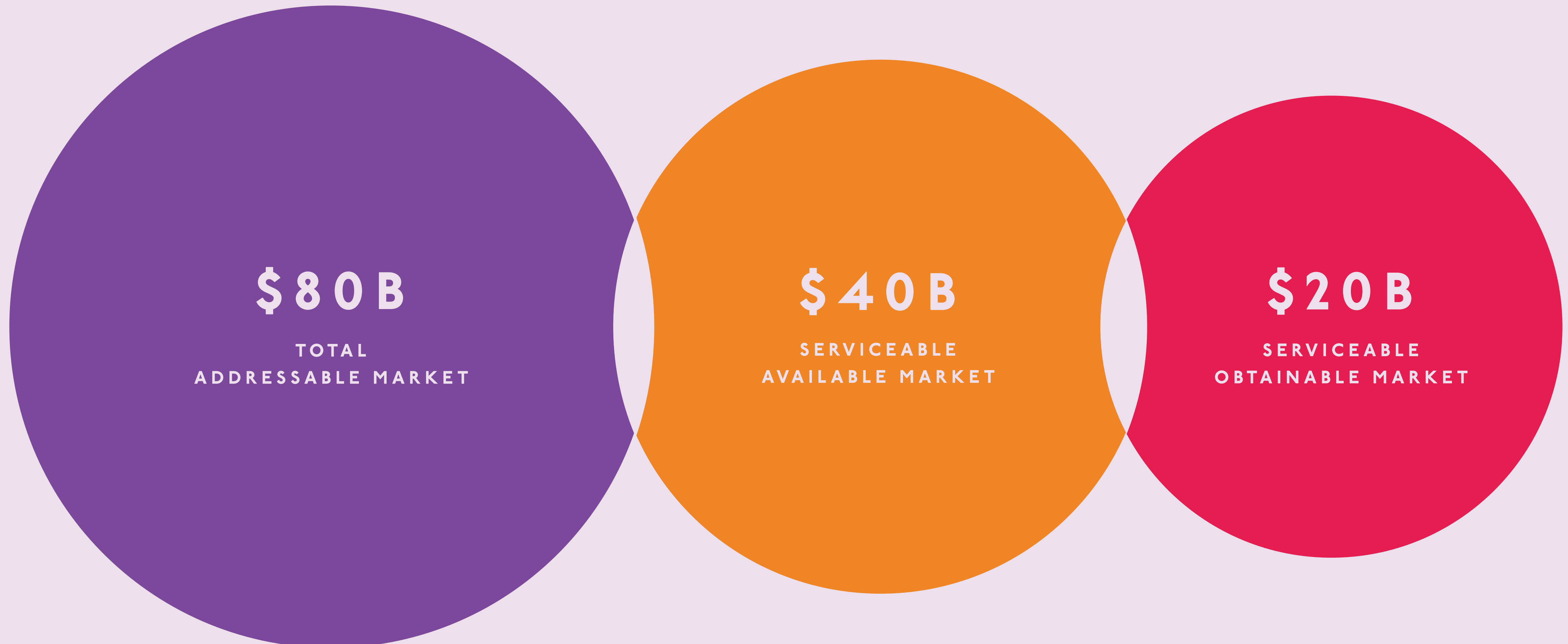
INCENTIVIZED EARLY  
ADOPTION PROGRAM  
AND SOCIAL MEDIA  
STRATEGY TO GROW  
THE FOUNDING  
COMMUNITY.  
NEWSLETTER  
SUBSCRIPTIONS

PHASE I  
APPLICATION  
DEVELOPMENT  
& DEPLOYMENT:  
OFFSHORE TEAM  
STANDUP

ONGOING VC  
ENGAGEMENT &  
TECH CONFERENCE  
ATTENDANCE,  
PITCHES



THE NUMBER OF FREELANCERS in the USA is forecasted to reach 90.1 million by 2028. Gen Z chooses freelancing in 53% of cases.



# LEADERSHIP



**BOBBY NIMS**  
COO & FOUNDER

15+ years dynamic product development for Fortune 10 companies and nationally recognized for philanthropic leadership

[ROBERT.NIMS@LONCH.IO](mailto:ROBERT.NIMS@LONCH.IO)



**CHRISTOPHER GULLIVER**  
CEO & FOUNDER

20+ years engineering & software architecture for world-class IPs including Marvel, Disney, and James Bond

[CHRISTOPHER.GULLIVER@LONCH.IO](mailto:CHRISTOPHER.GULLIVER@LONCH.IO)



**GINA BLOCK**  
CBO & FOUNDER

20+ years brand development and creative direction for both multiple Fortune 500 companies and startups

[GINA.BLOCK@LONCH.IO](mailto:GINA.BLOCK@LONCH.IO)



# VISION/EXIT PLAN

## ASK

For the seed stage, Lonch is seeking an initial investment of \$5M to develop, market, and drive early adoption of our application over the course of the next two years.

## VISION

Lonch creates vibrant, inclusive communities that empower people to pursue their passion and foster independence.

Innovators are struggling to find access to resources that focus not only on the pursuit of big ideas, but that also align with the goal of greater control and opportunity. Lonch provides an integrated approach to leveling the playing field. Our crowdfunding platform ultimately enables greater freedom and flexibility.

## EXIT

We envision taking Lonch public with an eventual IPO.

**INVEST@LONCH.IO**  
**LONCH, INC.**  
**2842 MAIN STREET #182**  
**GLASTONBURY, CT 06033**