

SODO APPAREL PROPELS GROWTH BY CROWDFINANCING PURCHASE ORDERS

GET GROWING

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EXECUTIVE SUMMARY

A RAPIDLY GROWING APPAREL BRAND NEEDED FINANCING TO HELP THEM FULFILL PURCHASE ORDERS FROM REI AND NORDSTROM BUT DIDN'T HAVE ACCESS TO TRADITIONAL MEANS OF FINANCING.

WHEN EVALUATING ALTERNATIVE FINANCING SOLUTIONS, THEY PARTNERED WITH THE KICKFURTHER COMMUNITY TO CROWDFINANCE THEIR INVENTORY NEEDS AND FREE UP THEIR WORKING CAPITAL.



Crowdfinanced Over
\$300K of Purchase Order
Inventory



Partnered With
300+ Community
Members



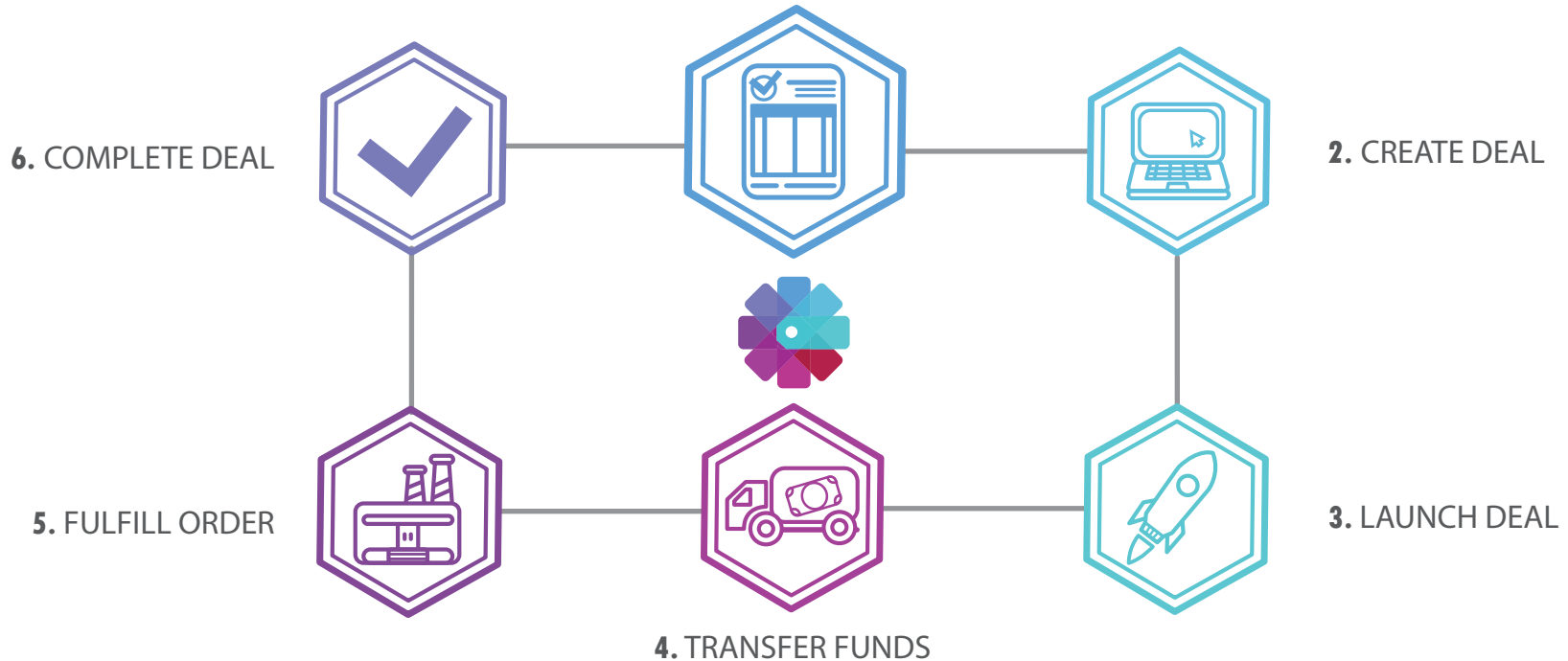
Increase in Website
Traffic, Transactions, and
Revenue

ABOUT SODO APPAREL

BASED IN SEATTLE, WASHINGTON, SODO APPAREL'S PRODUCTS ARE CREATED THROUGH ATHLETE-DRIVEN DESIGN. SODO WORKS WITH PROFESSIONAL AND EXPERT ATHLETES IN CONJUNCTIONS WITH TOP GLOBAL TO PRODUCE WORLD CLASS ATHLETIC APPAREL.

HOW THE PLATFORM WORKS

1. PROVIDE PURCHASE ORDER



CROWDFINANCE YOUR NEXT PURCHASE ORDER. IT'S SIMPLE.

CHALLENGES

SODO WAS GROWING AS A BRAND AND RECEIVING SOME OF THEIR FIRST PURCHASE ORDERS FROM REI AND NORDSTROM BUT TRADITIONAL FINANCING INSTITUTIONS WEREN'T SETUP TO FUND BRANDS THAT WE'RE OUTGROWING THEIR CASH SUPPLY.

EXAMINING THE AVAILABLE OPTIONS FOR OUTSIDE FINANCING, THE OWNERS TYPICALLY FOUND OPTIONS THAT WERE INFLEXIBLE, SLOW, OR REQUIRED GIVING UP EQUITY OF THE COMPANY.

IN ORDER TO CONTINUE GROWING THEIR COMPANY, THE OWNERS KNEW THEY HAD TO FUND THE INVENTORY TO FULFILL THE PURCHASE ORDERS BUT WITHOUT SACRIFICING THEIR COMPANY ALONG THE WAY.



HOW WE HELPED

KICKFURTHER APPROACHED SODO WITH THE SOLUTION TO THEIR INVENTORY FINANCING NEEDS. PROVIDING A QUICK AND SIMPLE SOLUTION THAT DIDN'T REQUIRE GIVING UP EQUITY, SODO CHOOSE KICKFURTHER TO HELP FUND SEVERAL PURCHASE ORDERS THAT THEY RECEIVED.

THE KICKFURTHER MODEL OPERATES ON THE SALES OF FUNDED INVENTORY. COMMUNITY MEMBERS PURCHASE THE INVENTORY ON BEHALF OF THE BRANDS AND GIVE THEM THE RIGHTS TO HOLD AND SELL THAT INVENTORY. WHEN IT SELLS, BRANDS PAYBACK THE COMMUNITY A PREDETERMINED AMOUNT.

BY PARTNERING WITH OVER 300 COMMUNITY MEMBERS, SODO HAD THE FUNDS TO FULFILL THEIR PURCHASE ORDERS AND ALSO REACH A NEW MARKET PREVIOUSLY UNKNOWN TO THEM.

FIRST DEAL

6 Months



LENGTH OF DEAL

12%



PROFIT PAID

\$45,270.10



RAISE AMOUNT

30 Minutes



DEAL FILLED TIME

79 Individuals



COMMUNITY MEMBERS

SECOND DEAL

7.6 Months

10%

\$257,920.43

6 Days

79 Individuals

RESULTS

INCREASES IN BRAND AFFINITY

ALONGSIDE THE ABILITY TO ACCESS INVENTORY FINANCING, BRANDS TYPICALLY RECEIVE A BRAND AFFINITY BENEFIT BY LAUNCHING ON KICKFURTHER.

SODO APPAREL ANALYZED THEIR WEBSITE TRAFFIC, TRANSACTIONS, AND REVENUE COMPARING THE TWO WEEKS PRIOR TO LAUNCHING THEIR SECOND DEAL TO THE TWO WEEKS SUBSEQUENT TO LAUNCHING THE DEAL AND SAW AN INCREASE IN ALL THREE STATS.



25%

Increase in New Visitors



100%

Increase in Transactions



135%

Increase in Revenue

MARKETING ON KICKFURTHER

BRANDS WHO LAUNCH ON KICKFURTHER AUTOMATICALLY ARE EXPOSED TO THOUSANDS OF INDIVIDUALS ACROSS THE UNITED STATES WHO HAVE DISPOSABLE INCOME. CONNECT WITH A KICKFURTHER TEAM MEMEBER TO LEARN MORE ABOUT THE BRAND AFFINITY BENEFITS

CONTACT



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