

Launch Party COLLECTIVE



An investment proposal idea for funding & growth

**DESIGNED TO EMPOWER MEMBERS TO
BUILD THEIR PERSONAL WEALTH
SUPPORT INVENTIVE WOMEN
CREATE SOLUTIONS THAT BRING
REAL VALUE TO THE WORLD**

Launch Party COLLECTIVE

What can 100 ^{mostly} women do? Even 50?

Frequently I see women working for little financial reward, though excited to be part of something big. Money often is not the main objective, as much as a sense of community. My thoughts are of those direct home party sellers *and really* - the ones willing to host parties for their friends, team fundraisers and other volunteer work.

Creating products is an entirely different scenario. As an inventor it is most often a lonely and difficult path. Why? Worrying about who is following, not having enough followers, idea theft, patent theft, being seen, or not being found, production issues, inventory, money, etc. For me (and many) it is not reaching out when needing help.

I decided if I had a tribe - my own community - to celebrate and commiserate with, (but out of the public eye), this can move forward faster. With a small investment from many, both the funds and a "hive mind" will help. My friends can profit, not just the Shark Tank gurus adding to their wealth. And believe me, in an Inventor world, there are many sharks that are willing to take your money, but not always do as promised.

As a group we are invested in not only this product, but give feedback to other inventors, find out early on about other possibly big ideas. A community of forward thinkers to bounce ideas off of. The ability to *design IN a vacuum*. To not be found until *ready* to be found, and then launch with force and a sense of purpose.

Most importantly, have fun doing this!

I've been inventing for a third of my life, although not something I talk about to everyone. There have been many highs and lows like any venture, and I don't share much about it with everyone. When I do, they say, wow! you should tell your story. Now that I'm having success with EzLightWraps, I'm ready to share, both my story and my profits.

As most of the products I've designed are for women, I'd like my tribe to be mostly women, as they are often the end users. *Statistically women make 86% of all purchase decisions!* But men too, as they have often been helpful, mentoring, sharing contacts and ideas, and still are influential in business decisions. Even for products designed for women, *men are very often still the decision makers* as heads of companies. And only 2% of early business funding or venture capital goes to women.

LET'S CHANGE THAT.

When it comes to funding, most men think you should have as few investors as possible - less voices, less to be accountable to. This scenario should be different. Women are often not as educated about money, like me, so we can all learn from this. We should make money for as MANY as possible, have as many voices as possible - *and to have fun while working on it!*

The women I know are familiar with the adage -

MANY HANDS MAKE LIGHT WORK

With a community of 50 - 100 - 1000 imagine what we can do:

- ◆ *Funding to make a product and pay for inventory (and then MAKE MONEY)*
- ◆ *Funding to pay professionals (likely in our group) to run successfully*
- ◆ *Enough people to survey and decide product tweaks BEFORE production*
- ◆ *LOW initial marketing costs because everyone - tells 10, 100 or a 1000!*
- ◆ *We have a system for women to LEARN business, the costs, risks and rewards*
- ◆ *As a community we can do great things, become a voice in the inventor world*

AND WE'LL HAVE FUN WHILE GETTING THE WORK DONE.

Events!

Coffee survey gatherings

Lunch and learn parties

Paid "Kitting" or product packing parties

Tradeshow opportunities

Of course, Launch parties - *WE ARE* The Launch Party Collective

There are many further dreams of what we can do collectively!

So actually doing many of those same things like direct sellers of MaryKay, Avon, etc., but with EQUITY (and more of a voice also)! And no, you do not have to sell product or host a party as a member.

Once this group has all in place and feet on the ground - meaning, we are making money - we will start surveying products by others. First - our inventors, any creators within the group. As a trustworthy group who wants to see *all women do better*, we may do idea reviews and as an advisory panel. As a group we will be bringing many minds and some expertise, within a safe place. This fund *will not fund others products*, but there are many ways we can help other inventors to do better.

LAST - BUT MOST IMPORTANT!

Our goal is to make money with a win - win mindset, and have fun doing it

Besides equity shares and benefits mentioned previously, we will also:

- ◆ Meet in person once a month within the twin cities
- ◆ a 'catch up' webinar for those who are not attending in person
- ◆ Meetings could include -
 - ◆ product development updates
 - ◆ a guest speaker to learn something new of investing or business
 - ◆ a shout out to a couple of members about their own biz
 - ◆ surveys to move things forward
 - ◆ Q & A time

- ◆ At least once a year, a larger event - A Launch Party Collective Gathering
 - ◆ When a New product launches
 - ◆ Include a guest speaker relating their successful venture
 - ◆ Networking time that is actually fun


This will be an equity investment managed by a legal equity funding portal once \$100,000 is committed. No funds will be collected until at least 10 members or \$10,000 is committed. An accountant is in charge of funds, as this is a separate bank account and investors will be kept informed. I will not be pulling a salary from this for 2020, all funds go to current product development and inventory.


Although an inclusive group, this is by invitation only to start, though any initial members will be able to invite friends in. As an equity share member, there will be a minimum of a one time \$1000 commitment to join, and we will have a payment plan in place for those that need it. It is absolutely best to have a wide range of people in this group to obtain better feedback. You can earn equity too by participating in ways that add value such as packing parties or other admin work.

Reddit 9:02 PM 34%

Shop Reviews

REVIEW BY
jbhahner
on Oct 25, 2019

 36" Linen Bathroom Light Cover for Hollywood Lights. This Hides a 5 or 6 \$59.00



★★★★★

"I cannot believe what an amazing transformation this EZLightWraps cover has made in my bathroom. Super easy to install, clear and easy installation instructions and it is just what I was looking for! Will definitely buy again for my other 2 bathrooms with the same light fixtures!!Thank you so much!!"


< *fantastic reviews!* See many more at [Etsy.com/shop/EzLightWraps](https://www.etsy.com/shop/EzLightWraps)

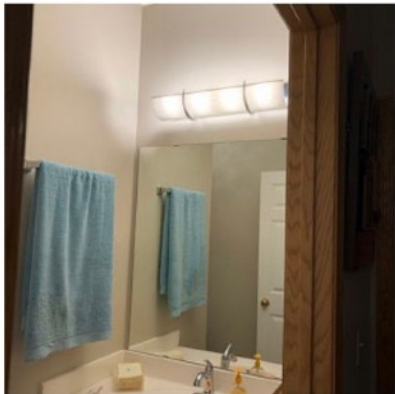
If you are excited to be part of this but not as an equity member, there is a place for you. In exchange for surveys and input- when you may fit the buyer demographic, you can be first to receive products, help test, work in exchange for equity.

All members will need to sign an NDA (confidentiality document) as we will be working on some products and processes that may be patented in the future.

The equity for this group will be invested in EzLightWraps which already has sales and proof of concept finished. The Launch Party Collective is designed to empower members to build their personal wealth, support female inventors in finding solutions that can bring real value to the world.

Let's make a difference - *and have fun doing it!* Please join us!

 38" Linen Bathroom Light Cover for Hollywood Lights. This Hides a 5 or 6 Bulb \$65.00



★★★★★

Reviewed on Feb 1, 2020
"This was the very best invention ever. Thank you! Easy to work with vendor. And so so easy to install! What a difference this makes. I am telling all my friends about this!"