

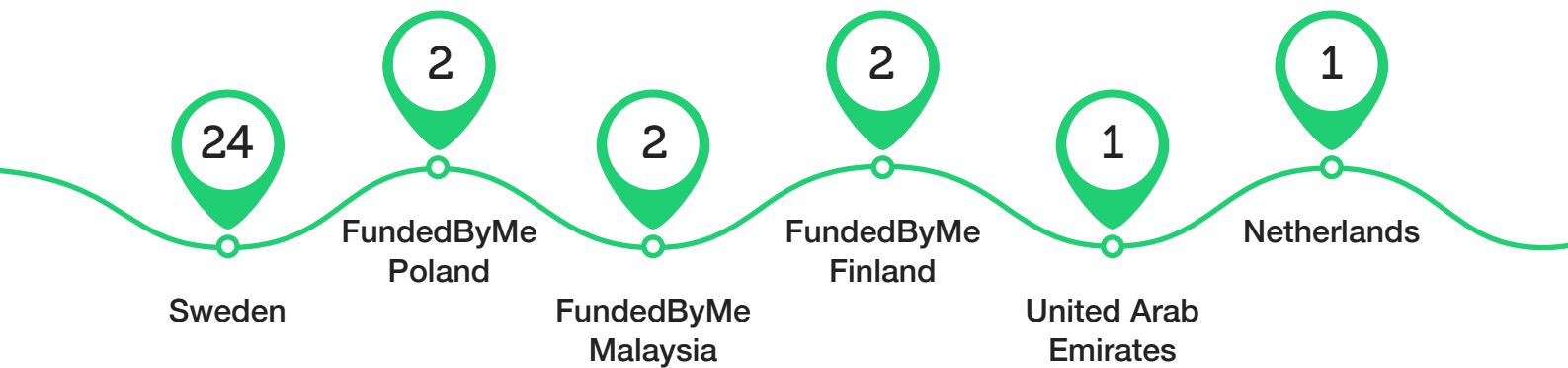
388

Total applications  
received

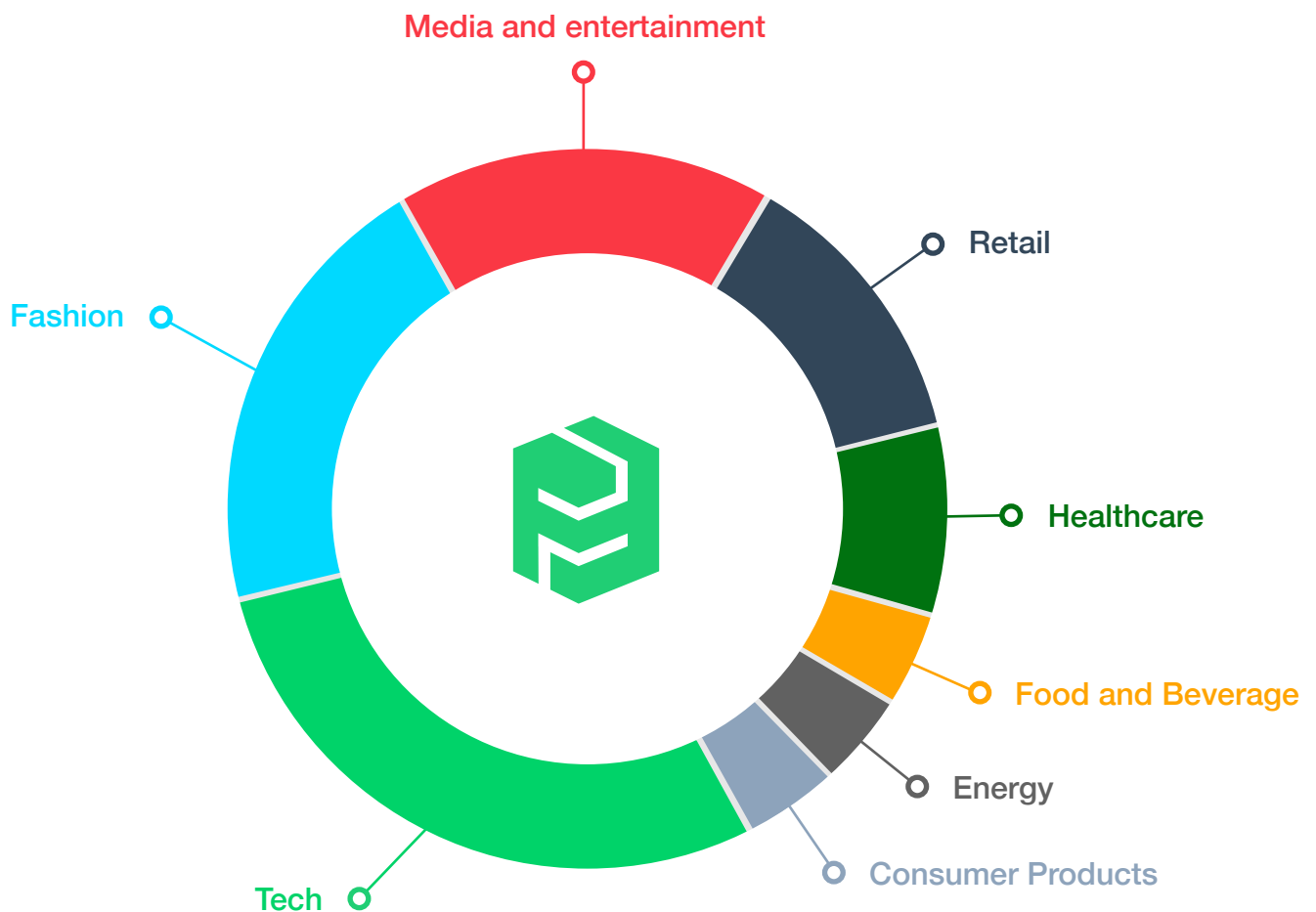
34

Successfully  
closed

## Campaigns came from



## Top Categories were



## Transaction and financial stats

**SEK 38,508**

(~ €3.646)

Average investment  
increased to**SEK 3,935**

(~ €373)

Median  
investment**SEK 250**

(~ €24)

Minimum  
investment**SEK 1,499,998**

(~ €142.045)

Biggest investment  
online**SEK 400,000**

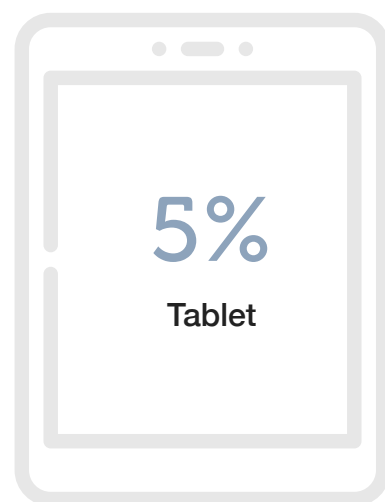
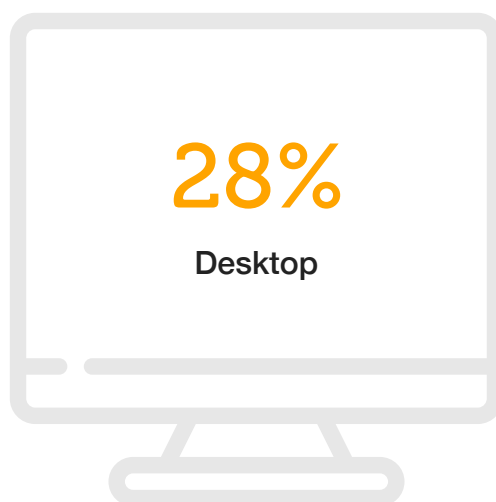
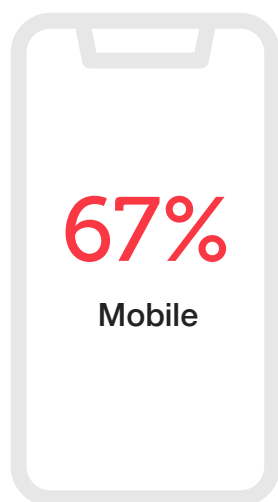
(~ €37.879)

Biggest investment through  
credit/debit card**SEK 5,000,000**

(~ €473.484)

Biggest investment  
offsite**11.6%**The number of registered investor  
members increased by  
(FundedByMe.com only)


## FundedByMe visitors devices



## Sources of traffic



## Campaigns that drove the most amount of traffic



**LAST DAY**  
100% ELECTRIC BOAT COMPANY  
SUCCESSFULLY FUNDED

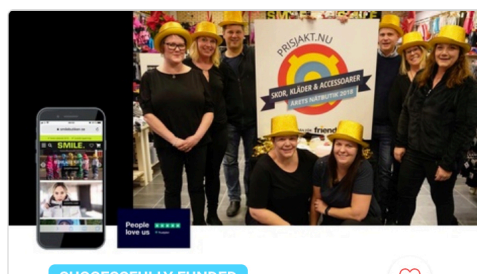
**Fans of X Shore**

Investing in a 100% electric boat company.

An opportunity to invest for a more sustainable and innovative future!

Technology Sweden

422 investors EUR 1555343 Invested




**SMILE.**

The E-commerce Of The Year 2017 & 2018 in shoes, clothing and accessories

Become part of an award winning company - SMILE.

Retail Sweden

259 investors EUR 283440 Invested



**MonthlyCup**  
SUCCESSFULLY FUNDED

**MonthlyCup Partners AB (publ)**

Simplified periods by MonthlyCup

The leading manufacturer of menstrual cups in Sweden. Join an already successful and truly sustainable company in making the world a better place – one menstrual cup at a time...

Other Sweden

116 investors EUR 139183 Invested

## 18.2% invested immediately

Out of these successful companies, of the people who showed interest before the campaign went live

### MSEK 2.5

(~ €237.000)

The average round

### MSEK 1.1

(~ €104.000)

The average minimum goal

### MSEK 5.6

(~ €530.000)

The average maximum goal

### 500,000+

People Visited  
FundedByMe.com

### 750,000

Sessions  
total

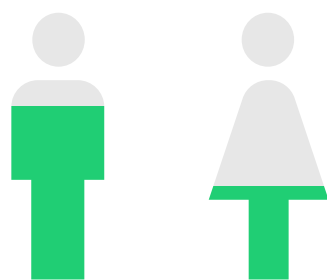
### 1,600,000

Pageviews  
total

### 101

Average number  
of investors

## Website visitors



65%

Male

35%

Female

## Visitors Age



25-34  
years

31%



35-44  
years

24%



45-54  
years

18%

## Countries of traffic

41% Sweden

59% Other countries