

# HOW WE WORK ON IN JAPANESE CROWD FUNDING

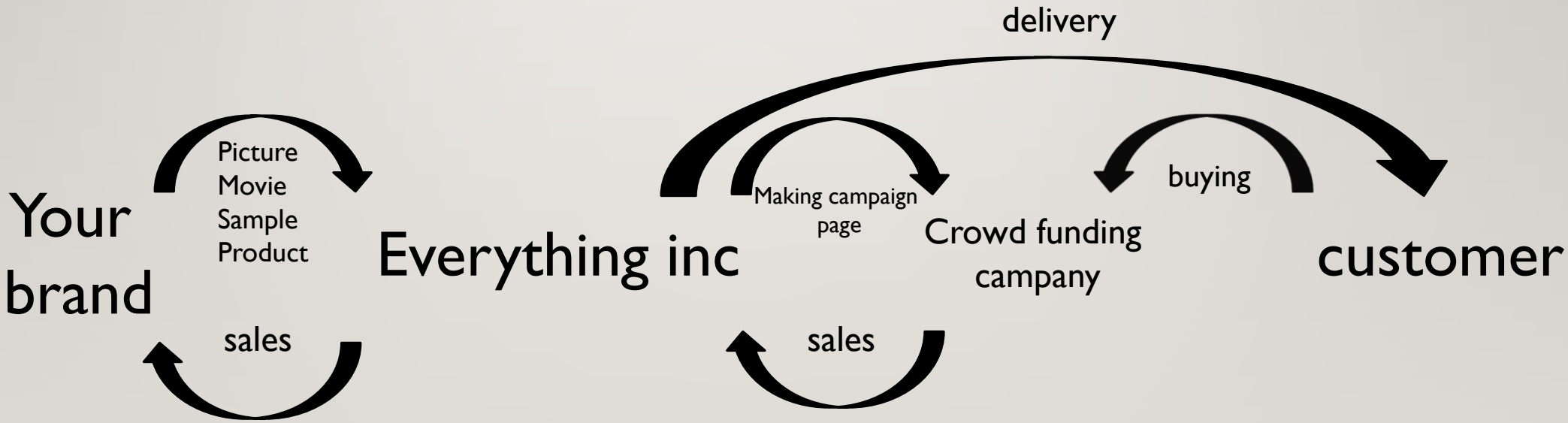
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# ABOUT US

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- Everything inc makes contract with each crowd funding company and sell your products.
- ※ depending on the plan you choose.



# WHAT YOU NEED TO START

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- Samples
- Picture and movie data
- Advanced payment of each plan
- An exclusive contract in Japan with our company  
(Term will be only effective by the end of Japanese crowd funding)    ✕ Standard plan or Dynamic plan

# THE DETAIL BREAKDOWN OF THE TOTAL PRICE

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**This is a sample breakdown  
of total price**

2. we recommend 40~50% off  
from retail price
4. Depending on your country
6. Shipment of our company to  
backers
7. As a sample price
8. Estimated

	Details	Per item
1	Retail price(JPY)	53500
2	Japan Crowdfunding price (JPY)(40% off)	32500
3	20% commission for crowdfunding(JPY)	6500
4	0% Import Tax	0
5	Consumption Tax (JPY)8%	1300
6	Cost of shipment (JPY)	1000
7	Cost of our Product (JPY)	15000
8	Cost of shipment from US or EU to JP (JPY)	2000
9	Profit for you(JPY)	6700

# WHAT EVERYTHING INC CAN DO

	20,000 JPY	25,000 JPY	50,000 JPY	100,000 JPY
	Economy	Economy with CS	Standard	Dynamic
Presentation to Makuake	△	△	✓	✓
Building Japanese page	✓	✓	✓	✓
Modifying images to Japanese style	✓	✓	✓	✓
Customer support		✓	✓	✓
Inspection			✓	✓
Delivering to supporters			✓	✓
FB, IG advertisement				✓
Newsletter				✓
Press release				✓

# DETAIL INFORMATION

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- Presentation to Makuake...We can write application form about your product in Makuake on behalf of you for Economy plan because it is written in Japanese.
- Building Japanese page...Mainly we do translation and rearrange the sentence for Japanese style
- Modifying images to Japanese style...we put Japanese subtitles on Video or translation on images
- FB, IG advertisement...Advertisement reaches 1,000 to 5,000 people and 100 to 300 people visit project page per a day.
- Newsletter...We send newsletters to our end users (1200 people) 1 time and to our customer (retail store and distributor, 500 companies) once a week (4 times)
- Press release...Do white press release but there is no guarantee big media write about your product, but we will distribute your press release to them for sure.

# DIFFERENCES OF EACH CROWD FUNDING COMPANY

	Ready for	Makuake	Campfire	Green funding
Project aim	social contribution	Product	regional contribution	product
Users (estimated number of people)	Less than 1 million	4 million	Less than 2 million	Less than 1 million
Inflow Source	Organic search	Listing & FB/IG AD	Listing & FB/IG AD	Organic search
Gender	59% man	66% man	62% man	80% man
Backers Age	40 yrs	30 yrs	Less than 20yrs	40 yrs
Commission fee	12%	20%	15%	20%

# OPTIONAL SERVICE

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- Making an event at some shops or shopping malls
- Making an appointment of negotiation(sales) with retail stores
- Making a Japanese catalog
- Introducing tradeshow information in Japan

If you have any question, please let us know.

We are looking for working with you!

Everything Inc