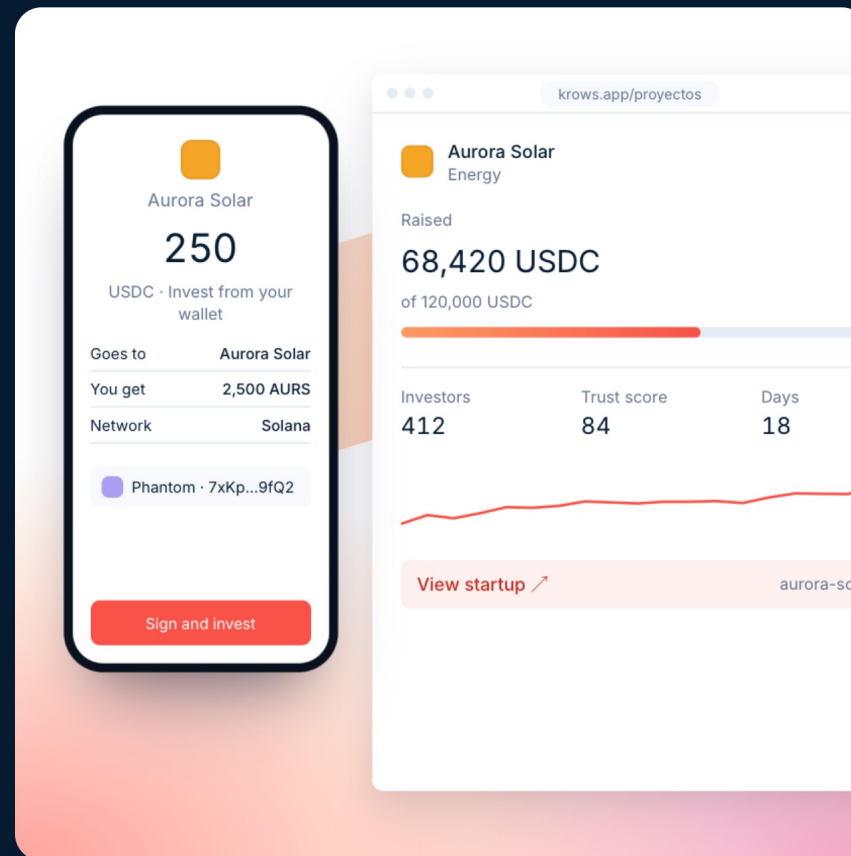




Krows

Infrastructure for investing in startups.

krows.app



Problem

funding is an important concern for startups.

Investors struggle to find startups to invest in.

No easy way exists to invest into a startup on the internet or find investing opportunities

Solution

A web platform where founders can publish their startups to:

Get funded
Earn recognition
Get Visibility
Make contacts

Krows Concept

A founder publish their startup on krows → it appears on the board of startups

They integrate Krows technology on their website or use Krows website to accept investments

They use Krows ads or social media to attract investors

An Investor finds the startup → invest money through Krows

They access a chat with the founder and receive participative benefits in the startup

Now founders and investors are connected

Operating Principles

Everything is public and traceable → it all runs on the blockchain

Trust is earned in points → the trust score

Krows never touches the money → it moves on its own: instant, cheaper, more transparent

Investors vote on decisions → a real say in the startup

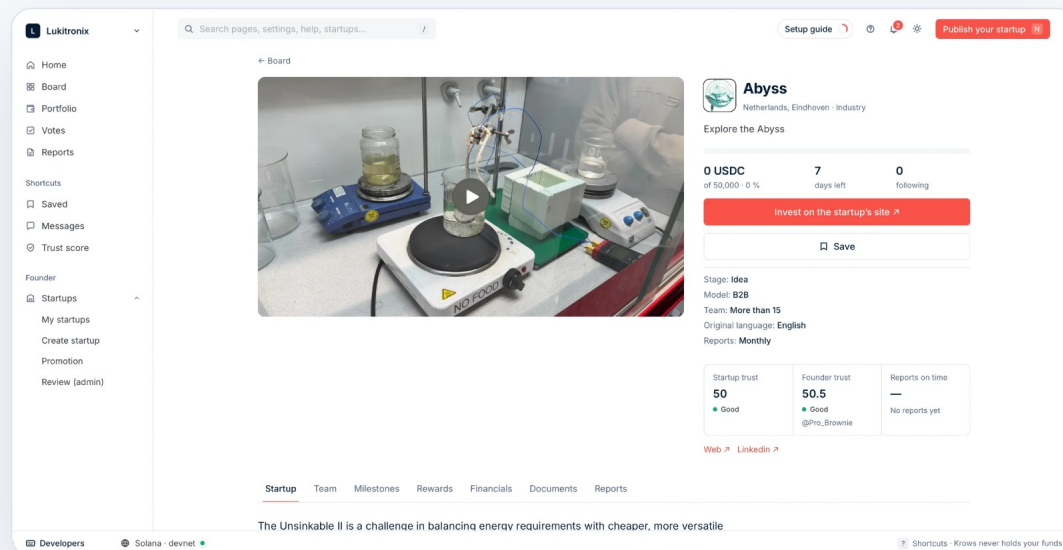
Founders report to investors regularly → a relationship built on trust

It runs on crypto → a fast-growing market

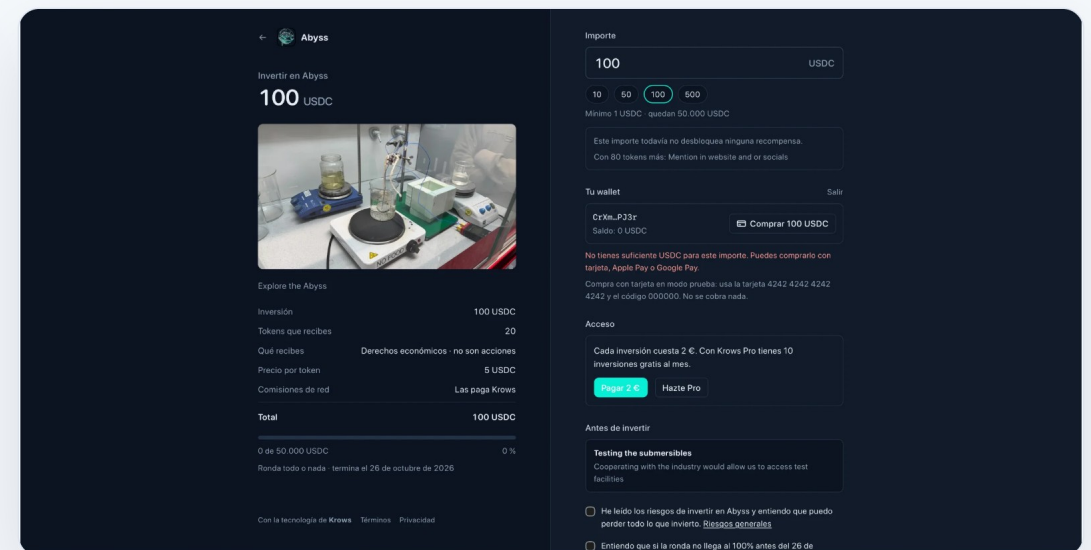
Investors earn rewards for investing → a reason to back early

Krows web

As easy as one click to invest.

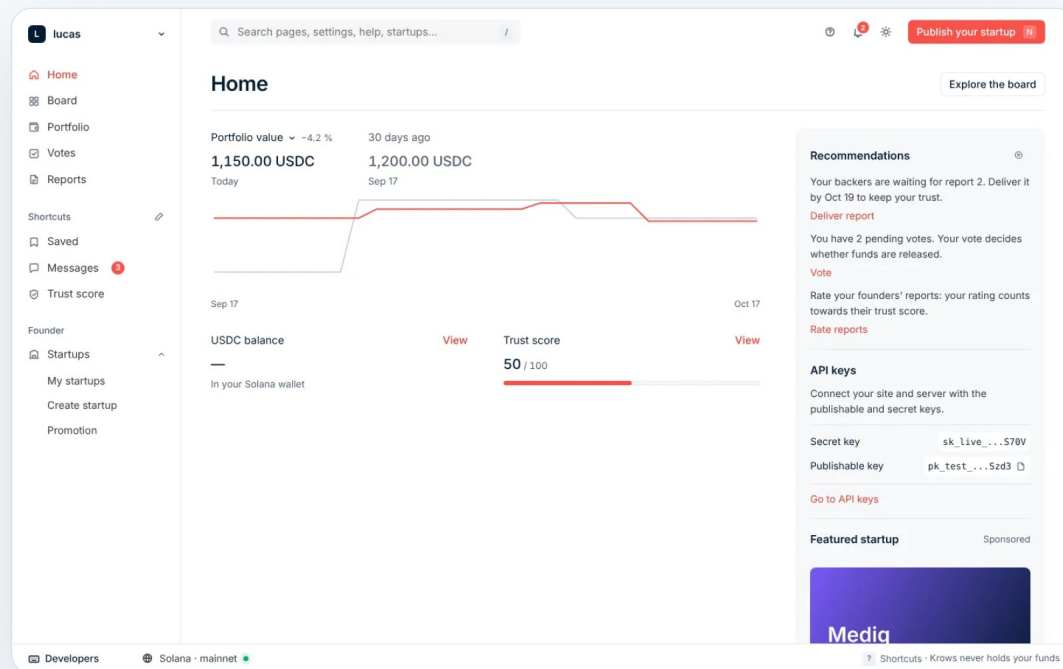


See in real time what you get.

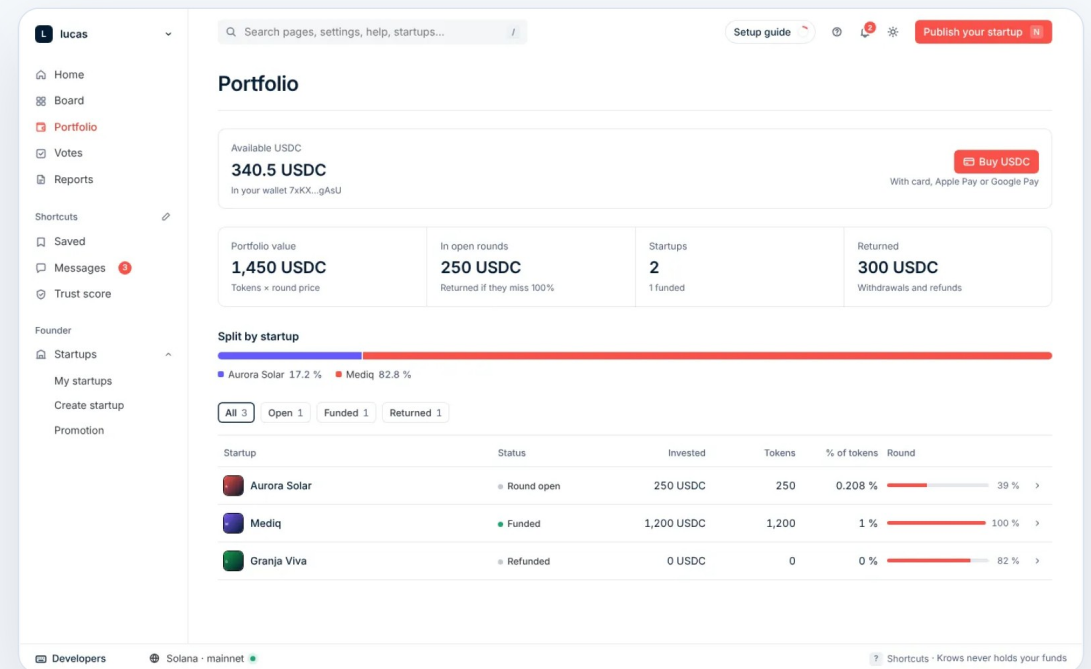


Krows web

Control everything from the dashboard.

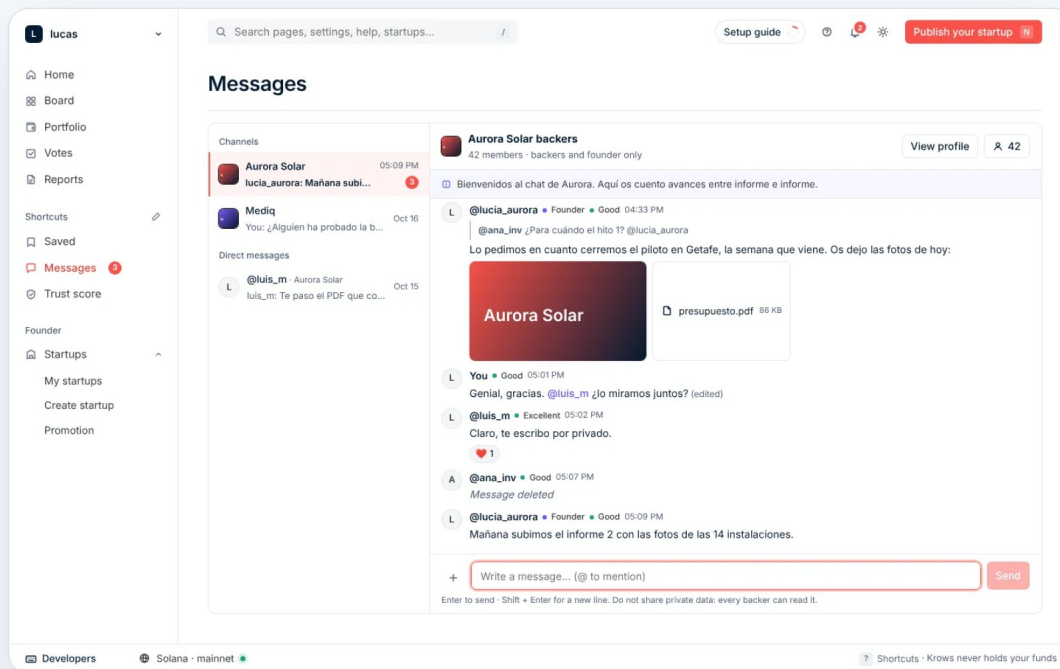


See your whole portfolio at a glance.

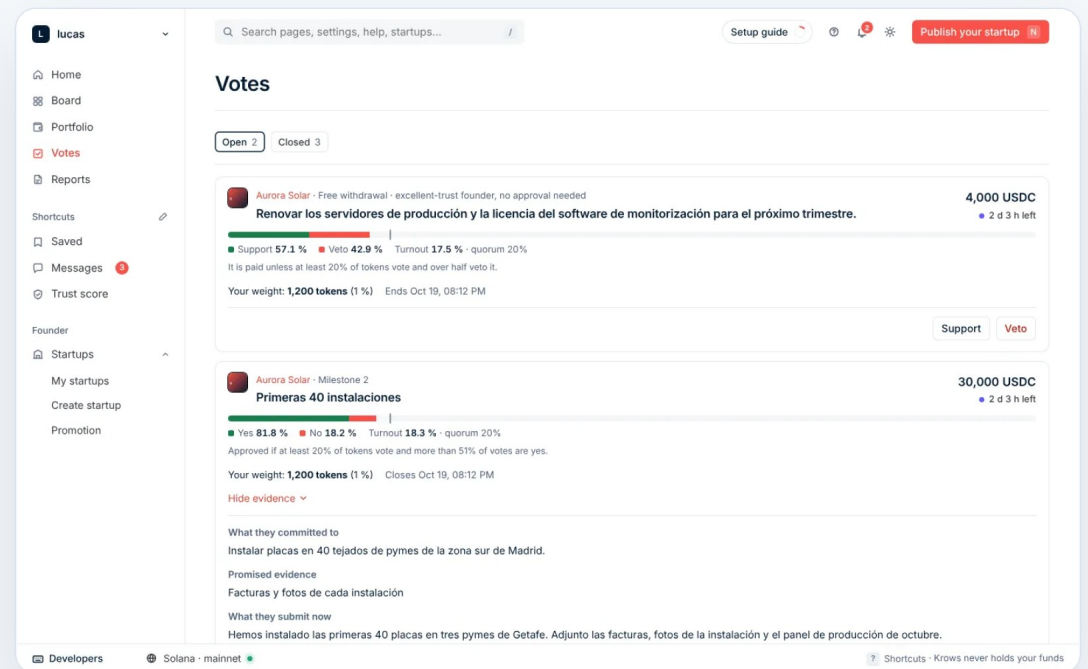


Krows web

Talk to other investors and to the founder.

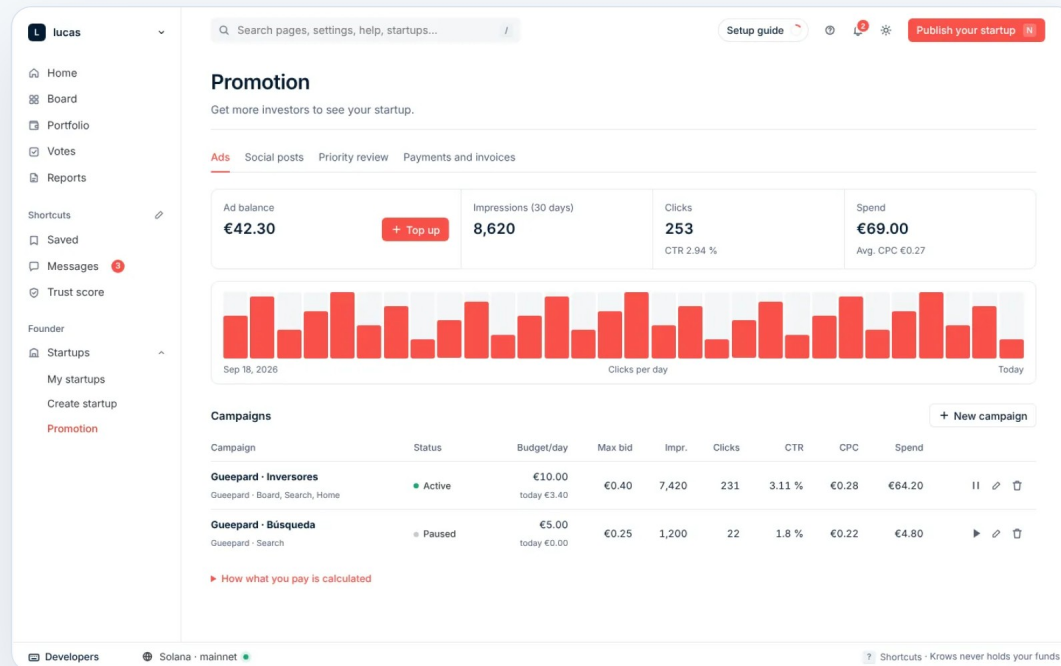


Vote on milestones and startup decisions.

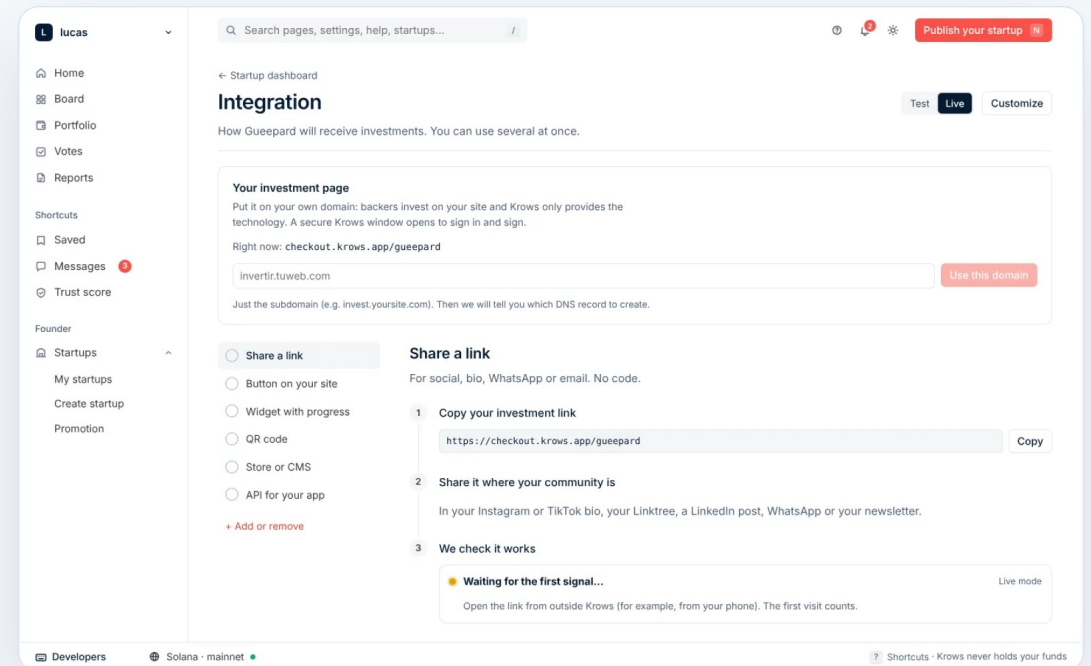


Krows web

Advertise your startup. Subscribers see every startup on the board.



Works with any platform, from Shopify to your own site.



User benefits

Founder

Raise from your own website

4% fee, only if the round succeeds

No banks, notaries or paperwork

Investors, chat and reports in one place

Investor

Invest from 1 USDC, by card or crypto

Money released only when milestones are met

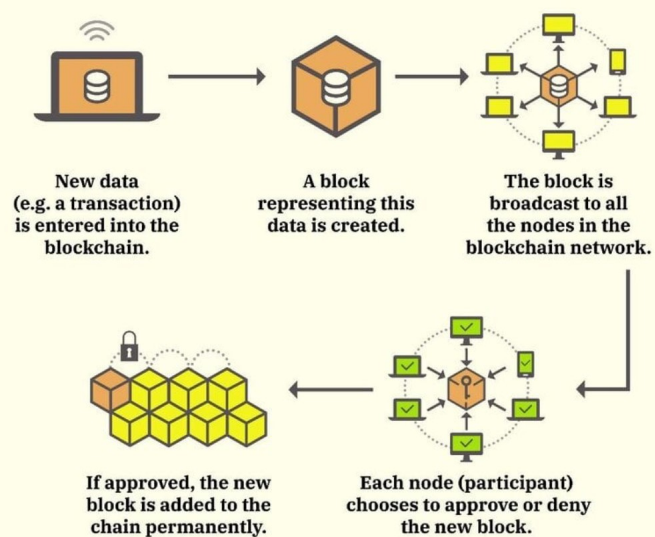
Automatic refund if the round fails

A vote and a direct line to the founder



Technology

Blockchain Process



- **Built on Solana**

- Payments confirm in seconds and cost a fraction of a cent
- \$4.37B in real-world assets already live on Solana

- **Smart contracts hold the money**

- Every round has its own treasury, with no private key
- Funds only move by contract rules: refund, milestone vote, referendum

- **Everything is on-chain**

- Anyone can check an investment, a vote or a release

- **Crypto stays in the background**

- Sign in with email, Google or Apple; pay by card or USDC

Overall market

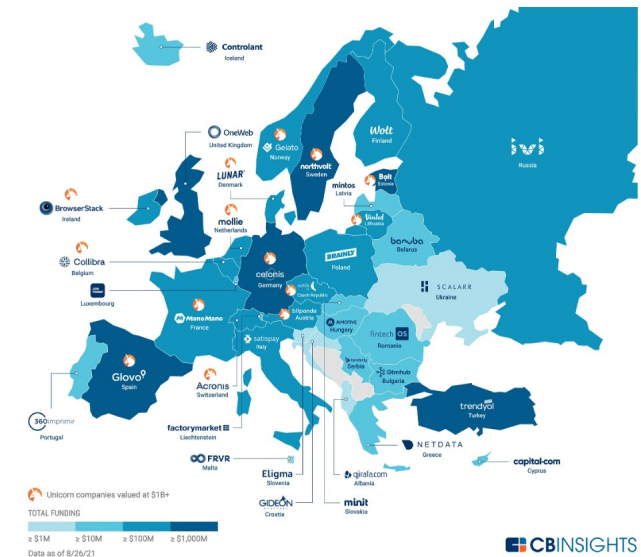
- **Startup funding in Europe, 2025**
 - \$58B of venture capital, up 9% on 2024
 - Seed rounds: about \$2B a quarter, across 750+ deals
- **Business angels fill the gap, but there are few**
 - €1.22B in 4,582 rounds, from 47,600 angels across Europe
- **Equity crowdfunding is small and growing**
 - €280M in 2025, up 12%: 354 campaigns, 68,500 investors
- **The US is the next market**
 - \$378M raised through Regulation Crowdfunding in 2025, up 11%

Our market

**Europe first.
Then the US.**

STARTUP CONTINENT: THE TOP-FUNDED TECH STARTUPS IN EUROPE

The most well-funded VC-backed tech companies in Europe. Our analysis ranks companies based on total disclosed equity funding and only includes companies that have raised an equity round since 2016. Companies must have raised a minimum of \$1M.



Composition of market

- **Most startup money is closed to the public**
 - VC funds and angels invest by invitation. Crowdfunding is the only open door, and it is tiny.

Startup investment in Europe per year, to scale



Open, online investing is the smallest and least served part of the market.

Market validation

68,500

people invested in startups
through equity crowdfunding in
Europe in 2025

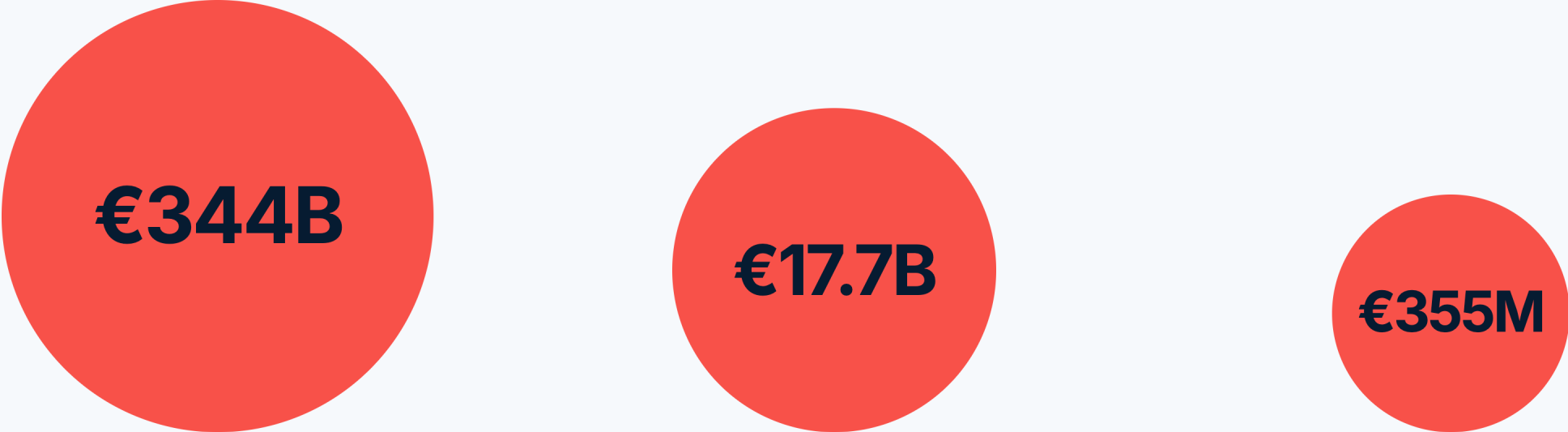
\$983M

raised on Wefunder alone
since 2016, by more than
2,200 companies

4.44M

people already hold
tokenized stocks

Market size



€344B

Total available market

Startup investment per year in Europe and the US: VC, angels and crowdfunding

€17.7B

Serviceable available market

Angel and crowd investing per year in Europe and the US

€355M

Market share

2% of the serviceable market, raised through Krows per year

Potential outcomes

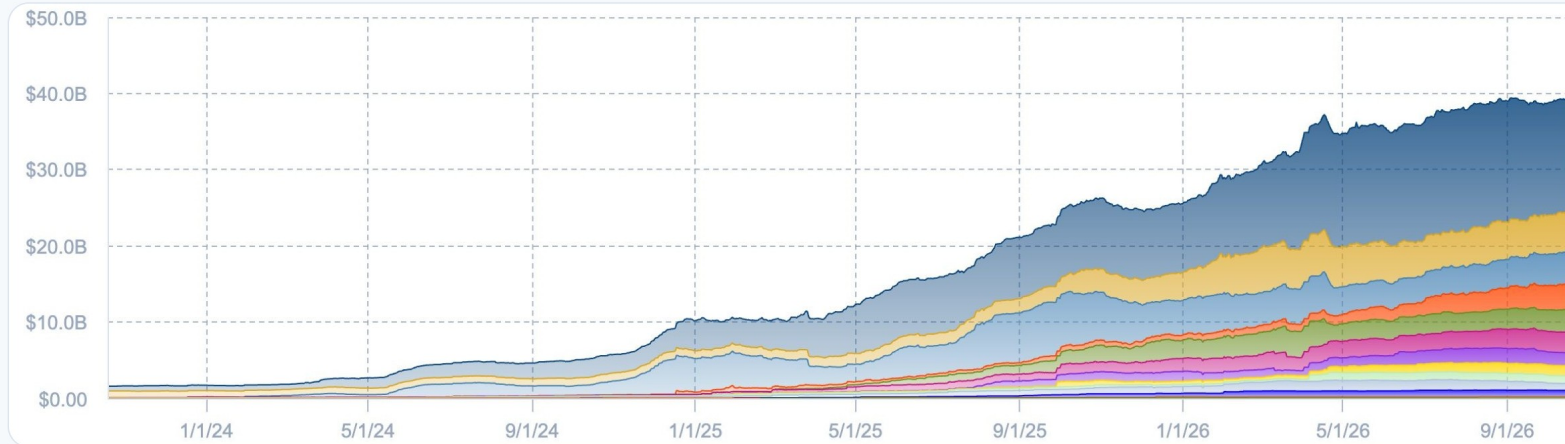
Rounds a year	Raised	Startup fee 4%	Investor fees	Pro and ads	Secondary market	Revenue	Profit
25	\$3.75M	\$150K	\$65K	\$55K	—	\$270K	+\$120K
100	\$15M	\$600K	\$261K	\$220K	—	\$1.08M	+\$580K
500	\$75M	\$3.0M	\$1.31M	\$1.1M	\$750K	\$6.2M	+\$4.2M

- **Each round brings Krows about \$10,800. Break-even: 14 rounds a year solo, about 47 with a team**
 - Assumes rounds of \$150K, tickets of \$500, two investments per investor, 5% of investors on Pro making 15% of the volume, and costs of \$150K (solo), \$500K (team) and \$2M (at 500 rounds). Secondary trading starts once shares can be resold, at half of what is raised each year.

Tokenisation and blockchain 2026

- **\$39.2B** in real-world assets already live on public blockchains, up from under \$2B at the start of 2024
- **4.44M** people hold tokenized stocks, worth \$3.44B
- **Startup shares are next: on Krows, every share is a token from day one**

Today: tokenized real-world assets, 2024–2026



By 2030

McKinsey

\$2T

Citi

\$5T

BCG

\$16T

Business model

Startups pay only when they raise. Investors pay a small fee.

Startup

4%

of the round, only if it reaches its goal

Investor

2% + \$0.25

per investment, paid on top. The \$0.25 only from \$10.

Pro

\$19.99

a month. Full board and 5 fee-free investments a month, up to \$1,000 each. Then 1.5% + \$0.25.

Secondary market

2% per trade, plus 3% to the startup's treasury

Ads

From \$0.10 per click

A \$100 investment

Investor pays \$102.25 · \$96 reaches the treasury

Market adoption



Events

Meet founders and investors at South Summit, 4YFN and Slush.



Built-in growth

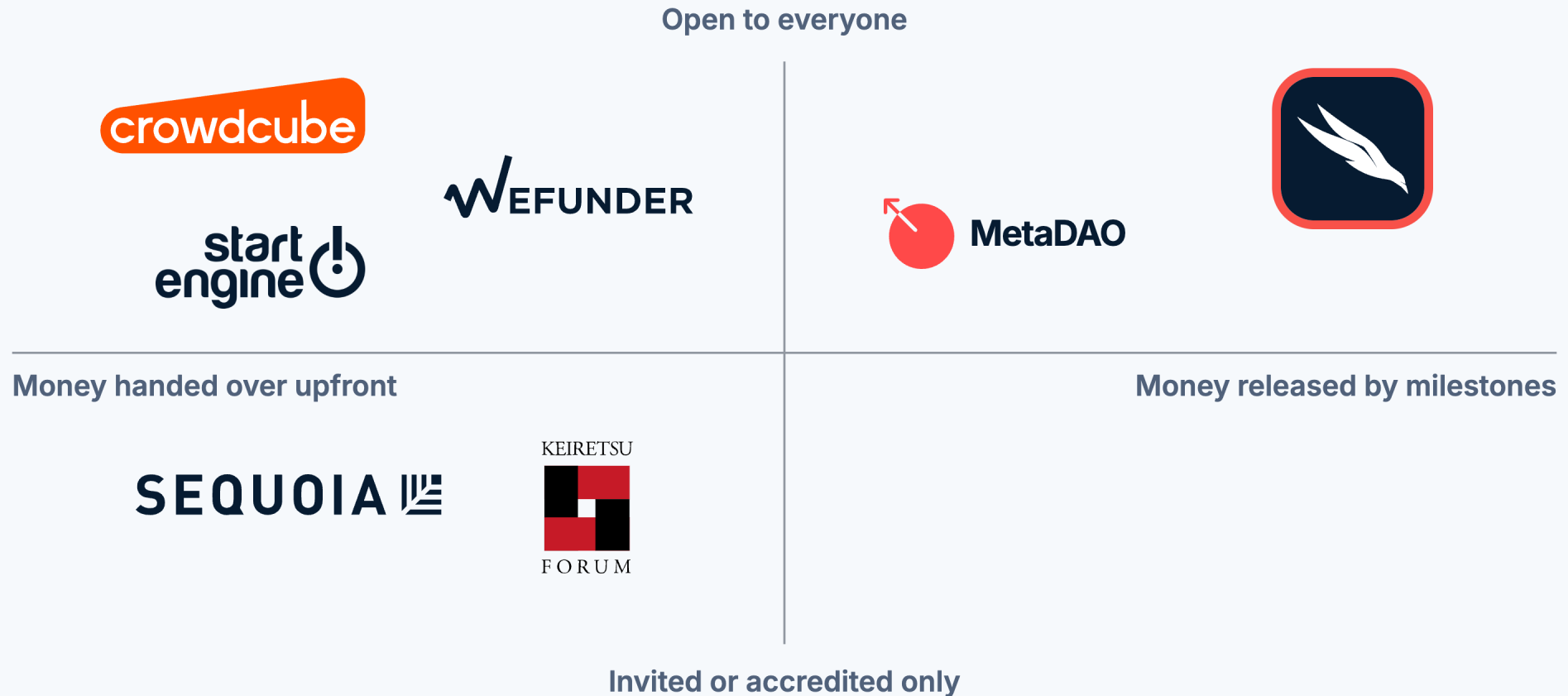
Every startup that adds Krows to its site brings its own customers and fans as investors.



Partnerships

Accelerators, universities and startup communities across Europe.

Competition



Competitive advantages

Lower fees	Milestone releases	On the startup's own site
4% for startups, only if the round succeeds. Others charge 7–7.5%.	Investors vote before any money reaches the founder.	A link, a button, Shopify, WordPress or the API.
No crypto knowledge needed	Trust score	Safe if Krows disappears
Sign in with email, Google or Apple. Pay by card or USDC.	A public reputation built from reports, votes and history.	The money stays in the contracts and follows their rules.

Future optimizations

- **Secondary market**
 - Investors buy and sell their shares to each other, a way out before the exit
- **Founder debit card**
 - Founders spend released treasury funds directly with a card
 - Every payment visible to investors
- **Europe, then US & Asia**
 - One EU licence for all 27 countries, after the US launch
- **Native mobile apps**
 - Invest, vote and read reports from the phone

Progress to date

- krows.app live, with a help centre and guides in English and Spanish
- Web app for founders and investors
- Investment page for any site: link, button, widget, Shopify, WordPress, API
- Treasury, milestone voting and referendum contracts on Solana devnet
- Trust score, reports, investor chat and ads
- Built with no outside funding
- **NEXT: EU legal clearance, contract audit, pilot with the first startups, mainnet launch**
 - Raise a pre-seed round of some million