

Lustro



Our Mission

To provide a diligence-focused platform that allows the investor to filter and research all reg cf, collectible and alternative investments globally.



*An Alternative Finance Research Platform for
the Next Generation of Investors.*

Founding Investor | Private Equity Backing

- Michael Knox is Lustro's Founding Investor and CEO
- Knox founded, built, and exited Xtract Research, a Wall Street research company, to a public company in 2012
- Knox has extensive expertise in the crowdfunding space as previous CEO of LawCloud
- Gold Ridge Asset Management has funded all Lustro' expenses to date



Michael Knox
CFA
Founding Investor









Current State of Platform Development

- Fully functioning platform; built and launched
- Regular improvements ongoing, soon to launch international deals
- Currently covering Reg CF, Art, Collectibles, NFTs & Real Estate
- Soon to launch AI driven platform matching entrepreneurs, investors and businesses for sale
- Acquired SoCapital in 2021 which also covers donation and rewards based crowdfunding

✘ Equity Crowdfunding Research Problems

- New securities marketplace flooded with inexperienced, unaccredited investors
- Inexperienced investors with limited access to unbiased research
- Hundreds of concurrent offerings that vary drastically in quality
- No centralized community or forum for investors to frequently discuss offerings
- Difficulty staying updated on new offerings that match your investment criteria

Crowdsourced Solutions

-  Help investors identify deals that are right for them
-  Crowdsourced research is the only viable solution given market characteristics
-  Advanced search, filter, and sort functions allow users to easily organize deals
-  Extensive data mining and merging to present as much relevant information as possible
-  Forum for peer research assists the investment decision making process
-  Deal alert system allows users to customize searches and receive new deal notifications

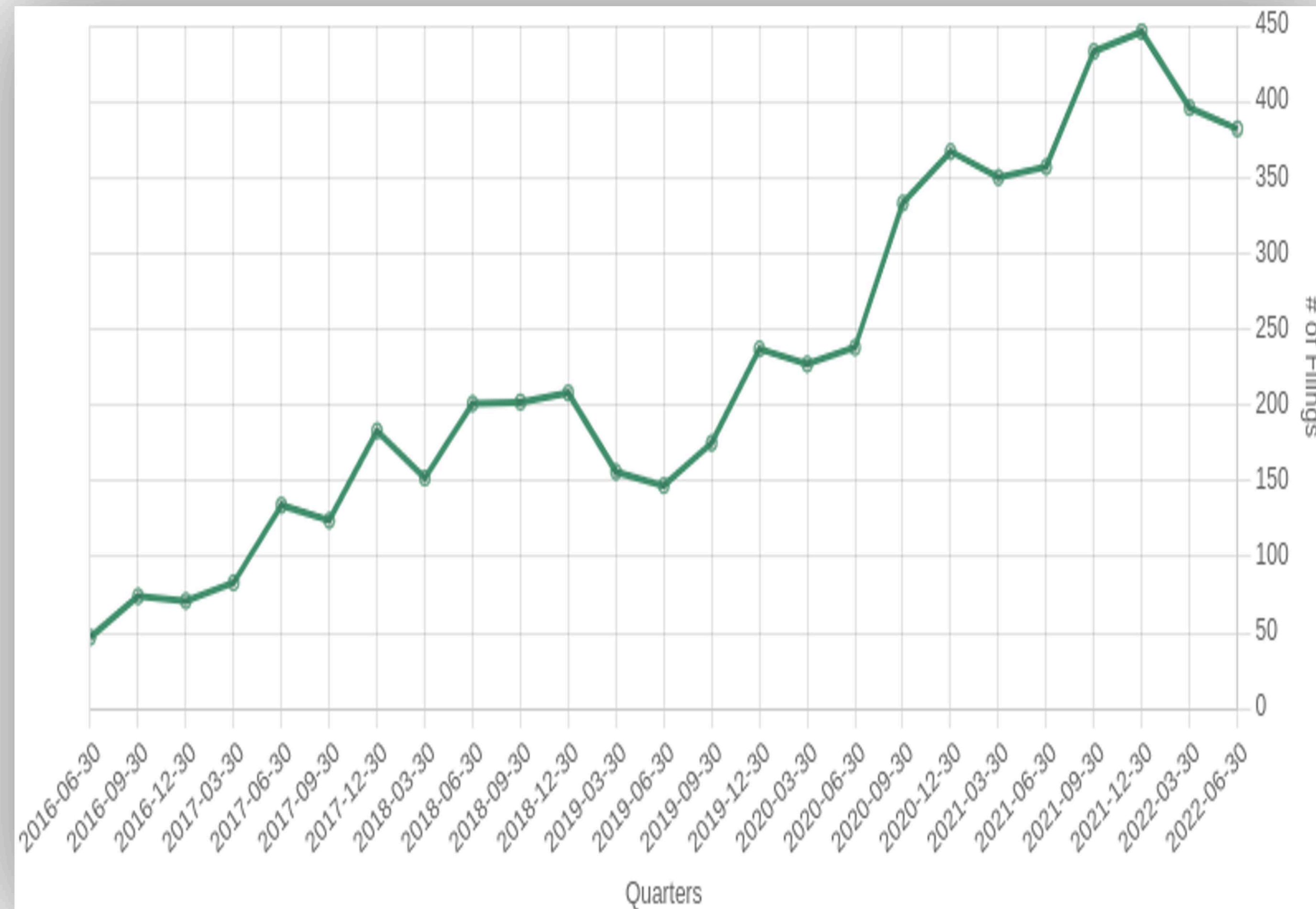
Equity Crowdfunding: Growth & Projections

- The total amount raised through crowdfunding campaigns grew by 33.7% last year (2021)
- Rapid growth provides huge opportunities in a brand new market
- Size of offerings growing substantially bringing larger and more established companies to the market
- The SEC increased the maximum issuers can raise to \$5 million, which means larger, more established issuers will enter this marketplace



Quarterly Form C Filings

- Form C filings grew 203% from 524 in 2017 to 1,586 in 2021 (year:year comparison)
- Form C filings grew 50% from 238 in Q2 2020 to 357 in Q2 2021 (quarter:quarter comparison)
- Massive Reg D market could move to crowdfunding under new SEC rules



? Why Now

- Record breaking Form C filings in the last 18 months
- SEC rule changes raising offer limit to \$5M are causing a surge in deal activity
- Accelerating growth in quantity of offerings and amount raised
- New funding portals increase need for aggregation services
- Democratization of access to venture capital style deals
- Investors in need of research and a forum to exchange investment theses and opinions

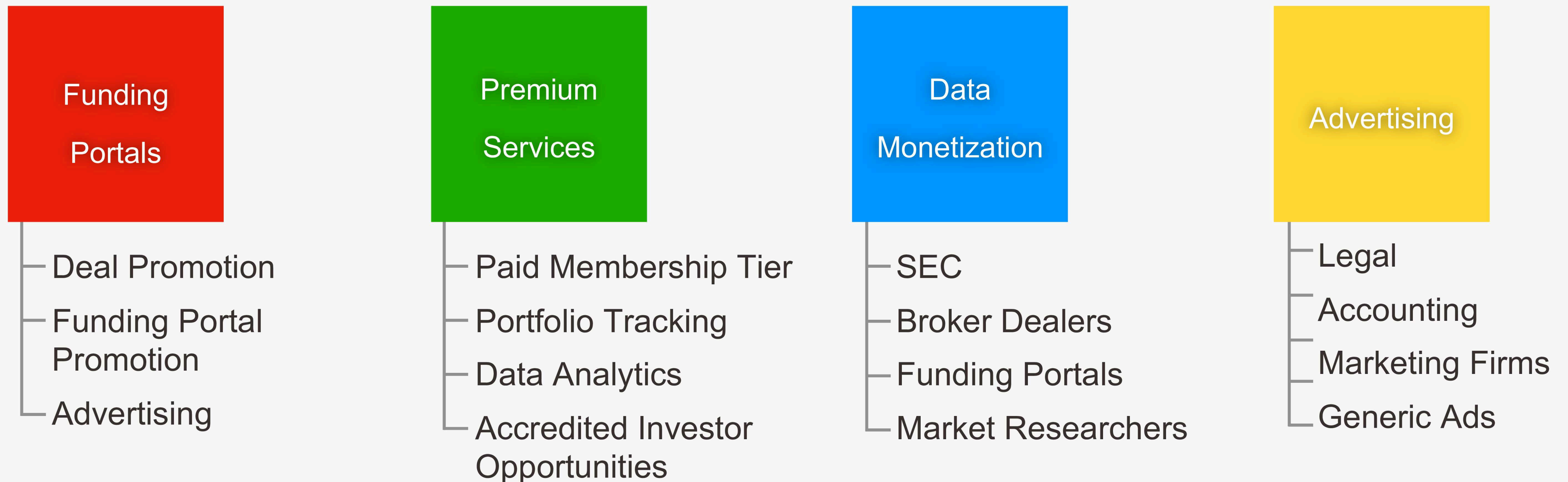
CF Marketplace Lacks Research and Aggregation

- Equity research is a proven model with large companies serving public equities – Morningstar, Zacks
- Aggregation platforms are proven models for markets with fragmented providers – Kayak, Travelocity
- Crowdsourced research is a proven model in public markets – Seeking Alpha, Motley Fool



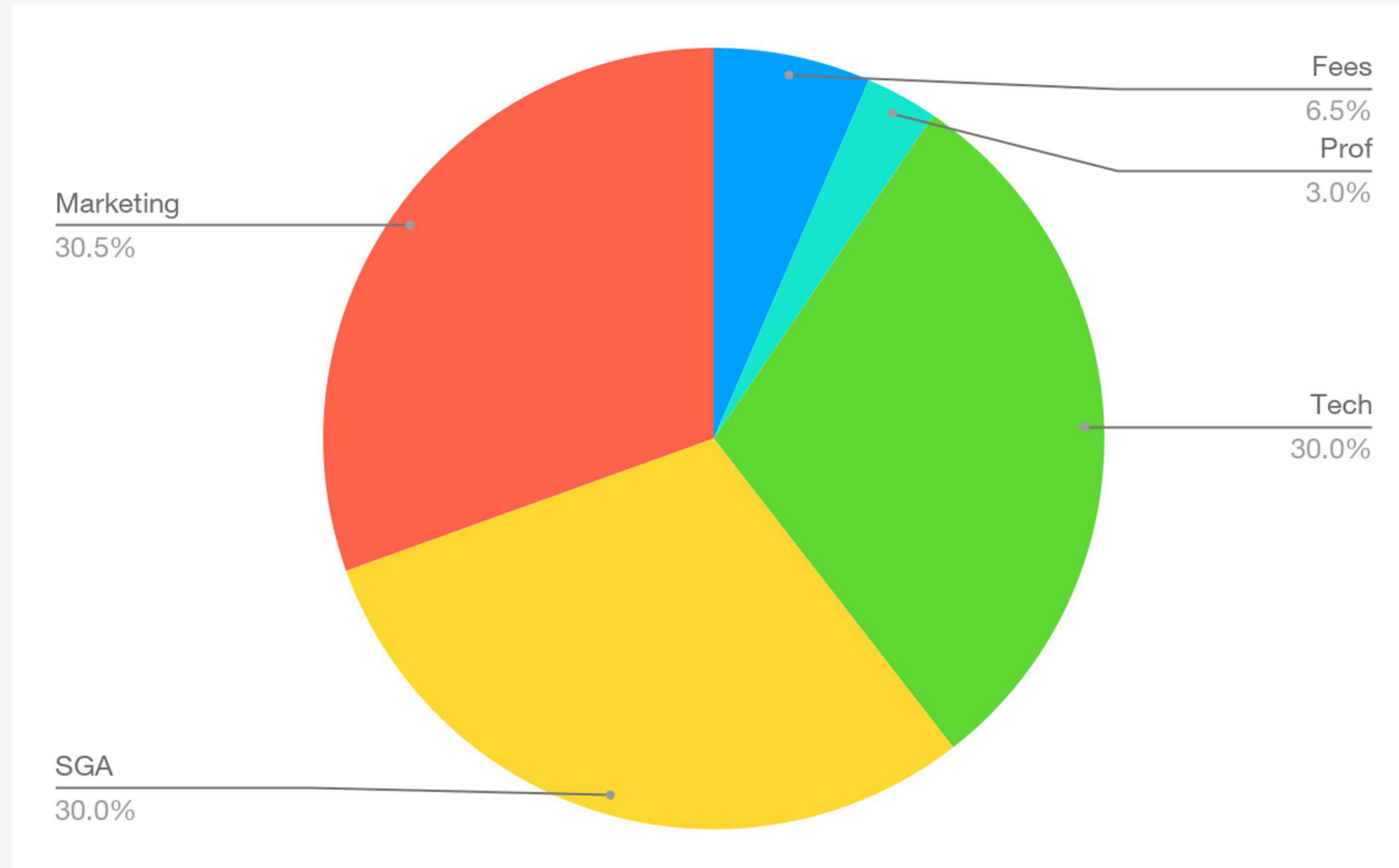
\$ Monetization & Revenue

Multiple revenue sources with user growth being our initial focus

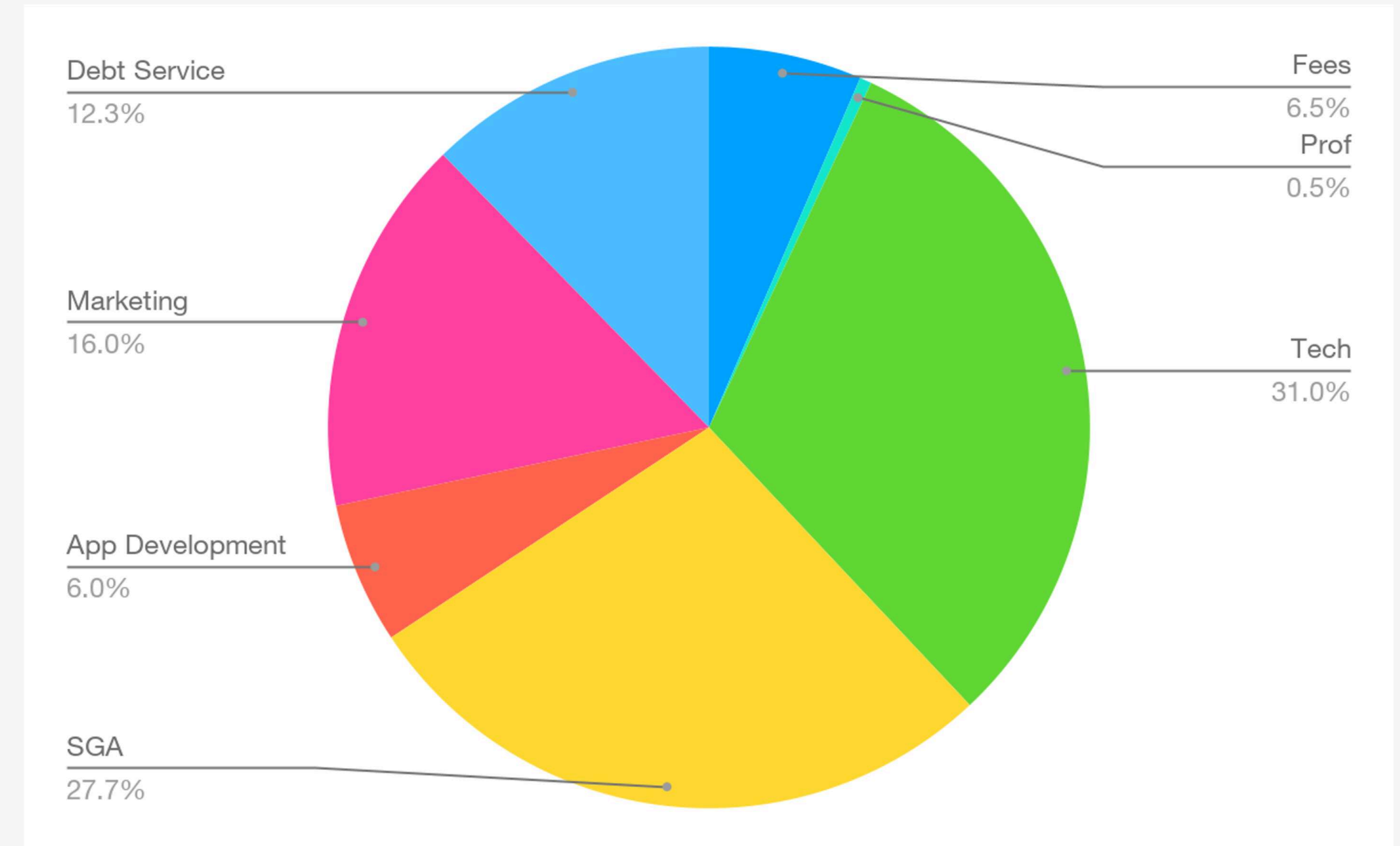


Use of Proceeds

Minimal overhead | tech spend will be focused on specific projects and variable



Minimum Raise (\$100,000)



Maximum Raise (\$1,235,000)

Company Roadmap

Phase One

- Funding Portal API Integration
- Focus on New User Acquisition
- Add Rating System for Reports and Contributors
- Expanded Range of Data Gathered From the SEC's EDGAR System

Phase Two

- Paid Premium Report Service
- Expand to International Markets
- Stand Alone "Test the Waters"
- Create M&A portal for Small Deals
- Create Investor Relations Directory

Phase Three

- Portfolio Management System (Paid Membership Tier)
- Monetization of Data and User Base
- Pursue Single Sign-On Integration with Funding Portals

Note: In 2021, Lustro acquired SoCapital, an aggregator of equity crowdfunding offerings, donation crowdfunding campaigns and rewards-based crowdfunding campaigns. SoCapital has a huge social media presence with thousands of listings on the platform, creating an opportunity to accelerate the growth of Lustro through cross-marketing initiatives. MeWi is a platform in development by the same team behind Lustro. The concept of the MeWi platform is the first of its kind, pairing businesses for-sale with operators and investors to help facilitate transactions. MeWi has already aggregated thousands of businesses for sale (on the test site) and is now close to launching, creating further monetization opportunities for Lustro.

SoCapital

- **SoCapital (now owned by Crowd Diligence Inc.) was acquired in late 2021. SoCapital is an equity, donations, and rewards-based crowdfunding platform. Here's a snapshot of this business:**

Platform

- Over 10,000 Campaigns Listed!
- Over 25,000 Site Views Per Month!
- Large Following in Asia

Social Media

- Over 240,000 followers between all social media pages!
- Large International Opportunity
- Cross Marketing Across Platforms

Roadmap

- Capital Needed to Improve UI/UX!
- Aggressively Expand Internationally
- Dedicated Dev Team Post Financing
- Monetize Traffic

■ Crowd Diligence Inc.

- The owner of multiple capital-raising related platforms
- Currently owns Lustro, SoCapital and MeWi AI
- Operated by an experienced team that has extensive knowledge in the crowdfunding industry and small business markets
- Plans to leverage current holdings to drive traffic to new platforms being developed with intentions to rapidly grow the user base
- Plans to be the owner of numerous capital raising platforms that dominate the crowdfunding and small business markets

Our Team



Michael Knox

CEO & Founding Investor

- Extensive knowledge in the crowdfunding space
- Impressive track record of building and successfully exiting revenue-generating businesses
- Owns a successful investment firm which has been used to finance Lustro's journey



Cigdem Hughes, CPA

Financial Officer

- 23 Years of corporate finance, operations, and executive management experience
- Has helped launch startup enterprises, successful turnaround engagements, and investor relations for over 2400 shareholders



Damaris Torrent

Senior Project Coordinator

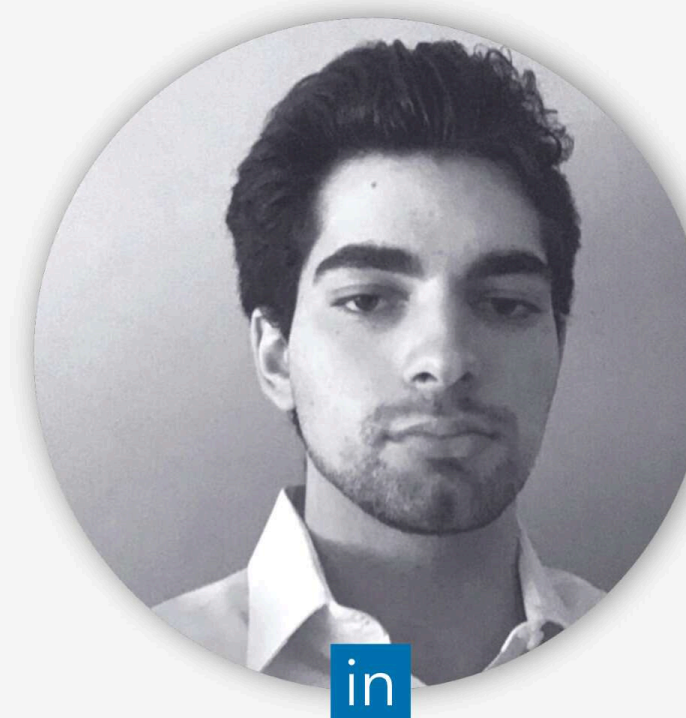
- Background in product testing and development



Ivan Krasko

Lead Web Developer

- Full stack web developer with 6+ years of experience (main skills in PHP and JS)
- Managed several large web projects in the past involving the development of different modules along with configurations of gitlab CI/CD and Dev/Prod servers



Eric Legenza

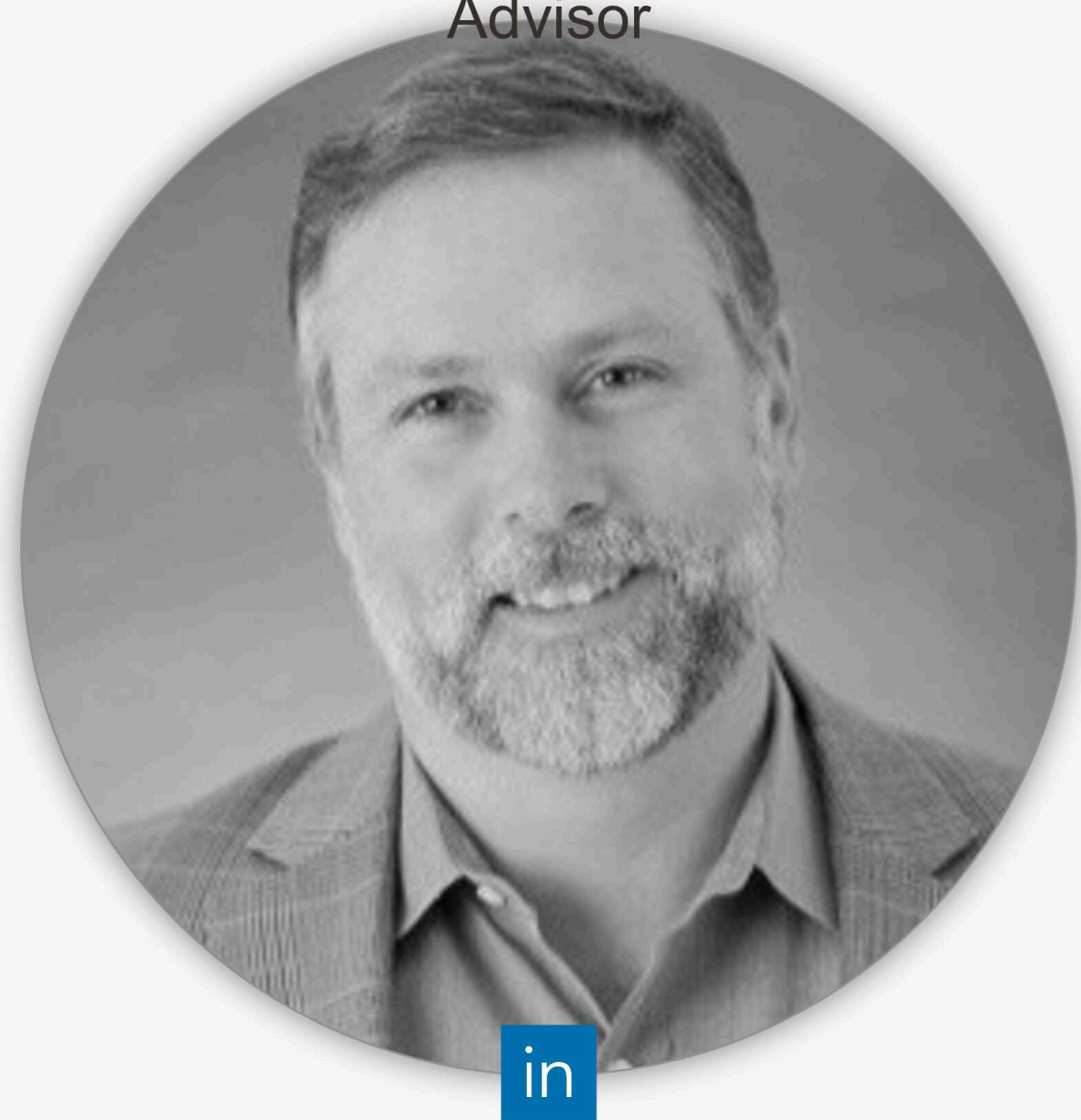
Operations Analyst

- Successful track record of reaching business objectives by analyzing the flow of operations and designing tailored strategies engineered to move businesses forward.

Team Advisors

Bill Moore

Advisor



- Wall Street Portfolio Management Background
- Wall Street Analytics Startup Experience
- Extensive Equity Research Knowledge

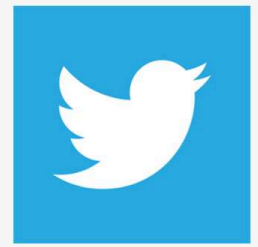
Manish Aggarwal

Advisor



- Extensive Wall Street Background
- Experienced Startup Operator
- Successful Exit to Public Company

Information & Disclaimer



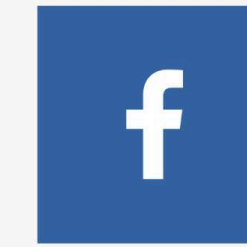
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