



# Willa

Setting Creators Free



"It's like magic money"

# tl;dr: The moment to win the future of work

- ★ Willa is taking care of business for freelancers; the future of work. Financial wellness, zero admin. Setting them free.
- ★ Starting with their biggest pain point: getting paid. Instant payment, no payment terms, zero admin.
- ★ Willa was first launched for some of U.S. most influential creators, who ❤️ the product. This created a word-of-mouth effect that made Willa #5 finance app in the U.S. within days.
- ★ Serial entrepreneurs with unique insights and 10+ year relationship with the market from Spotify, King, Relatable.
- ★ Raising \$10-15M Series A to accelerate growth.

# Willa is taking care of business for the future of work.



Starting with the biggest pain point

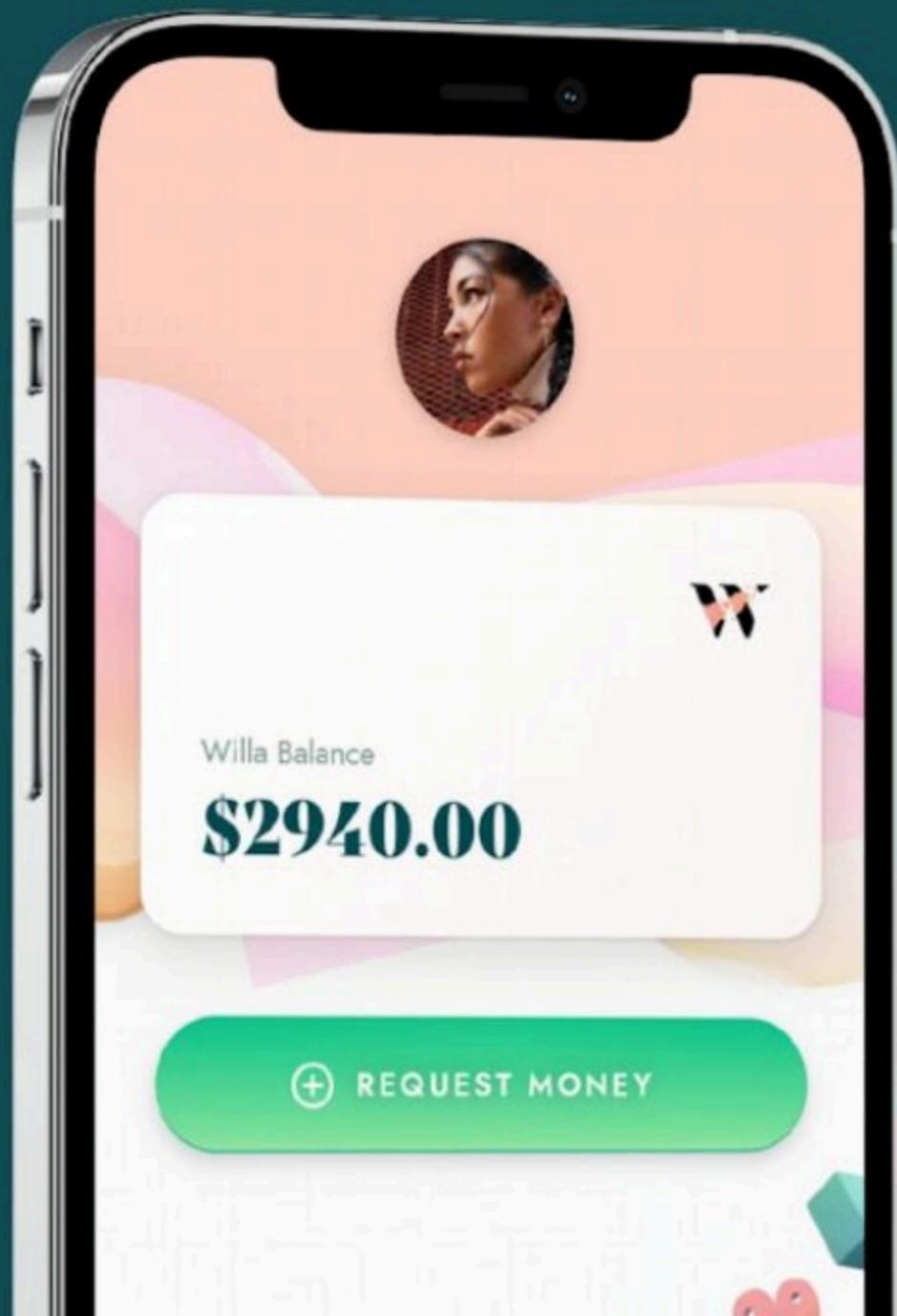
**All creators fear  
admin.**

**Millions have  
cash flow issues.**



Willa®

Powered by Willa Smart Invoice™ Technology



Instant payment.

No paperwork.

Zero stress.

Every client.

Every time.



“ Willa’s made it possible to grow my business & buy my 1st house! ”

# Now is the moment to win the future of work



**\$1.3 trillion**

 2020  
GDP contribution from  
57 million freelancers

**\$4.5 billion**

 2026  
Revenue from  
1 million freelancers

**\$4+ trillion**

 2030  
GDP contribution from  
>50% of workforce freelancing

# Founder/Market Fit

## Obsessed product builders

Spent decades with payments & creating consumer-grade hits.

## Serial founders

Built multiple successful companies & products together.

## Unfair market advantage

10+ year relationship to thousands of influencers, direct access to millions.



**Let's go**





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