



instamojo

We make **Selling Online** as **Easy** as **Sharing**

For an individual, selling his digital creation like



is

Friction

Time Consuming

Costly

Checkout

If you already have an account please login

Name and address

First name * Last name * Address * Address line 2 City * State * Country * Postal code * Phone Fax Email * I agree to the [Terms & Conditions](#) and [Privacy Policy](#)I want to be a different business **Conversions Suck.**

Shipping method

Shipping address is not defined yet

Payment method

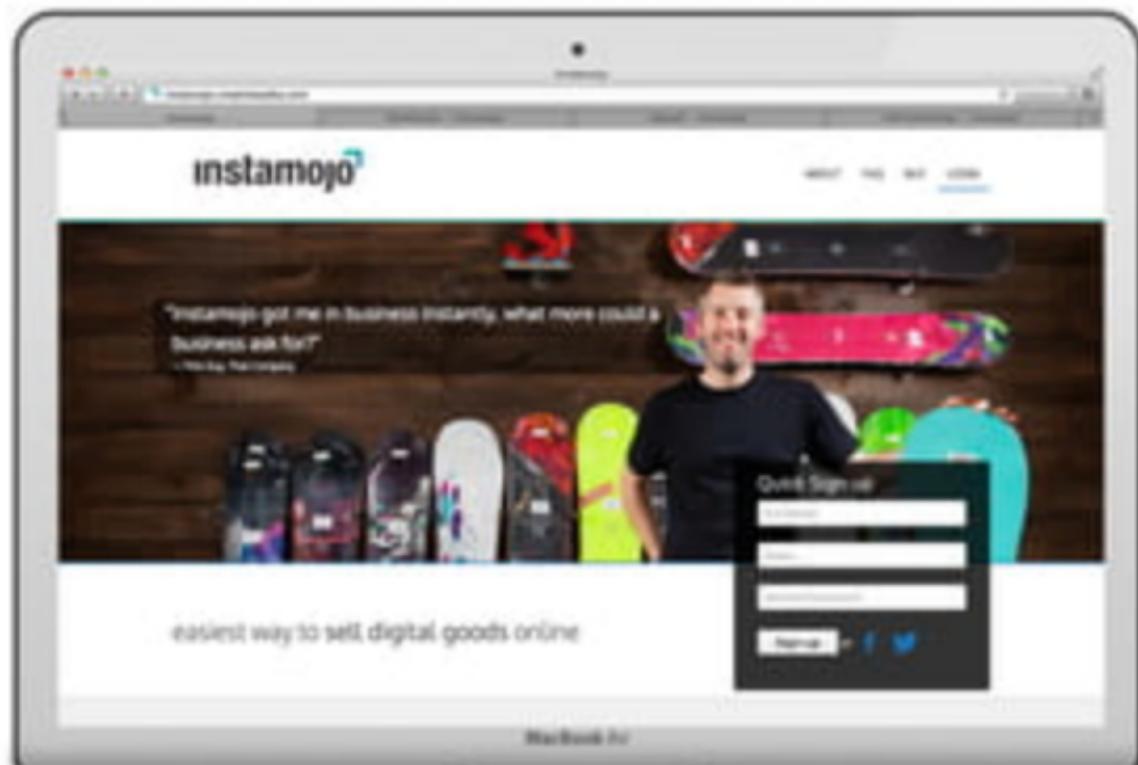
Credit card

Credit card

Cardholder's name * Expiration date (month/year) * CVV * Transaction date (month/year) * * I accept the [Terms & Conditions](#) and [Privacy Policy](#)* I want to be a different business * I agree to the [Terms & Conditions](#) and [Privacy Policy](#)* I want to be a different business * I agree to the [Terms & Conditions](#) and [Privacy Policy](#)

Order summary

Subtotal (120000 x 1) Shipping cost Total: * I accept the [Terms & Conditions](#) and [Privacy Policy](#)* I want to be a different business * I agree to the [Terms & Conditions](#) and [Privacy Policy](#)* I want to be a different business * I agree to the [Terms & Conditions](#) and [Privacy Policy](#)* I want to be a different business * I agree to the [Terms & Conditions](#) and [Privacy Policy](#)* I want to be a different business * I agree to the [Terms & Conditions](#) and [Privacy Policy](#)* I want to be a different business



Sell instantly in 3 simple steps

UPLOAD

your content.



SHARE

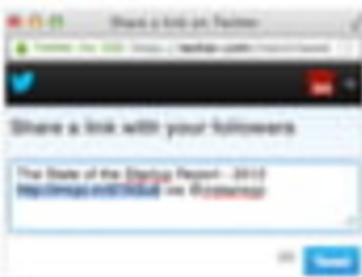
unique checkout link



SELL

instantly in seconds.

A screenshot of the Instamojo upload form. It includes a 'Price' field with a '0' entered, a 'Provide Image' field with a 'Browse...' button, and a 'File you want to sell' field with a 'Browse...' button. At the bottom, there are 'Post' and 'Cancel' buttons.



A screenshot of the Instamojo checkout form. It features a 'Card Type' dropdown menu with 'visa' and 'MasterCard' options. Below are input fields for 'Name on Card', 'Card Number', and 'CVV Number'. There is also a 'Billing State' dropdown menu. At the bottom, there is a green 'Buy Now' button.

Powerful analytics behind every link



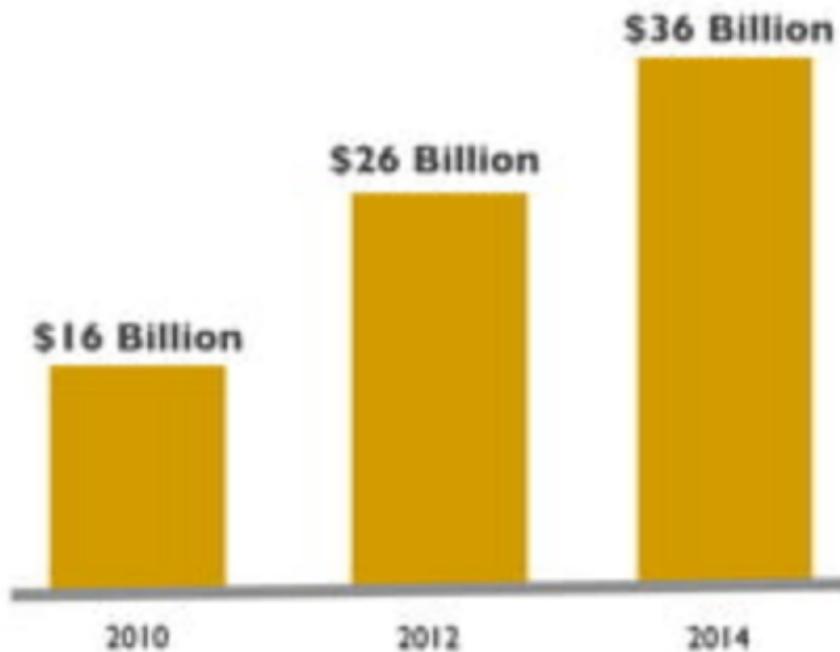
Merchant Acquisition Costs



+100% Revenue
Growth



Worldwide Digital Goods Market



Source: JP Morgan, GigaOM, Wall Street Journal

CTO



Harshad
Sharma

Bizdev



Akash
Gehani

Engineer



Aditya
Sengupta

UI/UX



Nachiketas
Ramarujam

20+ years of experience.

IIT Bombay

amazon[®]

PayPal[®]

Microsoft

Georgia
Tech

Raising
\$500,000

\$250,000
Committed



Google



500startups



Blume Ventures



Investor

The background of the slide features a repeating pattern of light gray document icons, each containing a different symbol such as a camera, a speech bubble, or a document with a checkmark. The icons are arranged in a grid-like fashion across the entire white background.

instamojo

We make **Selling Online** as **Easy as Sharing**



Sampad Swain
Founder & CEO
Instamojo, Inc.

Wanamo

➔ **Acquired**

deals**and**you

Top 10 E-commerce companies in India

➔ **Raised \$20M**

For an individual, selling his digital creation like



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Time Consuming

Costly

Checkout

If you already have an account please [sign in](#)

Name and address

First name * Last name * Address * Address (line 2) City * State *
New York Country *
United States Zip/Postal code * Phone Fax Email *
domo-admin@i-cart.com Create account for this Email Ship to a different address

Shipping method

Shipping address is not defined yet.

Payment method

 Credit CardCredit card number Credit card type Cardholder's name *

Expiration date (month/year) *

08 2010 Check Gift Certificate Phone Ordering Fax Ordering Purchase Order

Check payment

Phone: (555) 555-5555

Phone: (555) 555-5555

Fax: (555) 555-5555

Purchase Order

Order summary

Subtotal (1 item(s) x): \$50.99Shipping cost: n/aTotal: \$50.99 (€44.26)

Apply a discount coupon

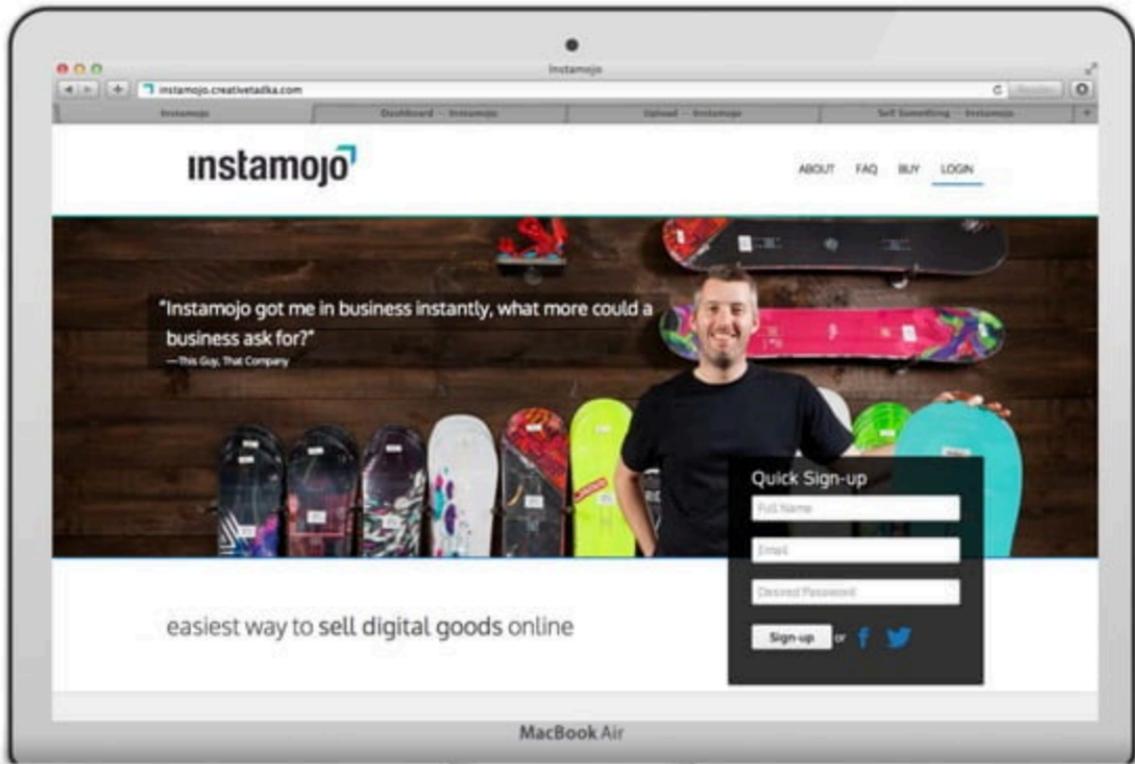
If you have a valid discount coupon, you can enter the coupon code below, the store will deduct the discount amount from your order total.

Coupon code:

Customer notes:

Partner ID: I accept the ["Terms & Conditions"](#) and ["Privacy statement"](#).

Conversions Suck.



Sell instantly in 3 simple steps

UPLOAD

your content.



SHARE

unique checkout link



SELL

instantly in seconds.

Price

Preview Image:

File you want to sell:

Share a link on Twitter

Twitter, Inc. (US) <https://twitter.com/intent/tweet>

Share a link with your followers

The State of the Startup Report - 2012
<http://instamojo.in/STASub> via @instamojo

66

Card Type: VISA MasterCard

Name on Card:

Card Number:

CVV Number:

Expiry Date: Month Year

Note: In the next step you will be redirected to js

or

instamojo

9%

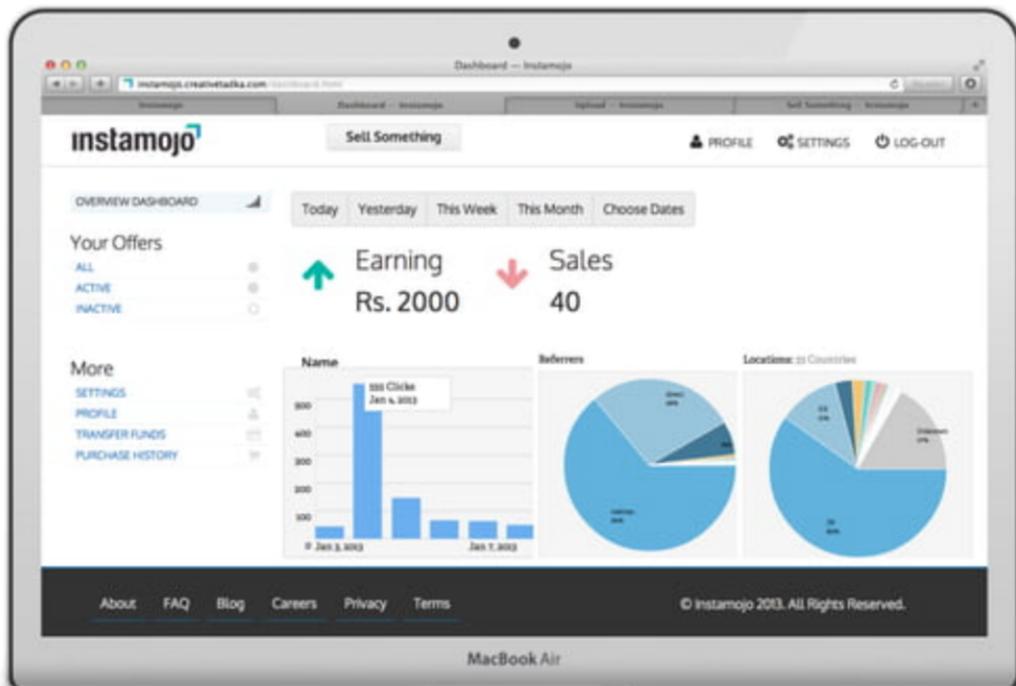
conversion

=

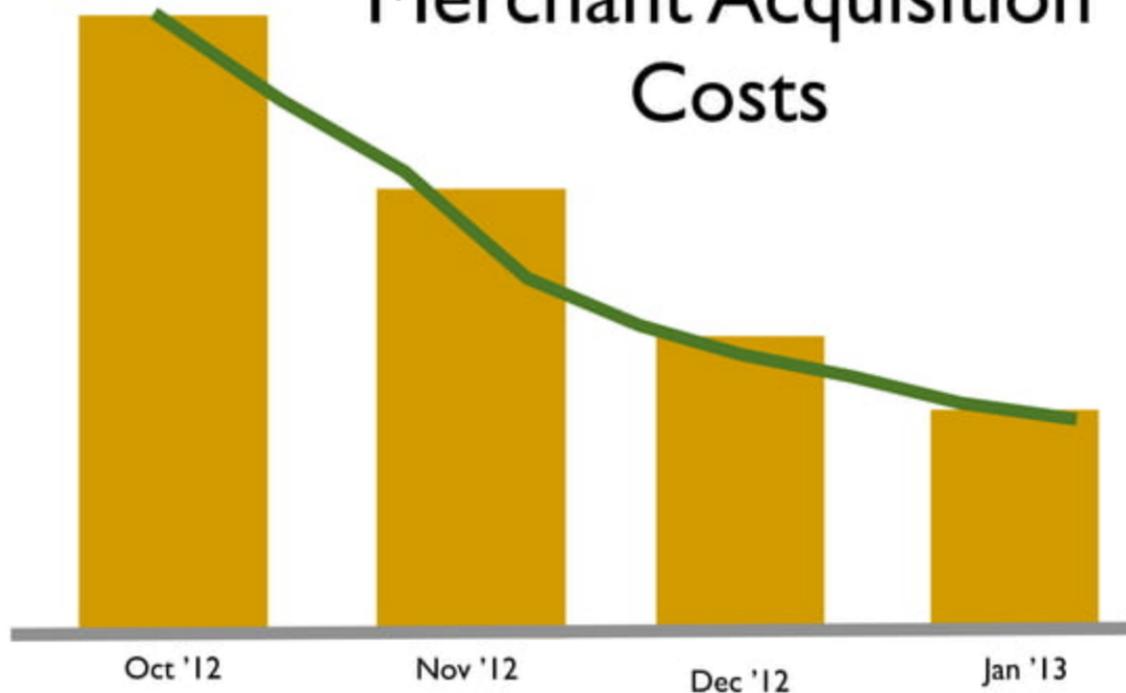
6x

More than average
E-commerce websites

Powerful analytics behind every link



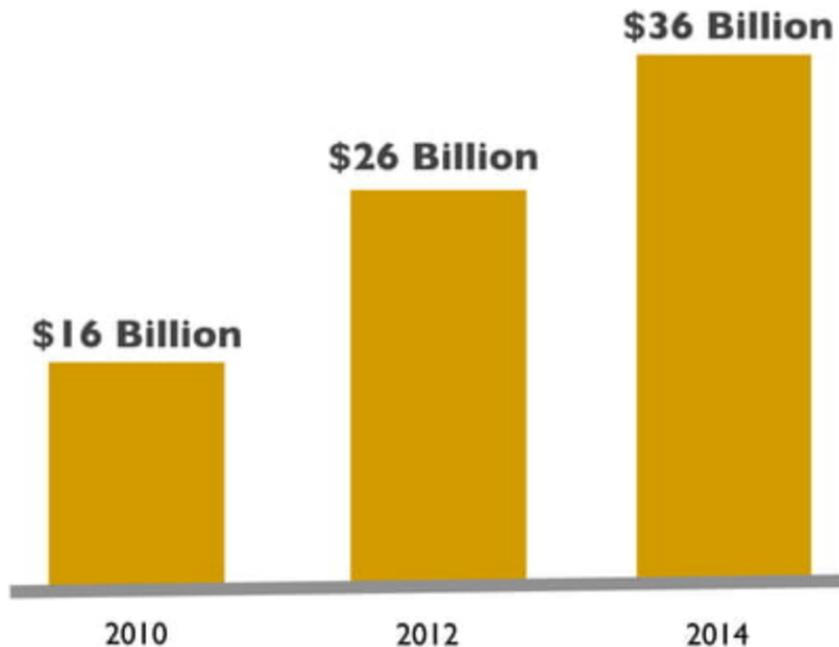
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\$250,000
Committed



Google



500startups



Blume Ventures



Indian Angel Network

Thank you

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