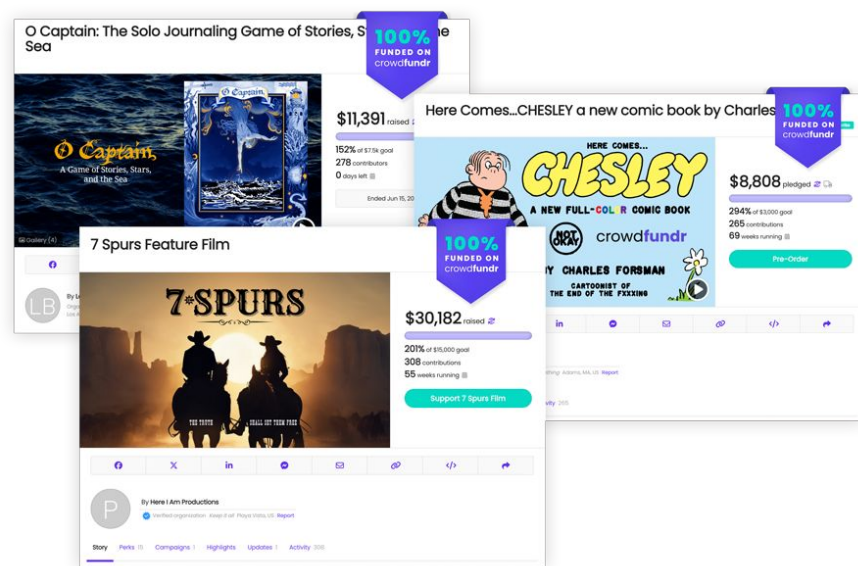


RESILIENT & READY:

Holiday-Proof Strategies for Indie Creators & Small Businesses Facing Tariffs & Tightening Budgets

The creator-friendly crowdfunding platform

- Free crowdfunding
- Keep more of what you raise
- People and planet first
- Get started right away
- Any size campaigns





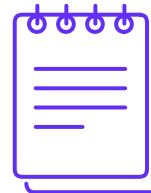
Brandon Rollins

Director of Marketing at Fulfillrite

Fulfillrite is an order fulfillment company for eCommerce and crowdfunding, based in the US.

Agenda

45 mins + Q&A



Brandon (Part 1):

- Current & long-term tariff outlook
- Adopting a risk management mindset
- 3 strategies to keep tariffs down

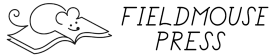
Alex (Part 2):

- 3 strategic business shifts to navigate production challenges
- 3 tips on intentional marketing
- Holiday prep as an indie creator / small business

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With guest speakers from Fulfillrite and Fieldmouse Press,

And many thanks to our partners at Storytelling Collective, TTRPG Kids, Kids Comics Unite, and Doug Wright Awards.



Current and Long-Term Tariff Outlook

Understanding the economic terrain as a creator



Brandon Rollins

Director of Marketing at Fulfillrite

The Current State of Play

- US tariffs have been uncommon and low for the last decades.
- They are increasing quickly and being applied broadly.
- Tariffs costs may vary by 3 things:
 - The launch of your campaign
 - Manufacturing completion
 - Fulfillment



Long-Term Outlook

- Tariffs are likely to stabilize and reach a new normal.
- Businesses will adapt and innovate.
- “Permission structure” for smaller businesses.



Adopting a Risk Management Mindset

Shift your business strategy with confidence



Risk Management Mindset =

Proactive Flexibility in Planning & Execution

3 ways to do this:

- Use online calculators like [SimplyDuty](#) and [Freightos](#).
- Shift your mindset and stay flexible when making business decisions.
- Develop Plan A, B, and C to navigate the unpredictable nature of tariffs and market changes.



3 Strategies to Keep Tariffs Down

Logistics and fulfilment tips from an insider



3 Strategies to Keep Tariffs Down



Nearshoring:

- Explore alternative locations aside from China, such as Vietnam or Mexico.

Diversify your product line:

- Consider producing items with different HS codes.
- E.g. Produce an RPG book alongside your board game.

Hire a freight broker:

- Ensure all documentation and numbers are calculated correctly.
- Be aware of product inspections.
- Obtain a safety test (if applicable).



Thank You



Any questions?

crowdfunder.com

fullfillrite.com

fieldmouse.press

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