



Fundraising Alternatives: Crowdfunding

www.seedrs.com

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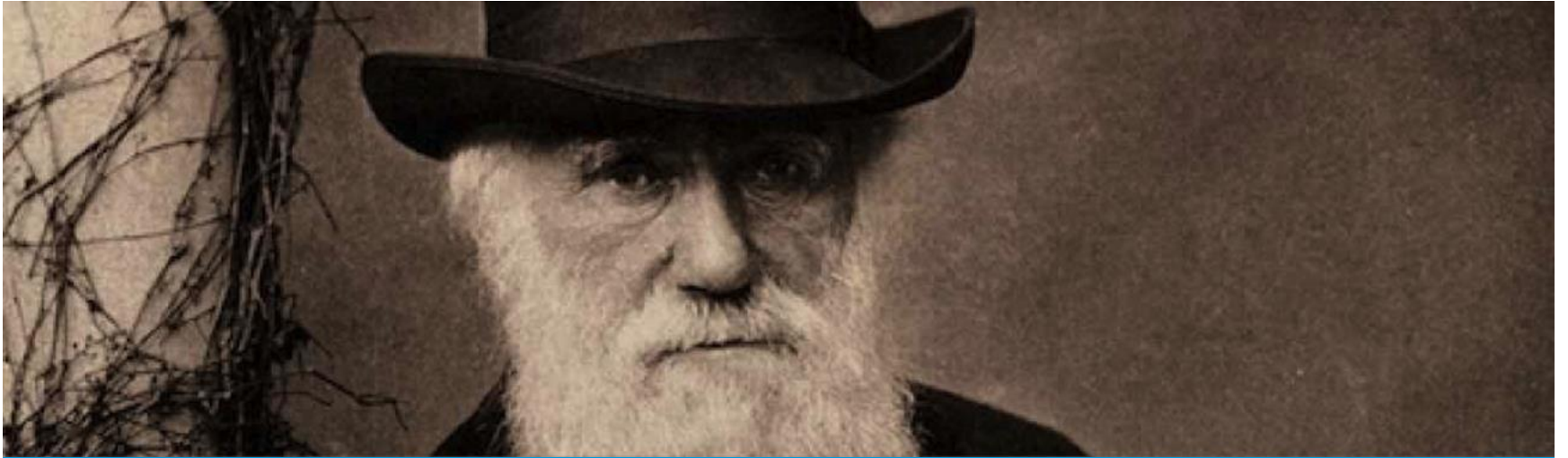
Great ideas are everywhere



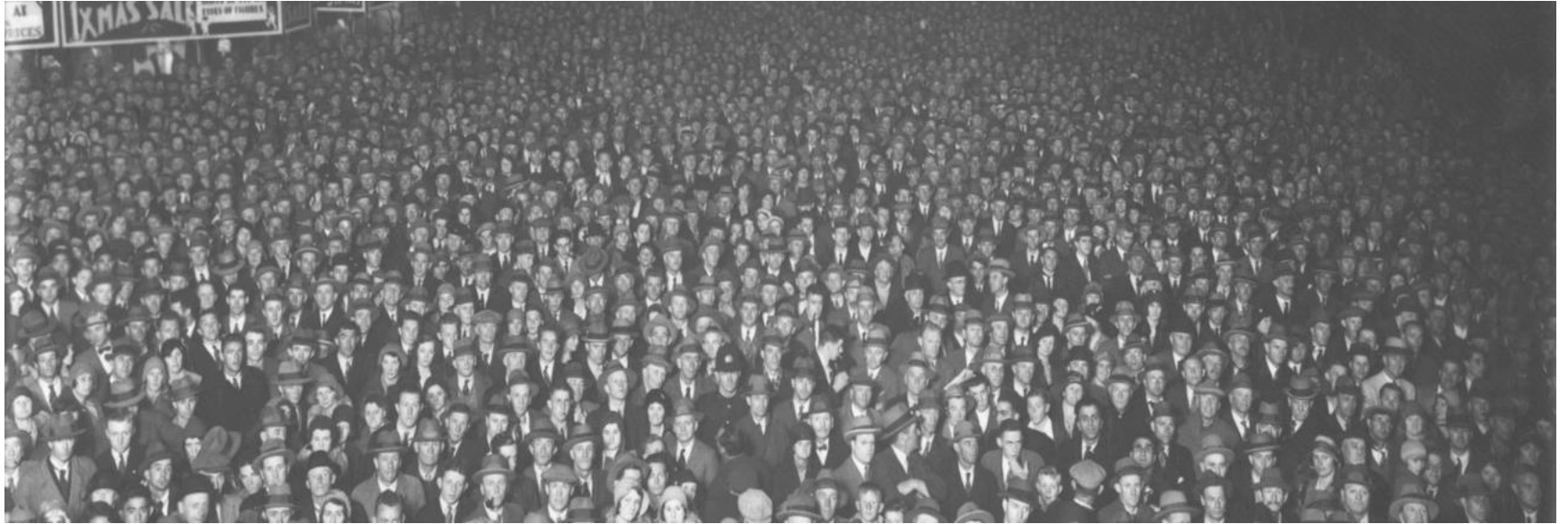
Investors aren't... because it's hard



Finance has changed



Crowdfunding



Types of crowdfunding

Rewards

Money in exchange for perks

Best for creative products and
to pre-sell products

Backers

Altruistic

KICKSTARTER

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Debt

Money in exchange for interest yielding returns

Best for businesses with a track record of revenues

Lenders

Lower Risk

 **Funding Circle**

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 **Funding Circle**

Equity

Money in exchange for shares

Best for growth-focused companies in areas where there's potential for return

Investors

High Risk

 **SEEDRS**

Seedrs case study



Over

**£250 MILLION
INVESTED**

into
campaigns on
Seedrs



2016

**MOST ACTIVE
INVESTOR**

in
UK private*
companies



**PERKBOX
RAISED £4.3M**

Biggest
campaign
to date



Over

**510 DEALS
FUNDED**

to date



**INVESTORS FROM
39 COUNTRIES**

active on the
platform



**REVOLUT HAD
4,260 INVESTORS**

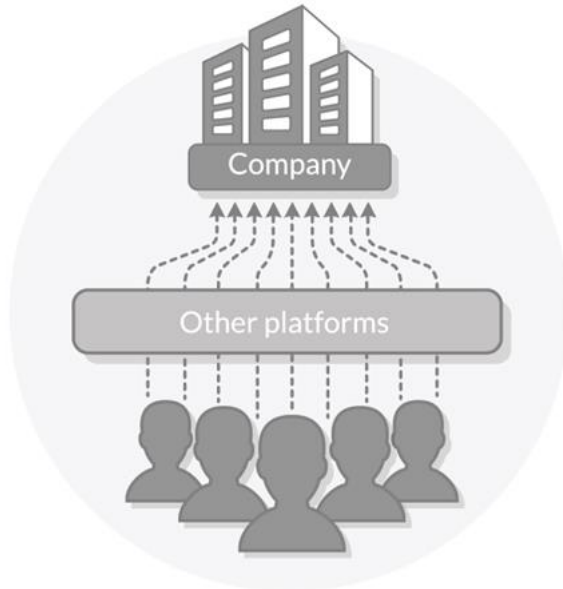
Most
investors
to date

* The Deal 2016 - Beauhurst

A Financial Services Mentality

- Not just a marketplace. We're a **lifecycle platform**.
 - Seedrs handles **legal due diligence**, not commercial due diligence.
 - Nominee structure to ensure **investors' protections**.
 - **Professional grade** subscription agreement.
-

Seedrs nominee structure



Unrepresented



Seedrs nominee represented

Secondary Market

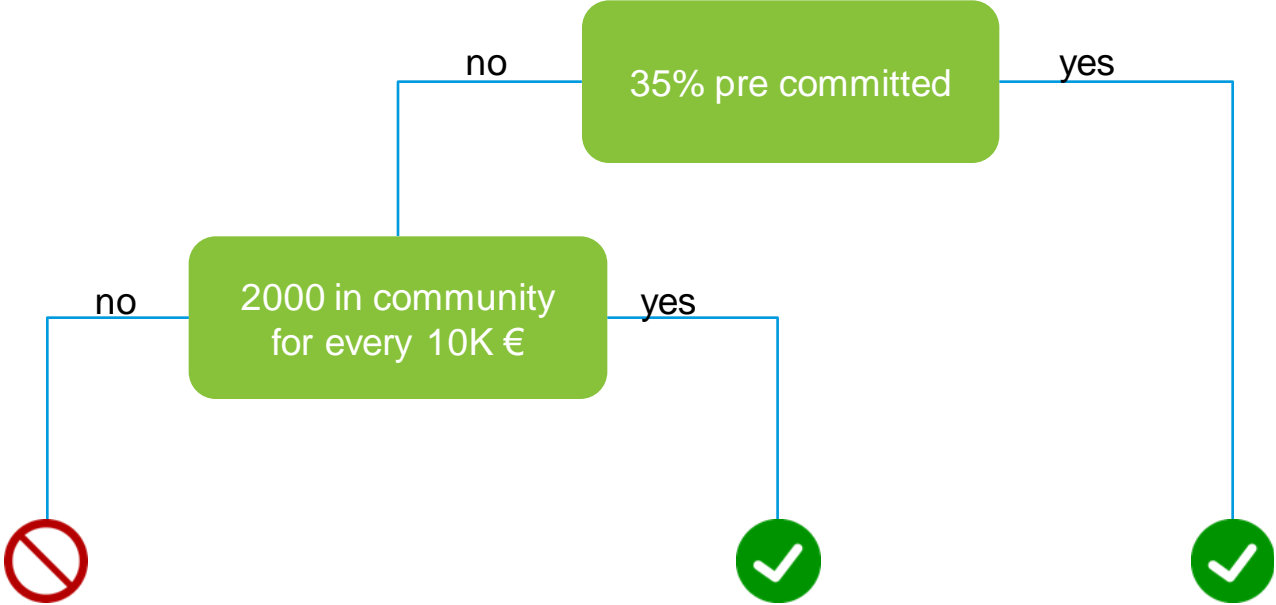


Trading TuesdaysSM start
6th June

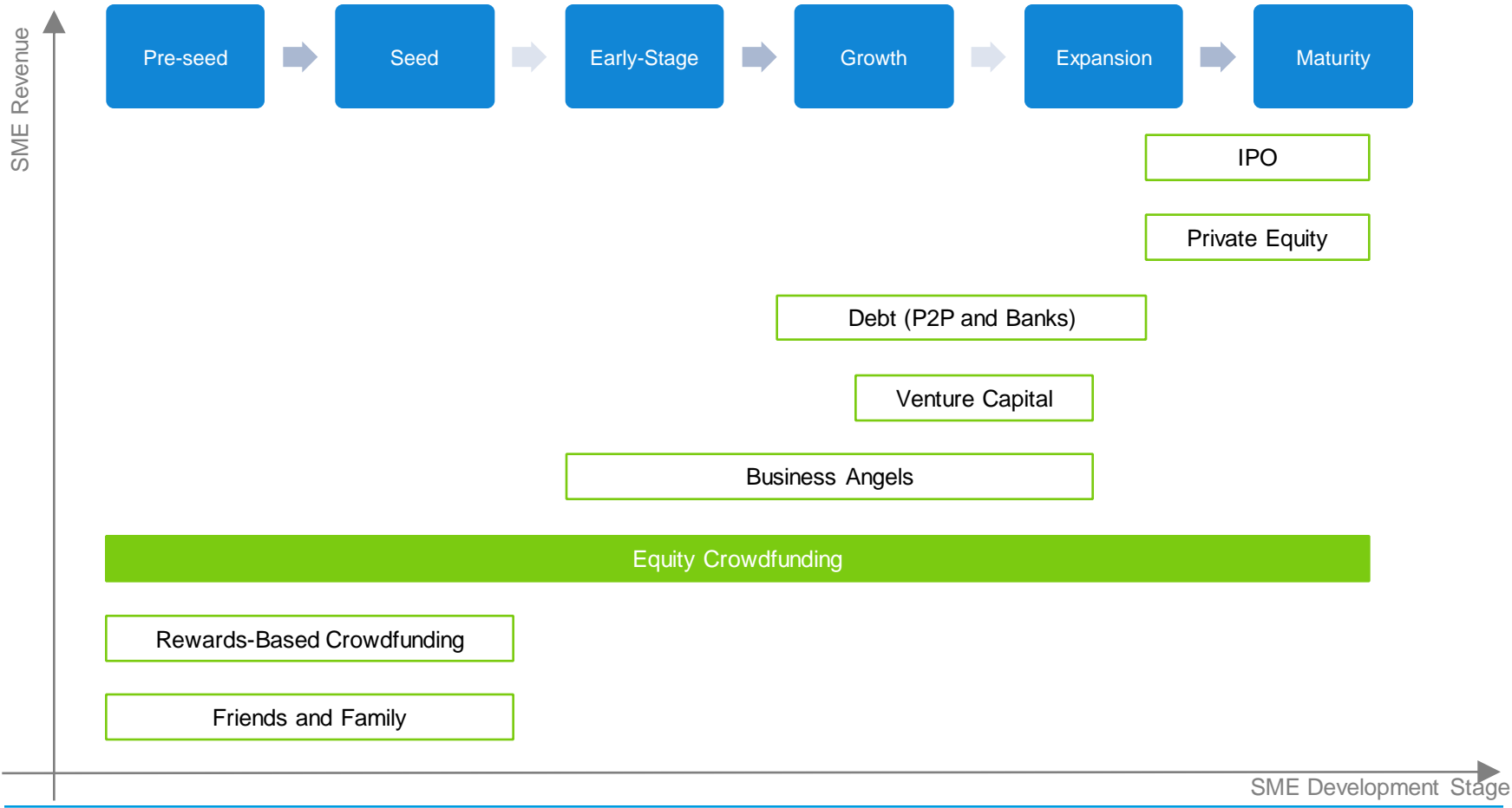
The Seedrs Secondary Market is the place for investors to
buy and sell shares from each other.

UPDATE ME

The Recipe



**Is my business ready for
crowdfunding?**



The Process



Create your campaign

Start by answering our story-building pitch questions. Explain your business, show off your team, lay out the market opportunity and highlight what you plan to do with your investment. Once you're happy with it, submit it to our team for review.



Get funded

You have up to 60 days to raise investment. We'll share best practise creative marketing ideas for you to reach out to your network of friends and family, customers, business angels, press and others. And we will share your campaign with our active investor base.



Grow your business

Once all of the legal paperwork is completed, we will transfer funds to your business. You'll be able to keep in touch with your investors for mentorship, marketing outreach, networking and more, all through your own investor relations portal.



1 Submit your campaign

Follow our simple and efficient online process to create an engaging, exciting and standout campaign.



2 Verification

We will work with you to verify that every statement you present is true, fair, clear and not misleading.



3 Video

Create a video to entice the crowd. You've got 3 minutes to show off your team, customers and current investors.



4 Prepare a marketing plan

Your dedicated Campaign Success Manager will help you plan your marketing and warm up investors. Campaigns fund quickly when you put time and effort in at this stage.



5 Private launch – 7 days

When your campaign is ready to accept investment, give your shareholders, customers and network the exclusive opportunity to get involved before everyone else.



6 Public launch – 60 days

Once your campaign demonstrates traction during the private launch, we will publish your campaign for all to see on Seedrs. Campaigns run for 60 days, yet successful ones often fund much sooner.



7 Promote your campaign

Once public, it is important to keep working hard on promoting your business, utilising your networks and staying visible. This is where having a strong marketing plan in place will pay off.



8 Campaign hits 100%

Congratulations on reaching your target! The clock now stops but you are welcome to keep the campaign live to take advantage of overfunding.



9 Legal and payment process

Upon closing the round, we will perform legal due diligence on your company and prepare all necessary documentation.



10 Receive your funds!

We will transfer the full amount from your fundraising campaign, less your fee to Seedrs, in full, to the penny.

Average

Steps 1 – 4: One month

Step 5: 1 week

Steps 6 – 8: Two months

Steps 9 – 10: Two weeks

Success Cases



£4.4m

raised

360

investors

October 2016

raise date

80 (inc. 12 nationals)

articles of coverage

“Not everyone believed that crowdfunding would be the right thing to do for Perkbox, given our desire to stand out as a blue chip startup, however management was convinced that as a company that democratises benefits and caters to users first we would benefit from exposure on the platform. We were drawn in particular to Seedrs because of the nominee structure, which simplifies the process on an ongoing basis considerably, and by Seedrs unapologetic approach to investor protections for the ‘crowd’. This resonated with our ethic of how we want to build the company. Furthermore the clear capability demonstrated on idea generation around how to get maximum PR exposure really blew us away. We are happy to have raised the largest round in Seedrs’ history, gained tons of valuable exposure and advocacy as well as attract a premier VC firm while ensuring the deal we offered to investors was fair and transparent.”

Gautam Sahgal, Chief Operating Office for Perkbox



£2.5m

raised

2,961

investors

October 2016

raise date

48 (inc. 7 nationals)

articles of coverage

“Because we were going out to our own users with the campaign, it was vital to us that we chose a crowdfunding partner who were really world class in the field. Seedrs was fantastic. They are consummate professionals who really know their stuff, and we worked with them extremely closely from day one to ensure that the campaign ran as smoothly as possible.”

Stephanie Meyer-Scott, Brand Manager for WeSwap



eSolidar raised
over **€240,000**
from **180 investors**

eSolidar

Shop, Sell & Donate

Support the causes you love

Wine With Spirit raised
almost €500,000
from 160 investors



Tradiio raised
over €640,000
from 180 investors



5 things to get sorted before you start your campaign

1) Do you have your team in place?



2) Have you done everything that you can do without money?



3) Do you have a marketing strategy in place to promote your campaign to investors?



4) Have you talked to your own network to assess their willingness to invest?



5) Will you be able to create an awesome video to support your campaign?



6 reasons why your business should raise financing through crowdfunding

#1 Money



#2 Validation



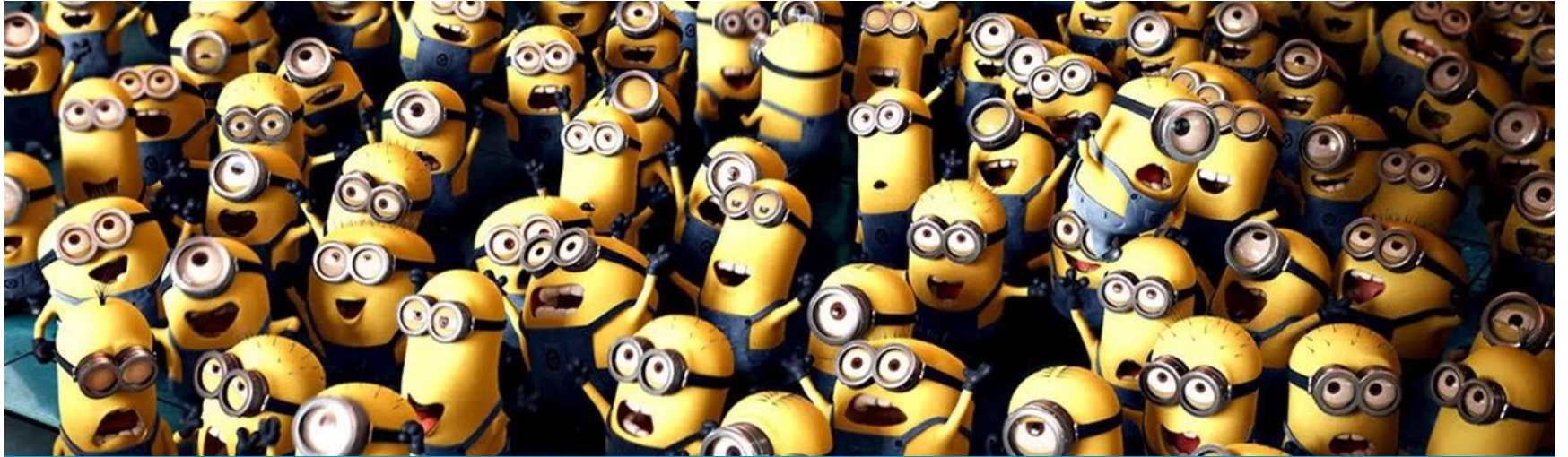
#3 Efficiency



#4 Speed



#5 Engagement



#6 Added value





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