



## EQUITY CROWDFUNDING (“ECF”): WHAT IS IT? A mechanism enabling broad groups of investors to fund startups online in return for an equity stake in the business.

The 2012 JOBS act laid the framework for US equity crowdfunding, creating 3 new categories:

### Title II

- Effective **September 2013**
- Allows companies to publicly advertise they are looking to raise money online.
- Only accredited investors.
- 1,400 companies raised > \$600 million in first 2 years

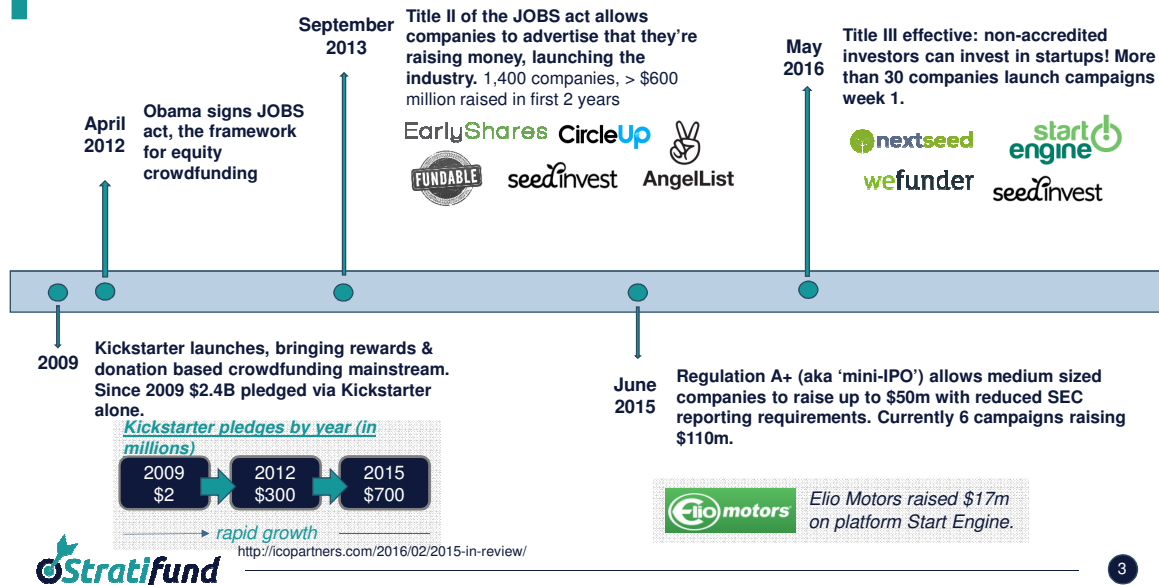
### Regulation A+ (“mini IPO”)

- Effective **June 2015**
- Allows companies to raise up to \$50m with reduced SEC requirements compared to traditional IPOs.
- **Anyone can partake.**
- Slower adoption, a main driver believed to be the 4-8 months to complete a filing

### Title III

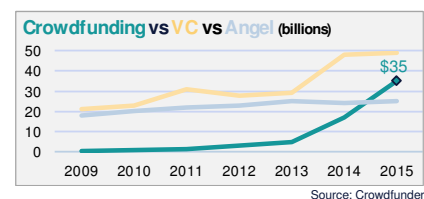
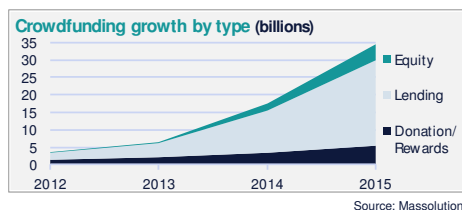
- Effective **May 2016**
- ‘Regulation crowdfunding’ allows startups to raise up to \$1m online with minimal SEC oversight.
- **Anyone can partake.**
- 30+ active company offerings filed during the first week.

## THE JOBS ACT & CROWDFUNDING TIMELINE



## WHY SHOULD WE CARE? *Because ECF is about to seriously disrupt traditional financing models and give angel investors and venture capitalists (VC) a run for their money.*

Globally, Crowdfunding already accounts for **more funding than angel investing** and could surpass VC in 2016. Crowdfunding portals raised **\$35 billion** globally in 2015, up from less than \$3 billion in 2012, and is projected to grow to over **\$300 billion by 2025**.

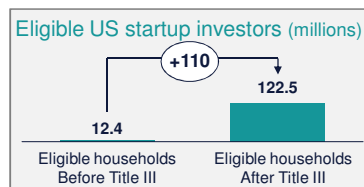


If this pace keeps up, equity crowdfunding will surpass VC by 2026 as the leading source of early stage funding.

In the UK, crowdfunding has been so successful that the government has started investing through crowdfunding platforms in order to support job growth and GDP.

Title III/Reg A+ have added an additional 110m households to the eligible startup investor population, previously exclusive to the high net worth & institutions (i.e. accredited investors).

These 110m households represent a new prospective customer base for a new and growing industry.



## WHAT IS THE PROBLEM?

- The everyday investor, and even sophisticated investors, have little or no experience evaluating early stage businesses
- Fraud risk is high and opportunity exists for inexperienced investors to be taken advantage of
- Time & expertise required to properly analyze & understand the risk/opportunity can be overwhelming
- Early stage investing bears a different risk profile (liquidity, risk of loss, visibility, dilution, regulatory, finance, etc.)
- The crowdfunding process is complex & decentralized making finding the right deal challenging

### Key challenges for investors:

#### Not losing all of your money

- "How much should I spend & on how many investments?"

#### Finding the time

- "How do I find time to properly understand this investment?"

#### Inherent uncertainty of a new industry

- "What is a Form C filing?"

#### Lack of skillset

- "What is a convertible note? What is the size of this market?"

#### Finding the deals

- "Is there a video game company to invest in? An organic restaurant?"

#### Ability to monitor investments

- "What is a down-round?"

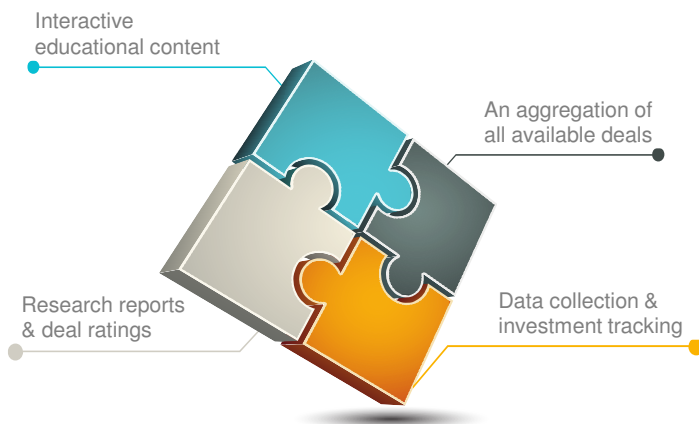


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## STRATIFUND PROVIDES A SOLUTION

*"If you're prepared to invest in a company, then you ought to be able to explain why in simple language that a fifth grader could understand, and quickly enough so the fifth grader won't get bored."* – Peter Lynch

We are a research & education platform streamlining the equity crowdfunding process to help inform investors



### A ONE-STOP SHOP FOR EQUITY CROWDFUNDING


- ✓ Learn key terms, concepts, strategies, and interact with other investors
- ✓ Find the investments organized in one place
- ✓ Read independent research reports before investing
- ✓ Collect information on transactions (# of deals, terms, valuations, industries, etc.) and track investments (planned future add)



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## EXPERIENCED MANAGEMENT TEAM & ADVISORS

### Team

 <p><b>Marc Snover</b> Co-Founder, Co-CEO FINRA, I-Banking, Target, Notre Dame</p>	 <p><b>Alex Thaler</b> Co-Founder, Co-CEO BCG, Life Time Fitness, Wharton, Northwestern</p>
 <p><b>Jeff Yurecko</b> Co-Founder &amp; CFO PwC, Deloitte, CFO, UW-Madison</p>	 <p><b>Jason Grey</b> CTO Life Time Fitness, CTO, Olson Marketing</p>

### Directors & Advisors

 <p><b>Dean Banks</b> Co-Founder/Board Chair Google X, Highland Capital, Harvard</p>	 <p><b>Jeff Julkowski</b> Co-Founder &amp; Director Chamilia, Morgan Stanley, West Point</p>
 <p><b>Sherwood Neiss</b> Advisor JOBS act co-author &amp; industry expert</p>	 <p><b>Jason Best</b> Advisor JOBS act co-author &amp; industry expert</p>
 <p><b>Michael Priem</b> Marketing Advisor Digital marketing expert</p>	



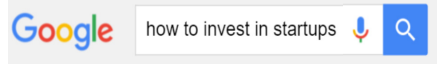
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## THE CURRENT ECF PROCESS IS COMPLEX & DISAGGREGATED, MAKING FOR AN INEFFICIENT & POOR USER EXPERIENCE

1. Check numerous platforms for interesting deals (and register for all of them)



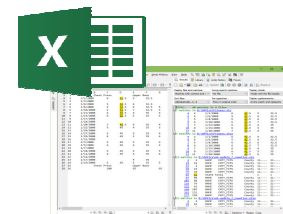
2. Conduct research (where do I start?)



3. Understand the offering & the concepts:

- How does a convertible note work?
- What's a valuation cap?
- What's an anti-dilution provision?

5. Track your investment

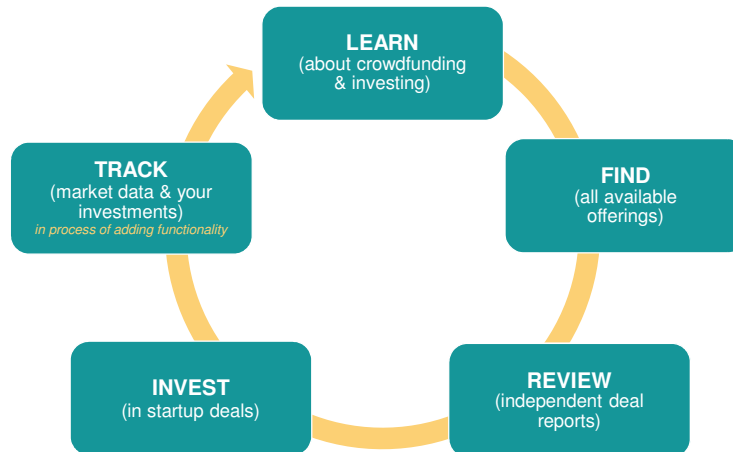


4. Invest via the platform



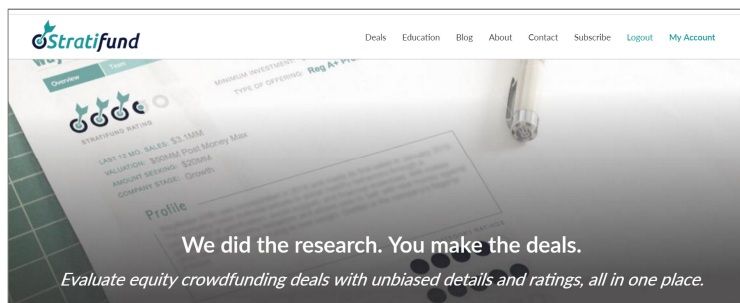
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## A ONE-STOP SHOP TO THE INVESTOR, STREAMLINING THE PROCESS FOR A COMPELLING USER EXPERIENCE

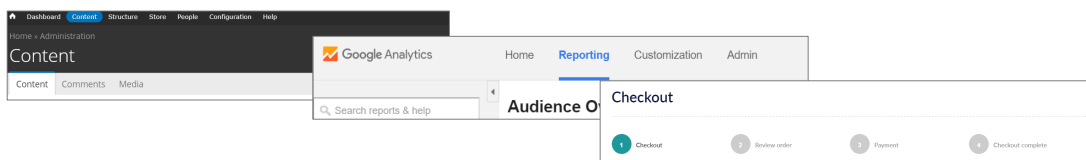


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## A WEB PLATFORM BUILT TO EASILY SCALE & ADD FUNCTIONALITY AS NEEDED

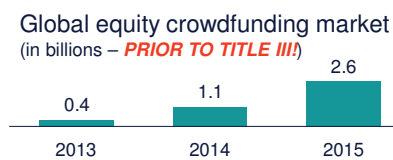
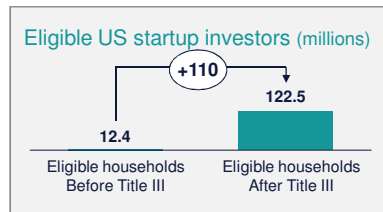


- Built on Drupal open source technology for a cost-effective solution
- Developed with future feature additions in mind, such as portfolio tracking
- Integration with Stripe for payment processing and Google Analytics for data
- Easy to use content management system for uploading new content

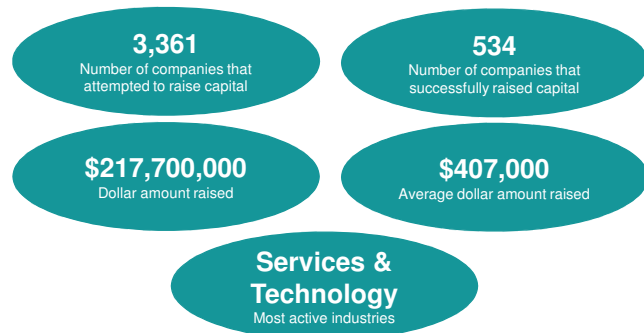


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## WE ARE ENTERING A LARGE & GROWING MARKET

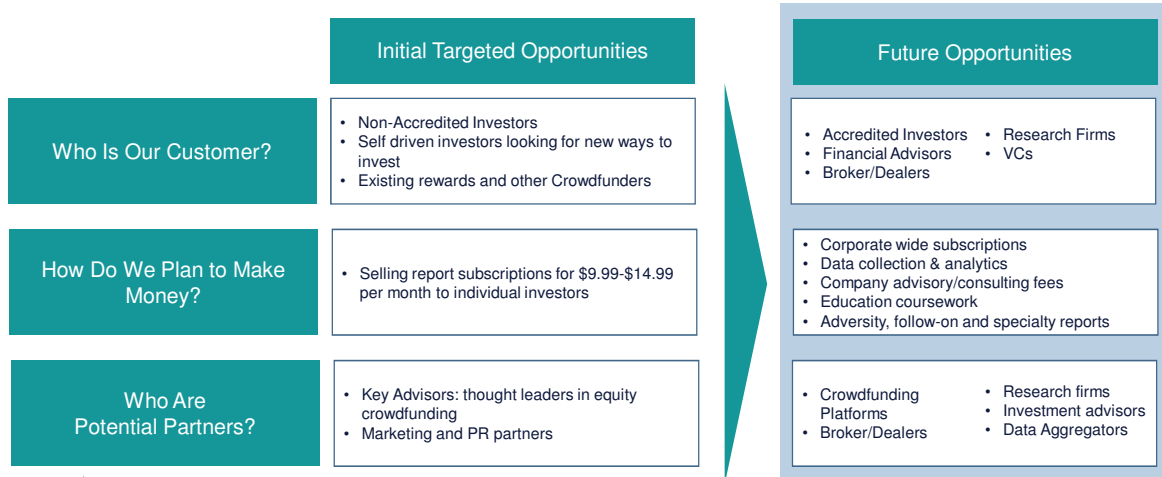


### After just 1 year Title II



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## SCALABLE BUSINESS MODEL TO CAPTURE EXPECTED FUTURE GROWTH & EXPANSION OPPORTUNITIES



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## COMPETITION IS PURSUING SINGULAR OPPORTUNITIES. WE ARE CREATING STICKINESS WITH A COMPREHENSIVE OFFERING.

### Aggregation

Combine all available deals on one site

### Education

Teach the investor about equity crowdfunding

### Deal analysis

Research on the individual deals

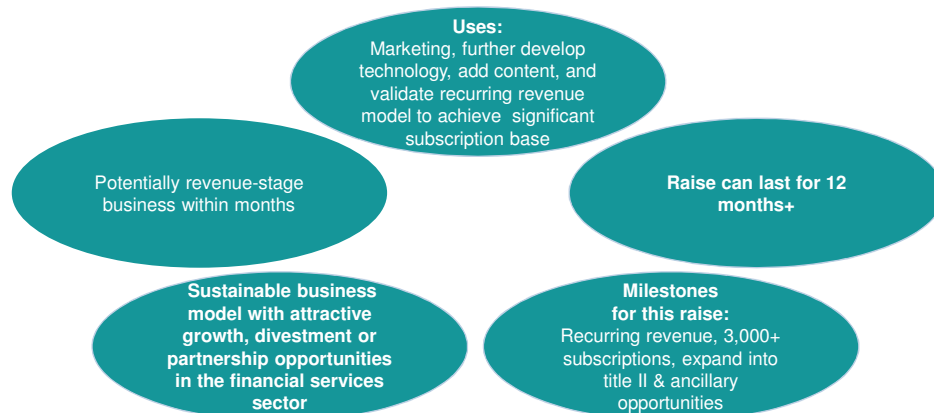


Creating value to investors with an integrated offering. In one convenient place, you can access all the deals, read independent research, and learn about equity crowdfunding



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## WE ARE RAISING CAPITAL TO HELP GROW, ADD USERS, AND FURTHER DEVELOP THE TECHNOLOGY & CONTENT



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