



THE EQUITY CROWDFUNDING “DECISION ENGINE”

THE MISSION

Enabling Everyone To Invest In The Startup Ecosystem

KingsCrowd was founded with the vision that everyone should have access to institutional grade research and analytics tools that enable informed startup investment decisions, regardless of investment experience.

THE EQUITY CROWDFUNDING ASSET CLASS

The Wisdom Of The Crowd Is Challenging The \$84B VC Market With Better Returns

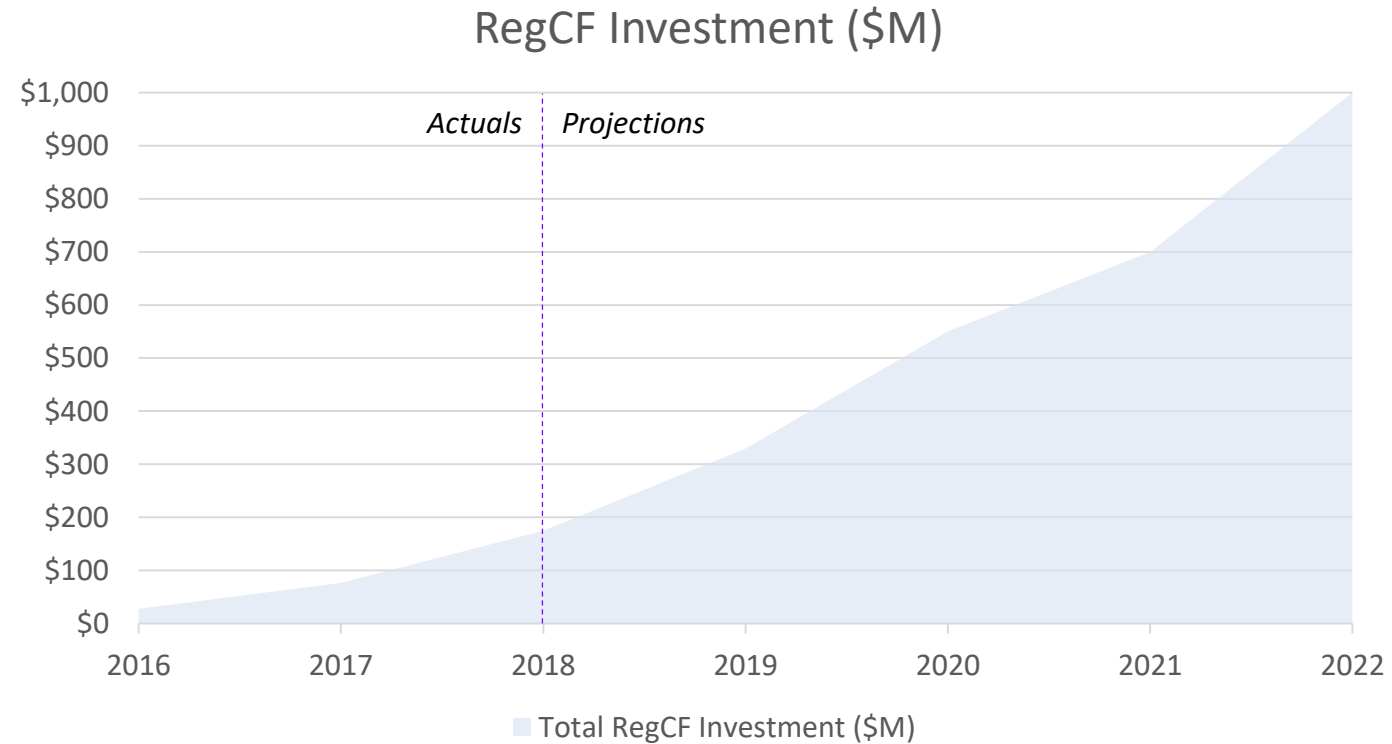
| | <u>Traditional</u> <u>Venture Capital</u> | <u>New Age</u> <u>Equity Crowdfunding</u> | |
|-------------|--|--|-------------------------------------|
| # Investors | MEDIAN VC ~1K | seed&invest ~223K | WEFUNDER ~156K |
| % Returns* | 11% | 17% | 53% |

Note: *Net IRR Unrealized 13-14

Source: VC market size provided by KPMG; Median VC returns provided by Cambridge Associates; SeedInvest and WeFunder % returns posted by companies

THE MARKET OPPORTUNITY

With So Much Promise, Equity Crowdfunding Is Projected To Be A **\$4B-\$6B Market** By 2022



*BY 2022, relevant Reg A+ & Reg D deals are estimated to represent
\$3 to \$5B in investment & 1-3M investors*

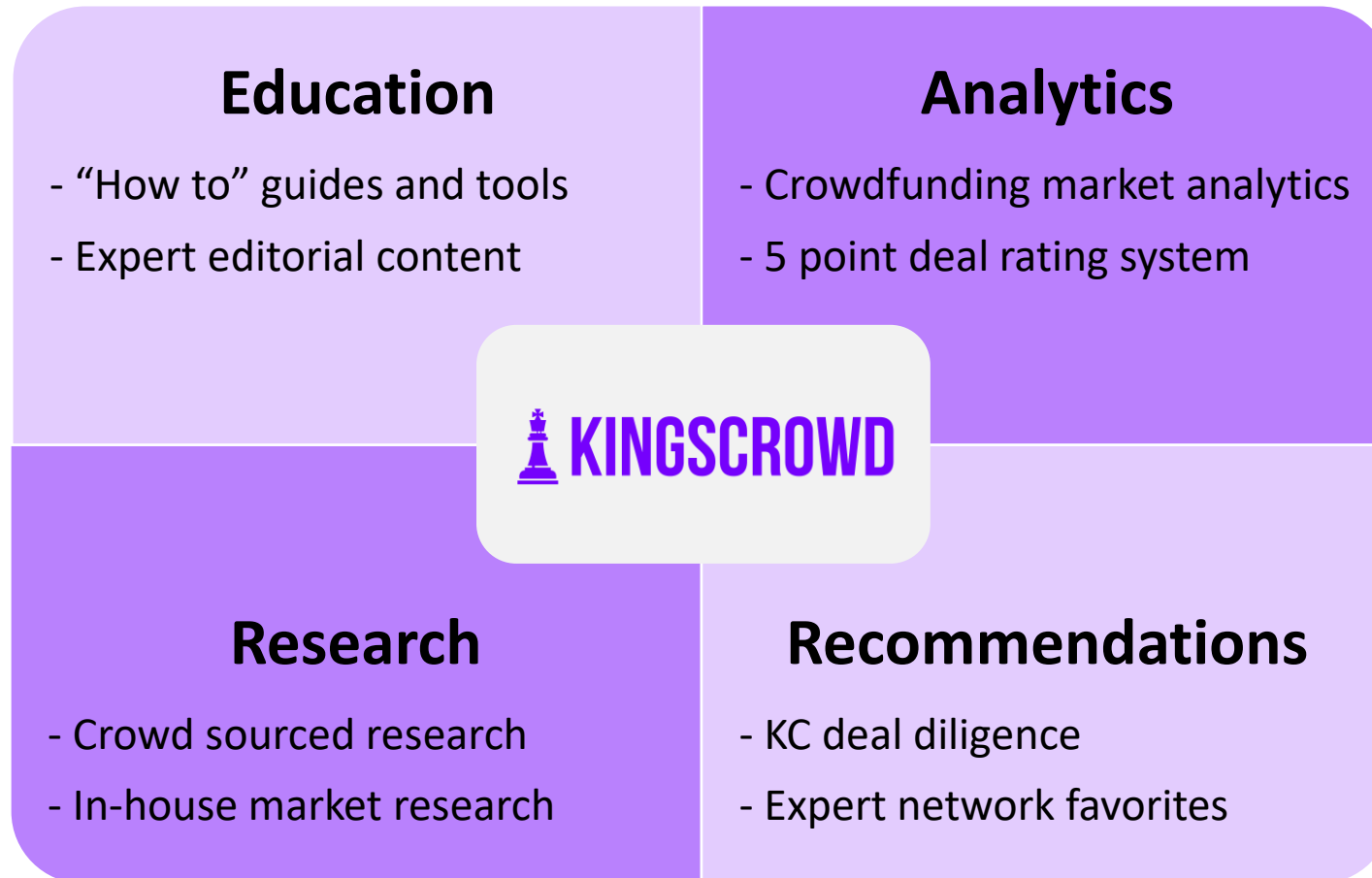
THE PROBLEM

The Equity Crowdfunding Decision Infrastructure Has Yet To Be Built

| | Education | Research | Analytics | Recommendations | Execution |
|------------------------------|---|---|---|---|--|
| Public Market Equities |  Wall Street Survivor Investopedia |  The Wall Street Journal Seeking Alpha |  Morningstar Bloomberg |  The Motley Fool Zacks |  Merrill Lynch Ameritrade |
| Equity Crowdfunding Equities |  |  |  |  |  Netcapital |

THE “DECISION ENGINE” SOLUTION

KingsCrowd Aims To Become The Equity Crowdfunding Investment “Decision Engine”



BUILD INTELLIGENCE AT SCALE

Crowdsourced Research And Data Driven Analytics Tools

Crowdsourced research platform

Allow users to produce research content



Data Driven Analytics Tools

Provide at-scale deal database



GO-TO MARKET STRATEGY

Utilize A Mix of Traditional And Market Specific Distribution Channels

1. **Utilize traditional marketing channels to build a critical mass of readers (5-10K)**
 - a) Social media sharing
 - b) Search engine optimization
 - c) Syndicated content
 - d) Paid marketing
2. **Once we can prove a valuable partner, collaborate with the 41 FINRA registered equity crowdfunding portals to access their 6 figure investor bases**

THE BUSINESS MODEL

Monetize The Platform Through Subscriptions And Advertising

| Subscriptions | | Advertising |
|--|---|---|
| Crowd | Pro | Pay-For-Performance Portal Marketing |
| \$10 / mo. <i>Non-accredited deal research</i> | \$20 / mo. <i>All deal research</i> | \$15-20 / account sign up <i>Banner ads, newsletter sponsorships, sponsored content</i> |
| Institutional | | Startup Campaign Marketing |
| Custom Price <i>Customized deal research</i> | | Custom Price <i>Banner ads, premium newsletter placement</i> |

THE TEAM

Passionate Finance Professionals On A Mission To Democratize Investing



Chris Lustrino
Founder & CEO

Recovering strategy consultant, Fintech blog founder, and LendIt 2018 Fintech Journalist Of The Year Finalist



Sean O'Reilly
Editorial Director

Former Editor and Podcast Host at The Motley Fool covering energy, industrials, technology and consumer

THE ADVISER

Founding Chairman of Napster And Chairman Of NetCapital

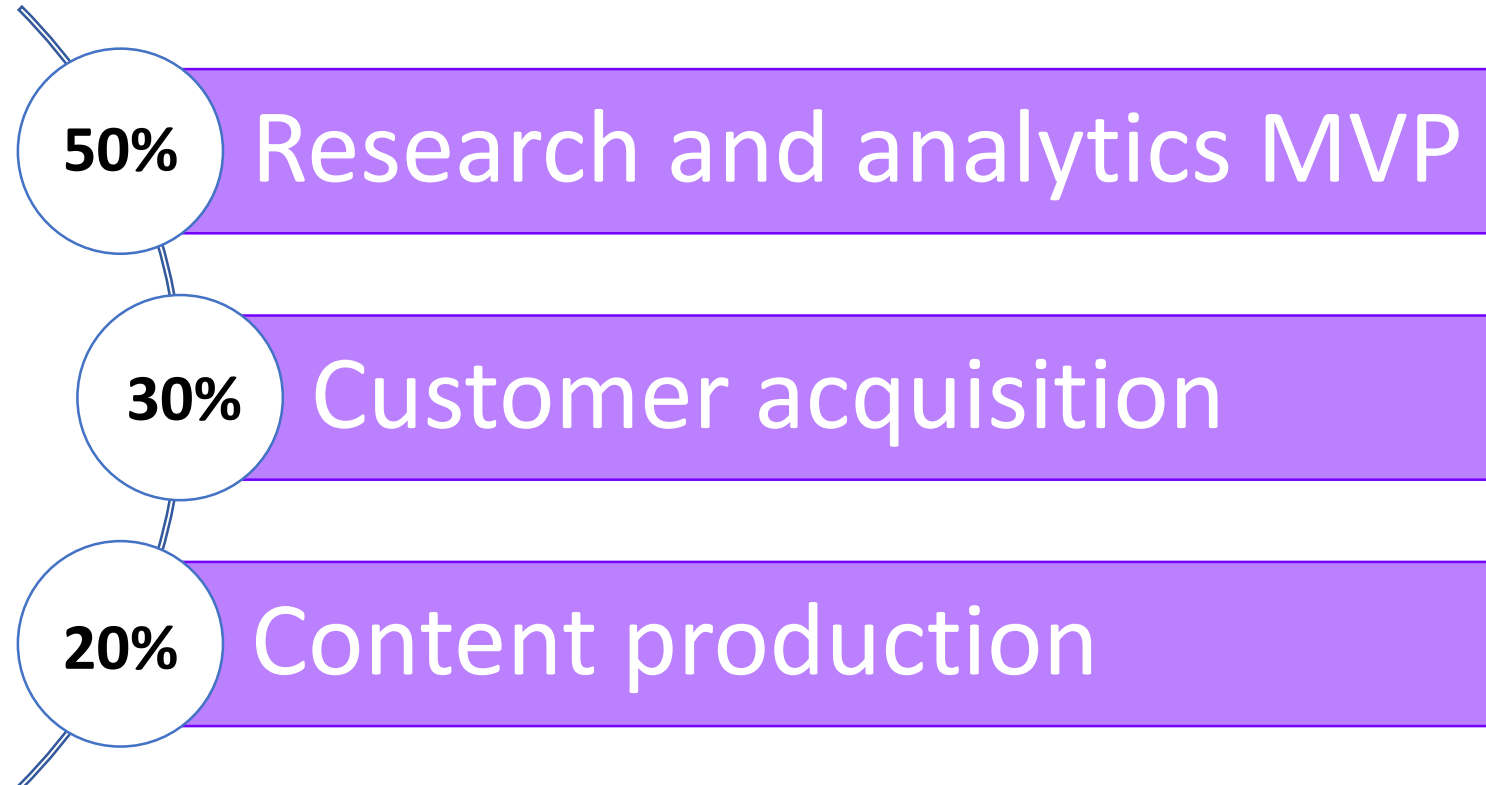


John Fanning
Adviser

Founding Chairman of Napster, early stage investors at Uber, and Chairman at NetCapital, passionate about building disruptive ecosystems

APPENDIX: USES OF CAPITAL

Utilize Friends And Family Pre-Seed \$107K Across Three Dimensions



6 Month Goals: Build a critical mass of users (*5-10K newsletter subscribers, 2-5% paying*) and MVP of tech to be tested and iterated on by our user base

APPENDIX: THE PRODUCT VISION ROADMAP

Utilize KingsCrowd Research And Analytics To Create The First Equity Crowdfunding “ETF”

