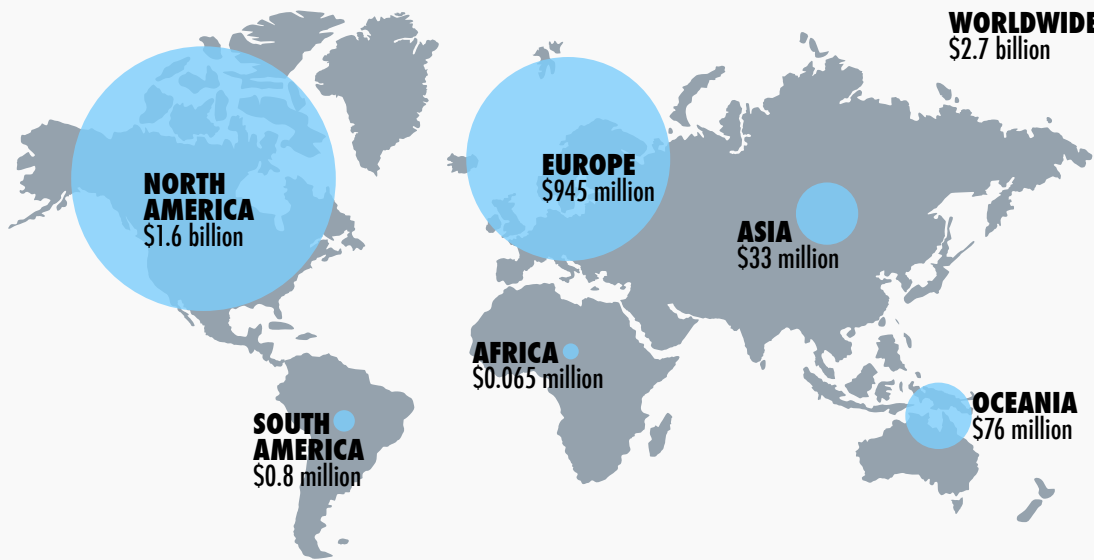




CrowdCapital

Connecting Canadian Investors with Canadian Entrepreneurs

## GLOBAL FUNDRAISING



81%

Global crowdfunding volumes grew 81% in 2012, up from 64% in 2011

30%

Equity-based crowdfunding grew 30% in 2012 to \$116 million

105%

Crowdfunding volumes in North America grew by 105% in 2012 to \$1.6bn

Source: Massolution, 2013

Total funds raised during 2012 in USD

Crowd Capital will operate with an equity model.



EQUITY

CAMPAIGN SIZE \$190K



LENDING

CAMPAIGN SIZE \$4.7K



REWARD

CAMPAIGN SIZE \$2.3K



DONATION

CAMPAIGN SIZE \$1.4K

## CROWDFUNDING MODELS

## PRIVATE EQUITY

TRADITIONAL

WHERE TO LOOK

THE CROWD



BOARDROOM  
INEFFICIENCY

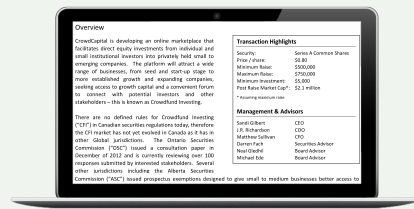


INDIVIDUAL  
ACCESS

ACCESS TO INFORMATION



DISORGANIZED  
CONTENT



CURATED  
CONTENT

THE AVERAGE INVESTMENT

BETWEEN  
\$25,000 - \$100,000

OFTEN LESS THAN  
\$5,000

## CROWDFUNDING IN CANADA

HAPPENING NOW

THE FUTURE?

- Registered dealers can use fundraising platforms today
- Technologies & compliance are key to providing efficiencies
- Robust platforms will be market leaders

- Commissions may create crowdfunding regulations
- New entrants will emerge
- Market leaders will adapt where appropriate

## RECENT FINANCINGS

