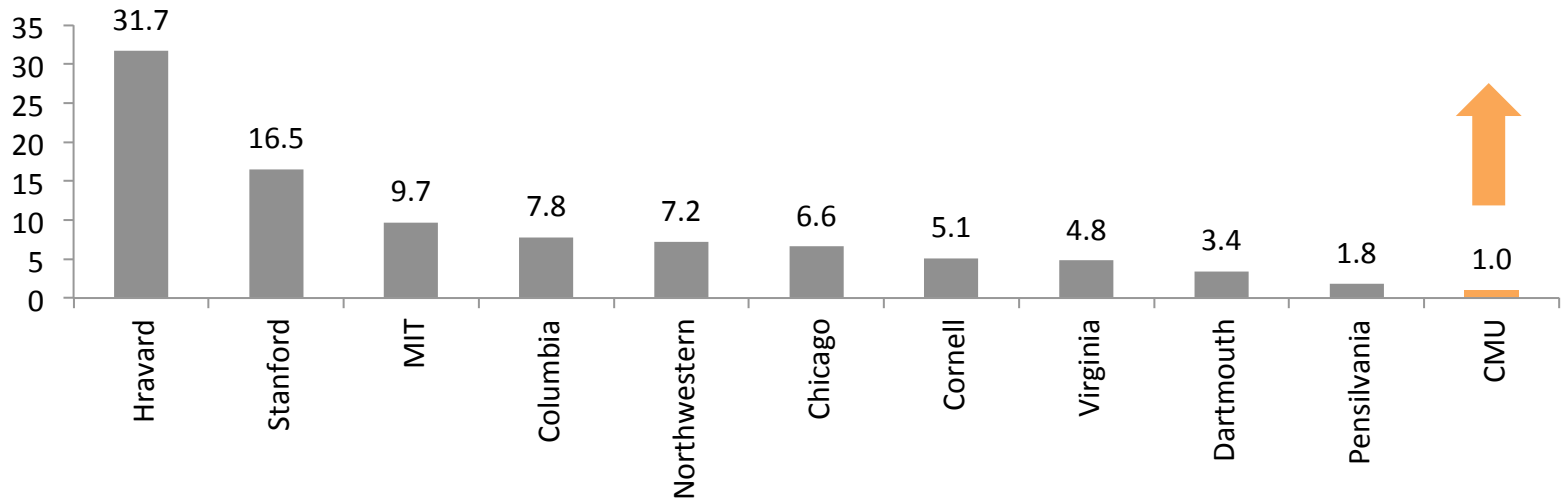


Crowdfunding for CMU

Only 17% of Tepper alumni give back to the school

Endowments of the top universities, \$B



- Tepper has one of the lowest rate of contribution among top business schools
- Low endowment means less funds available to the school for both current expenses and capital investments
- This situation has a direct impact on the school reputation and rankings
- Due to raising tuitions in a long term only top ranking school will be able to attract students

The crowdfunding platform is another way to engage alumni

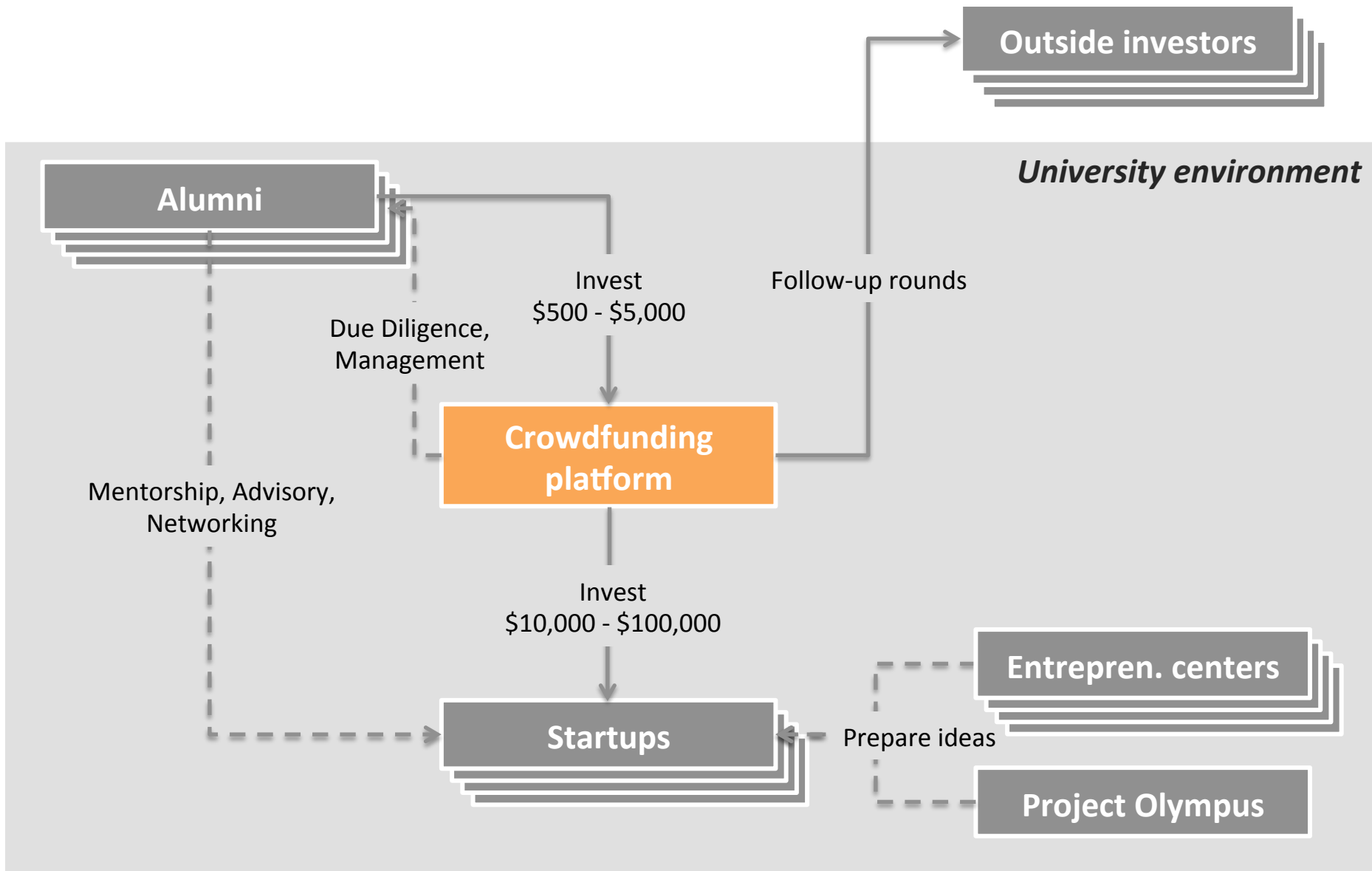
Crowdfunding platform is an online platform that allows:

- Alumni to jointly invest small funds in the university's spin-offs and startups and get a return on the investment
- Spin-offs and startups will be able to raise significant funds from number of alumni and connect with mentors and build network

The university will benefit from:

- Development of the entrepreneurial community and creation of new startups
- Alumni engagement

The crowdfunding platform will facilitate all activities



CMU will be the first university using this technology

- Small individual investment became possible only this year after the JOBS Act (Jumpstart Our Business Startup Act) that was signed in April 2012
- Today non-accredited investors, i.e. everyone, are able to participate in funding startups, unlike before when a person was supposed to have a certain level of earnings or assets to do that
- Thereby millions of people now can be angel investors and, on the other hand, bigger funds are available for entrepreneurs
- Carnegie Mellon University will be the first university to use this advantage to engage alumni

Competition

