



**CrowdWatch Market Data
User Guide
(April 2015)**

1. Introduction

In addition to our [CrowdWatch.co](https://www.crowdwatch.co) services, Crowdnetic now provides market-data access via CWMarketdata. Users can now download the same CrowdWatch information from thousands of active and no-longer-listed 506(c) offerings across a wide range of leading portals.

1.1 Registration and Subscription options

Registered users may sign up for a Monthly membership or a Pay-As-You-Go option. Monthly subscribers will have unlimited access to a rolling 45-day history. Users can also sign up for the Pay-As-You-Go option and purchase a one-time data set of active and closed listings for a specified date.

1.2 CWMarketdata File Format and Delivery Schedule

The market data file will be available in a Comma-delimited (.csv) format for all active and no-longer-listed offerings each day. The field names and descriptions are indicated in table below. The files will be posted daily (Monday to Sunday, including holidays) at 1 AM EST for the previous business day.

2. Market Data CSV File Field Information

Field Name	Description
CFIIN	Crowdnetic Issue Identification Number
Offering_Name	Company's Name
Offering_Description	Description of the business of the issuer and the anticipated business plan of the issuer
Portal_Name	Technology platform/funding portal created to showcase and facilitate these investments
Sector	Area of the economy in which businesses share common characteristics
Subsector	Subdivision of a given sector
Industry	Subdivision of a given subsector
City	City where the Company's headquarters or principal place of business is located
State	State where the Company's headquarters or principal place of business is located
Country	Country where the Company's headquarters or principal place of business is located
Offering_Website	Company's website address
Portal_Link	Intermediary's website link on the specific Company information
Security_Type	Type of security – e.g. Convertible Debt, Debt, Equity, Real Estate, Revenue Sharing/Royalties

Status	Active and Closed status available via market data service
Reported_Start_Date	Start date of the offering Reported by Company
Date_Added	Date the Company was added to CrowdWatch
Women_Led_Offering	Any offering that has one or more C-level or executive-level woman in management
Target_Raise	Total amount of the offering
Total_Invested_Raised	Total amount of committed capital
Min_Investment	Minimum Investment Amount
Max_Investment	Maximum Investment Amount
Pre_Issue_Market_Cap	Pre-Money Valuation
Post_Issue_Market_Cap	Post-Money Valuation
SM_URL1_Linkedin	Social Media - LinkedIn page
SM_URL2_Facebook	Social Media - Facebook
SM_URL3_Twitter	Social Media - Twitter
SM_URL4_GooglePlus	Social Media - GooglePlus
SM_URL5_Youtube	Social Media - Youtube
SM_URL6_Tumblr	Social Media - Tumblr
Legal_Status	Company's Legal Status – e.g. LLC, C-Corp, S-Corp, etc
Purpose	A short description of the stated purpose and intended use of the proceeds of the offering sought by the issuer with respect to the target offering amount
Conv_Debt_Discount	The discount to the future share price that a convertible security will convert into equity, acting as a bonus to the investor
Conv_Debt_Coupon_Rate	Total annual coupon payments divided by par value of bond
Conv_Debt_Coupon_Frequency	The frequency of coupon debt payments
Conv_Debt_Nominal_Value	The stated or face value of a security
Conv_Debt_Maturity_Date	The due date for the payment of the principal amount of a debt obligation
Conv_Debt_Conversion_Premium	Amount by which the price of the convertible issue exceeds the current market value
Conv_Debt_Conversion_Amount	Financial worth of the issue obtained by exchanging a convertible issue
Conv_Debt_conversion_Ratio	Number of shares received upon conversion in a convertible security
Debt_Coupon_Rate	Total annual coupon payments divided by par value of bond
Debt_Coupon_Frequency	The frequency of coupon debt payments

Debt_Nominal_Value	The stated or face value of a security
Debt_Maturity_Date	The due date for the payment of the principal amount of a debt obligation
Percent_Offered	The percentage of the Company's equity being offered
Issue_Price	Price per unit of security being offered
Issue_Size	Total amount of the offering (target amount)
Share_Type	Type of shares being offered (e.g. common or preferred)
Dividend_Rate	Estimated annual dividend as a percentage of total issues outstanding
Dividend_Frequency	Estimated frequency of dividend payments
Anti_Dilution_Protection	An adjustment in the conversion or option price of certain classes of stock, as a way to protect against various diluting events
Property_Type	This is the type of property to which investments are directed, and may include, though not be limited to, industrial, commercial or residential
Hold_Period	This is the anticipated amount of time that a property is held before exiting the investment
Strategy	This is the intended strategy to add value to an investment
Structure	This refers to the structure of the acquisition, such as debt, equity, loan-to-own, etc.
Projected_Cash_Return_Low	This is the lowest estimated return of an investment, represented as a multiple of the initial investment.
Projected_Cash_Return_High	This is the highest estimated return of an investment, represented as a multiple of the initial investment
Cents_Per_Sft	This is the amount of capital each square foot of a property costs, and is often used to compare similar units
Property_Title	This refers to, and provides evidence of, the legally-recognized rights of possession and ownership of property
Royalty	The percentage that beneficiaries of a revenue contract earn from the future use of an asset
Rev_Share	The percentage of future revenues that will be paid to investors
Percent_Applied_Gross_Rev	The investment percentage is applied to gross revenues in determining distributions to investors
Percent_Applied_Net_Prof	The investment percentage is applied to net profits after expenses in determining distributions to investors
Valuation_Cap	The maximum valuation at which a SAFE securities holder can convert interests into SAFE preferred stock
Discount_Rate	The discount to the price per share when converting SAFE securities into SAFE preferred shares relative to preferred stock

Fund_Manager	The asset manager responsible for investing on behalf of the fund
Fund_Type	The type of fund that is being offered, such as hedge or private equity fund
Total_Fund_Size	The target amount capital that the asset manager is trying to raise
Minimum_Commitments	The smallest amount that the asset manager is willing to allow for investment into the fund
General_Partner_Participation	The amount that the investment manager is investing in the fund
Investment_Period	The period of time that fund will be making investments.
Term	The anticipated life of the fund
Extensions	The amount of time that the manager may extend the fund's term
Co-investment_Opportunities	Whether the fund will allow for other investors to invest alongside the fund
Diversification_Limitations	The largest amount that the fund may invest in one investment or sector
Management_Fee	The investment manager's per annum charges to run the fund.
Preferred_Return	The minimum return that an investor must receive before the manager may charge carried interest (also a hurdle rate)
Reinvestment_Period	Period of time that long capital returns can be reinvested by the fund, increasing the remaining unfunded commitments
Carried_Interest	The amount of interest that a manager charges on gains, otherwise known as an incentive or performance fee
Long/Short_Ratio	The ratio of the long to the short positions held by a manager