



2017 Investment: Executive Summary



Executive summary

We are the UK's #1 crowdfunding platform.

We aim to be the most effective social *investment* platform in the world. Our purpose is to support the advancement and promotion of Social Enterprise.

We help thousands of businesses, charities, social enterprises and individuals raise the money need to make their idea happen in communities across the UK.

We've grown three times in value in the last three years, and we intend to do the same again.

By 2020 we aim to have driven c. £200m worth of funding through the platform, delivering profitability to the business with an EBITDA of 18%, which will create real value for our existing shareholders and new investors.

Welcome to Crowdfunder

Where ideas happen.

Start crowdfunding



Support p

Our journey

We are a rapidly growing FinTech organisation. Our platform is firmly anchored around a data driven, machine-learning code base.



85,000+ projects
listed on the site



14,000+
have funded
their ideas



avg. 200 projects
added a day



We have 600,000+ members in our
community. This is growing at 25,000+
per month.



We've raised over
£40m for projects



Unlocked £ Millions
more through partners



c. £2m per
month raised

Growth

We are already at break even and have grown by three times in the last three years - we intend to do the same again.

Projects

Since 2014 we've raised over £40m and have unlocked millions more for UK projects. We forecast we'll raise £20m more in the next 12 months and are on track to raise £200m by 2020.

Members

We have over 600,000 members - growing at a rate of 300,000 a year - and are on track to have 2m members by 2020.

Partners

We are working with a rapidly increasing number of private and public sector partners to distribute match funds to projects in their communities.

We've partnered with M&S, Santander, Virgin Media Business and 20 local authorities to support projects they care about.

By 2020 we believe we will have more than 100 partners, including 60+ local authorities.

Profit

Already at breakeven, we are driving towards strong, profitable growth.

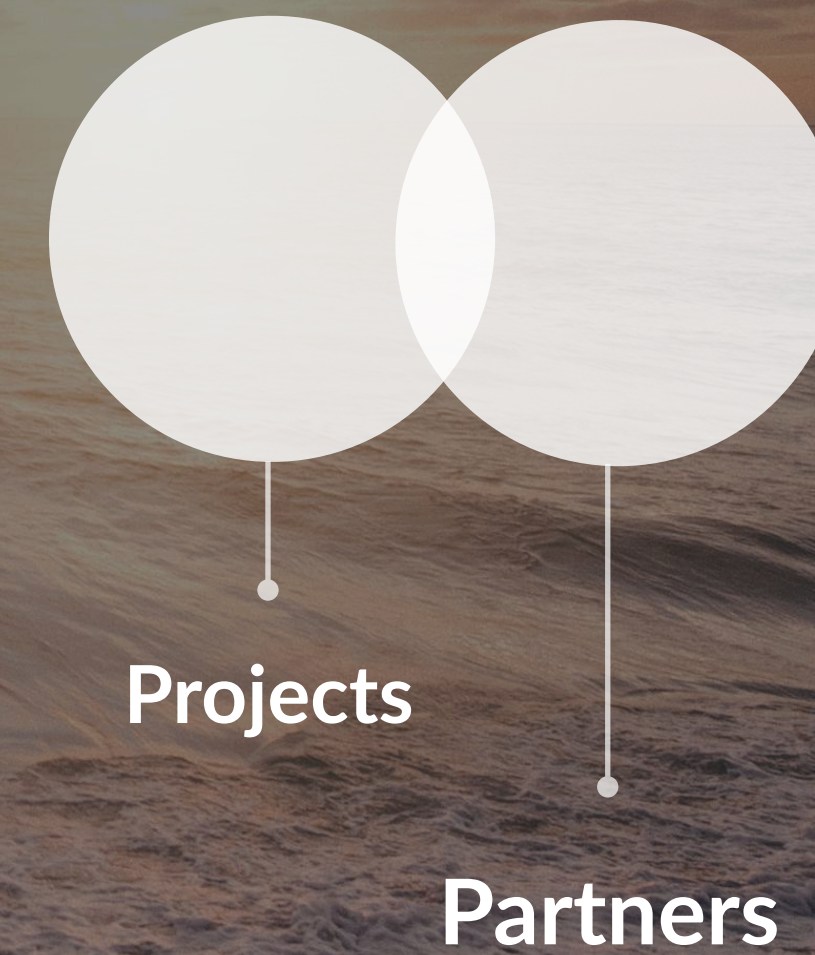


Business model

We have a proven business model, unique to our competitors.

We have two revenue streams - we take a fee from project raises upon success and we charge partners to distribute funds to projects they want to support.

Our model is highly automated and scalable, enabling us to drive rapid revenue growth.



The opportunity

Our purpose: to support social enterprise, with a focus on community, social impact and fund distribution, makes us unique in the crowdfunding market.

We've delivered strong growth but we've only scratched the surface of what we can achieve.

Our scalable, sustainable model is just starting to unlock value from the private and public sector.

We're seeing growth across our key metrics and we've identified a market that's ripe for change - the grant and CSR market is worth £5.6m alone.

We believe we are in a brilliant position to capitalise on these opportunities for our shareholders.



The Team



Rob Love
Chairman

Rob is the Chairman of Crowdfunder, he also heads business development and partnerships. With a track record for founding some of the most cutting edge and disruptive digital companies, Rob is a true digital thinker and social innovator.



Phil Geraghty
Managing Director

Phil is one of the UK's leading experts and speakers on community crowdfunding. He joined Crowdfunder from TouchLocal where he was co-founder and Product Director, overseeing the rolling out of the UK's largest network of business directories.



Simon Deverell
Creative Director

Simon is responsible for all creative, design and UX aspects of Crowdfunder, including leading campaigns, social media, multi-platform development and Crowdfunder's customer journeys. Simon's previous projects include Big Brother, UEFA, Chicken Out, Fish Fight and River Cottage.



Dawn Bebe
Communications Director

Dawn Bebe has responsibility for communications and business development . Previously, as well as being the Development Director for the launch of Grazia, Dawn was the MD of Hachette Emap Ltd where she published Red and Elle - as well as founding many online women's media brands.



Graeme Roy
Head of Business Performance



Deborah Edwards
Finance Director



Matt Giles
Director of Commercial Operations



Alex Hook
Non exec Director
Head of Investment
at Nesta



Darren Westlake
Non exec Director
Co-founder of
Crowdcube



Caroline Norbury
Non exec Director
CEO Creative England

In Summary

We are focussed and ambitious.
We want to build the world's most effective social *investment* platform.

We have a unique and proven business model, that's highly automated, scalable and able to drive rapid profitable growth.

We are experiencing rapid growth across our key metrics and we believe we can unlock significant further value distributing funds for the £5.6bn grants & CSR market.

The Ask

We are looking for up to £1.5m of investment which will enable us to deliver additional shareholder value by achieving three core objectives.

- 1 – Continued acquisition of projects, partners and supporters.
- 2 – An increased focus on driving repeat supporters.
- 3 – Continued automation of processes to simplify and expand fund distribution for partners.

By 2020 we aim to have driven c.£200m worth of funding through the platform, delivering profitability to the business with an EBITDA of 18% - which will create real value for our existing shareholders and new investors.

We are planning to do this by way of a private raise (on Crowdcube), anchored by one new strategic partner and backed by our existing shareholders, so that many of our new supporters can join our crowd...

A woman with curly hair, wearing a dark t-shirt with an American flag graphic, is pointing her right index finger upwards while speaking. She is standing next to an older woman with long dark hair, who is wearing a dark jacket and looking towards the speaker with a slight smile. In the foreground, the back of a person's head with blonde curly hair is visible, looking towards the two women. The background shows a cafe or kitchen setting with shelves of jars and a person working behind a counter.

Thank you

For more information contact invest@crowdfunder.co.uk

