Venture Capital: Crowdsourced
A Little History...

... in the past

Pension Reform Act 1978 / Prudent Man Rule
Birth of Modern VC: ‘77- $39M, ‘78-$570M

... and today

The JOBS Act
New Equity Crowdfunding Capital Markets
Crowdfunding Industry To Surpass VC in 2016

*Massolution Industry Report 2015 industry estimate. $100B+ in 2020 by World Bank
JOBS Act: Access to Capital

Title II
- Public Deals (Accredited)

Title III
- Anyone Can Invest

Title IV
- Mini IPO
Capital Markets Move Online

$30 Billion Venture Capital
$20 Billion Angel Capital
$1.2 Trillion Private Placements
The $300 Billion Question

What happens when investing in entrepreneurs moves online and becomes accessible for anyone to invest as little as $1,000 alongside, or instead of, VCs?
The Future of Venture Capital

VCs leaving Seed & Series A
Angels and MicroVCs taking lead

People are the new LPs
New laws + tech: everyone can participate

Platforms are the new class of VCs
Sourcing, syndication, diversification
Crowdfunder: The Scalable VC

30,000 deals submitted online

11,000+ “LPs” accredited individual & institutional investors

We accumulate data & users, earn SaaS revenues, and are building a massively diversified portfolio through our investment platform + fund.
Beyond The Platform

- Scalable Platform (Deal Flow)
- Network of Users & Data (LPs, VC insights)
- Portfolio of Carry & Investments (VC Fund)
Why Fundraise Online?

Raising money online extends your fundraising efforts and exponentially amplifies your investor network.
Example: Neil Young’s PonoMusic

Neil Young wanted to give his fans and music lovers the unique opportunity to become co-owners of PonoMusic.

Crowdfunder transformed Pono’s financing from a capital raise into a powerful brand experience and loyalty program that reached millions.

The result was $10,200,000 committed online via Crowdfunder in 2 weeks.
Success Stories

$2,000,000 Raised

“The online fundraising model gives you a much larger reach with more automated tools. It’s much more efficient, so the ROI is significantly greater.”

$225,000 Raised

“We used Crowdfunder to raise money quickly. All entrepreneurs should be leveraging crowdfunding in their fundraising efforts.”
Recent Deals

**Digitzs**
$920K in direct follow-on from angels

**Yao Family Wines**
Syndicate alongside Yao Ming

**PingTank**
$450K including Mark Pincus as Strategic Investor

**Singularity University**
36 new limited partners into Fund from our network
Growth

Platform

✓ $120M invested into deals on platform (direct & indirect)
✓ 11,000 individual & institutional investors
✓ 30,000 companies, scalable SaaS revenues

Portfolio Program

✓ Equity in 37 deals in first 2 quarters, 50 by end of 2015
✓ Equity earned in form of Warrants or Carry in VC-led deals

Venture Fund (2016)

• Allows large institutions exposure to seed & early venture
• Non-accredited investors participate (without JOBS Act)
Contact

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