First a bit of background.
Four years ago we helped update securities laws.

- **2011**: President Obama signs the JOBS Act into law
- **2012**: Entrepreneur Access to Capital Act (HR 2930)
- **2013**: Online fundraising legalized
- **2014**: Advertising fundraises legalized
- **2015**: Investing opened to non-accredited, First to open to all investors via Title IV of JOBS Act

- Works with SEC, FINRA, White House & Treasury Dep’t
Then we moved fundraising online.

Highly vetted: have accepted 1% of applicants historically.

Independent due diligence including business, financial, legal and confirmatory.

SeedInvest started its own Broker-Dealer a year and a half ago.

Investor base of 135,000 investors, including 20,000 accredited investors, family offices and venture funds.

Streamlined process makes investing in startups and SMBs as easy as buying stock.
Equity crowdfunding makes fundraising more efficient.

“SeedInvest raised me over $700k quickly, enabling me to spend less time fundraising and more time running my business.”

Brian Shimmerlik
CEO, Vengo • RAISED $2,000,000

Vengo
A point-of-purchase digital media kiosk.
SeedInvest by the numbers.

- **135,000** Total Investors
- **$50+ million** Investment Volume
- **2,000** Investments/Month
- **7,500** Companies Screened
- **~1%** Acceptance Rate
- **75+** Companies Funded
The JOBS Act is a big deal for startups and SMBs.

“The New York Times

Small Investors Gain Access to Equity Crowdfunding

By STACY COWLEY

Entrepreneurs raising money through crowdfunding campaigns and those seeking less than $500,000 will not be required to have their statements audited. The equity shares they buy will be risky, illiquid investments. Investors will generally be required to certify they are “accredited investors.” More than 30 states have adopted their own crowdfunding rules to let local businesses raise funds.”

“Private companies can now raise capital from everyone, not just accredited investors.”
Startups and SMBs can turn customers into investors.
Similar crowdfunding has already taken off overseas.

Crowdcube Statistics in the UK

- $220 million Raised
- 420 Companies Funded
- 300,000 Investors
- $2,300 Avg. Investment
Virtuix
An early case study

$7,900,000
Raised

1,800
Investors

$500,000
Largest Investment
The long-term potential is massive.

Immediately Addressable FinTech Market Opportunity

- Payments: $30 Billion
- Small Business Loans: $186 Billion
- Student Loans: $211 Billion
- Personal Lending: $258 Billion
- Wealth Management: $400 Billion
- Crowdfunding: $1.2 Trillion

Source: Goldman Sachs Investment Research.
A brand new way to access capital.

“I think this is the kind of thing that could be the future of how startups get funded.”

- Jim Cramer, Mad Money