

# CROWDFUNDING

GROWTH CATALYST

2021

# DISSECT - CROWDFUNDING

SOLUTION OFFERED	RISK + GIFTED FOUNDERS MOST OFTEN DON'T HAVE RESOURCES
WHAT LOOKS SUCCESS PROPOSITION TO FUNDERS	1.TEAM BRILIANCE AND DEDICATION / PASSION (60%) 2.PRODUCT FIT (40%) -MARKET NEED / CLARITY OF PRODUCT (STRATEGY) POSITIONING -CLARITY OF PATH TO MONETISATION
GOVERNMENTS ACTIVELY TO RECOGNISE / SECTOR CONTRIBUTION	UK CASE STUDY 2012 –SEIS & EIS TAX INCENTIVES TO RESIDENT ANGELS -IT WORKS (> 1 GBP BILLION PER YEAR INVESTED) -MORE COUNTRIES TO ADOPT
RESULT	-SEED / GROWTH FUNDING SUCCESS – PRIME NEXT SERIES A LEVEL (INSTITUTIONAL) -VALUE ADD THROUGH MENTORING AID BY SUCCESSFUL ANGEL INVESTORS (albeit dilution)
CASE STUDY -LANDBAY	
START UP 2013	3-4 MANAGERS – LITTLE CASH – ONE IDEA (MORTGAGE GENERATION P2P LENDING)
	NO MORTGAGES – NO SYSTEMS-NO REVENUE GOOD IDEA (TREND P2P) – STRONG MANAGERS WITH A VISION (OLD MARKET PRACTICES) SEEDERS VALUATION < £ 500 k – EIS 2014 VALUATION c. £ 4 ML CURRENT c £700 ML MORTGAGES . 2021-22 ASPIRATION VALUATION TO EXCEED £200 ML +
2019 –READY TO ADAPT	MODEL CHANGE – MAINSTREAM MORTGAGE ORIGINATOR ENDING P2P