



Equity Crowdfunding Canvas



Key Partnerships

Depending on the market, regulations and strategy, these are the key Partner avenues:

Investor Networks

Having the 'right' investors is key to ensuring that companies see an advantage to using a platform

Incubators/ Accelerators

These are used to help source exciting cos.

Legal & Regulatory

Many platforms need to create bespoke legal/compliance documents, require ongoing assistance

Key Resources

Brand, Relationships

- Becoming a trusted brand for both companies and investors is key
- Ongoing relationships on both sides helps to drive referrals and new business

Key Activities

- Creating a base of investors and dealflow pipeline of new companies
- Develop technology to automate all legal/regulatory processes
- Marketing campaigns, building buzz in press

Value Proposition

Raise equity funds from a distributed group of prof. & retail investors through an automated platform

- Compliance, regulatory and legal guidance
- Tap into new investor networks, aggregate current networks
- Ongoing IR and compliance



Customer Relationships

Account Managers, Social Media

- Most cos. have a dedicated Account Manager for their companies
- Social media is used to engage with community

Channels

Digital & Physical

- To find great companies, a physical presence is required in markets
- Digital channels are used to market campaigns, reach new customers

Customer Segments

Companies / Investors

- **Companies** - most successful platforms find 'hot' deals that you can't find elsewhere and are marketable to the public. ie Fintech startups
- **/ Investors**- if investors do not have to be accredited, 'Armchair' retail investors are a prime segment of these platforms
- **/ Investors** - accredited/ institutional investors help build brand and gravitas

Cost Structure

Regulatory, Compliance, Legal - equity crowdfunding firms must continuously manage these avenues with regulators

Technology Platform - ongoing feature development

Sales & Marketing - cont. finding companies and investors

Revenue Streams

%Commission of Funds Raised: each time an equity fundraising campaign is successful, platforms take ~7-10% of funds (including payment processing fees)

Bundled Services: Many platforms offer additional, bespoke services to companies at an additional fee or %