

# THE CROWDFUNDING LANDSCAPE

Overview

OCM X



Optimize  
Capital Markets

Where Money Meets Ideas.

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# Who We Are

OCM X

Optimize  
Capital Markets

## Investment Banking With An Online Institutional Marketplace (The OCMX)

**Optimize Capital Markets™** is leading the next generation of Investment Banking Firms through its Institutional Corporate Finance Team coupled with its Institutional Marketplace.

We focus on both public and private entities that need growth capital to maximize their business activities. We have been able to differentiate ourselves dramatically from the typical bank by providing our corporate clients traditional corporate finance services along with access to **Our Online Institutional Marketplace.**

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# Retail Crowdfunding

**KICKSTARTER**

**INDIEGOGO.**

**Vs.**

# Institutional Crowdfunding

Size of Investment

Size of Financing

Type of Investor

Equity vs. Rewards

**OCM X**

# The OCMX Marketplace

## POTENTIAL INVESTORS

### 1 Institutional Investors

- Fund Managers
- Private Equity
- Pensions
- Venture Capital
- Hedge Funds
- Banks
- Lending Institutions
- Government Agencies
- Insurance Companies

### 2 Financial Advisor Community

- Independent Financial Advisors
- Investment Counsellors
- Optimize Portfolio Managers

### 3 Accredited Investors

- Successful Entrepreneurs
- Family Offices

Online  
Institutional  
Marketplace

## TYPES OF COMPANIES

- 1 Technology
- 2 Life Sciences
- 3 Clean Tech
- 4 Infrastructure & Real Estate
- 5 Energy & Resources
- 6 Consumer Products

# Participating Issuers

## Types of Participating Companies



# Integrity & Reputation Are Key

## Initial Screening of Potential Companies



**Less than 10% of Prospective Issuers  
Get Approved for our Marketplace**

### Background Diligence

- Business Background
- Management Team
- Market Size

### Detailed Financials

- Market Research
- Competitive Analysis
- Comparative Advantage

### Final Decision

- Our Investment Committee  
Makes the Final decision

# Innovative Financing Solutions

## Equity Options

- ✓ Equity related Offerings
- ✓ Private Placements
- ✓ Preferred Shares

## Fixed Income Options

- ✓ Debt Recapitalization
- ✓ Straight & Convertible Debt
- ✓ Securing Bank & Project Financing
- ✓ High Yield Debt

## Project Financings

- ✓ Real Estate Deals
- ✓ CAPEX Financing
- ✓ Energy and Resource Developments



# Crowdfunding Process

## A DISCIPLINED PROCESS



# Best Practices

- Prep Work Upfront
- Know Your Audience
- Get Agreement from Stakeholders Upfront
- Focus on Opportunity NOT on Financing Vehicle
- Clean & Simple Corporate Structure
- Leverage Investor Feedback
- Be Open to All Offers



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