

Session 4: Risks & Challenges / Best Practices



NCFA Equity Crowdfunding Bootcamp
Toronto, July 28, 2015

Best Practices. Or what NOT to do

1. Consumer appetite / competition
2. Build your crowd in advance
3. Leverage social and traditional media
4. External professionals
5. Be due diligence ready
6. Secure initial investments



Best Practices. Or what NOT to do

1. Know your consumer
appetite and the
competition for your
market



Best Practices. Or what NOT to do

2. Build your crowd in advance



Best Practices. Or what NOT to do

3. Use social and traditional media to create a marketing advantage



Best Practices. Or what NOT to do

4. Get an external team of professionals including identifying mentors and board member targets



Best Practices. Or what NOT to do

5. Be due diligence ready
(and what does that
really mean)



Best Practices. Or what NOT to do

6. Secure initial investments so that the crowd may follow on



Q & A

SVX: Carlos Pinto Lobo

OurCrowd: David Shore

