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## What does it take for Equity CrowdFunding to succeed in Canada?

Experience from 5000 pitches per year  
for the last 9 years across 10 countries  
... and 5 lessons you can learn from our  
mistakes.



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We super-curate the 100 deals  
we see each day

We sack 20 angels a month who are  
rude or overbearing or stoopid.



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But Super Awesome news guys

As a platform, making money from  
Crowdfunding is easy, eh?

Just give both sides what they ask for  
and take your cut.

Right?



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We researched the market for 7 months and guess what?

2 fundamental assumptions killed us  
and our fancy spreadsheet forecasts.



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How hard can it be, eh?

Business owners just want money

Angels just want to make money



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So, “knowing” this,  
here is the first of our FIVE hard  
earned lessons.



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1. Understand the distinction between investors and angels.

Americanization





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2. What angels are REALLY looking for and why we invest thousands training them.

If an angel says they are just in it to make money ... Watch as they lose most of their cash ... and why they deserve to.



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3. What business owners REALLY need ... and why if they don't get this, they will probably fail.

Rumsfeld moment

Smart capital beats dumb capital ....

EVERYTIME



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Mentoring  
Business experience  
Contacts  
  
Then \$



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**Anchor**Investor

*Providing great stability and strength*



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4. “Can I see your 3 year forecast balance sheet, please”

6 things 300 angels per day look at  
and more importantly that one thing  
they don't look at!



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## 5. What's THE most important asset a business owner actually needs

What does this mean for platform  
only equity deals?



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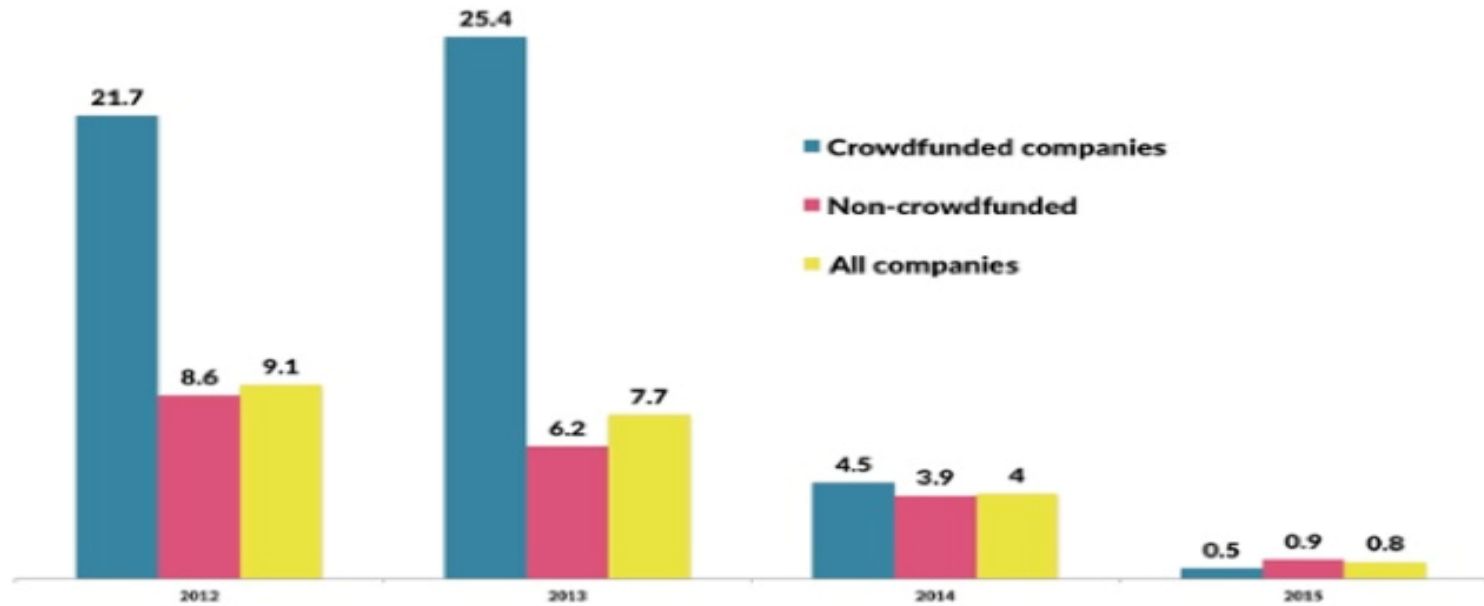
So, why are we sponsored by 4  
Governments and talking to another  
18?

Just white label a platform, tweet it and  
your clients ceaselessly, just throw any  
deal on there and talk about  
democratisation a lot. WCPGW?



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FAILURE RATE OF COMPANIES BY INVESTOR TYPE AT SEED STAGE (%)



Beauhurst





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Canada faces a choice at this  
pivotal time?

#easymoney now for all and 80% fallout

later

OR

Jobs and taxes for tomorrow.



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94%



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BOTH sides need training

Incubators and Accelerators need to  
appreciate this

Your reputation is only as good as  
your sustainable successes.



It's your call.

As entrepreneurs live and die daily based on their decisions, The Canadian Funding Industry now must decide which path to take.



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Building a sustainable ecosystem  
takes is not a quick win.

But creates long-term jobs and taxes  
and an ecosystem which trust  
crowdfunding.