



Crowdfunding, Alternative Funding and
Fintech Markets | Get Funded!

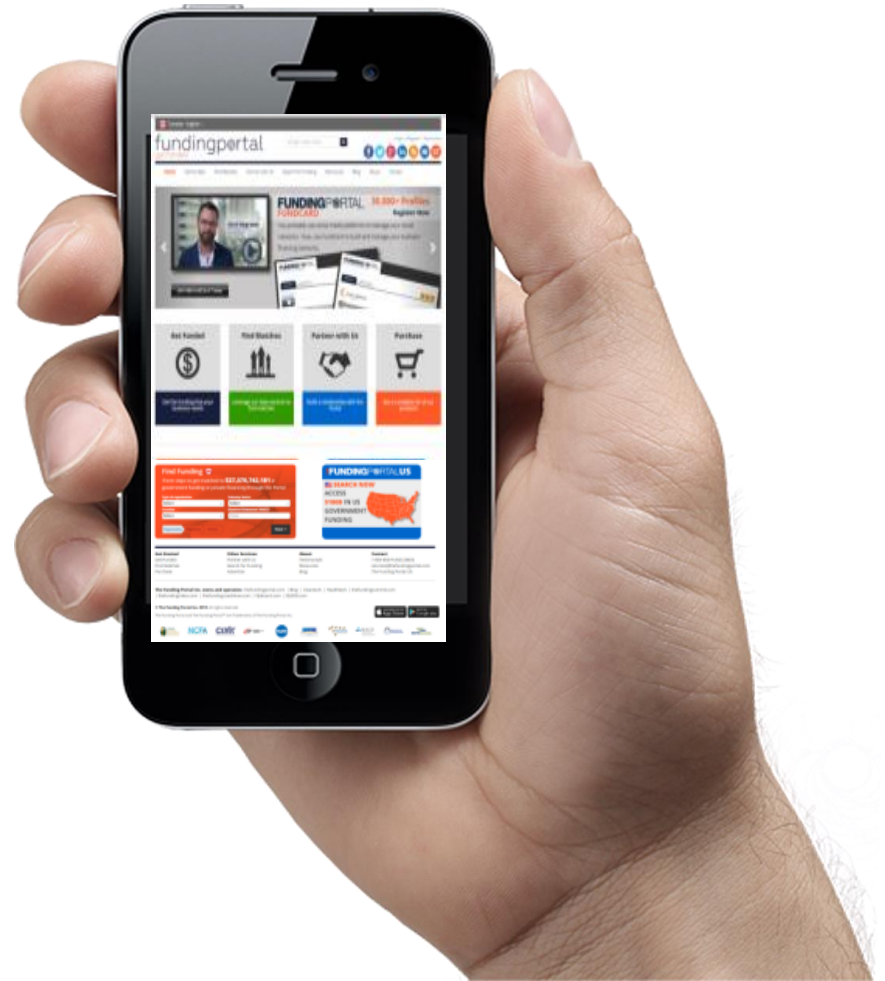
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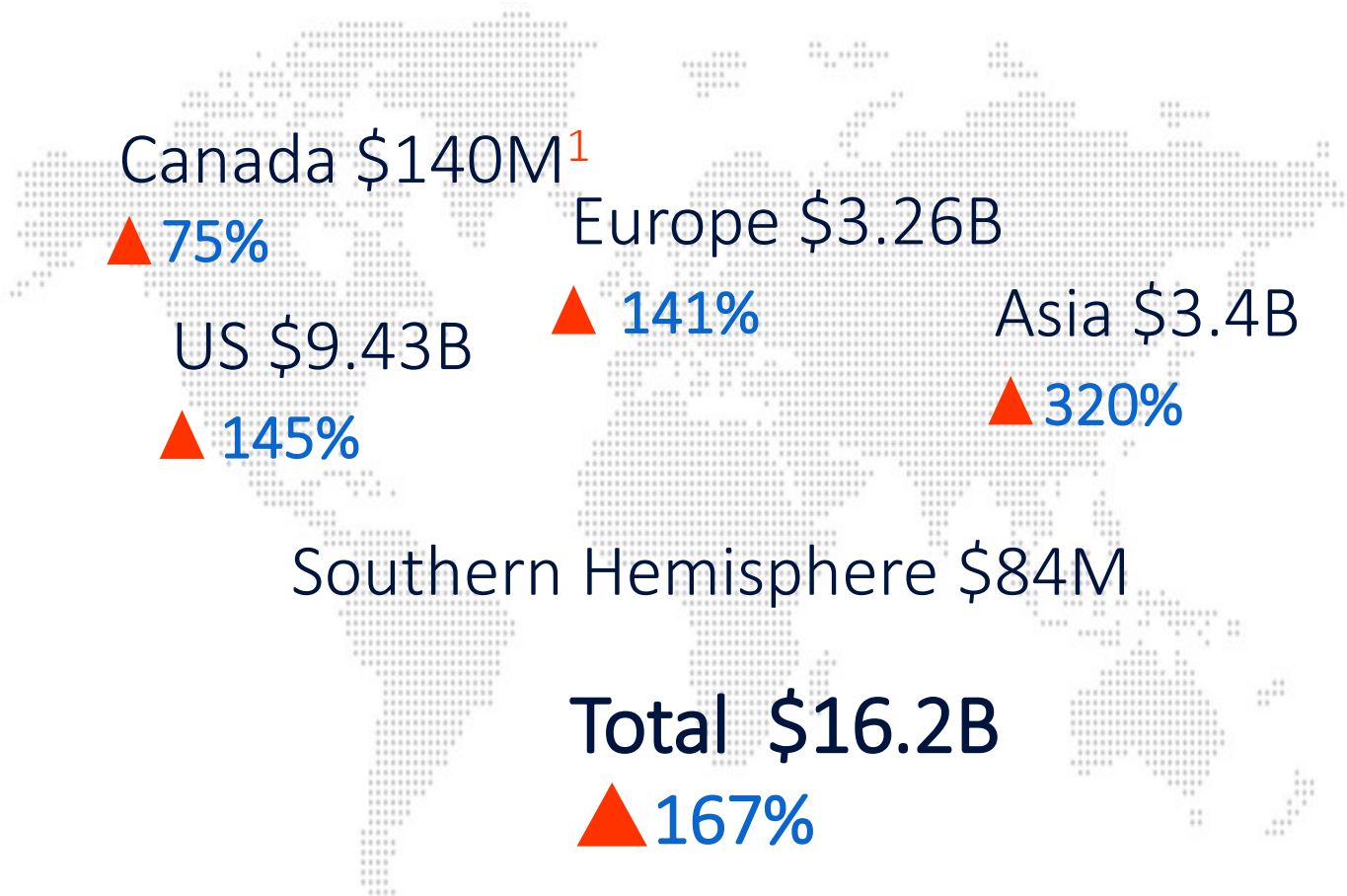
1. Crowdfunding Markets

2. Fintech Platforms +
Alternative Funding

3. Get Funded!



Sizing the Crowdfunding Market |



Types

- 1. Debt | 68%
 - 2. Rewards | 20%
 - 3. Equity | 7%
 - 4. Hybrid | 3%
 - 5. Royalty | 2%
- 100%

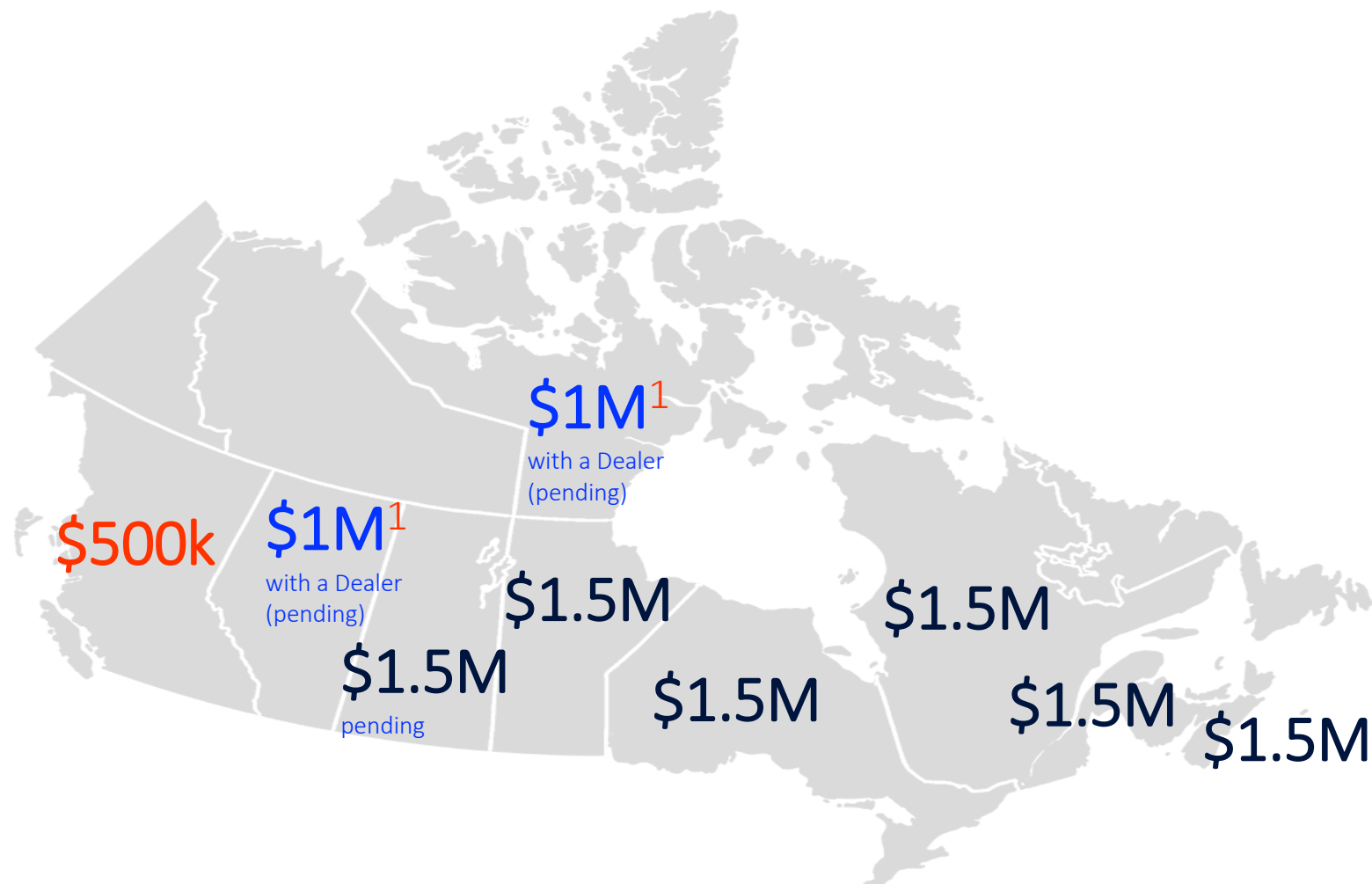
Source: Massolution 2015

1. All data is for 2014 and reflects year-over-year growth.

2. Canada | \$280M in 2015 | 100% growth over 2014.

3. Projected global market size is \$34.4B for 2015 growing 100% over 2014 and projected to be \$90B by 2020.

Crowdfunding Caps in Canada |



1. Well-established Exempt Market and Offering Memoranda (OM) regimes also enable micro and small cap markets.
2. Some provinces are layering on crowdfunding or startup exemptions, or both.

Crowdfunding SWOT Analysis |

STRENGTHS

- **Companies** gain access to new investor markets
- **Investors** gain access to private company inventory during their highest growth stage

OPPORTUNITIES

- **Portals** gain beta testing opportunities for extension to small + mid-cap markets
- **Issuers** become practiced within equity markets

WEAKNESSES

- **Dealers** and portals can't make money in micro-cap markets
- **Regulators** are creating a de-harmonized environment

THREATS

- **Industry** objective of more efficient CDN micro-cap markets undermined by sundry models
- **Non-accredited investors + junior issuers** + volumes = perfect storm

Fintech platforms + Alternative Funding |

**\$20B invested in the fintech sector internationally in 2015—
100% increase over 2014** [KPMG]

Size in Canada |

- 6th highest adoption rate globally [E&Y]
- 525,000 workers
- 118 CDN crowdfunding platforms

Established Providers |

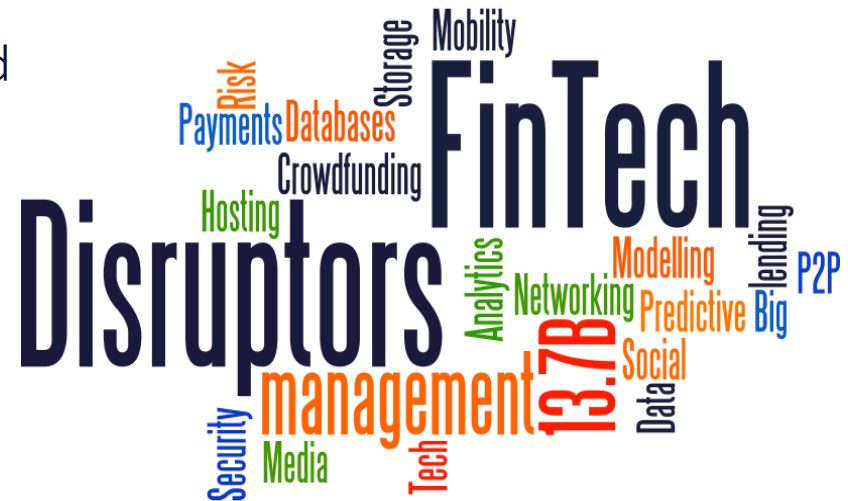
- Shopify, Verafin, Fundingportal, Lightspeed

New Debt Entrants |

- Grow, LendingArch, Wealthsimple, Lendified, InvestNextDoor

Awareness |

- 57% of Canadians unaware



Get Funded! |

Use the new free online interactive tools to find funding for your company

- Use **Funding Search** to find the best SOURCES of funding for your company
- Use **Funding IQ** to find out how MUCH your company can get



Funding Search |



- Like Expedia, but for funding
- One window gateway into the full asset class of funding portals: debt equity, incentives
- On 19 industry sites: MaRS, DMZ, CME, Fundingportal
- 15,000 funding sources – 9,500 government + 5,500 private sector sources.

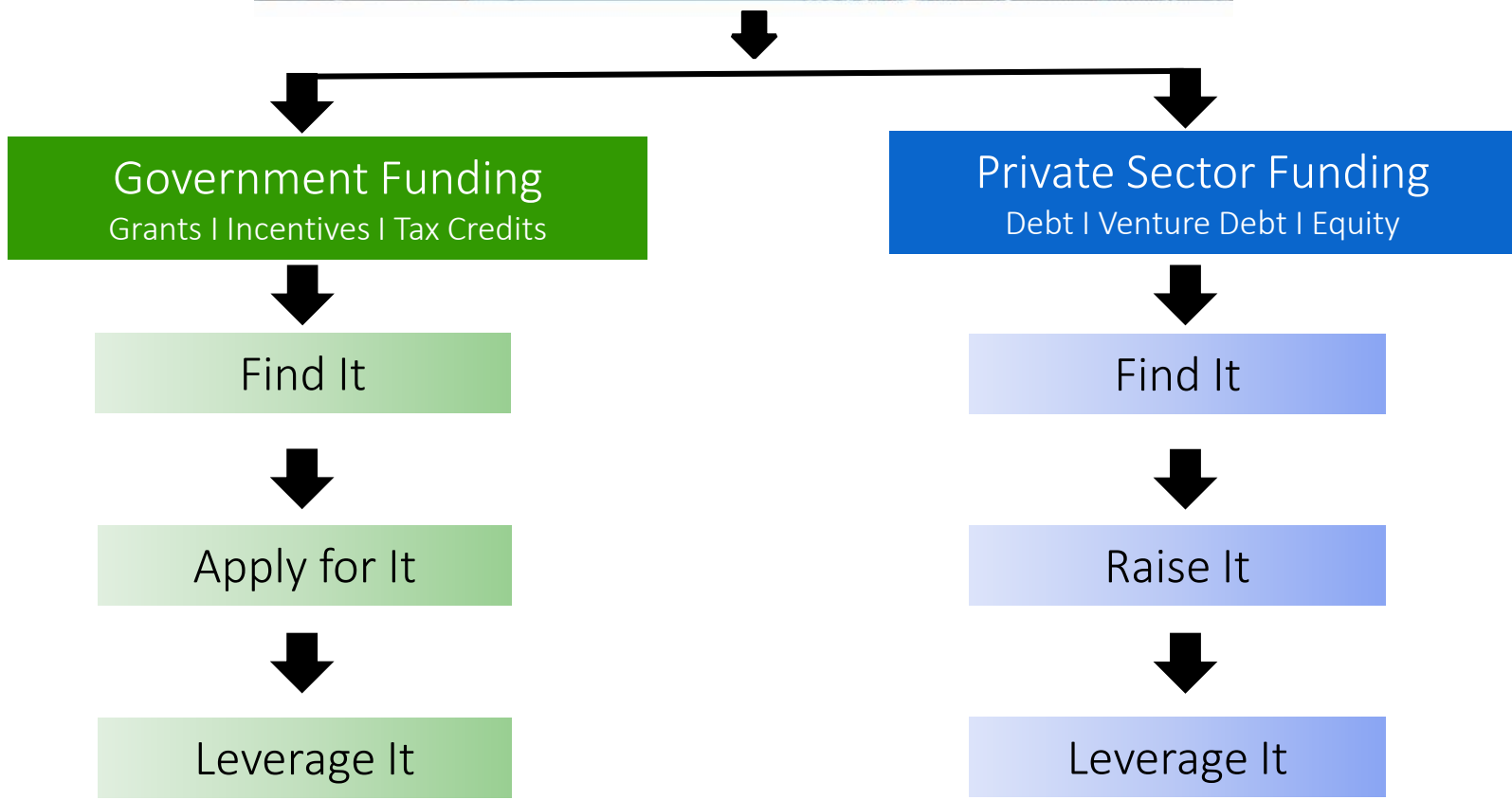
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- **Green Track | Government Funding** | \$14.4B invested by governments in Canada in 2014
- **Blue Track | Private Sector Funding** | \$2.36B invested by Angel, VC and Crowdfunding markets in Canada in 2014



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Follow the **Green Track** or **Blue Track** to funding! |



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1.855.850.fund (3863)

Teri Kirk, CEO
tkirk@fundingportal.com



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