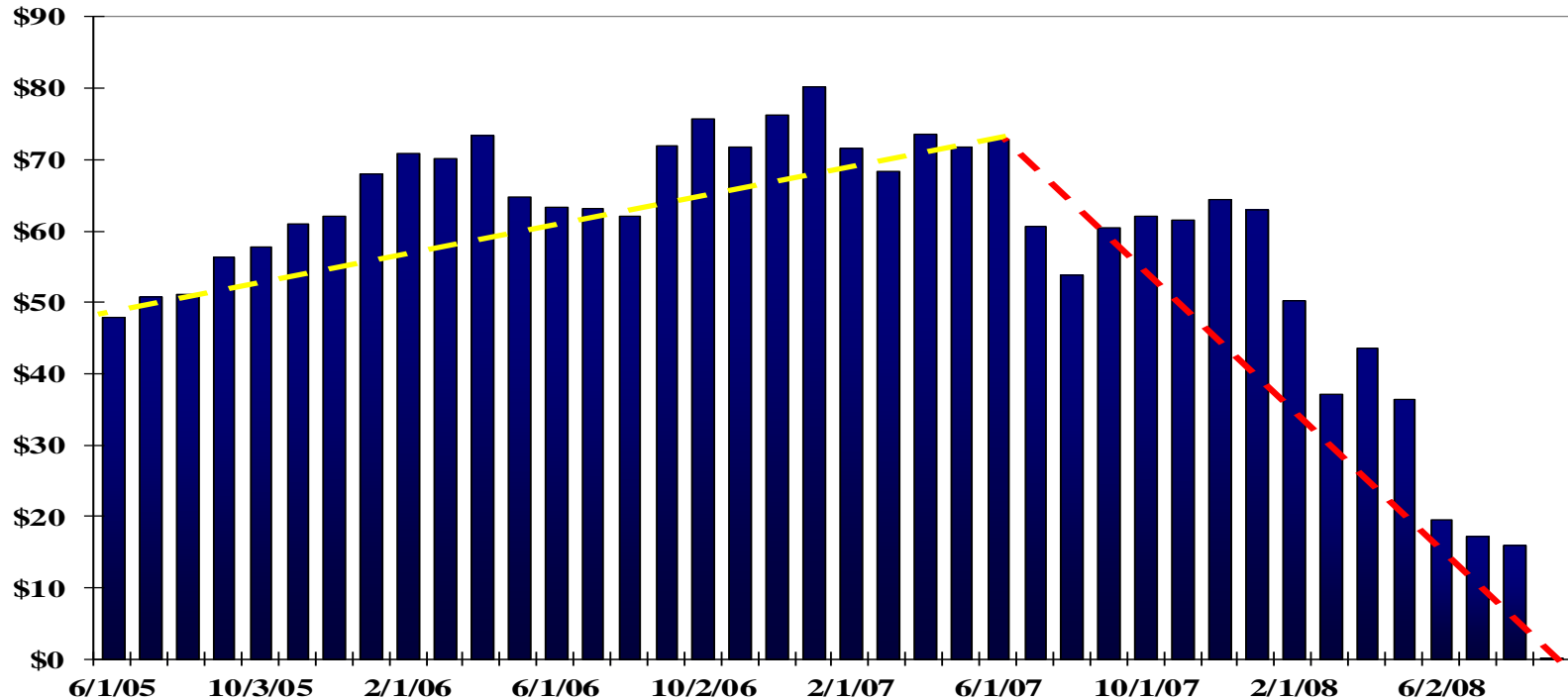




REINVENTING OUR COMMUNITIES PRESENTATION | SEPTEMBER 22, 2016

# First a bit of background.



**Ryan Feit**  
CEO & CO-FOUNDER  
[www.seedinvest.com](http://www.seedinvest.com)

LEHMAN BROTHERS



WELLSPRING CAPITAL  
MANAGEMENT LLC



**Wharton**  
UNIVERSITY of PENNSYLVANIA

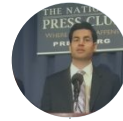
# Four years ago we helped update securities laws.



Entrepreneur  
Access to Capital  
Act  
(HR 2930)



Online fundraising  
legalized



Works with SEC,  
FINRA White  
House & Treasury  
Dep't



Investing opened-to  
non-accredited

2011

2012

2013

2014

2015



President Obama  
signs the JOBS  
Act into law



Advertising  
fundraises legalized



First to open to all  
investors via Title  
IV of JOBS Act

# Then we moved fundraising online.

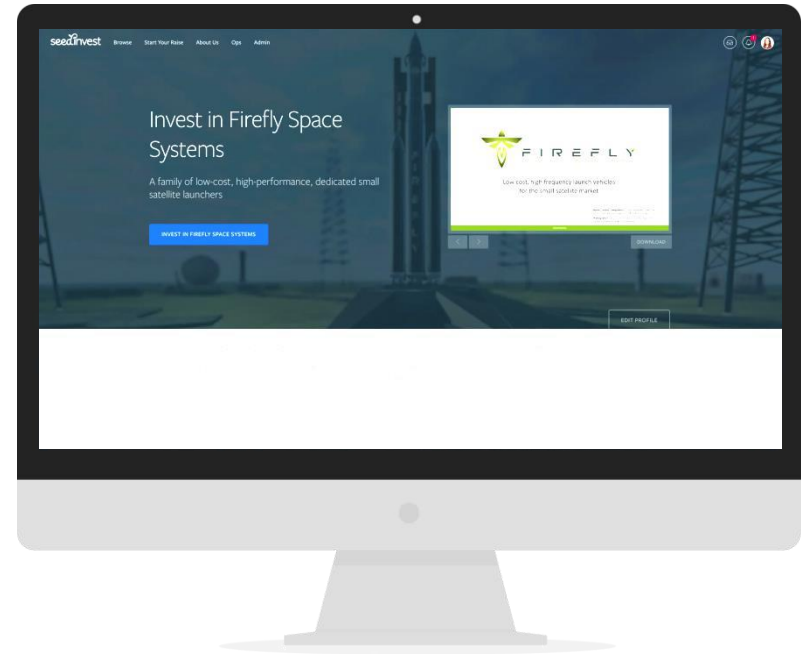
Highly vetted: have accepted 1% of applicants historically.

Independent due diligence including business, financial, legal and confirmatory.

SeedInvest started its own Broker-Dealer a year and a half ago.

Investor base of 135,000 investors, including 20,000 accredited investors, family offices and venture funds.

Streamlined process makes investing in startups and SMBs as easy as buying stock.

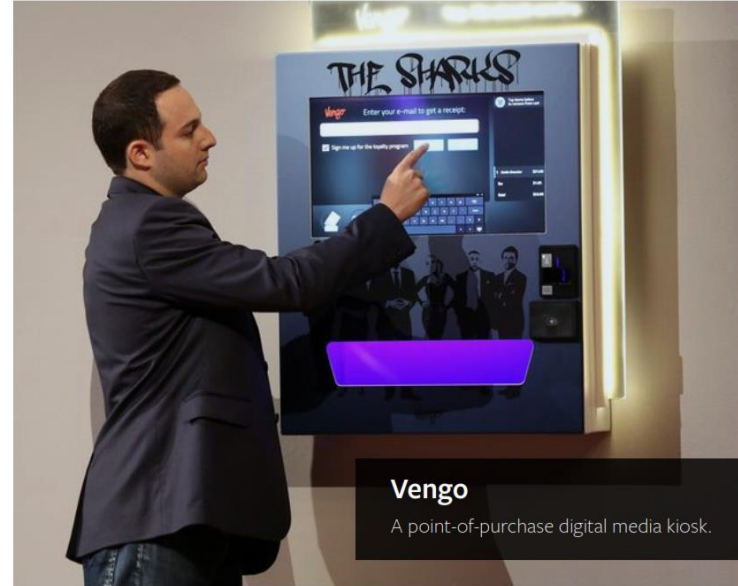


# Equity crowdfunding makes fundraising more efficient.

“SeedInvest raised me over \$700k quickly, enabling me to spend less time fundraising and more time running my business.”

**Brian Shimmerlik**

CEO, VENGO · RAISED \$2,000,000



## SeedInvest by the numbers.

135,000

Total Investors

\$50+ million

Investment Volume

2,000

Investments/Month

7,500

Companies Screened

~1%

Acceptance Rate

75+

Companies Funded

# The JOBS Act is a big deal for startups and SMBs.

## The New York Times



Two founders of SeedInvest, Ryan Feit, center, the chief, and James Han, right, at the company's shared workspace in Manhattan.

### *Small Investors Gain Access to Equity Crowdfunding*

By STACY COWLEY

Entrepreneurs raising money through crowdfunding campaigns.

issuers and those seeking less than \$500,000 will not be required to have the statements audited —

The equity shares they buy will be risky, illiquid investments. Investors will generally be required

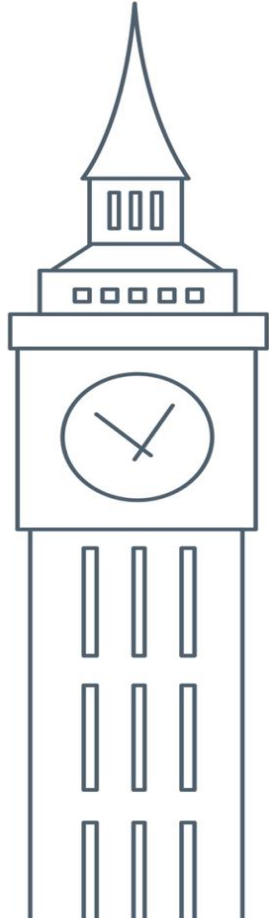
ings. More than 25 states have adopted their own crowdfunding rules to let local businesses raise

“Private companies can now raise capital from everyone, not just accredited investors.”

Startups and SMBs can turn customers into investors.



Similar crowdfunding has already taken off overseas.



### Crowdcube Statistics in the UK

**\$220 million**

Raised

**420**

Companies Funded

**300,00**

Investors

**\$2,300**

Avg. Investment



# Virtuix

## An early case study

\$7,900,000

Raised

1,800

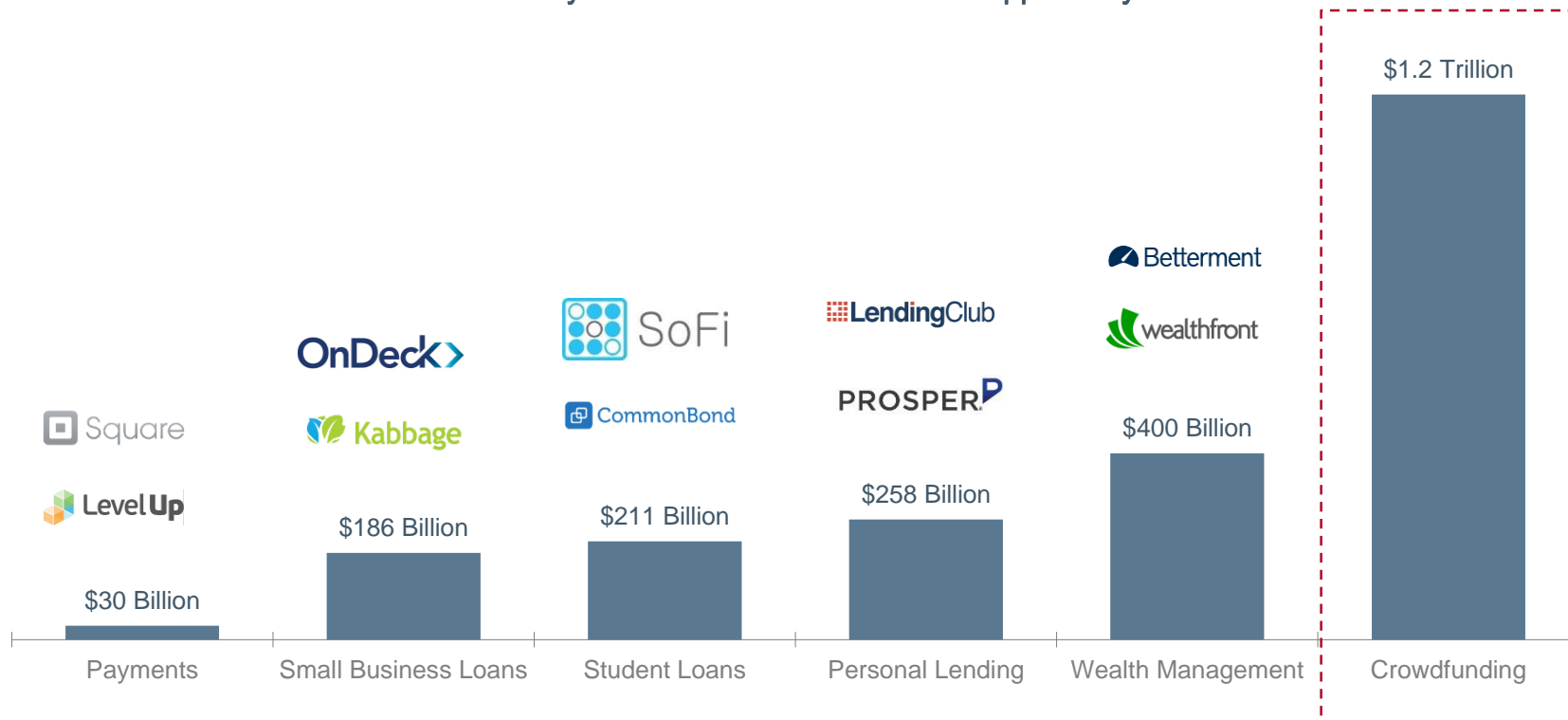
Investors

\$500,000

Largest Investment

# The long-term potential is massive.

## Immediately Addressable FinTech Market Opportunity



A brand new way to access capital.



“I think this is the kind of thing that could be the future of how startups get funded.”

- Jim Cramer, Mad Money

# seedinvest



Ryan Feit

CEO & CO-FOUNDER

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