# **SEEDRS**

Investing in startups made simple and rewarding



Thomas Davies
Investment Director
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#### Introduction

We will let people invest in the startups they choose through a simple online platform.

#### We're like

Kickstarter, with returns rather than non-monetary rewards





## Why?



**Too small** an amount for most VCs and institutional investors



Too early for most angels (only 3% of UK angel investments are seed-stage, and fewer idea-stage)



Too much for non-wealthy friends and family (£10K or £25K of risk capital is a huge amount for many people)





## Why?



Often limited to highnet-worth individuals worth £250K or more in assets or income of over £100K, so minimum investments tend to be £10K.



And, it can take months of work for legal paperwork to be processed.



So, investing in startups is limited to the handful (< 1%) of us who have access to this kind of capital and free time.



### Seedrs Solves Both Problems

We will allow investors to <u>invest</u> between £10 and £150K in <u>startups they choose</u> through a simple, online process, and we will let startups raise up to £150K in equity capital seamlessly from <u>friends</u>, <u>family</u> and the crowds





Entrepreneurs Create Startup Listing



Enter info about business (which we review)



Amount of money sought (all-or-nothing)



Percentage of equity offered (take-it-or-leave-it)



#### **Investors Review and Invest**



All payments and documentation are online



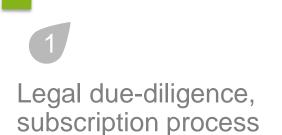
Minimum investment is just £10



Only invest in startups they choose – not a fund



#### Seedrs Manages Transaction





We take 7.5% from all funds raised



Investment made and held by us as nominee



Entrepreneurs Grow Their Businesses



We provide access to our growing mentorship network



Can access broad base of investors for advice via the platform



Only have to deal with one shareholder, instead of hundreds of smaller investors



#### Investors Get Info and Returns







We pass on proceeds from sale or dividend



We take a 7.5% profit participation (carry)



#### Who Doesn't Need Seedrs?



If you're already a £50 million company with a measurable track record and reasonable projections, AIM and the public markets will be better for you.



#### Who Doesn't Need Seedrs?



If you've already got a popular product or service, are generating fast-growing revenues and looking to expand, then you're in VC territory.



#### Who Doesn't Need Seedrs?



If you've already got a product or service that works well, is showing early traction and you need capital to fully commercialise it, then you're in angel territory.



1 In the UK and Europe, angels will say you're not "investment-ready".



2 VCs may express lots of nominal interest, but their structure is such that they won't invest in you.





The public markets aren't ready for you yet.





4 Unless you, your family or friends are rich, you just can't get off the ground.





Seedrs changes that – there is somewhere now to go!

## Questions?

Seedrs Limited Sophia House 76-80 City Road London EC1Y 2BJ United Kingdom support@seedrs.com t +44 (0)20 8638 0650

www.seedrs.com



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