



Investing in startups made
simple and rewarding



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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



Problem #1 with Early-Stage Investing Today

Entrepreneurs lack access to idea-stage capital. So, many great businesses don't get off the ground.

Why?

1


Too small an amount for most VCs and institutional investors

2

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

3

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



Problem #2 with Early-Stage Investing Today

Investing in startups appeals to many people. But most lack the opportunity to do so.

Why?

1

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

2

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

3

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 invest between £10 and £150K in startups they choose through a simple, online process, and we will let startups raise up to £150K in equity capital seamlessly from friends, family and the crowds.



How it Works:

Entrepreneurs Create Startup Listing



1

Enter info about business (which we review)

2

Amount of money sought (all-or-nothing)

3

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

How it Works:

Investors Review and Invest

1

All payments and documentation are online

2

Minimum investment is just £10

3

Only invest in startups they choose – not a fund

How it Works:

Seedrs Manages Transaction

1

Legal due-diligence,
subscription process

2

We take 7.5% from all
funds raised

3

Investment made and
held by us as nominee

How it Works:

Entrepreneurs Grow Their Businesses



1

We provide access to our growing mentorship network

2

Can access broad base of investors for advice via the platform

3

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

How it Works:

Investors Get Info and Returns



1

We keep investors up-to-date

2

We pass on proceeds from sale or dividend

3

We take a 7.5% profit participation (carry)

Who Doesn't Need Seedrs?

1

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?

2

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?

3

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.

Just Have an Idea? The Reality is:

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

Just Have an Idea? The Reality is:

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



Just Have an Idea? The Reality is:

- 3 The public markets aren't ready for you yet.



Just Have an Idea? The Reality is:

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



Just Have an Idea? The Reality is:

Seedrs changes that – there is somewhere now to go!

Questions?

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