

FinTech Ireland – Spark CrowdFunding – April 2021

Equity CrowdFunding



Spark
Crowdfunding

What is Equity Crowdfunding?

- Think Dragons' Den online
- Or HBAN with more investors

- Connect Investors with High Growth Companies

- Democratising investment opportunities
 - Anyone can raise money, anyone can invest.



Equity Based

- On-line Dragons' Den
- Funding for shares
- Market-place for investors and companies seeking investment



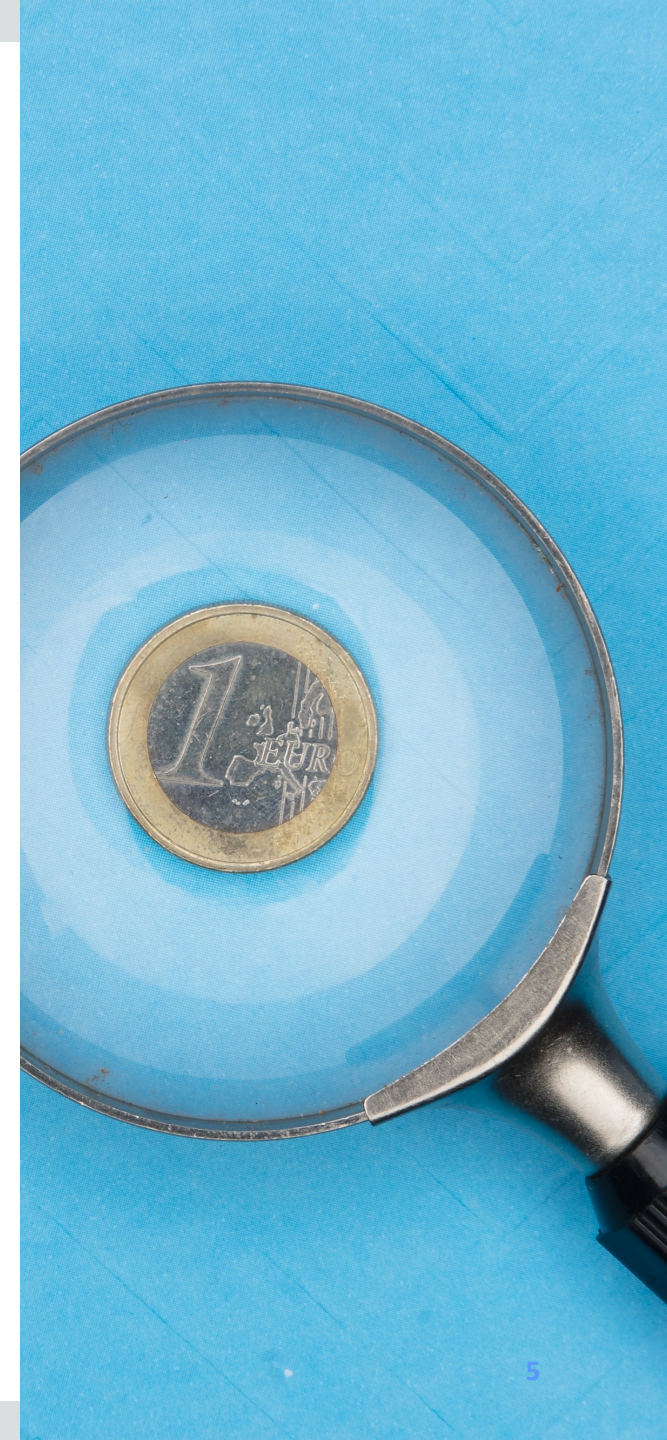
Roadmap – How does ECF work?

- Apply to the platform
- Create campaign (+ Premium service)
- Launch to the world
- Promote as widely as possible
- Close
- Legal work
- Release of funds



Democratises Investment

- Not limited to large angel syndicates or VCs
- Friends, family or general contacts can invest without the expense of professional fees
- Anyone can invest on the ground-floor of ownership of the next hot start-up



Funding Gap

- Fills void between microfinance and professional/institutional investors (capable of providing larger amounts of capital to start-ups and SMEs).



Success factors – Spark Crowdfunding

- Strong founding team
- IP rich
- Scalable
- Exit plan
- (In-revenue)
- Good network
- “Investible”



Campaign sizes

B2B

Company Name	Amt raised	EI / LEO status
Wellola	€181k	HPSU
Trifol	€526k	-
Accucolour	€321k	HPSU
Motarme	€117k	HPSU
Frequency	€371k	HPSU
HaloSOS	€159k	HPSU
Digitally	€288k	HPSU
Akkure Genomics	€1.2m	HPSU

B2C

Company Name	Amt raised	EI / LEO status
Fleet	€385k	HPSU
Campsited	€284k	HPSU
FireBuilder	€211k	HPSU
BusterBox	€166k	HPSU
HorsePay	€120k	LEO
Moby	€795k	HPSU
HotFoot	€150k	LEO

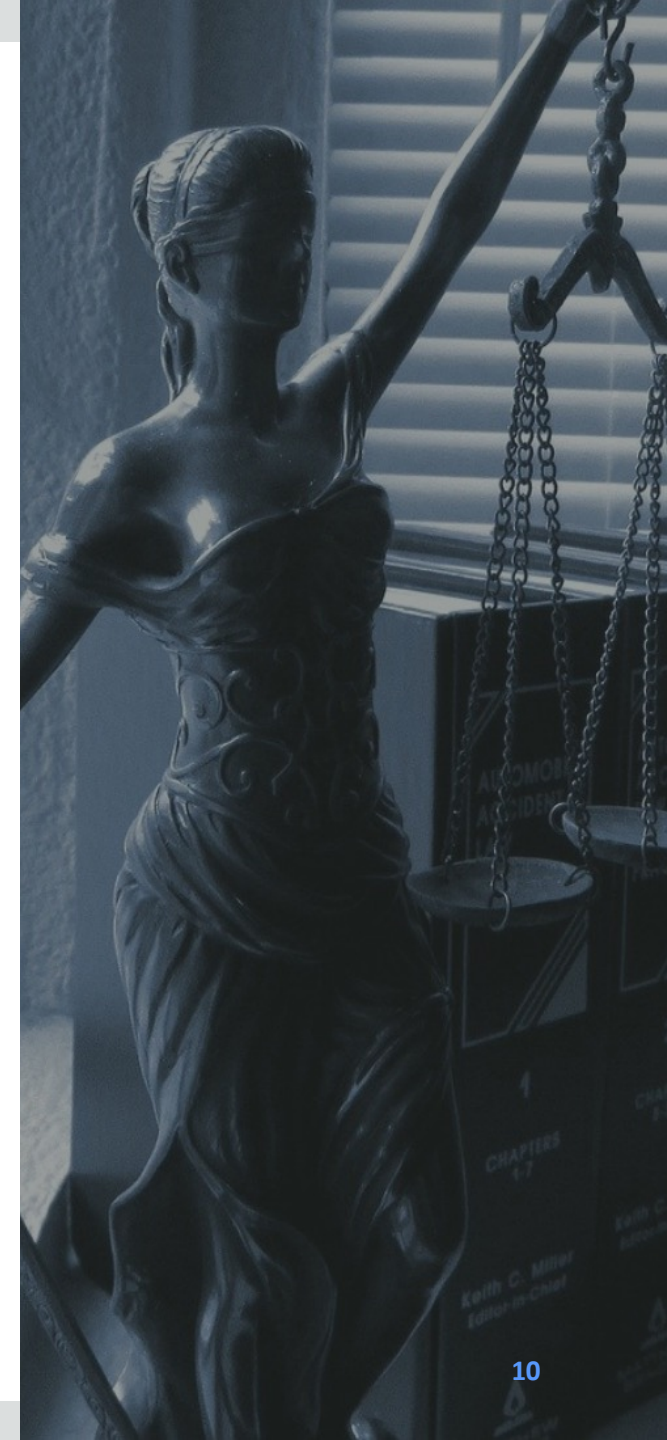
Case Study – Moby bikes

- Target = €300k (reached in 4 days)
- Raised = €795k
- Overfunded = 265%
- Investors = 277
- Max. investment = €75k
- Ave. investment = €2,870
- Pre-money valuation = €5.5m



Regulation

- Common set of rules across EU
- CSPs able to passport across borders into other EU member states
 - Export opportunities – Import threats
- Extra overhead to meet the regulation requirements



Why CrowdFunding?

Investee

- Simple
- Quick
- Low-Cost
- Extensive free media exposure
- Build a loyal 'tribe' of supporters

Investor

- Simple & Quick
- Zero – cost
- EIS (40% tax relief)
- No up-side cap
- Support young Irish businesses



Questions

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