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# Crowdfunding goes Mainstream

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**Goncalo de Vasconcelos**

CEO and Co-Founder

@SyndicateRoom

@GoncaloTV

# equity

'ɛkwɪti/ (noun)

**1. The quality of being fair and impartial.**

‘equity of treatment’

Synonyms: fairness, fair-mindedness, justness, justice, equitableness, fair play...

**2. The value of the shares issued by a company.**

‘he owns 62% of the group’s equity’

Synonyms: value, worth, valuation.

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# SyndicateRoom

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Why we started?

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# Why SyndicateRoom started

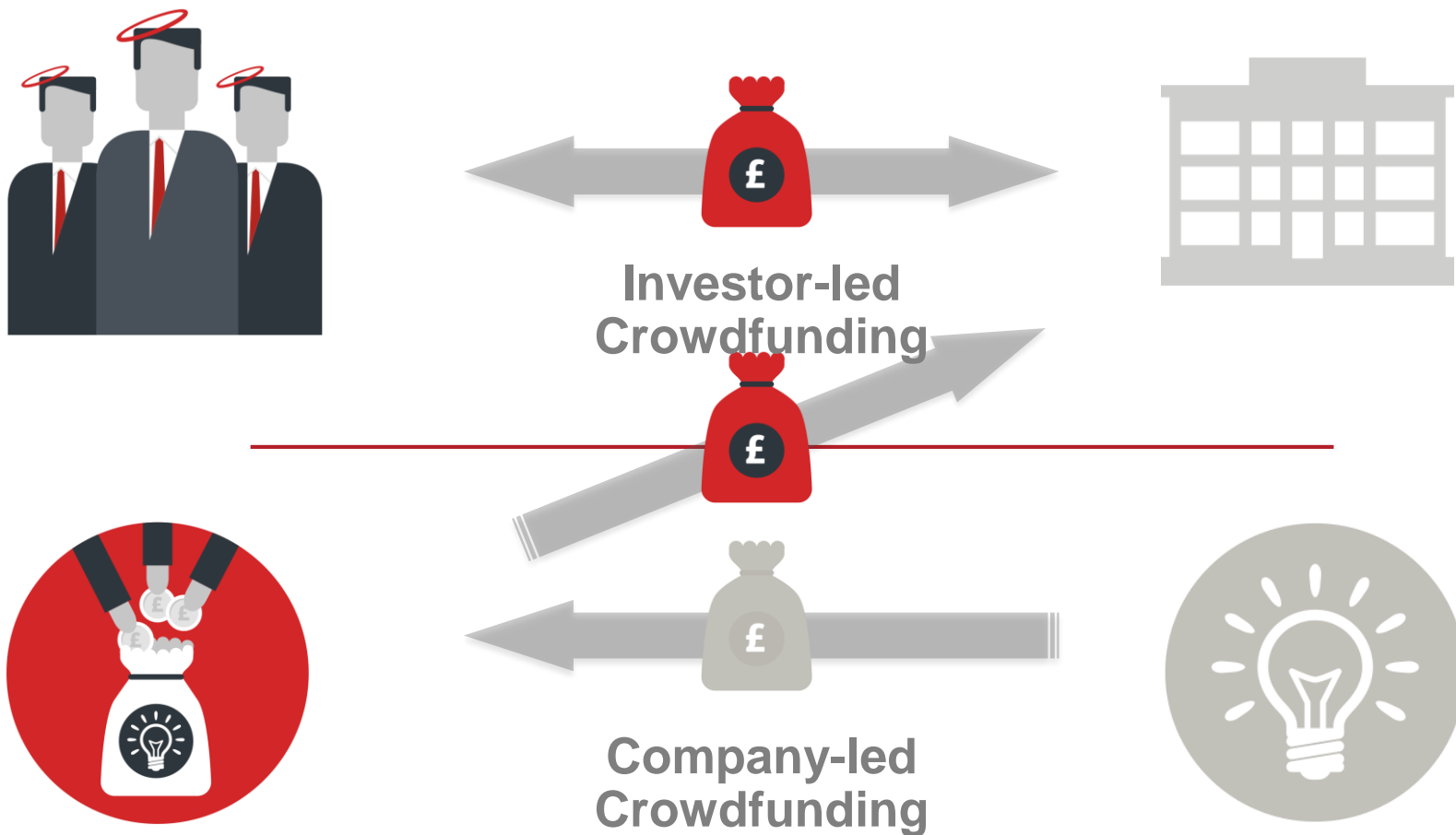
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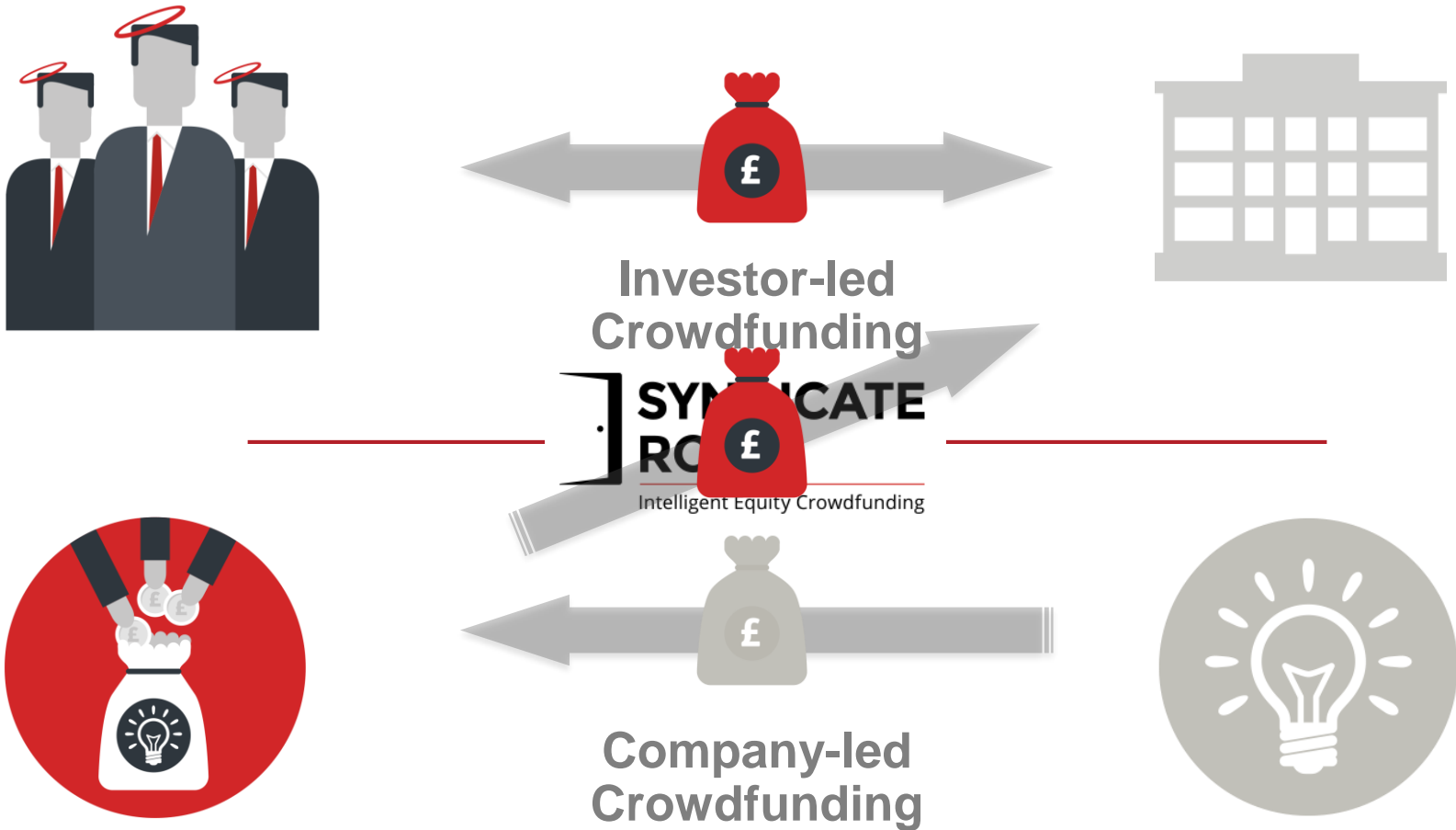
**Company-led  
Crowdfunding**



# Why SyndicateRoom started



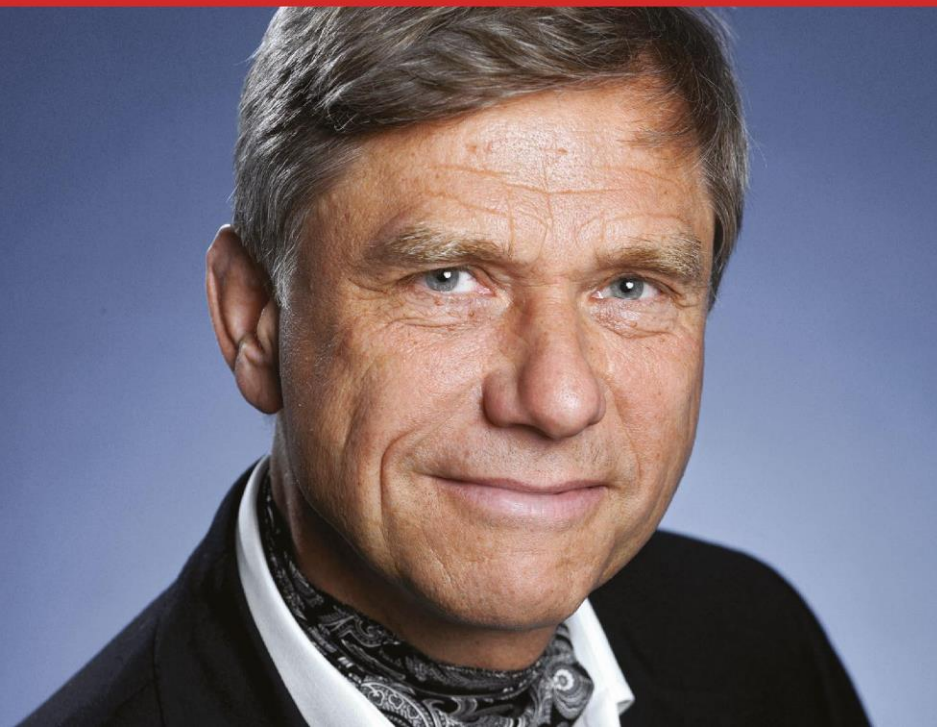
# Why SyndicateRoom started





## Jonathan Milner

Founder of Abcam. Recent exits include Horizon Discovery, Frontier Developments and Phonetic Arts. One of Jonathan's remaining active investments includes **Oval Medical Technologies** who raised **£1,118,647** with SyndicateRoom investors.

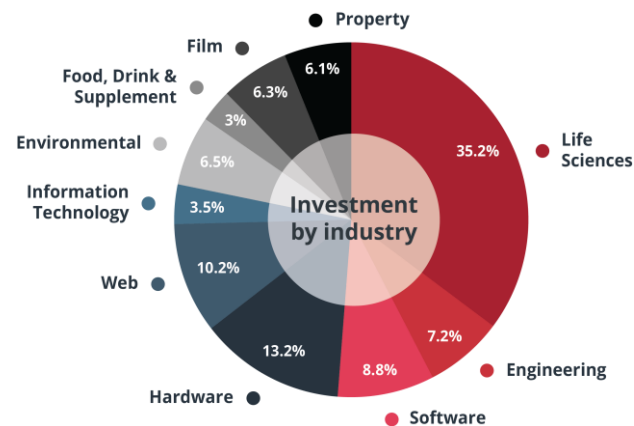
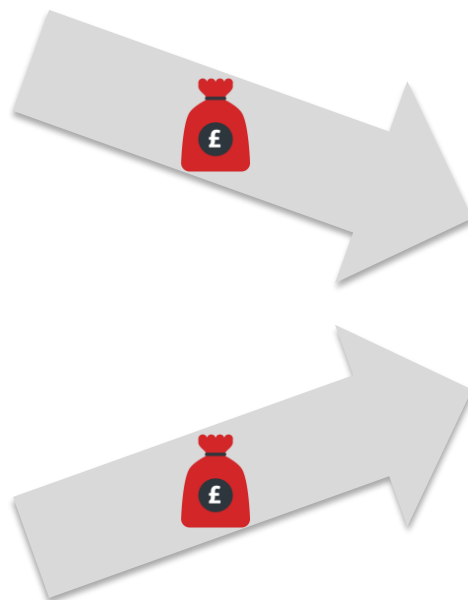
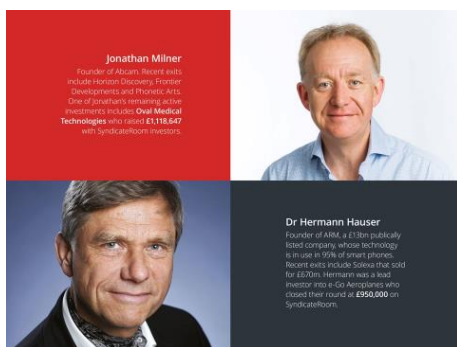


## Dr Hermann Hauser

Founder of ARM, a £13bn publically listed company, whose technology is in use in 95% of smart phones. Recent exits include Solexa that sold for £670m. Hermann was a lead investor into e-Go Aeroplanes who closed their round at **£950,000** on SyndicateRoom.

# The Investor-led Model

## Professional Investors



## Sophisticated Deals

## Sophisticated Investors



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# Crowdfunding myths

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## Process

- ▶ It's **easy**
- ▶ It's **dumb money**
- ▶ It's **quick**
- ▶ Therefore I'll get on with it at the **last minute**

## Sectors

- ▶ It's for **breweries and restaurants**
- ▶ The **crowd won't understand** what my company does

## Amounts

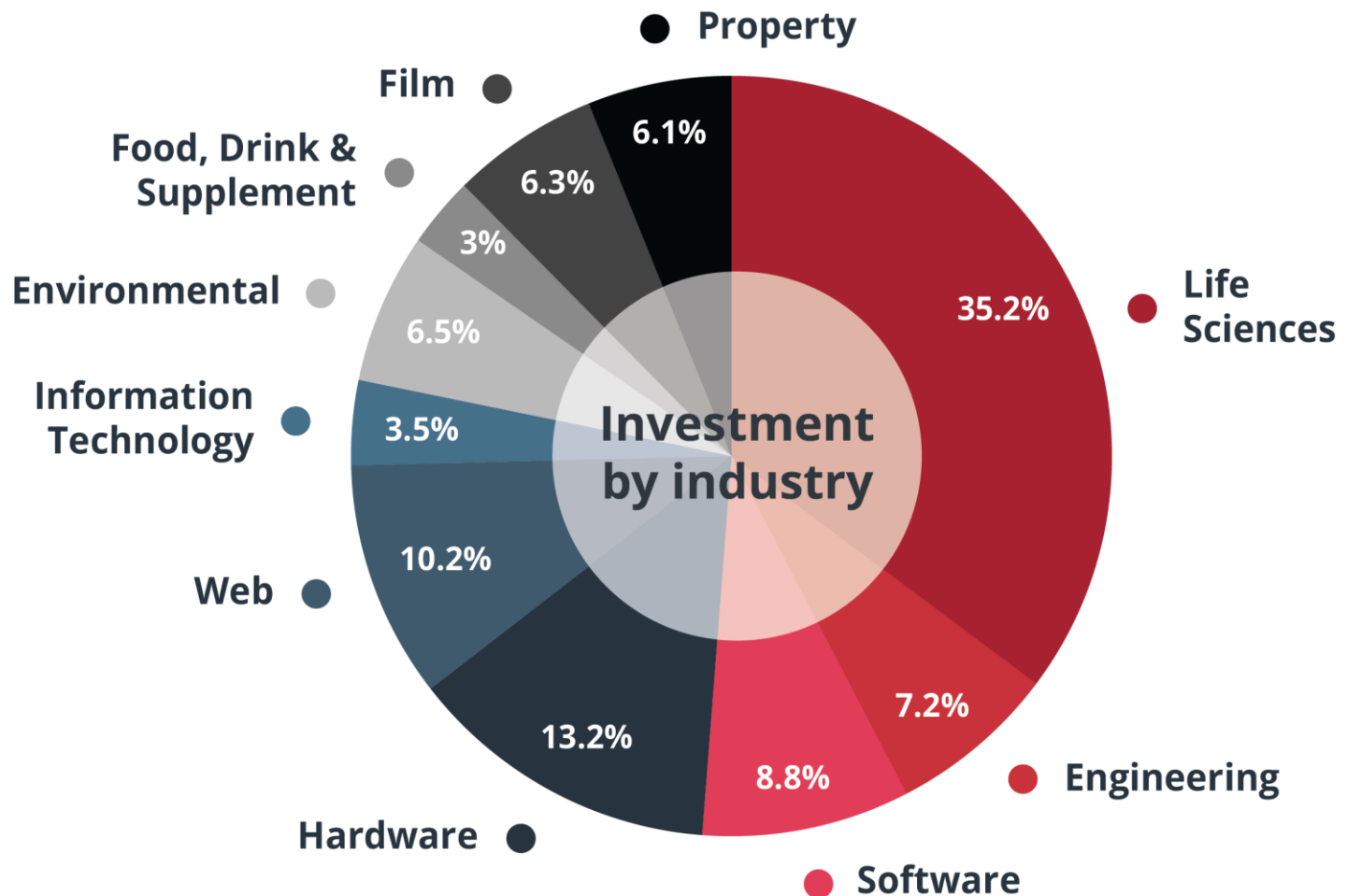
- ▶ It's all about **£10 investors**
- ▶ I **don't want them** in my cap table
- ▶ I don't want a **long cap table**

## Investment

- ▶ No business angel / VC will touch this but **the crowd will never know**
- ▶ I can raise money **and do whatever I want** with it

# Crowdfunding 2.0

## so much more than restaurants and breweries



# Sophisticated Deals



£1.9m



£1.8m

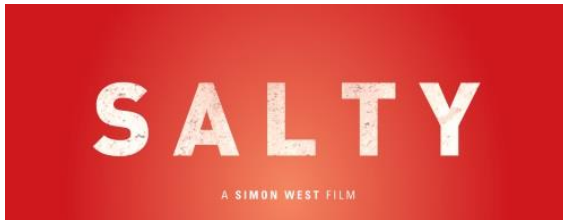


£1m



£1m

# Sophisticated Deals



£2.3m



£1m



£1m



£1m

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# SyndicateRoom

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## Achievements

# SyndicateRoom achievements

- ▶ **+2 years**
- ▶ **+70 British companies**
- ▶ **+£40m**
- ▶ **Average investment**
  - ▶ Over £15,000
- ▶ **Average funding round**
  - ▶ Over £600,000
- ▶ **Better for entrepreneurs:**
  - ▶ **+80% of deals successfully funded**
- ▶ **Better for investors:**
  - ▶ **2 failures out of over 70 companies**



# The first and only crowdfunded AIM IPO in the world

***“Cambridge-based SyndicateRoom  
Makes AIM History”***

***“SyndicateRoom is the first company to  
harness investment both from  
private investors via crowdfunding and  
institutional buyers for its IPO.”***

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# SyndicateRoom vision

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A million people



Investing  
£1bn / year



1,000 great  
companies

Disrupting today.  
And tomorrow.

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# SyndicateRoom

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Thank you