

Equity crowdfunding models explained

Duration of webinar: ca. 30 minutes

Language: English

Moderator: Irene Tordera, Marketing Manager, European Crowdfunding Network (ECN)

Speaker: Lasse Makela, CEO of Invesdor



- Introduction to ECN and InvestHorizon
- Equity crowdfunding models explained
 - How does equity crowdfunding work?
 - How does company valuation happen?
 - How does the investing process take place?
 - What happens after the campaign ends?
- Question and Answer Session

Who is ECN and what are our objectives?



The European Crowdfunding Network AISBL (ECN) is a professional industry network

- Promoting transparency, (self-) regulation and governance of the crowdfunding industry
- Fostering policy discussion and public opinion building
- Aiming to increase the understanding of crowdfunding as key support for entrepreneurship

LOBBYING

- Ongoing dialogue with EU institutions
- Joint statements with fellow trade bodies

DISSIMINATION

- Publications
- Events
- 2 annual conferences
- Seminars, webinars & workshops

RESEARCH

- Own research
- EC research projects

SUSTAINABLE GROWTH

- ECN Code of conduct
- Best practices
- Transparency
- Fairness

InvestHorizon: Boosting the Investment Readiness of SMEs in Europe



Aims:

- improving the investment readiness of SMEs by boosting their business propositions.
- engaging > 450 investment ready companies with specialized investors across Europe.
- boosting the investment awareness and readiness amongst innovative SMEs and improve the sensitization of investors and innovation intermediaries across Europe. www.courses.investhorizon.eu



Awareness

Knowledge & training

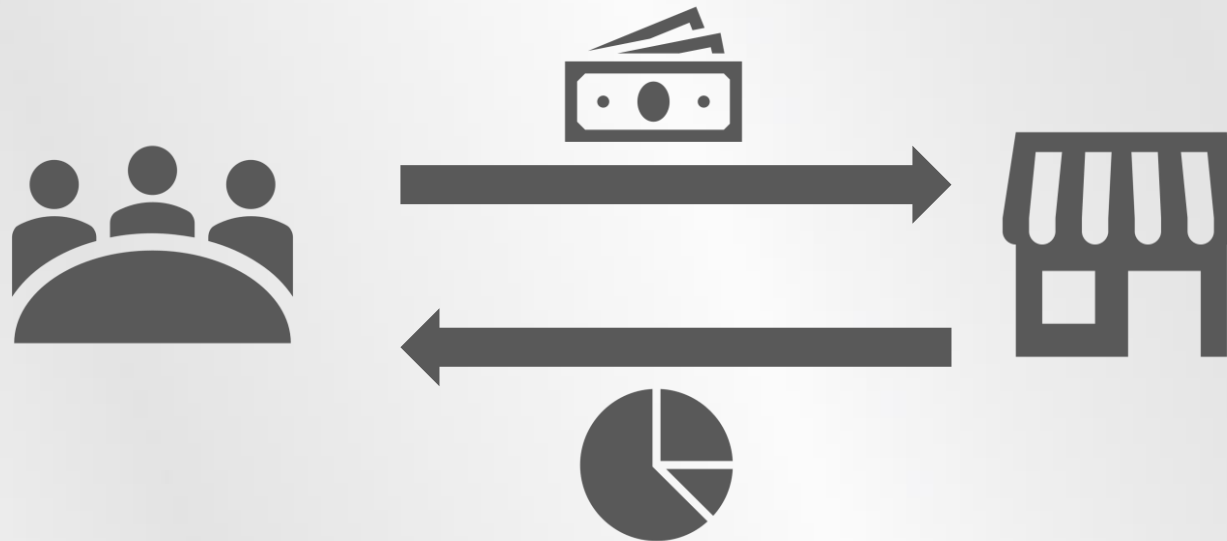
Coaching & Benchmarking

Facilitate Investment

- 100 000 SMEs, intermediaries, investors and policy makers
- 3000 SMES
- 200+ Investors
- 1000+ SMEs
- 200+ coaches
- 450+ SMEs
- 50 investments

What is equity crowdfunding?

“Equity crowdfunding is a mechanism that enables broad groups of investors to fund startup companies and small businesses in return for equity” - Wikipedia



Expert Profile: Lasse Maekela, CEO, Invesdor



INVESDOR



Lasse is CEO and co-founder of Invesdor, the leading equity crowdfunding platform in the Nordics. Lasse has more than 17 years of international experience in investment banking, M&A, business development and general management roles from Merrill Lynch and KONE Corporation, among others. He holds a BSc from the Cass Business School (City University, London) and an Executive MBA from the Helsinki School of Economics.

How does company valuation happen?



- Valuation happens in cooperation with the entrepreneur
- Investor has valuation and the estimates of more than 170 companies, from where we get comparable information on valuations

How does the investing process take place?



- Investments are done fully online, using a various different payment methods, from online bank payments, to debit cards and to invoices (mostly for companies)
- Investors hold the shares directly, but Invesdor has an electronic share registry to help the company for managing its shareholders



Who can invest in an equity cf campaign?



- We accept investors from anywhere around the world, given that they can pass our KYC (Know your customer) process.
- Our KYC process is adopted for investors from different countries



What happens after the campaign ends?



- Shareholders become direct shareholders of the company
- We currently encourage/ (require in the future), that the companies are reporting to their shareholders minimum twice a year
- We are currently building electronic reporting tools for companies



Q&A



Want to learn more about crowdfunding?



Next InvestHorizon Webinar on **March 14th, 2017** with expert Dario Mazzella,
Meta Group

**Topic: How do retail investors use Crowdfunding? Differences to Venture
Capital and Business Angels**

Registration link will be send to you.

www.eurocrowd.org
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