

# Fuelling your Growth with Crowdcube

The Crowdcube logo consists of the word "crowdcube" in a white, lowercase, sans-serif font. The text is contained within an orange, rounded rectangular shape that is wider on the left side and tapers to the right, resembling a stylized arrow or a wedge.

crowdcube



**The game has changed;  
we now live in a Belief  
Economy.**



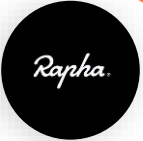
**Businesses that  
build belief, thrive.**

BrewDog AGM



*Community is the holy grail.*

**James Watt** | Founder of BrewDog



*Rapha is made by its members.*

**Simon Mottram** | Founder of Rapha



*Community is the heart and soul of everything we do.*

**Tom Blomfield** | Founder of Monzo

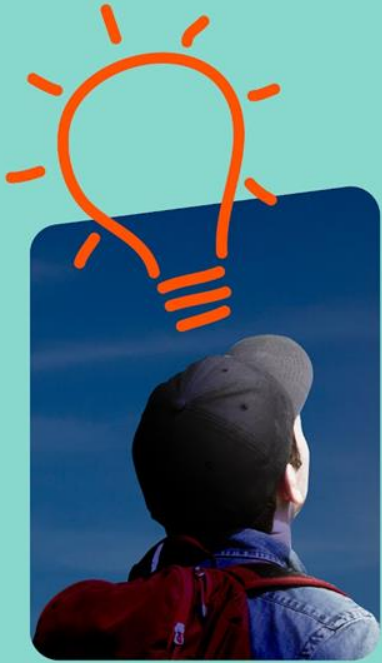


Monzo Investival





**Building a community is  
easier said than done;  
but it doesn't have to be.**



The next generation of businesses are using **Crowdcube 2.0** to build and engage their community.

# Crowdfunding 1.0



Short-term funding



with short-lived  
increase in awareness





# Crowdcube 2.0

the new era of funding that...

fuels your  
long-term growth

engages   
your community

is backed by belief  
in your business

is part of your  
marketing mix



and stands  
for something



↑ Engagement

↑ Loyalty

↑ Advocacy

↑ Revenue

**crowdcube**



# The first and world's largest equity crowdfunding platform



**£1.2 billion**

Invested in pitches



**1,000+**

Successful raises



**1.1M**

Strong Investment Community

In 2020 Crowdcube saw a **26% increase in the number of investments** and was named the **most active investor** in the UK's high-growth space (*Beauhurst: The Deal*).

Startups were able to discover **new and inventive ways to adapt**, supported by investors on the Crowdcube platform who continued to jump on the **opportunities that COVID opened up for entrepreneurs**.

This trend has continued into 2021 as Crowdcube has registered **four profitable quarters for the first time in its history**.

We've seen a greater shift to more purposeful businesses raising who are trying to tackle **big environmental, social and economic issues**.



**We'll help you create  
that magic;**  
unique tools to fire  
up your community.

**crowdcube**



Our shareholders are some of our most valuable and engaged customers; on average they are 43% more active and are nearly 3x more likely to tell a friend about us — it's not why we do it but it's great to be able to include them in our journey.

**43% more active**



**Tom Blomfield,**  
Founder of Monzo

£24.1m raised  
35,000 investor community



In addition to the capital, we've also experienced significant user and bookings growth since going live with Crowdcube. These are exactly the kind of softer benefits we were hoping to achieve with Crowdcube.



**Tiff Burns,**  
Founder of LuckyTrip

£1.05m raised  
1,879 investor community



Our 9,408 shareholders are bloody superstars; they're 400% more likely to refer a friend, and a massive 500% less likely to churn, once they become an investor, than other users.

**400% more likely to refer a friend**



**Simon Rabin,**  
Founder of Chip

£4.77m raised  
9,408 investor community

# Craft your mission statement



**Notpla**

£848k raised (212% funded) | 898 investors

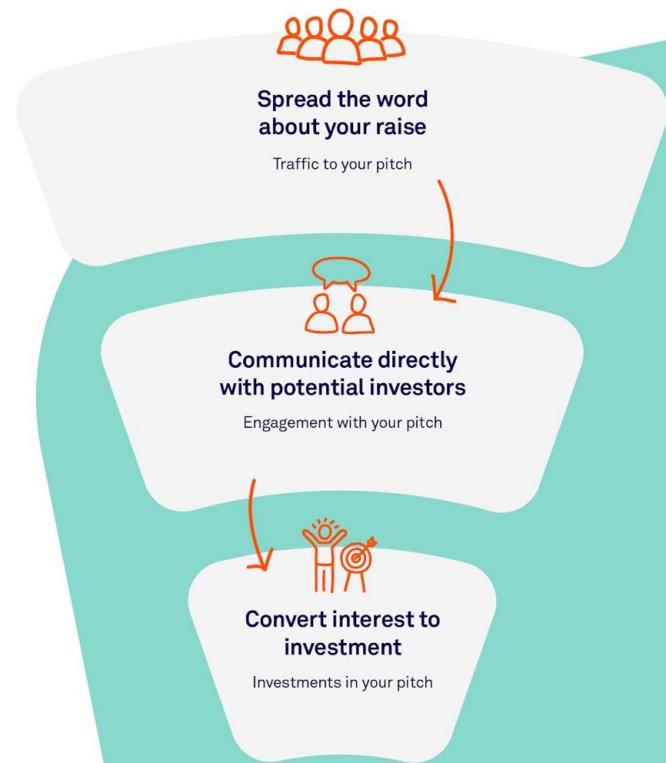
**Communicate your vision**

**Demonstrate traction**

*With a 74% margin achieved on sales so far, Notpla is on a mission to make packaging waste disappear. The company's first product, Ooho!, is a biodegradable and edible capsule for water made from seaweed. It is currently being trialled at events as an alternative to plastic bottles.*

**Outline the problem you're solving**

**Approach your raise as a marketing campaign; use data to review & optimise**



**Start growing your  
community:** identify your  
first 100 investors



# The Crowdcube process

Steps 1 - 3: 2-3 weeks

Steps 4 - 7: A matter of hours - 30 days

Steps 8 - 9: 4-6 weeks

1 Pitch creation

2 Verification

3 Planning your pitch promotion



5 Public launch

4 Private launch

6

75% funded

Fully funded 7



Funds in your bank 9

8 Completion of your round



crowdcube

# What makes up a Crowdfunding Round?





# Finding Lead Investment

Your network



Business & Investor Networks

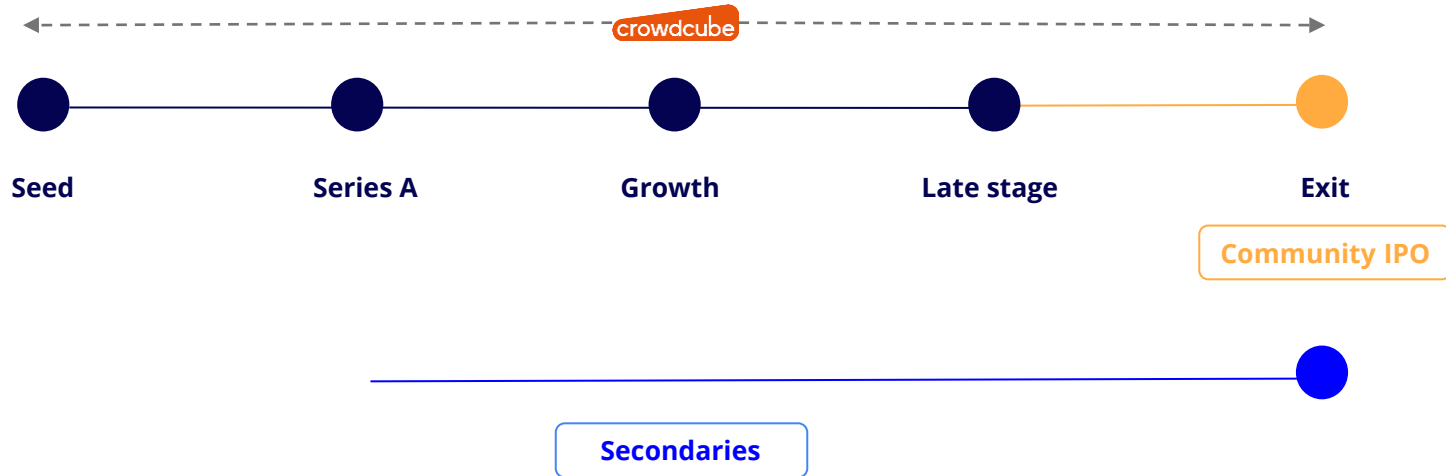
Pitching and Networking Events

LinkedIn & Industry Enthusiasts

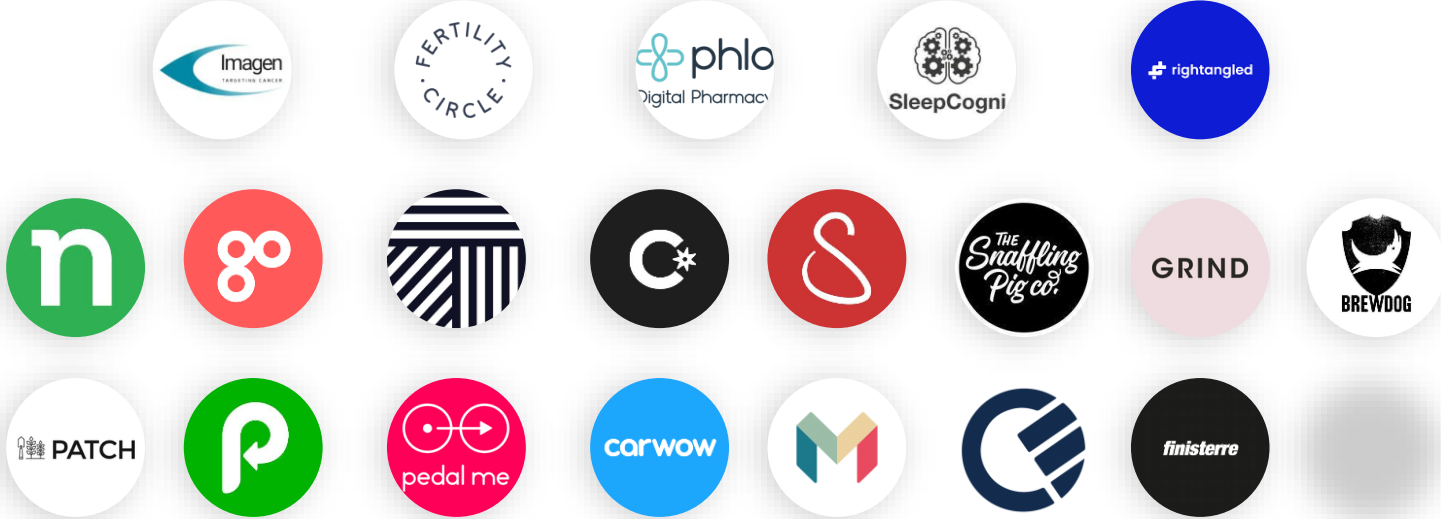
## Types of Lead Investor

- A venture capital firm or partner at a venture capital firm
- A family office
- A “certified sophisticated investor” or a “self-certified sophisticated investor”
- A “certified high net worth individual”
- An equivalent overseas professional, high-net-worth, institutional or sophisticated investor
- An angel network

# Built for the entire company lifecycle



# We're proud to be fuelling the wonderful...are you with us?



Any questions?

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