

**CROWDFUNDING 101**

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**Business Angel Network Manager**

## Connect Sweden

Connect is a non profit that connects entrepreneurs/startups with angel investors.

- Mission: stimulate growth and create jobs
- Started in the US 1985
- International network: 20 countries



## The Connect Business angel network

- Sweden's largest business angel network
- 450 business angels in 5 regions
- National strategy and digital platform
- Board member EBAN, NBAN

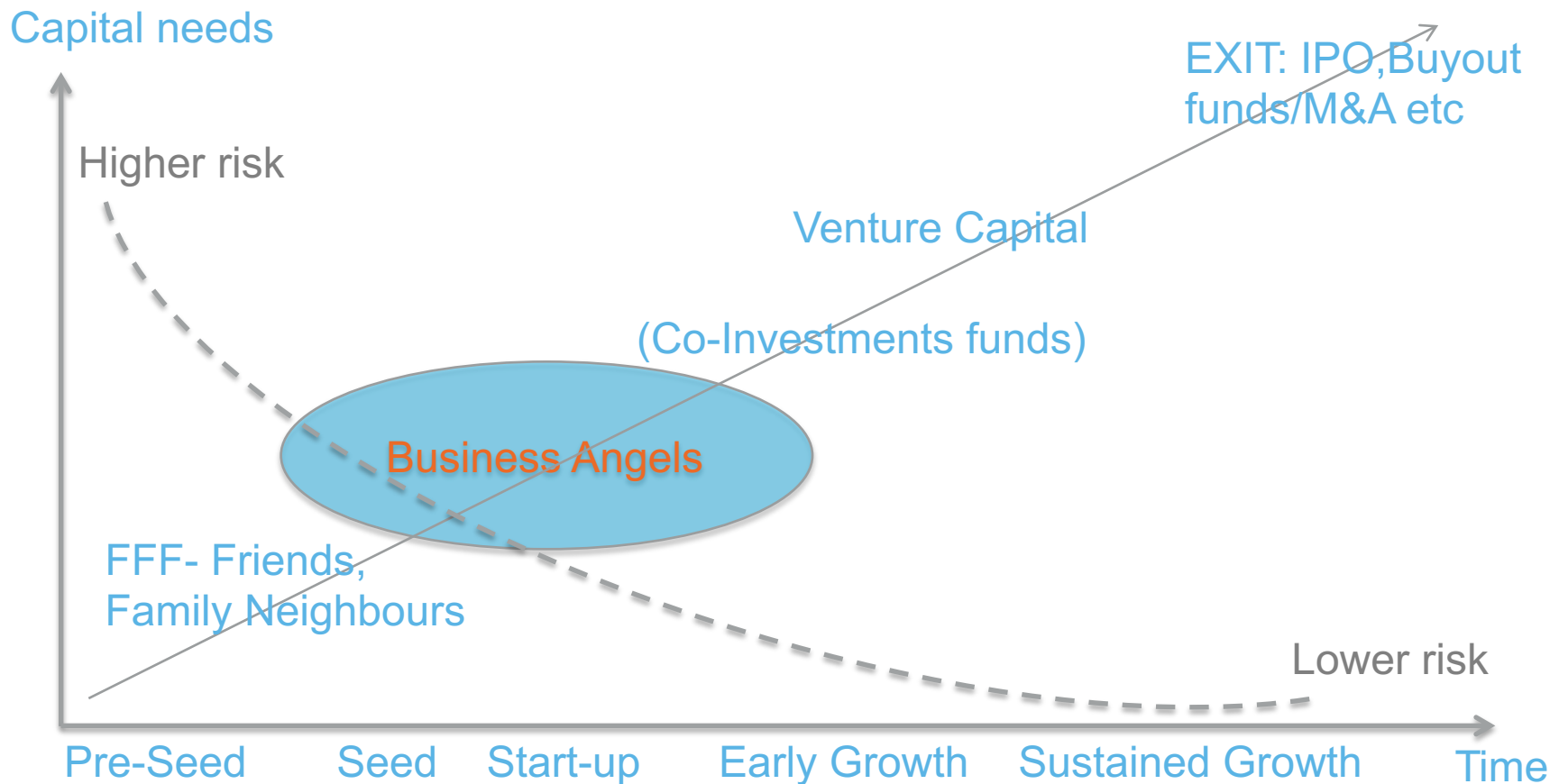


## What is a Business Angel?

*“The practice of high-net worth individuals investing their own time and money in new businesses with the goal of profiting from their long-term growth”*

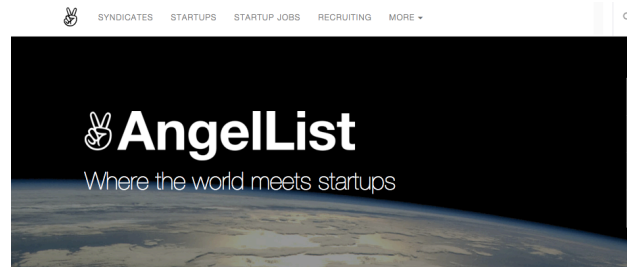
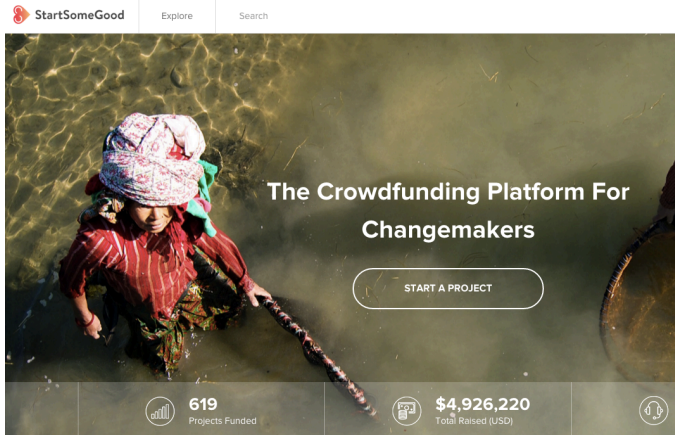


## Different roles value chain



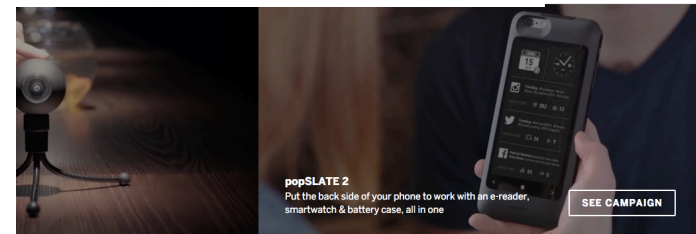
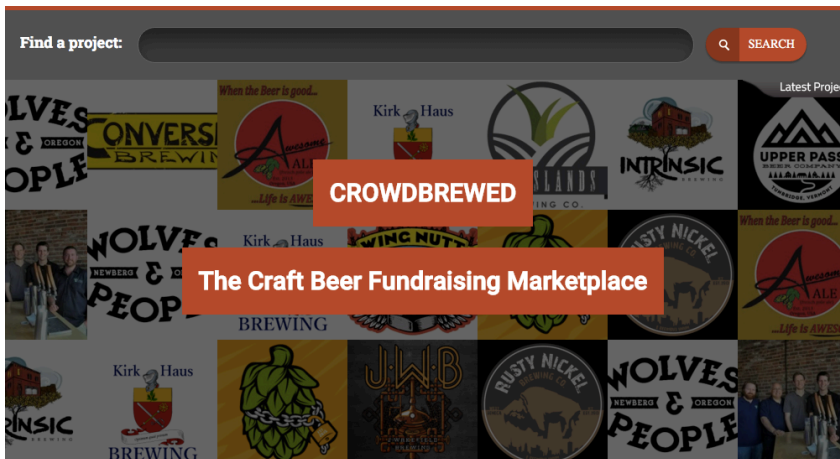
# Crowdfunding 101

1000 platforms – different geographic location, different niches

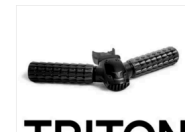
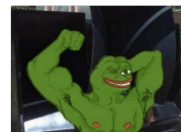


## Get a Job at a Startup

Apply privately to 41,858 startup jobs with one application  
No middlemen · See salary and equity upfront

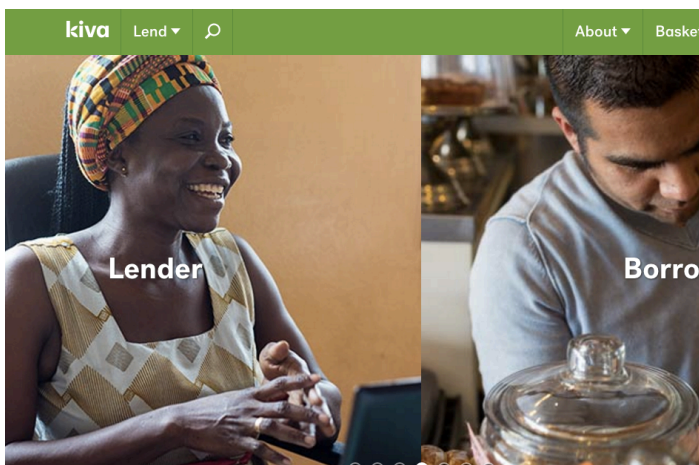
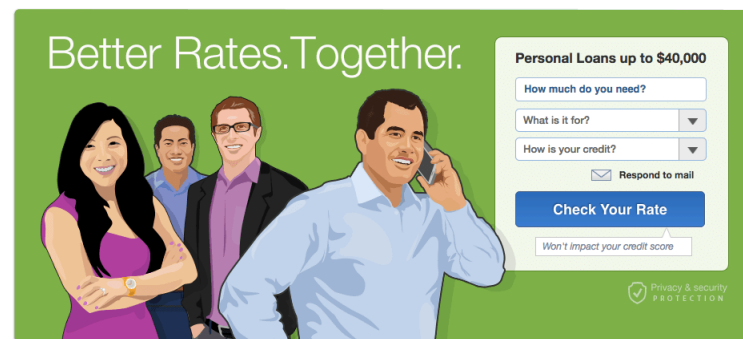
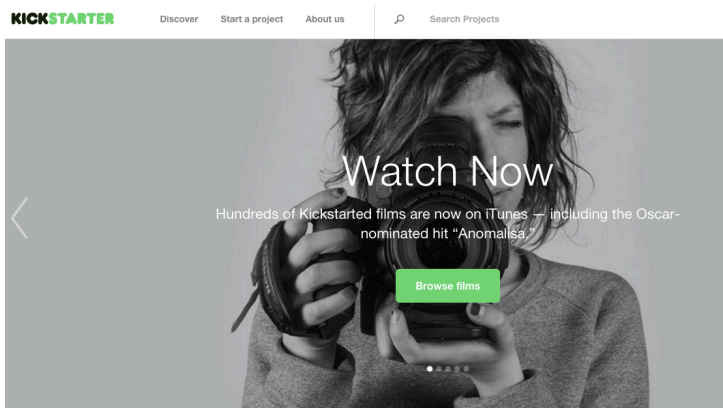


Top picks for you Popular near you Trending Technology Film



# Crowdfunding models

- Rewards
- Donations
- Lending
- Equity



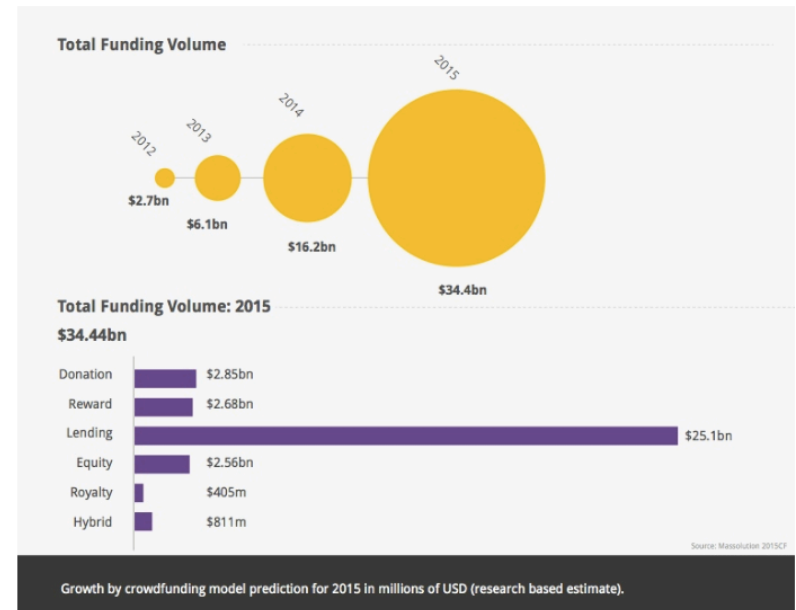
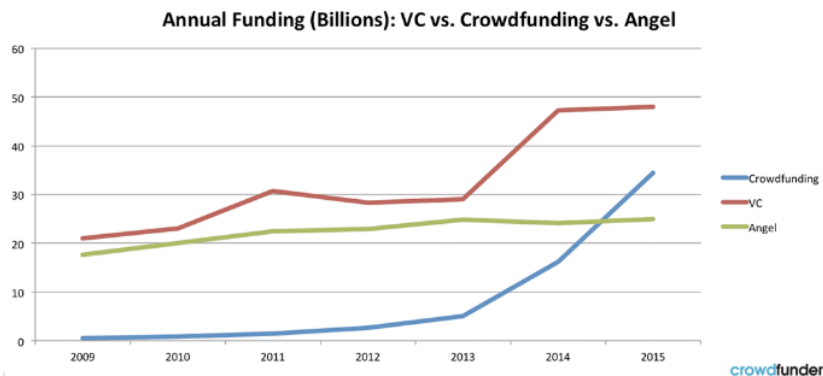
## Crowdfunding

*“As funding becomes more and more democratized, we are seeing the progressive elimination of gatekeepers.”*



## Crowd funding – fast growing trend

- Relatively new: Last 5 years early adopters
- Spreads across several types of funding models
- Crowdfunding industry doubling year over year
- Crowd funding will soon surpass traditional VC industry?
- Not a stand alone funding source



## Crowdfunding benefits ...

### + the entrepreneur

- An alternative to traditional bank loans, angel investments
- Access to a new group of investors
- -∴ helps more startups to grow
- Promotors/marketing

### + the investor

- Easier access to entrepreneurs all over the world
- Bigger dealflow
- Transparency: helps you screen startups and founders
- Diversified risk
- Value-add



- High risk vs.  
traditional  
investments  
- Regulation?

## Angel/crowd funding trends

- Transparency
- The profile of angel investors is becoming more diverse
- Co-investment has become the norm – diversified risk
- Established business angel networks and syndicates are increasingly using crowdfunding-type technology for their organisation
- New platforms enables cross-border investments
- Younger and less experienced angel investors are much more likely to use crowdfunding

# GUST – connecting entrepreneurs and investors

## Deal List <sup>?</sup>

Move To Stage ▼
Apply Label ▼
Add Participants
More ▼
New Label
New Stage
New Deal

### Active 152

- New 52
- Application ... 38
- In progress 62
- Completed 7

### Inactive 16

#### COMPANY OR KEYWORD

Company or Keyword 🔍

#### FILTER BY LABEL

- Connect Gree...
- Connect Norr

<input type="checkbox"/>	Company	Capital Seeking	Round	Pre-Money	Rating	Location	Industry	Date Created	↓
<input type="checkbox"/>	M-V Arterica <span>Connect Väst</span>	--	Seed	--		Gothenburg, Sweden	--	Feb 09, 2016	
<input type="checkbox"/>	MyDentist <span>Connect Väst</span>	--	Other	--		Gothenburg, Sweden	Healthcare Services	Feb 03, 2016	
<input type="checkbox"/>	4light AB <span>Connect Öst</span>	kr6M	Seed	kr22M		Stockholm, Sweden	Consumer Products	Jan 29, 2016	
<input type="checkbox"/>	Zordix AB <span>Connect Öst</span>	kr15M	Other	kr50M		Umeå, Sweden	Gaming	Jan 29, 2016	
<input type="checkbox"/>	hidn technology AB <span>Connect Öst</span>	kr1.5M	Seed	kr5M		Stockholm, Sweden	Healthcare Services	Jan 29, 2016	
<input type="checkbox"/>	Bliss AB	kr1M	Seed	kr25M		Stockholm,	Medical Devices and	Feb 09, 2016	

Thank you!

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