

Crowdfunding as a source of funding for start-ups

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CONDA.ch

Webinar with Swiss Startup Association
April 11th, 2023



in the DACH region:

> 200 successfully funded
Crowdfunding campaigns
(CH: >10 campaigns)

> 53'000 registered users
(CH: >13'000)

> CHF 60 million in crowd
capital invested
(CH: > CHF 10 million)

Introduction

OUR VISION:

Uncomplicated debt and equity capital for start-ups.

High returns with low investment for investors.



Linus Gabrielsson

Co-Founder and Managing Director at CONDA.ch

- In the Swiss Financial Services industry for > 15 years
- Previously at PwC and HSBC
- Founded first Startup in 2009
- Co-Founder of Braingelist in 2020
- Co-Founder of Conda.ch in 2021

What is Crowdfunding?

CONDA.ch

REWARD

Product pre-order.
Support to launch
production or operations.

CROWDFUNDING

Supporting a good cause

DONATION



EQUITY

Investments in shares (with or
without voting rights)

CROWDINVESTING

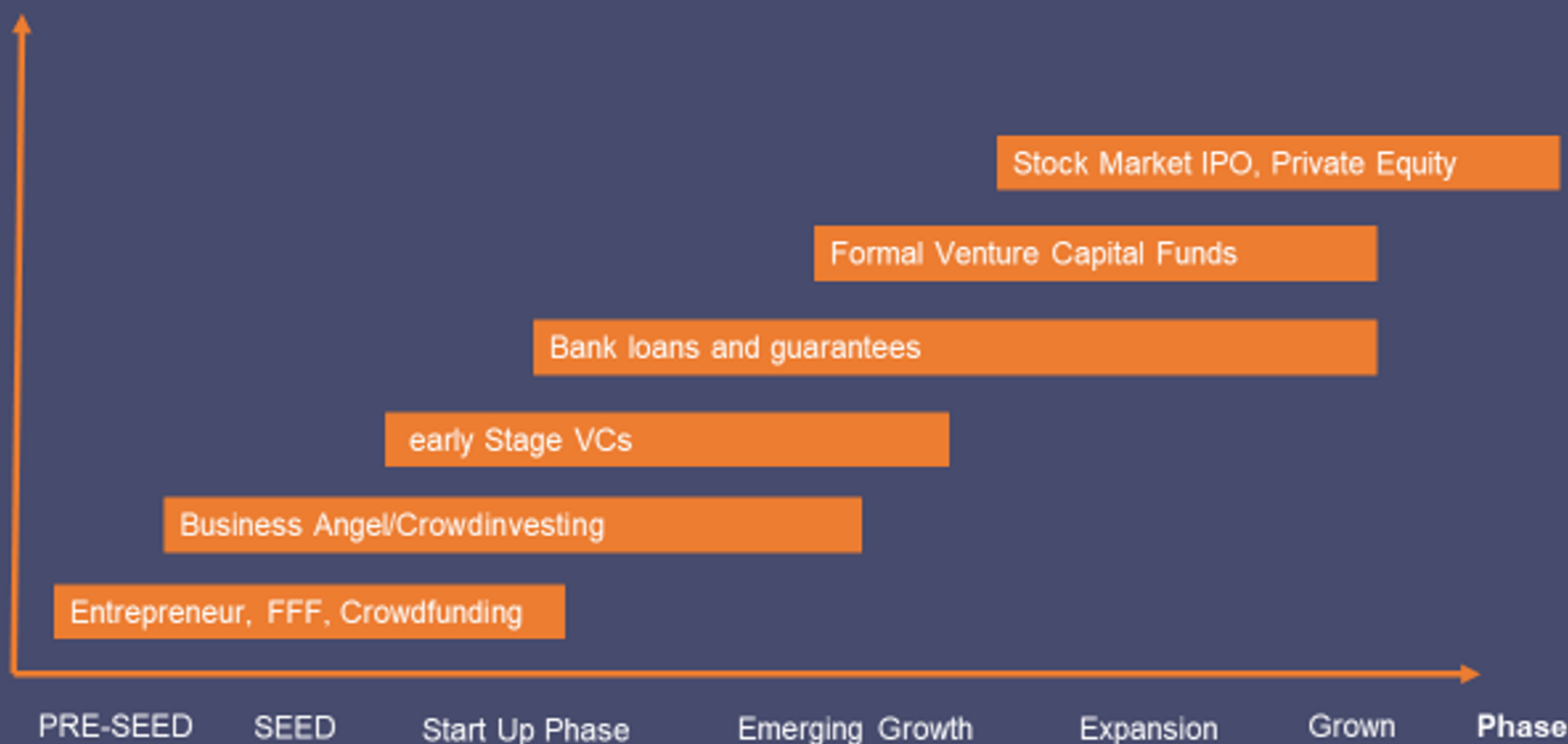
Loan (typically subordinate)
with interest and sometimes
performance based reward

LENDING

Crowdfunding: financing a company with debt or equity by raising many small amounts of money from a large number of people, usually over the internet

Types of Funding (beside bootstrapping)

Funding Volume

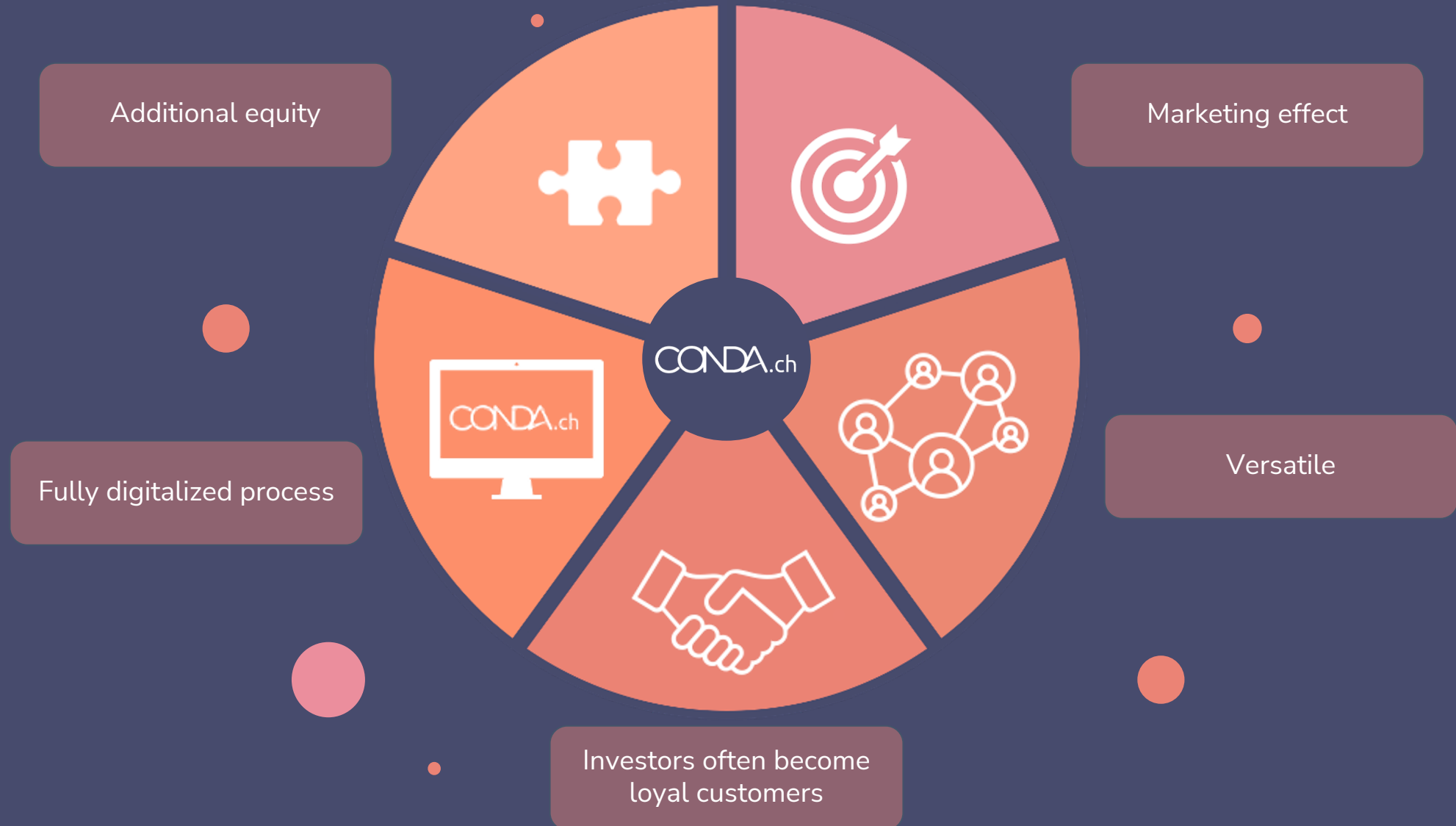


Equity Crowdfunding Suitability Quick Check

- Are you looking for equity or mezzanine funding for your start-up and would like to welcome your community as investors to also reap strategic marketing benefits?
- Is your business model economically attractive - also for investors?
- Is your company a limited company (AG)?
- Are your financing needs greater than CHF 100'000?
- Do you have a motivated team and sufficient resources to implement the crowdfunding campaign?
- Is your company operational, has turnover and you are looking to fund your growth?
- Is your company incorporated and operational in Switzerland?
- Is your company oriented towards profit (no NPO, associations etc.)?
 - Is a business plan and a financial plan (P&L, cash flow, budgeted balance sheet, 3 years) available?
- Are all significant assets (patents, trademarks, etc.) held by the company?
- The company is not active in any of the following industries: Esotericism, armaments and weapons industry, pornography, prostitution, gambling.

The Advantages of Crowdfunding

from a Startup Point of View



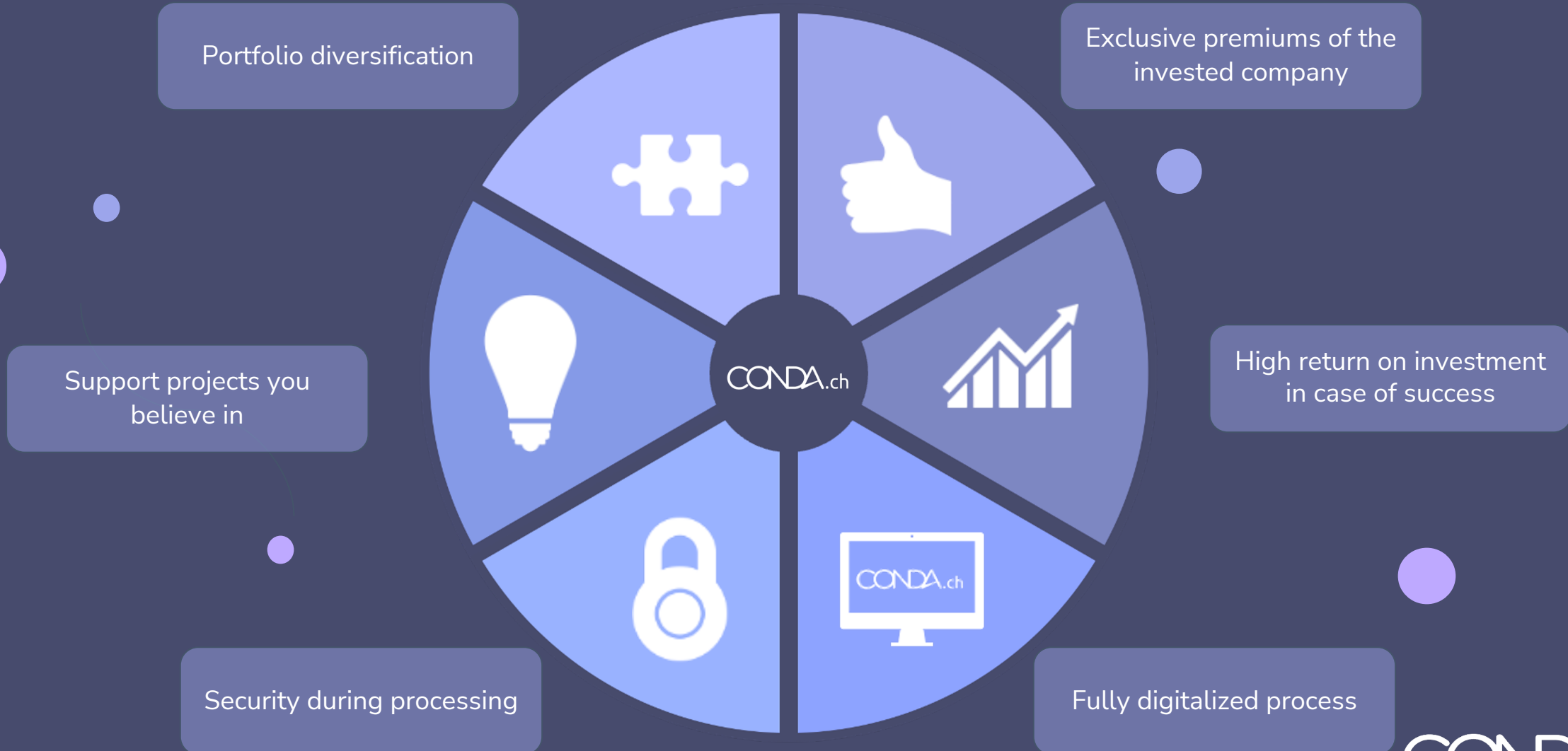
The Challenges of Crowdfunding

from a Startup Point of View



The Advantages of CONDA.ch

Crowdfunding for Investors



Example of a Current Crowdfunding Case



Industry: Sustainable Fashion

Platform: Conda.ch

Instrument: Voting Shares

Minimum Ticket Size: CHF 375.-

Funding Threshold: CHF 250'000

Final Volume Raised: CHF 5'000'000.-

Number of Investors: 4087

Period: 18.11.22 – 31.12.22

Why Conda.ch?

- ✓ **Proven track record** of successfully funding start-ups through crowdfunding
- ✓ **Marketing & Campaigning expertise** applied hands-on throughout the campaign as well as through advice to our customers
- ✓ DACH region coverage, ability to co-list your campaign in **Austria and Germany**
- ✓ Capability for **3 languages** (German, French, English)
- ✓ A **trusted brand** with investors and partners
- ✓ **Smooth online process** from start to finish of your campaign, including managing investments
- ✓ **Proven legal framework** that fits the digital investment process
- ✓ We take care of **investor KYC, onboarding and payments** in a secure and uncomplicated way. All you need is a capital raise account with your bank, we handle the rest.
- ✓ Option of seamless onboarding of investors for **digital shareholder management** as well as issuing uncertified or ledger-based **securities** with our partner Aequitec after the campaign



Thank You for Attending!



Linus Gabrielsson



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APPENDIX

CONDA High Level Assessment

Documents we need for an initial assessment of your business

- Business plan
- Financing plan for the next 3 years (P&L, budgeted balance sheet, cash flow statement, proposal for company valuation, financing requirements)
- Share register
- Annual financial statements for the last three years (if available) and current quarterly financial statements

The detailed due diligence with further deep dive into your business can be carried out before or during the onboarding and campaign preparation process.

Example of Crowdfunding Process as a Startup

Total duration of the project: 18-28 weeks

1 Preparation



Detailed Due Diligence
Campaign preparation

Capital increase decision

Determination of the funding threshold and funding target

4-6 Weeks

Preparation of shareholders' agreements including subscription declarations

Define goals & Identify target groups

Preparation of all campaign materials.
Preparation of advertisements and newsletters

2 Pre-Funding Campaign



Initial investment from your personal and professional network

1-2 Weeks

3 Campaign



Campaign launch

Extending the campaign to the public

4 Campaign closure



Contacting investors who are missing identification documents and/or deposits.

The capital is transferred to the capital contribution account as soon as the capital increase is registered

Notification to new shareholders

4-6 Weeks



4-12 Weeks