



FUNDRAISING APPLICATION PROCEDURE



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WHO WE ARE

Crowd for Angels is an online crowdfunding platform that connects your business with experienced angel investors. There are no fees upfront – the only fees that will ever apply will be after you get funded – and the entire process is easy to use and conducted wholly online. Although Crowd for Angels is a crowdfunding platform with multiple people potentially investing in your company, if you are funded there will be one legal shareholder, the nominee, who will be able to give your company advice as it begins to grow. Crowd for Angels offers an exciting opportunity for businesses. Our platform attracts serious investors with many years of experience, giving your business an exciting chance to find funding and have the benefit of seasoned angel investors as shareholders.



OUR CHECKS – APPLYING AS A BUSINESS

By pitching for investment through the Crowd for Angels platform you will be offering an interest in your business to investors who expect a high level of detail and vetting before they are prepared to start investing. For this reason, we expect businesses to provide us with the details we need to make sure that the company is credible, reliable and as secure as possible.

We ask for these details because our investors have high expectations, but we also make sure to provide support and guidance for you. If your pitch is right for our platform, we make it as smooth as possible for you to get online and start pitching.

Here we outline the process you will need to go through to begin pitching to our community of experienced investors through our online platform.

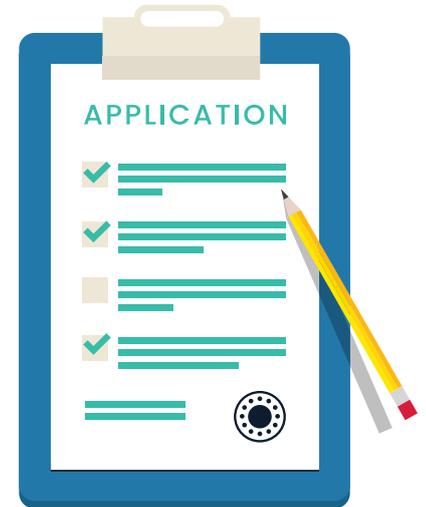


STEP ONE – APPLICATION

You will need to submit an application on the Crowd for Angels platform, which indicates to us that you are seeking capital.

In your application we will expect you to provide basic information about your business, such as its name, company number, and status, as well as information about the directors and the nature and history of the business. You may also like to submit website details or other information about your business at this stage. We will require contact details for your directors and business.

The information we expect at this stage is not exhaustive, and we will have to ask further questions if and when you proceed to later stages.



Preliminary Checks

Once you have provided us with this information we will perform checks against a number of data sources including Companies House, DueDil, the Law Pages and others. Your information must match these sources.

We will also carry out checks on the directors of the company to verify identity, credit worthiness and verify any holdings you have stated. We also search for red flags and suspicious activities, such as dissolved or bankrupted companies in the director's background.

It is important that directors are honest when applying for capital, as information found out during our checks can negatively impact your application.

We will also review your initial funding targets, your pitch's concept and valuation. Many businesses value themselves too highly at this stage and, if you do, we will inform you and may encourage you to lower your valuation.



CONTACT

Next we will call and email your company and its directors. This is so we can be sure that you are an operating, reliable business, and so that we can continue to get the information we need from you as and when we need it. Not responding to calls and emails promptly could mean that your application will not progress further.

We try to meet every business in person – we have met with 97% of businesses appearing on our platform. Getting in contact is important because it lets us know that yours is a stable, reliable and open business. It also gives us a chance to talk the company through the process, what is expected and answer any questions you might have.

Although it should be a relatively simple thing, being able to keep in contact will give us and the investors on our platform confidence in your business.

Once we have made contact we will request further, more detailed information on your business.



STEP TWO – CREATING YOUR PITCH

Once you've made it through these stages, we can move on to getting your pitch live.

You will now begin to craft your pitch for placement on our online platform. We will continue to provide guidance on what you should include, as well as design and layout. We will require evidence for every claim and statistic you use anywhere in your pitch, and will check your pitch before it goes live.

Detailed Information

At this stage we will ask for a significant amount of detailed information. The kind of information we expect is similar to what would be expected in a business plan. You will need to provide information about your company's growth potential, your team, your product, your competition, your audience, your finances, risks, and the exit strategy, among other areas.

We will then perform checks on the information you have given us. We will also exercise our own judgment about whether your product and concept is right for our crowdfunding audience.

Fundraising Goals

We will first need information on your fundraising targets, shares issued and offered, and the valuation of your business. At this stage we will be able to offer guidance on your valuation. This will vary depending on the needs of your business. Once you reach this part of the process we will be aiming to provide guidance so that you can make your pitch as appealing and suited to your needs as possible.

STEP THREE – FUNDRAISING

Once your pitch is online on our crowdfunding platform, fundraising will begin. Throughout the fundraising period you will not be able to change your pitch or add new information but you will be able to provide updates in a dedicated section. If you reach this stage, congratulations, and we wish you luck with reaching your fundraising targets!

If you're interested in pitching on our platform and joining our community of pitching businesses, please get in touch with our team.

You can email us at info@crowdforangels.com or call at +44 (0)20 7437 2413.

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