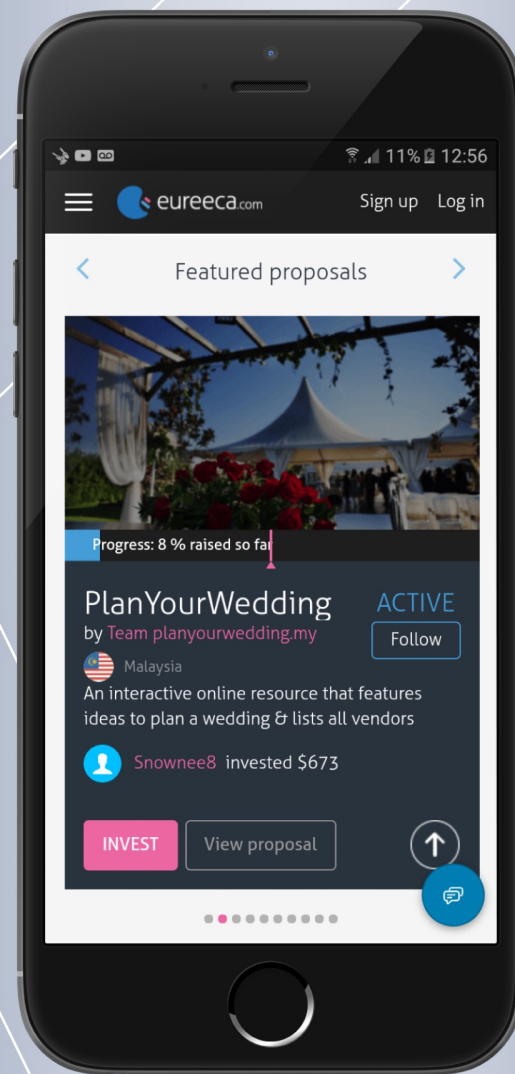


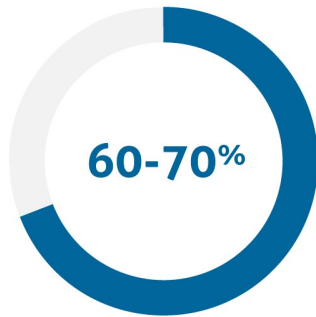
An introduction to
Crowdfunding
with eureeca

18th September
CEBC



WHAT IS THE PROBLEM?

And why is Equity Crowdfunding important?



60-70% OF JOBS

worldwide are created
by small and medium
enterprises (SMES)



90% OF HIRES

occur after a
business raises
funds



A LACK OF ACCESS

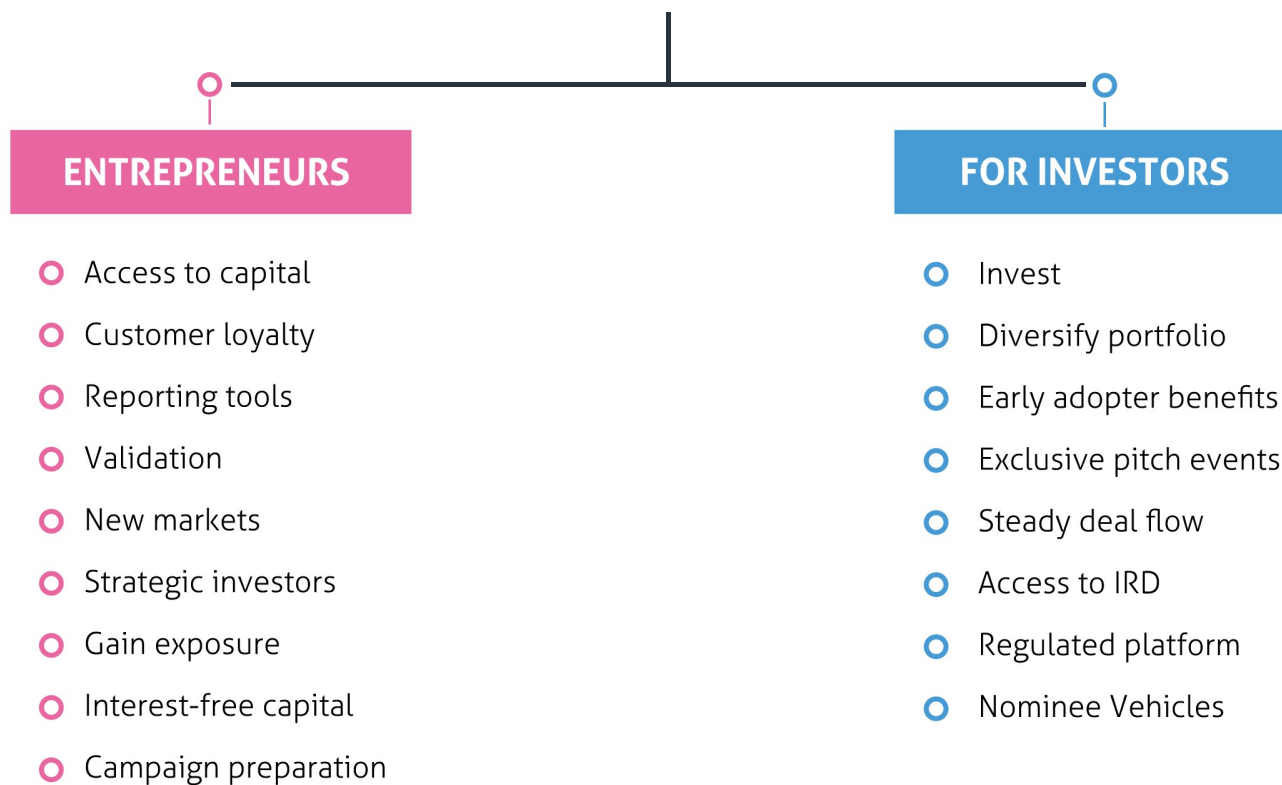
to capital is one of
the primary reasons
businesses fail

The World Bank expects the global ECF addressable market to be \$100 Bln by 2025 for Emerging markets. With MENA at \$5.6 Bln

WHAT IS EQUITY CROWD FUNDING?

FIXING THE FUNDING "PROBLEM"

An online regulated system to improve fundraising and make it easier, more efficient, more accessible and fair.



2011



Quit full time work
to focus on eureeca

2014



Eureeca launches
opens its headquarters
in Dubai

DUBAI
MENA



2015



Start up
of the year
2015



Entrepreneur
of the year
2015

1st TO CROSS
BORDERS



2016



We are regulated
in the UK, Holland
and Malaysia



Online platform
of the year
2016



AIG® Insurance
EXCLUSIVE

UK,
AMSTERDAM,
MALAYSIA



2017



We are regulated
in Dubai!



+3

LAUNCHING into
3 more countries



2018



THE
STORY
SO FAR

TARGET MARKET



- raising between \$250k-\$2mil
- post operational
- post revenue
- 2nd round of funding
- emotional product
- 2500 SMEs have applied

Small & medium
Businesses

**Only platform to be
regulated in 4 countries
across three continents**

We have investors from
46 countries

previous investor -
dedicated consumer -
\$10k p/a to invest -
sharing economy generation -
avg investment size \$6500-
largest individual investor \$350k -



The Crowd

ECF & RENEWABLE ENERGY

- Investors are naturally drawn to renewable energy concepts.
- Emotional connection with the business.
- Entrepreneurs can harness their (customer) networks.
- It is an industry with possibilities for good yields.
- Portfolio diversification.