

SME.vc
VENTURE CROWDFUNDING



INVESTOR PITCH DECK

August 2013



SME.vc is a real-time venture crowdfunding platform that brings debt & equity opportunities to investors in a safe controlled environment.

It's that simple.

How One Stupid Mistake and **\$35,000** From Kickstarter Made An Average Guy Bankrupt



- Had never manufactured a product
- Never founded a company
- Raised more than three times their goal
- He also didn't set up a **business entity**, so the liabilities of his "business" were on him

START FINANCING TODAY!

OLD MODEL

Not secure! Not controlled!

1. Personal Financing
2. Unsecured Friends and Family Round
3. Hard to Obtain Angel and VC Round
4. Reward Based
5. Donation Based

Kickstarter / Indiegogo
and other models

SME.vc

SOLUTION

Family & Friends Done Right!

1. Secure Friends and Family Round
2. Angel and VC's Will Still Invest
3. Loan Based
4. Equity Based
5. Second Market

SME.vc Unique features

SIX MAJOR CROWD FUNDING METHODS

Crowdfunding Economic Development

Major development banks and similar institutions are seeking to leverage crowdfunding

Enterprise Crowdfunding

Large enterprises have begun to look into crowdfunding. Each model carries a new potential for large companies: raising social profile, market testing, and spin-ins of entrepreneurial ventures are some of the most popular examples.

Hybrid Platforms

In the future crowdfunding platforms will no longer be defined as donations-platforms, rewards-platforms, etc. Platforms will be merging the various crowdfunding models and will tailor these hybrids of models to the campaign owners' needs.

Community Platforms

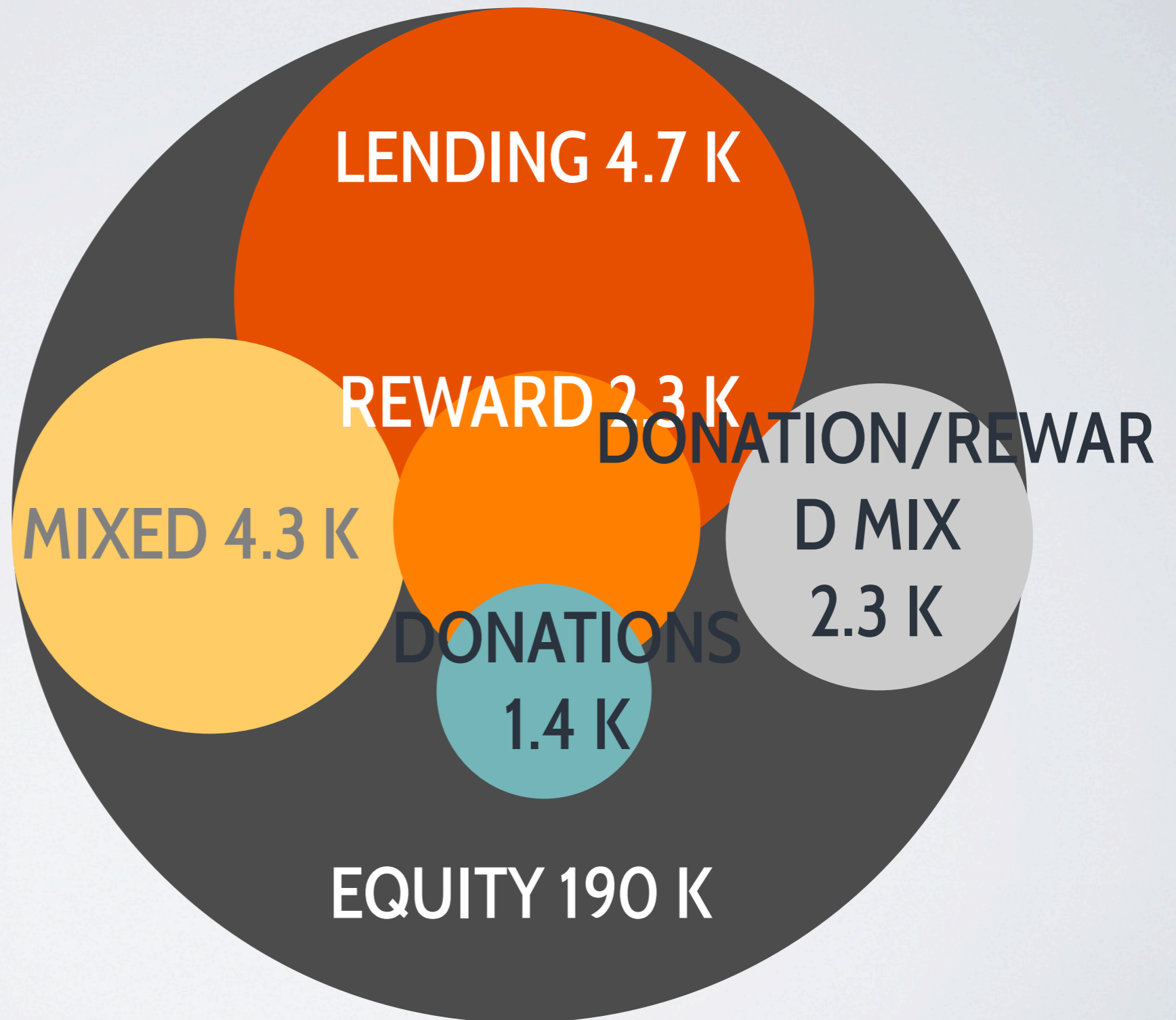
Local investing has proven to overcome traditional obstacles between investor and investee; relationships of trust are built, nurtured, and leveraged through community-based crowdfunding.

Niche Platforms

As platforms try to benefit from market differentiation, a clear niche-, industry-, and sector-orientation is emerging.

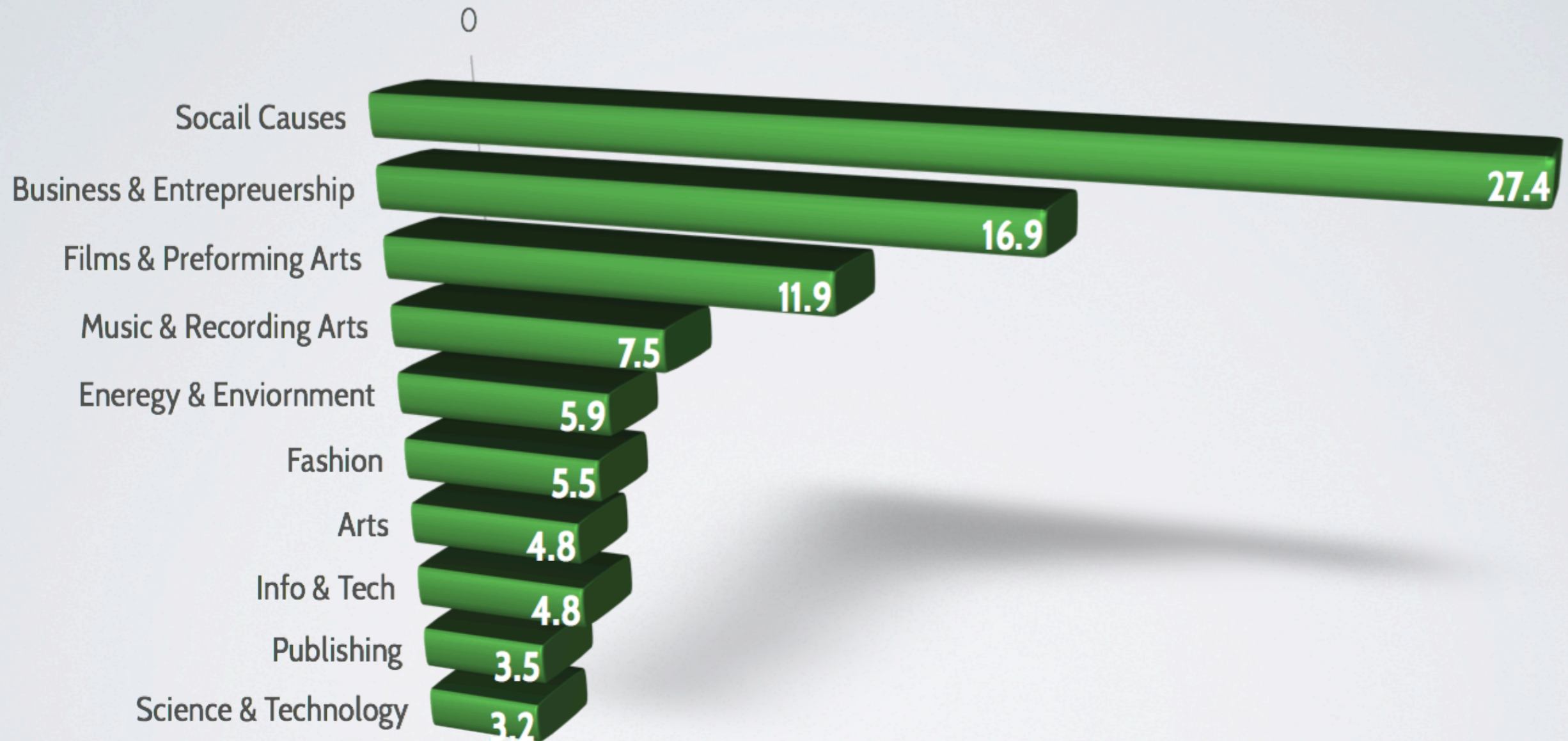
MEDIAN CAMPAIGN SIZES ACROSS CFP MODELS

Median campaign sizes across US crowdfunding models



MEDIAN CAMPAIGN SIZES ACROSS CFP MODELS

Crowdfunding Platform Activity across 10 active categories



CROWDFUNDING CAMPAIGNS: Financial Vs Non-financial Return

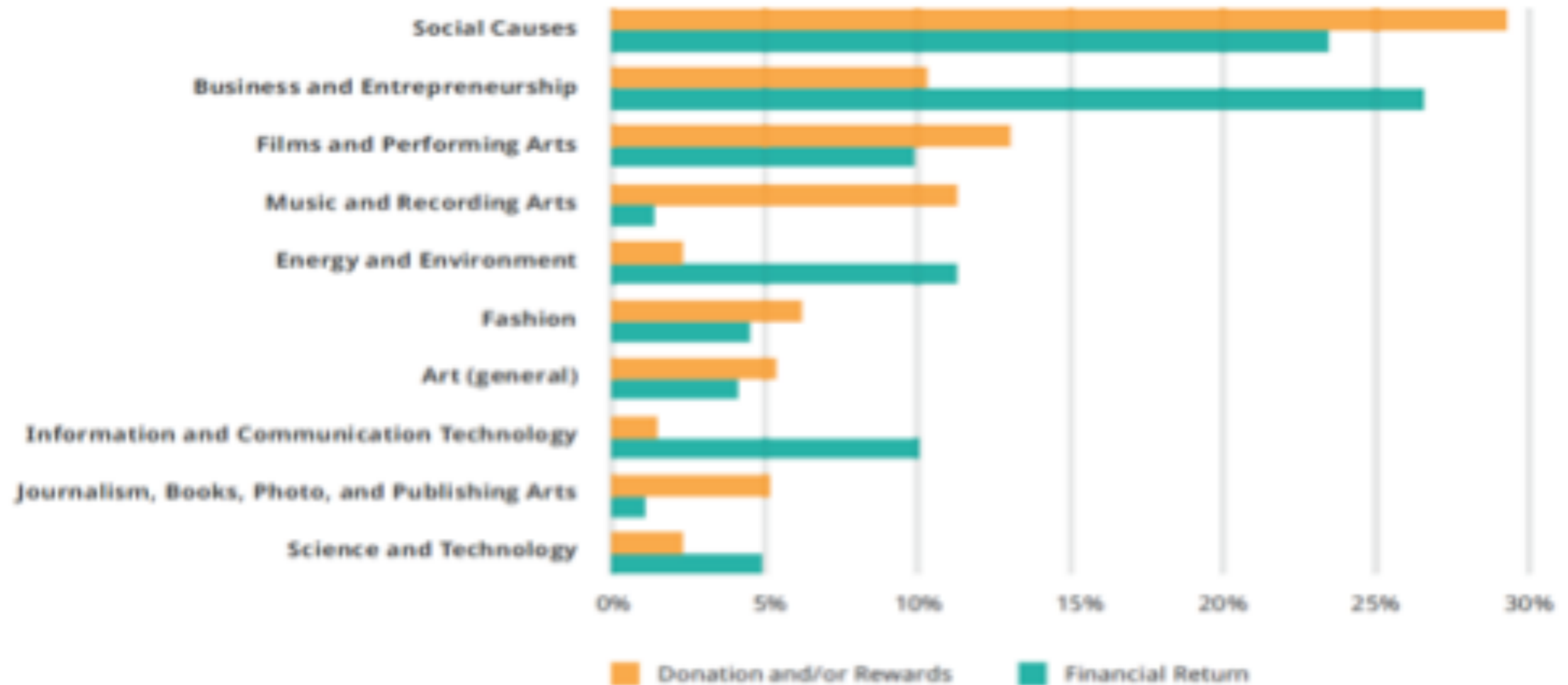


Figure: Financial versus Non-Financial crowdfunding activities.

CROWDFUNDING AVAILABILITY BY COUNTRY

This section is a synthesis of a global crowdfunding legal frameworks survey, which sampled the strategic viewpoints of more than 20 industrial experts in 15 countries, and independent academic research in various key jurisdictions.

Countries	Equity	Rewards	Lending	Royalty	Donations
USA		✓	✓		✓
Canada		✓	✓	✓	✓
Mexico		✓	✓		✓
UK	✓	✓	✓	✓	✓
The Netherlands	✓	✓	✓	✓	✓
Spain		✓	✓		✓
France	✓	✓	✓	✓	✓
Austria	✓	✓			✓
Germany	✓	✓	✓	✓	✓
Australia	✓	✓	✓	✓	✓
China		✓			✓
Hong Kong SAR	✓	✓	✓	✓	✓
Israel		✓			✓
Russia	✓	✓	✓	✓	✓
Turkey		✓			

Table: Crowdfunding model availability by key jurisdictions.

STATE vs FEDERAL JOBS ACT

Since The JOBS ACT was passed in 2012, some states have been crafting their own form of the JOBS act. These States will coincide with the Federal rules, once they are passed. Analyst estimating that they will pass in early 2014.

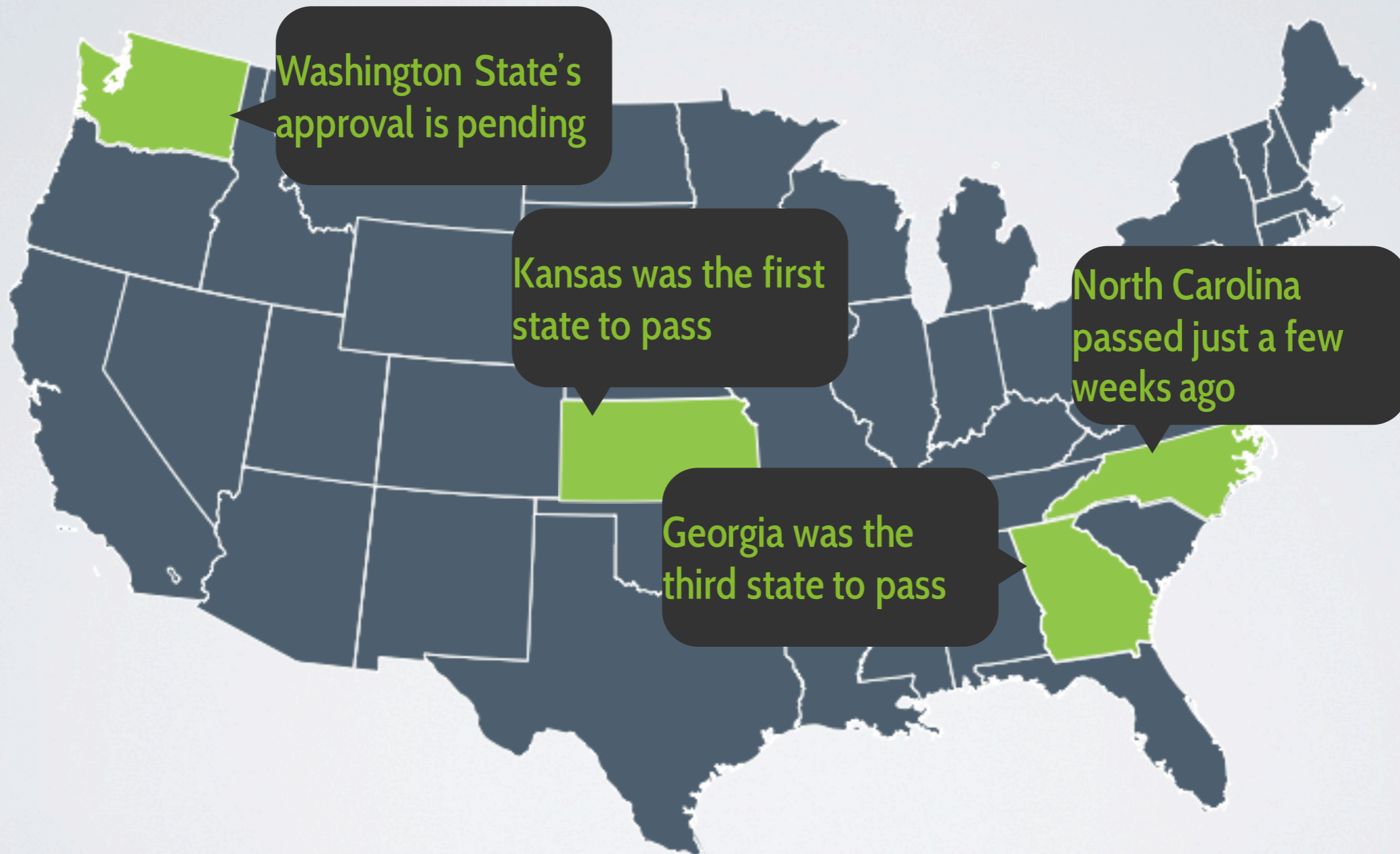
If you are in a state that has legalized crowdfunding, you will be able to invest in startups before enabled.

SME was open pre-JOBS Act

- Federal Rules like to pass in 2014
- Can Invest if in An Approved State
- Different Rules for Each State
- Will be able to solicit investment
- Federal and State rules will coincide

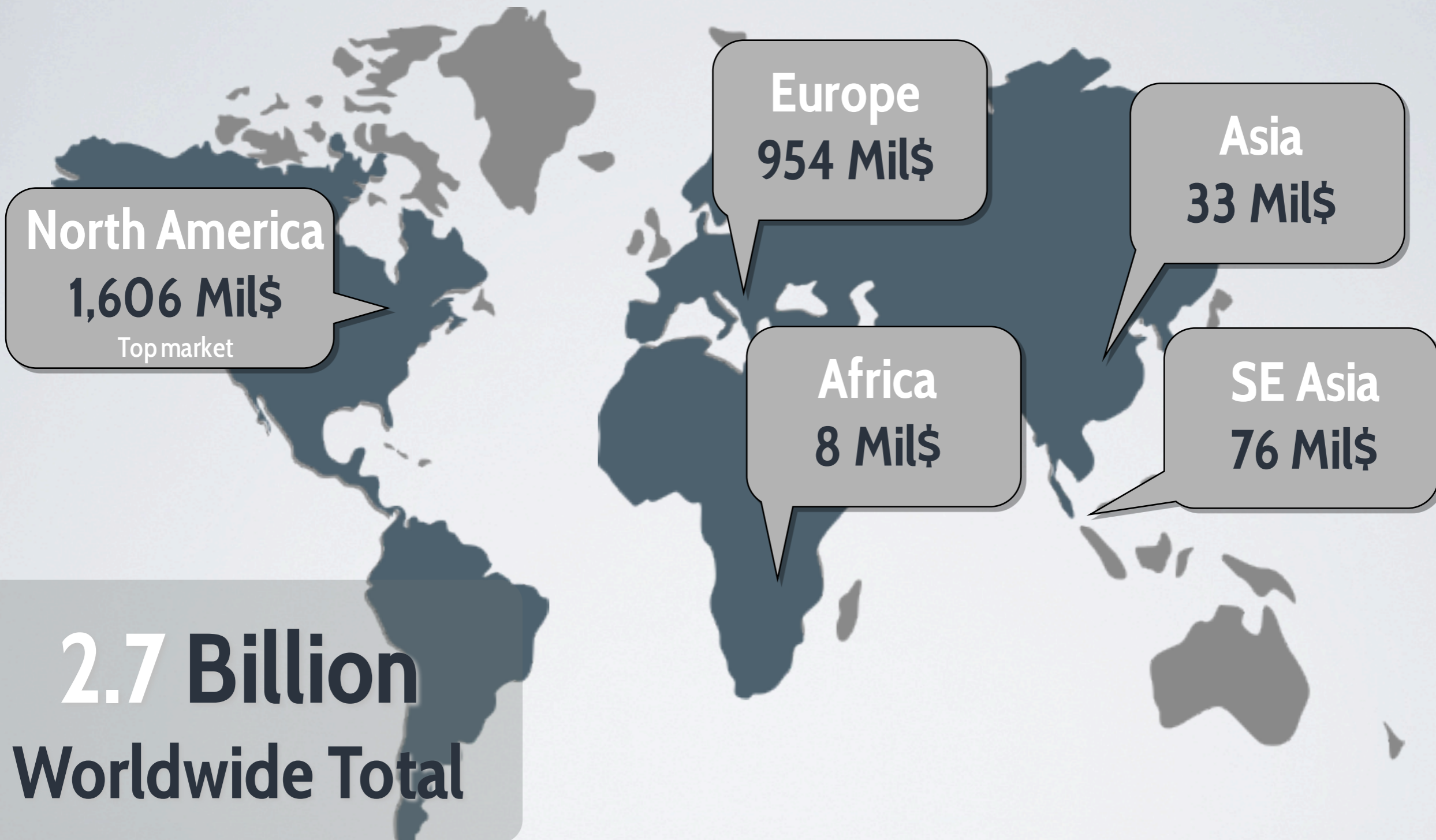
WHERE YOU CAN FIND CROWDFUNDING

Currently only three states have passed legislation where unaccredited investors can invest in startups. It appears other states are following suit.



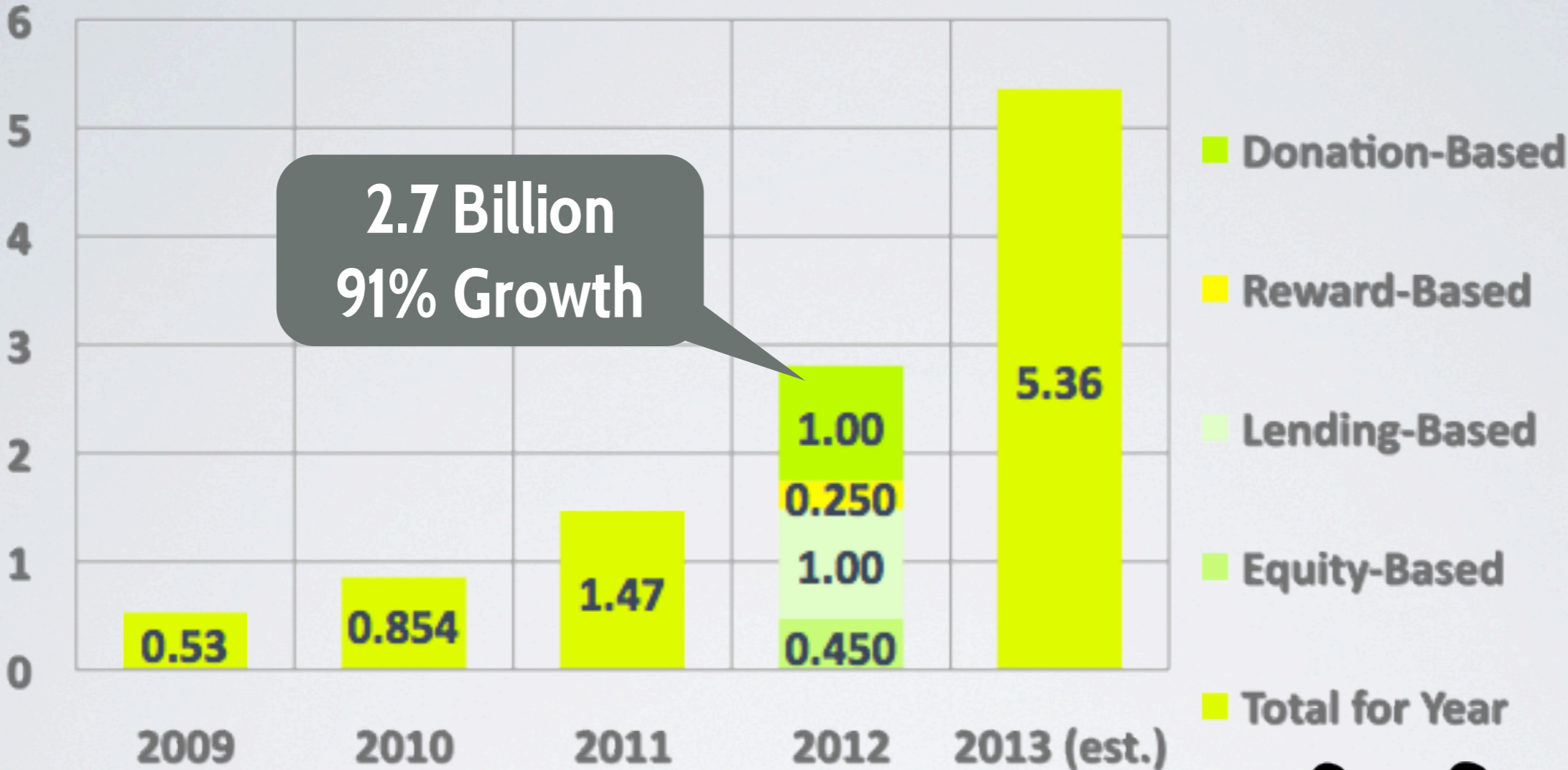
VENTURE CROWDFUNDING STATS

2.7 Billion in Total Funds Raised 2012
[Diagram in Millions of Dollars]



VENTURE CROWDFUNDING STATS

Growth in Worldwide Funding Volume
(Billions of dollars – Research Based)



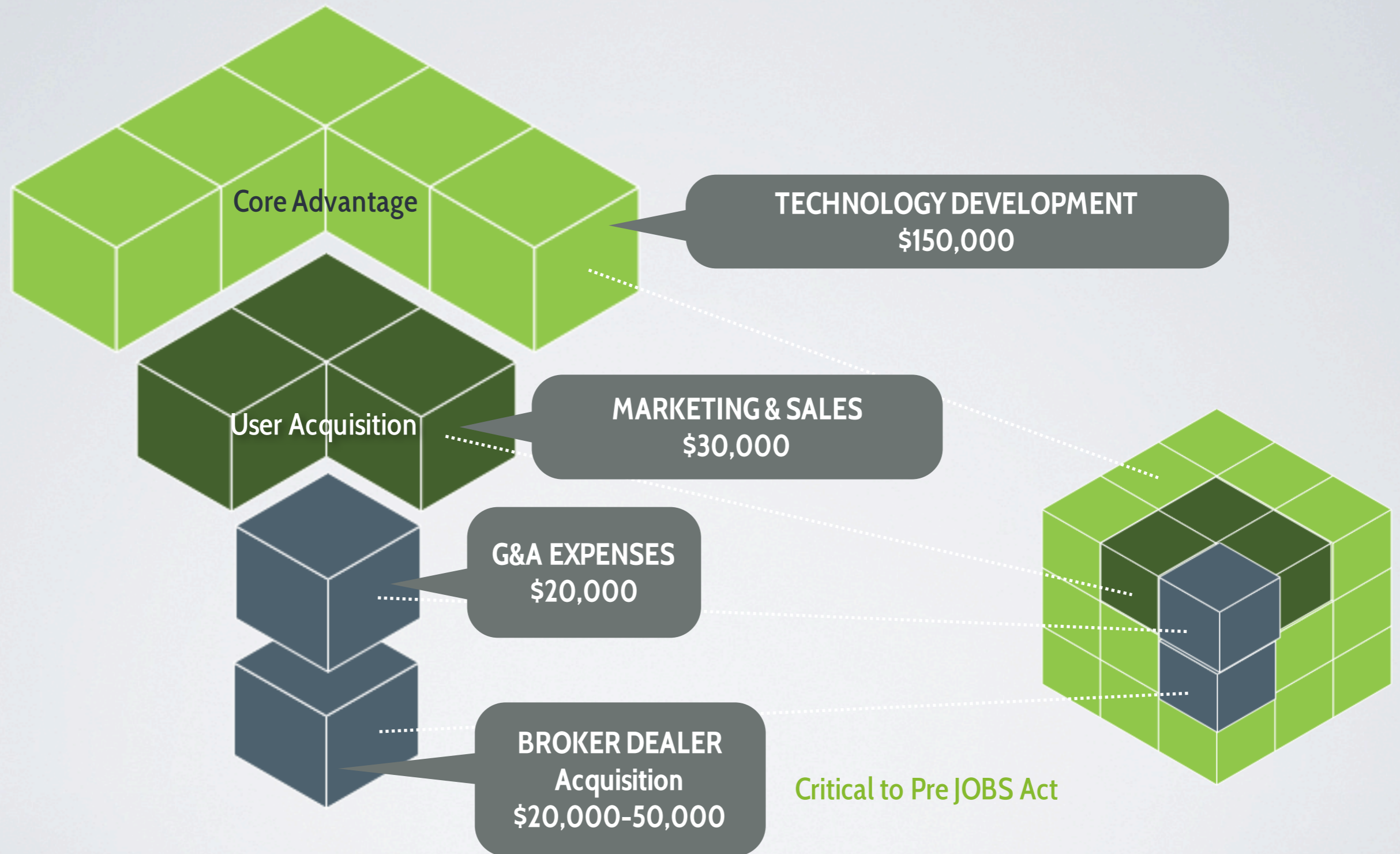
**2.7 Billion
91% Growth**

- Donation-Based
- Reward-Based
- Lending-Based
- Equity-Based
- Total for Year



\$250,000 CAPITAL RAISING TARGET

We are seeking \$250,000 in Equity or Debt/Equity funding to grow and sustain the Smart Money Entrepreneurs business model.



SME and The JOBS Act

- **Un-accredited investors would be allowed**
 - \$2000 or 5% of income. 10% if > \$100k
- **Can solicit investors openly**
- **Shareholder limit goes from 500 to 2000**
 - shareholders/SEC reporting not required
- **Can issue stock for investments now**

SME can and will operate as a broker/dealer regardless of the Jobs Act in 2013.

However, the Jobs Act holds these potentials if enacted!

DUE DILIGENCE

- Target raise-refund if not perform
- Register with SEC/FINRA
- CPA review
- Background checks
- Analyst and BD due diligence
- Sales: social media



COMPETITIVE ADVANTAGES

1. Proprietary Real-Time Financial Monitoring Technology System
2. Superior Transparency for Investor Protections
3. Capital Lock Down To Avoid Misappropriation – 60/40% Funds Release
4. Broker/Dealer Partnership/Acquisition – **[Exclusive]**
 - Only Platform Able To Raise Above 1MM **[Exclusive]**
 - Verifiable “Skin In The Game” From Startups **[Exclusive]**
 - Milestone Based Approach For Funding Via Platform
 - Patent Pending Platform
 - **Strong Management Team**

ACCURATE BACKGROUND

FREE AGENT (EXCLUSIVE)

Acctg saas. Integrate with our back end

DOCDEEP (EXCLUSIVE)

Robust and highly efficient equity cap table

DOCUSIGN (PARTNER)

electronic sig, fraud protection, doc mgt

VENTURE DOCS

Legal docs

COMPETITION OVERVIEW

Lending Club Peer to Peer Lending

- No Equity Option
- Just P2P
- Web Bank Service

Kick Starter Patron-based Crowdfunding

- Reward Based
- No Investor Protection
- No Equity

WeFunder Equity-based Crowdfunding

- Relaying on JOBS Act
- No Broker/Dealer

CircleUP Equity-based Crowdfunding

- No Investor Protection
- 1 Million+ Value for Start Up Funding

	SME	Lending Club	Prosper	Kick Starter	Indie GOGO	Raise Capital
<i>General Comparison</i>						
Alexa Traffic Rating*	N/A	3801	4375	541	2088	175506
Sales & Marketing	Vigorous	Weak	Weak	Weak	Weak	Weak
Web 2.0 Techniques*	YES	NO	NO	NO	NO	NO
Fee Scheduling	5%	1% - 5%	6.5% - 35%	5%+	4% to 9%	0%
Listing fees	\$499	\$0	\$0	\$0	\$0	\$99
<i>Feature Comparison</i>						
For Profit?	YES	YES	YES	YES	YES	YES
Type	Investor & Lender	Lender	Lender	Patron	Patron	Investor
Venture Screening	VIDEO	Conference	NONE	NONE	NONE	NONE
"Skin" in the Game	YES	NONE	NONE	NONE	NONE	NONE
Broker/Dealer	YES	NONE	NONE	NONE	NONE	NONE
Customer Support	VIDEO	CHAT	E MAIL	E MAIL	E MAIL	E MAIL

*Web 2.0 = Social Networking, Viral Marketing & Blog

Martha Lynn Laskie for SME.vc

SME MANAGEMENT TEAM

Jeremy Andrews | **Founder & CEO**

Grant Koeneke | **Co-Founder & Chief Technology Officer**

David Brown | **Co-Founder & Director of Operations**

Chander Dahl | **Lead Engineer**

Bob Bates | **Chief Financial Officer**

Paul Verdone | **VP Technology**

Zach Hines | **Digital Marketing**

Martha Lynn Laskie | **Lead Graphic Designer**

Audra Hamlin | **PR & Corporate Development**

Frank Yee | **Systems Developer**

Peach Zirkind | **Chief Technology Officer**

Tina Montez | **Lead Content Writer**

Clinton Johnson | **Business Development**

Chirag Sadana | **Strategy & Technology Development**

SME Board of Directors

Joseph Ori, Chairman
Matthew Ciardiello
Jay Tenga
Craig Denlinger

SME Legal Team

Neil Jacobs
Peter Minton
Randolph Adler
Jonathan David

SME Board of Advisors

Andrew Phillips
Alan Brody
Peter Chmiel
Sherron Andrews

TEAM BIOS

Universities

University of Connecticut and an
MBA from the Zicklin School Of Business
Rensselaer Polytechnic Institute
Washington State University
Bachelor of Arts from Rutgers University
Bucknell University Bachelor of Science
The University of Texas
Indiana University
Purchase College of Art & Design

Certifications

Certified Public Accountant
Certified Valuation Analyst
Certified Fraud Examiner

Board Members

Catalyst Group Holdings
Orion Financial Group
Signage Generators INC.

Publications

CPA Magazine
Fraud magazine
BillysBilling.com
PC Magazine
Technology Review
Dwell

Certifications

Certified Public Accountant
Certified Valuation Analyst
Certified Fraud Examiner



SME PARTNERS



Free Agent (Exclusive) – Accounting SAAS

Cap Share (Exclusive) – Cap table service

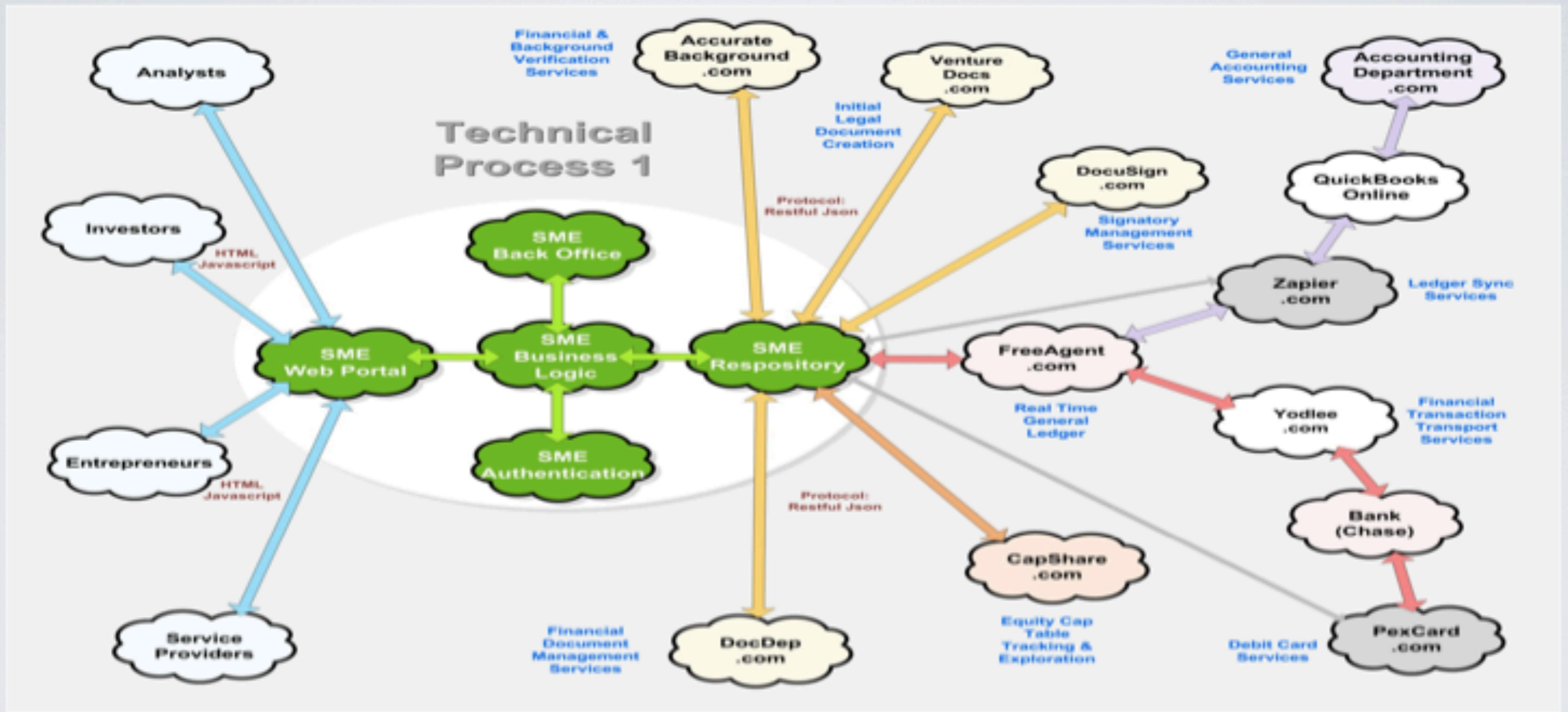
Venture Docs – Automated Legal docs

DocuSign – Electronic Signature

Accurate Background.com

Docdep – Finance Document Management

SME TECHNICAL PROCESS



SME VENTURE CROWDFUNDING PROJECTIONS

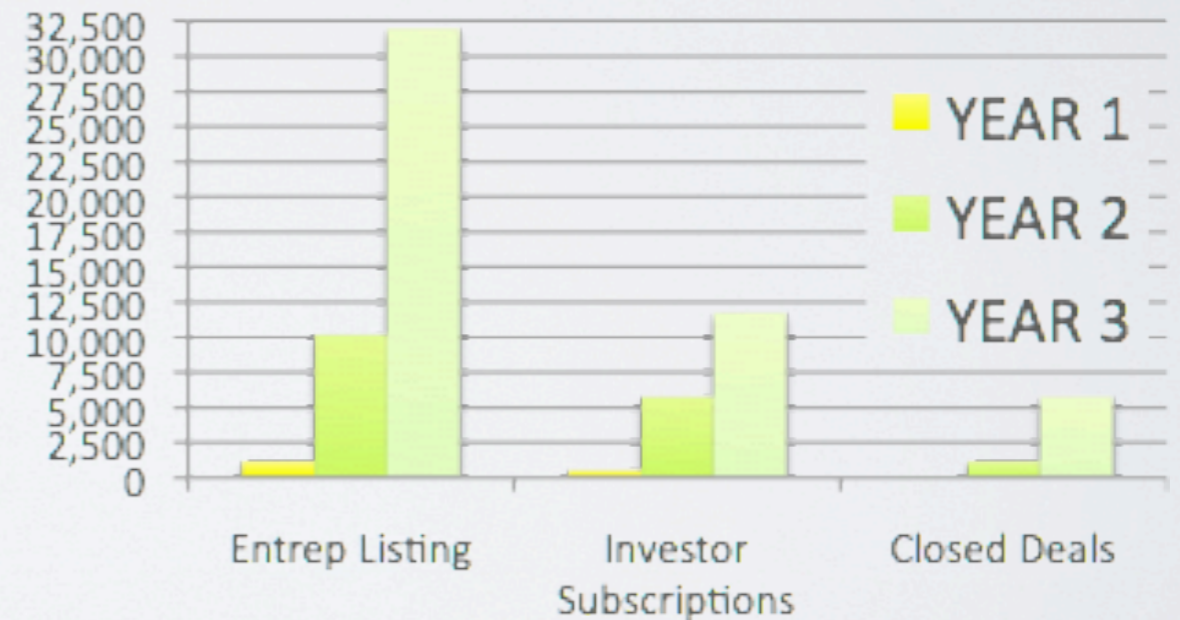
SME Growth Projections (Revenue & Users)

Year	Entrep Listing	Investor Subscriptions	Closed Deals	Revenues	EBITDA
1	1,175	525	21	\$754,055	-\$652,000
2	10,175	5,750	1,166	\$7,387,725	\$2,234,228
3	32,000	11,750	5,776	\$24,014,850	\$10,823,260

3 Year Projection of revenue and EBITDA



3 Year Projection of User Acquisition



SME DEMO SITE



Want To See Our Demo Site?

We make equity crowdfunding simple and safe. Entrepreneurs have a four step process to get listed. Investors along with Independent analyst must have a background check to validate their participation on SME's Platform. Service providers are selected so startups have reliable and quality services at their disposal. All of these parts combine to create SME's vibrant and successful venture crowdfunding platform.

Contact: **Jeremy Andrews**

Telephone: **1-347-SMART26/415-264-0984**

Web: <http://SME.VC>

E-Mail: Jeremy@SME.VC

CONTACT SME.vc



Address **Smart Money Entrepreneurs**
244 Fifth Avenue, Suite J-279
New York, NY 10001
1819 Polk St. #314
San Francisco, CA 94109

Tel: **1-347-SMART26/415-264-0984**
<http://SME.VC>

Email: Jeremy@SME.vc



HOW SME.vc WORKS - VIDEO



How SME Works

We make equity crowdfunding simple and safe. Entrepreneurs have a four step process to get listed.

Investors along with Independent analyst must have a background check to validate their participation on SME's Platform.

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SME.vc
VENTURE CROWDFUNDING



Thank You & We Want Your Support!

Invest in SME.vc Today