



www.frontfundr.com

June 2016

We Connect Investors & Entrepreneurs

Investor Benefits

- Access to stringently screened companies
- Efficient online deal flow
- Invest alongside seasoned investors
- Support businesses that matter to you and your community

Company Benefits

- Access to capital
- More visibility, better deals
- Focus on business growth rather than raising capital
- Turn consumers into investors

We are...

-  A team of finance professionals and entrepreneurs using technology to efficiently raise money from seasoned investors and the wider public.
-  FrontFundr partners with **you** to attract the right investors to support **your** business vision in a transparent way.

We support...

Start-up, early stage and growth stage companies looking to connect with a wide range of investors to grow your business.

We offer...



Promotion on the FrontFundr platform, social media and other communication channels.



Community and awareness building opportunities with both accredited and non-accredited investors in advance of your raise.



Validation by gauging investor interest on **Prospect Lounge**, in order to increase the likelihood of a successful raise.



Support and increased efficiencies during your active raise on **Pitch Place** - **keeping you focused on your business growth!**

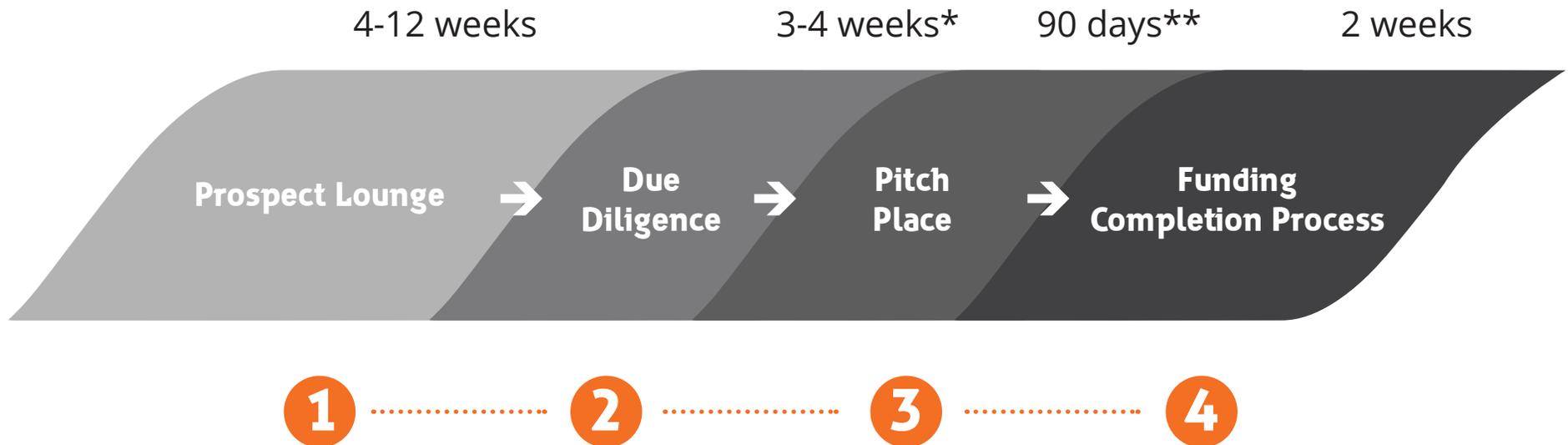
Is this a fit for your company?

FrontFundr works best for companies that are:

- ✓ Incorporated
- ✓ Building an online presence
- ✓ Creating a product or service that is easily understood
- ✓ In beta stage, close to, or post commercialization
- ✓ Preparing to raise between \$75,000 - \$5m
- ✓ Ready to start generating investor interest

This is a true partnership.

How it works



*Dependent on status of company documentation
**Dependent on exemptions being used

Stage 1



Build Awareness

1. Complete 'Company Profile' information form attached.
2. If there is a fit, we will confirm your information and advise you on next steps.
3. Gain traction in Prospect Lounge via:

Your Company

- social media
- customer/community engagement
- newsletter

FrontFundr

- social media
- monthly reports
- newsletter

Stage 2



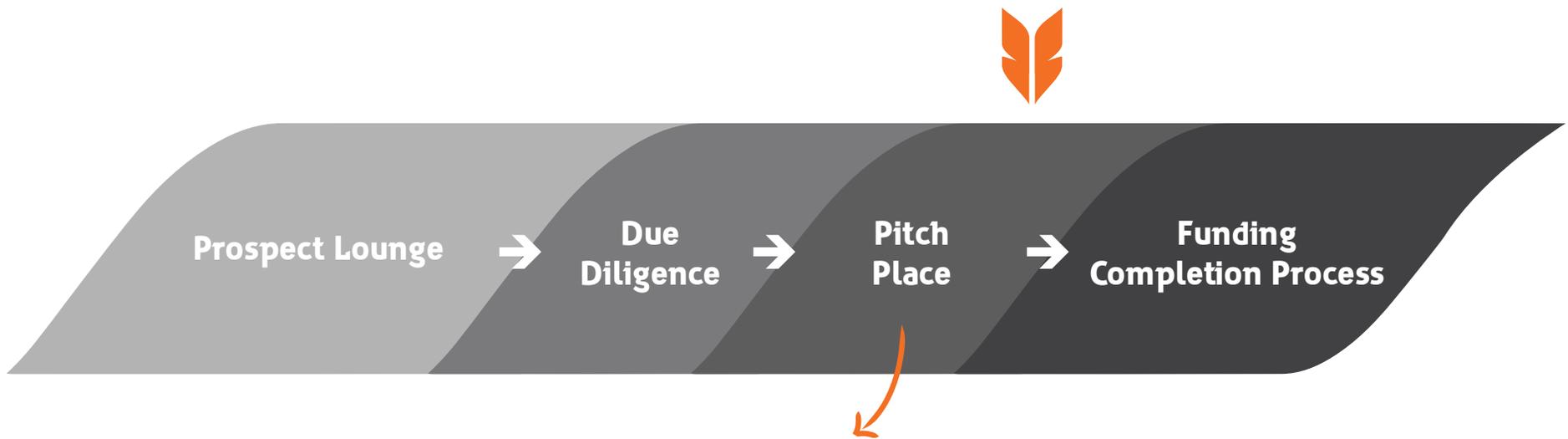
Thorough Review

We conduct thorough due diligence on each company we consider for Pitch Place.

To proceed to this phase:

1. Confirm 30% of funds are committed
2. Complete Pitch Place Application Form
3. Review and sign agency agreement and submit outstanding fees
4. Upload required documents via link sent by FrontFundr
5. Due Diligence team will review and advise if clarification is needed
6. If recommended by Due Diligence team, Investment Review Committee will assess
7. If approved, FrontFundr team will set a meeting to develop next steps including campaign strategy & plan

Stage 3

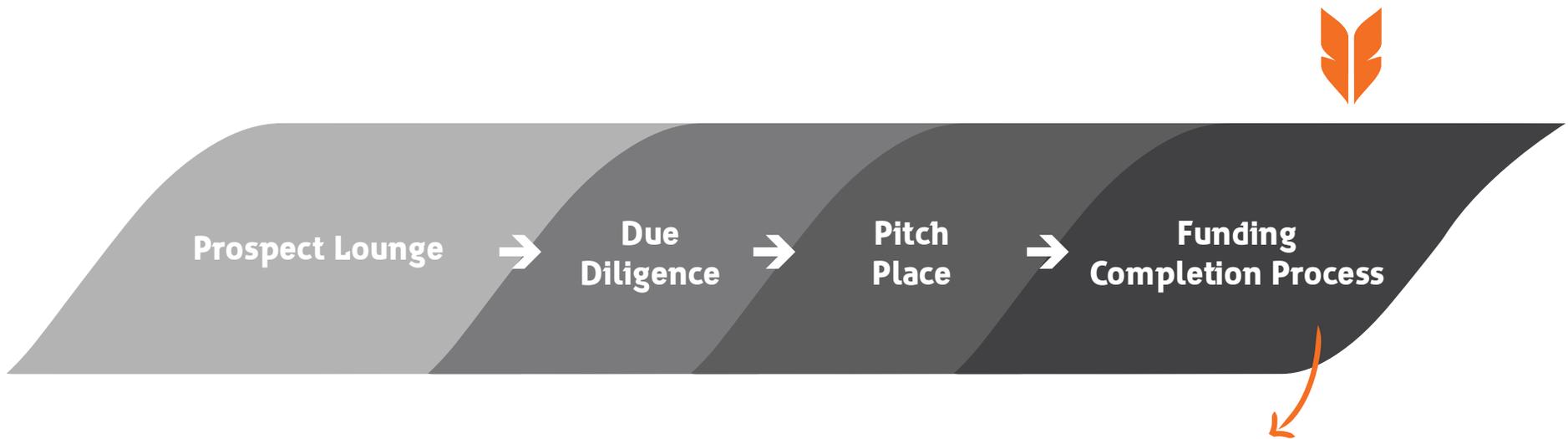


Where the action happens! Your offering is now live on Pitch Place and open for investment.

We will work with your company to:

- Mobilize your network
- Work your social media channels
- Host live investor pitches
- Host information calls
- Suggest additional content opportunities
- Support Newsletter content

Stage 4



Finalize Raise

Provided you meet the minimum funds raised:

- We will transfer the cash into your account
- Help you execute all documents online
- Set up investor communication plan (optional)

Fee Schedule

	Start-Up Crowdfunding Exemption (BC, SK, MB, QC, NB, NS)		Crowdfunding Exemption (ON, MB, QC, NB, NS)		Offering Memorandum Exemption (BC, AB, SK, MB, ON, QC, NB, NS)	
Listing and Due Diligence Fee Includes: ***	Basic \$3,000 + 6-8% success fee † + warrants	Premium \$5,000 + 6-8% success fee † + warrants	Basic \$4,000 + 6-8% success fee † + warrants	Premium \$6,000 + 6-8% success fee † + warrants	Basic Starts at \$5,000 + 6-8% success † fee + warrants	Premium Starts at \$7,000 + 6-8% success † fee + warrants
Prospect Lounge Listing (up to 3 months)	✓	SAVE 30% ✓	✓	SAVE 30% ✓	✓	SAVE 30% ✓
Full Due Diligence analysis	✓	✓	✓	✓	✓	✓
Subscription Document Template	✓	✓	✓	✓	✓	✓
Risk Acknowledgment Form Template	✓	✓	✓	✓	✓	✓
Offering Document Template	✓	✓	✓	✓	✓	✓
Pitch Place Listing	✓	✓	✓	✓	✓	✓
Marketing / Branding campaigns in Pitch Place	✓	✓	✓*	✓	✓	✓
Draft e-mail correspondence with investors	✓	✓	✓	✓	✓	✓
Process all investor documents**	✓	✓	✓	✓	✓	✓
Process payments and hold money in escrow	✓	✓	✓	✓	✓	✓
Respond to investor queries	✓	✓	✓	✓	✓	✓
Draft Report of Exempt Distribution	✓	✓	✓	✓	✓	✓
Provide all investor documents at end of raise	✓	✓	✓	✓	✓	✓
Voting Trust Agreement set-up & execution	✗	✓	✗	✓	✗	✓
Market Press Release	✗	✓	✗	✓	✗	✓
Founder Q&A Videos	✗	✓	✗	✓	✗	✓

*Restricted by securities legislation **Onboarding accredited investors, family, friends, business associates under separate exemption.

*** Additional Key Personnel Search Fees: \$75 per director, officer, control person

† The greater of: a) Individual investor - \$40 or 6-8% (of investment) or b) Legal entity investor - \$100 or 6-8% (of investment)

Additional Services

1) Voting Trust Agreement \$2,000

- A recommended contractual agreement for smaller investors

2) Drafting Offering Document

- Start Up CF Exemption \$1,500
- Crowd Funding Exemption \$2,000
- OM Exemption \$3,500

3) RRSP/TFSA eligibility \$1,500 + \$50 per transaction

4) Founder Q&A Video 6 x 60 second clips \$1,000

5) Subsequent Investor Reporting \$25/month (annual subscription)

6) Additional Consulting Services \$150/hour

7) EBC share purchase report forms \$15/transaction

Prospectus Exemptions

	Family, Friends & Business Associates	Accredited Investors	Offering Memorandum *	MN 45-316 Startup Crowdfunding Exemption	MI 45-108 Crowdfunding Exemption	MI 45-109 Startup Businesses**
Alberta	✓	✓	✓			✓
British Columbia	✓	✓	✓	✓		
Manitoba	✓	✓	✓	✓	✓	
New Brunswick	✓	✓	✓	✓	✓	
Newfoundland/Labrador	✓	✓	✓			
Nova Scotia	✓	✓	✓	✓	✓	
Ontario	✓	✓	✓		✓	
PEI	✓	✓	✓			
Quebec	✓	✓	✓	✓	✓	
Saskatchewan	✓	✓	✓	✓		
NWT	✓	✓	✓			
Nunavut	✓	✓	✓			✓

Benefits of using FrontFundr

Fully regulated Exempt Market Dealer in Canada

Ability to concurrently use all available exemptions:

Crowdfunding, Offering Memorandum, Private Issuer (Accredited Investor, Family Friends & Business Associates)

Access to accredited & retail (non-accredited) investors

Campaign support and marketing

Paperless transactions

Competitive commission fees

FAQs

1. **What happens if I go over 50 shareholders?** [Read More](#)
2. **Are there limits to how much capital my company raise?** [Read More](#)
3. **How will investors determine the valuation of my company?** [Read More](#)
4. **What do I have to do to make this campaign a success?** [Read More](#)
5. **Why should I choose equity crowdfunding?** [Read More](#)

Ready to get started?

Tell us more about yourself and your company by submitting
The Company Information Form attached