

Crowdfunding & Marine Energy

Kirsty Ranger, CEO Ideasquares – Crowdfunding Experts

Ray Alcorn , CEO Exceedence Ltd – Renewable Energy Finance
Software

Interreg
North-West Europe
**Marine Energy
Alliance**
European Regional Development Fund



Post your questions in the public chat box. Please note that your questions will be forwarded to the presenter and they will be answered. It is not necessary to post your answer multiple times.

The Marine Energy Alliance

Services to accelerate Marine Energy Innovations

Series of webinars (in development)



Project website
www.nweurope.eu/mea



North-West Europe - Marine Energy Alliance - Services to accelerate marine energy innovations



OVERVIEW

FAQ

DOCUMENTS

MEDIA

NEWS

EVENTS

Project Summary

About the Marine Energy Alliance

The Marine Energy Alliance (MEA) is a 4 year European Territorial Cooperation project running from May 2018 to May 2022. The project has a total budget of €6 million and is financially supported by Interreg North West Europe, who provides €3.6 million of ERDF funding.

The aim of MEA is to progress the technical and commercial maturity level of early-stage (TRL 3 – 4) marine energy technology companies with the overall goal of reducing the risk of device failure in subsequent demonstration phases.

Via MEA, selected marine energy technology companies are able to receive a suite of tailored expert services that will enable them to realise their ambitions and, more broadly, contribute to the coherent growth of the marine energy industry in general.

Follow us on



KEY INFORMATION

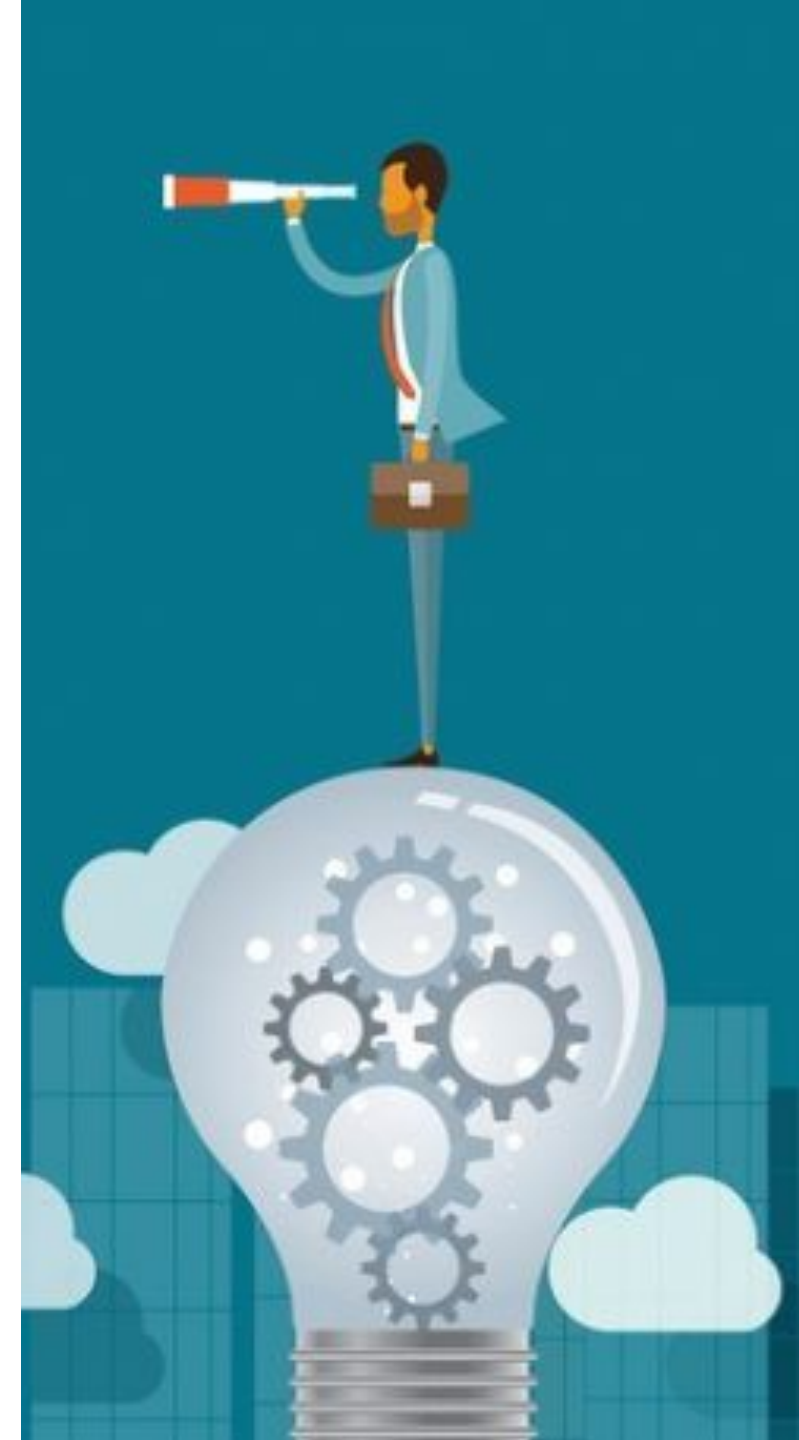
LEAD PARTNER ORGANISATION
Dutch Marine Energy Centre

EMAIL
daphne@dutchmarineenergy.com

EU FUNDING
€ 3.6 m

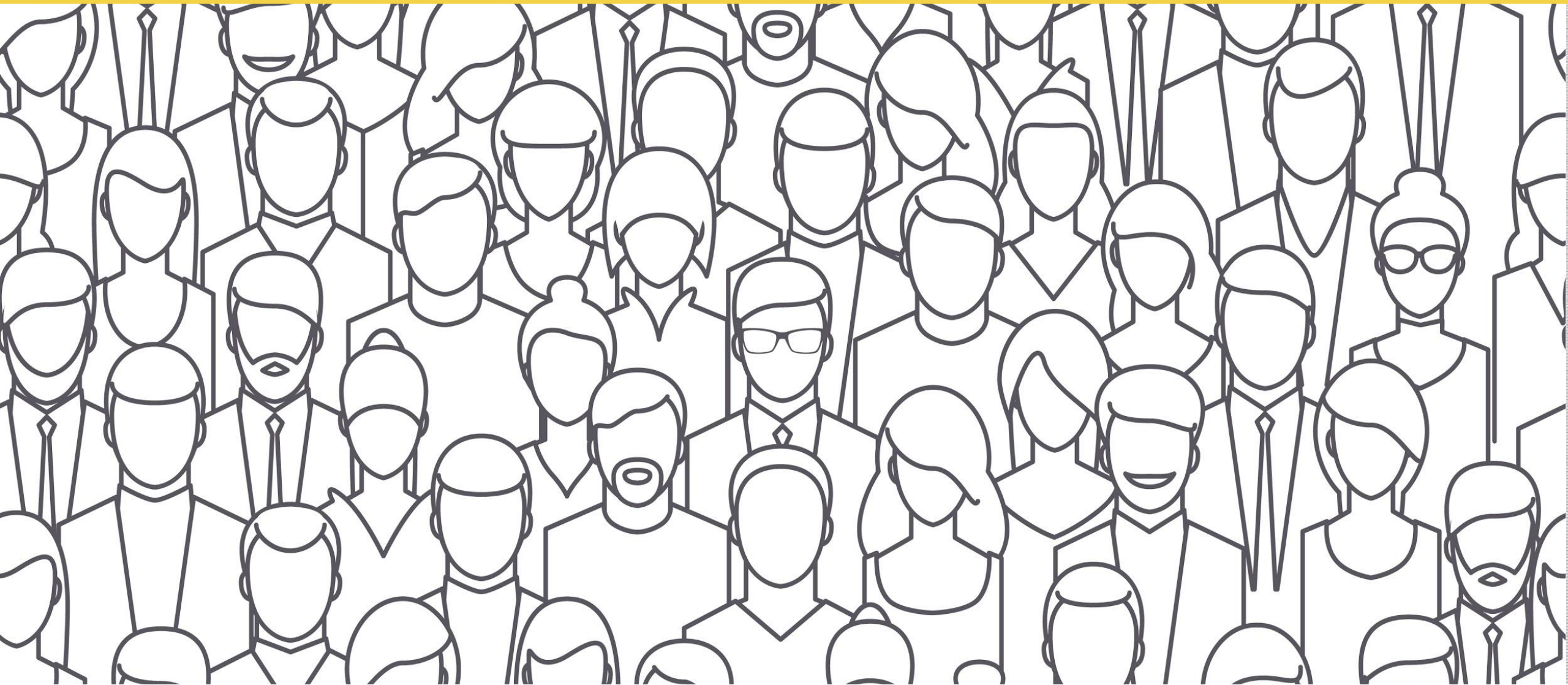
OVERVIEW

- What is crowdfunding and what types are there?
- What to expect, what to offer and when?
- How to plan, schedule resource and costs
- When is the right time?
- Real world example – Exceedence and their experience
- Q&A - Moderated by Daphne Linzell, DMEC





IdeaSquares on Equity Crowdfunding



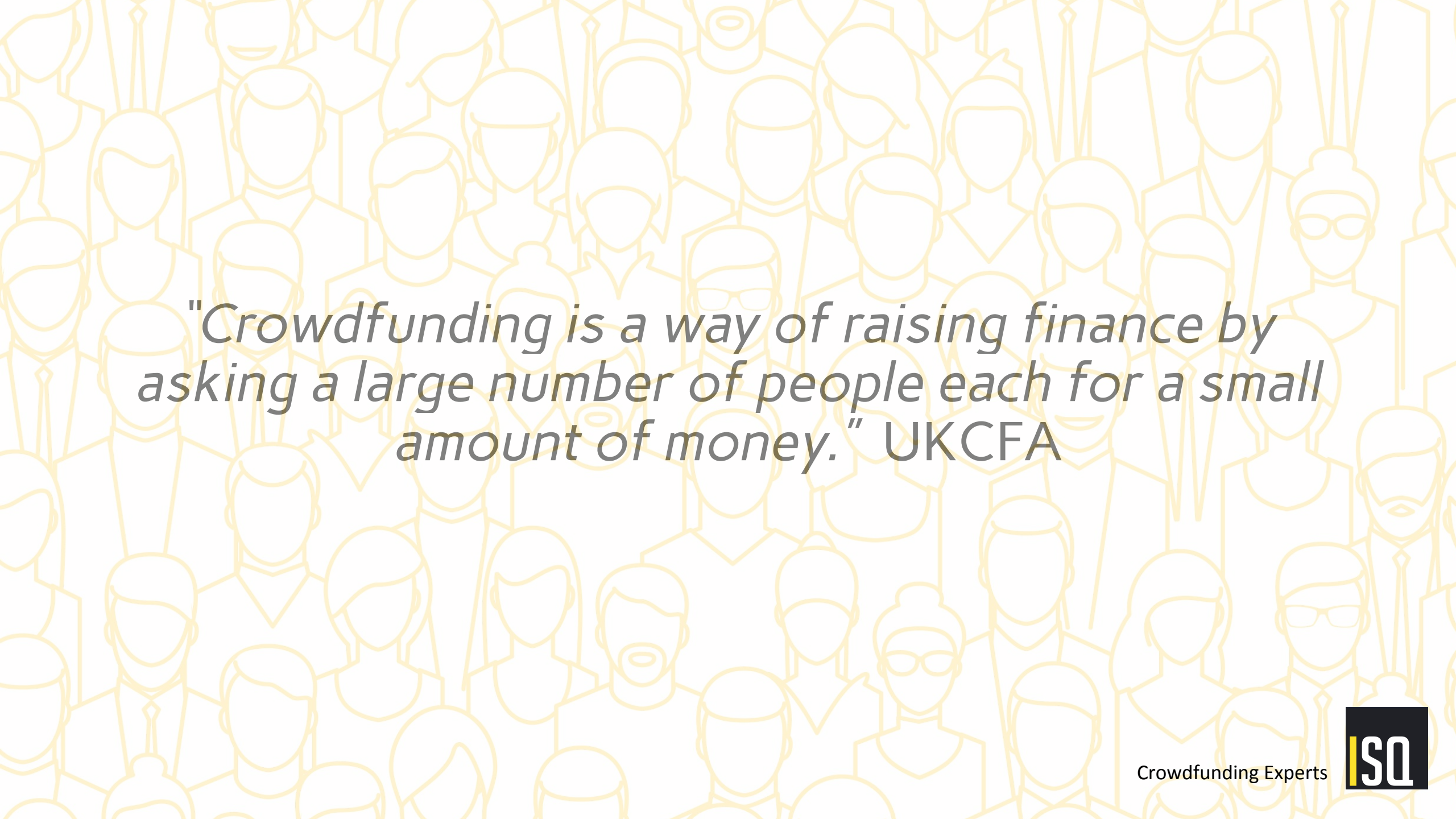
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[@IdeaSquares](https://twitter.com/IdeaSquares)



[:ideasquares.co.uk](http://ideasquares.co.uk)



"Crowdfunding is a way of raising finance by asking a large number of people each for a small amount of money." UKCFA

Reward/donation crowdfunding

"People invest simply because they believe in the cause."



KICKSTARTER



Crowdfunder.co.uk

Crowdfunding Experts



Debt Crowdfunding

"Investors receive their money back with interest. Also called Peer-to-Peer (p2p) lending, it allows for the lending of money while bypassing traditional banks."



Equity Crowdfunding

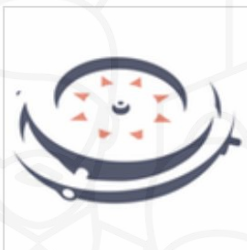
"People invest in an opportunity in exchange for equity."





savvy navvy

+ Follow



Profile

Google Maps for sailors, making navigation easy, safe and fast, helping everyone enjoy sailing!

🇬🇧 London, United Kingdom

EIS

Travel, Leisure & Sport Digital B2C

Social Media



Company number
10919572

Website

www.savvy-navvy.com/

Incorporation date
16 Aug 2017

Investment sought:

£400,001

Equity offered:

17.37%

FUNDED ✓ 6 Feb 2020

Investment amount:

£616,462

Valuation (pre-money):

£1,902,516

Follow-on

Highlights

- More than 22,000 registered users, across 100+ countries
- Leisure marine industry is worth €103 billion (2018)
- €20 billion spent on boat accessories and marine equipment
- We expect to exit in a trade sale in 4 to 6 years time

- ✓ Secondary Market ?
- ✓ Seedrs nominee min. £11.00 + ?
- ✓ Direct investment min. £25,000.00 + ?

Crowdfunding Experts





Campaigns are public



Equity Crowdfunding. Where Finance Meets Marketing

*Exposure
Community Engagement
Customer Loyalty
Brand Advocates
Future funding
Advisors
New hires*

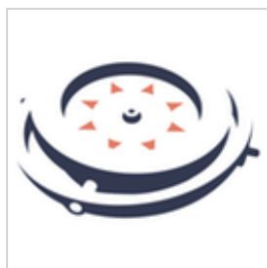


Much of the investment will
come from your own network



50%-100%

★ savvy navvy



Google Maps for sailors, making navigation easy, safe and fast, helping everyone enjoy sailing!

🇬🇧 London, United Kingdom

EIS

www.savvy-navvy.com/

Travel, Leisure & Sport

Digital

B2C

INVESTMENT
SOUGHT:
£125,000

EQUITY
OFFERED:
9.40%

FUNDED ✓ 4 Mar 2019

INVESTMENT
AMOUNT:
£331,484

VALUATION
(PRE-MONEY):
£1,204,107



You need a lead investor (or 30)



Previous investors
Institutional investors
Friends/Family
Customers
Suppliers
Professional connections
Mentors/Staff
Business groups
Colleagues/Ex Colleagues

Some current data

Number of campaigns = 52

Number currently at or over target = c35%

Current raise range = £65k - £1m

Typical raise = c£250k

Average no of investors = 215





Crowdfunding takes time and effort

14 weeks @ 15 hours per week

Investor materials

Writing the campaign

Platform due diligence

Warming up your own crowd

Planning and launching a marketing strategy

Filming a video

Investor meetings

Answering emails and questions

The background of the slide is a dense, repeating pattern of stylized human figures. These figures are drawn with simple blue outlines and represent a diverse group of people in professional settings. Some are wearing suits and ties, while others are in business casual attire. The figures are arranged in a way that they overlap, creating a sense of a large crowd or a community of investors.

Investors expect returns

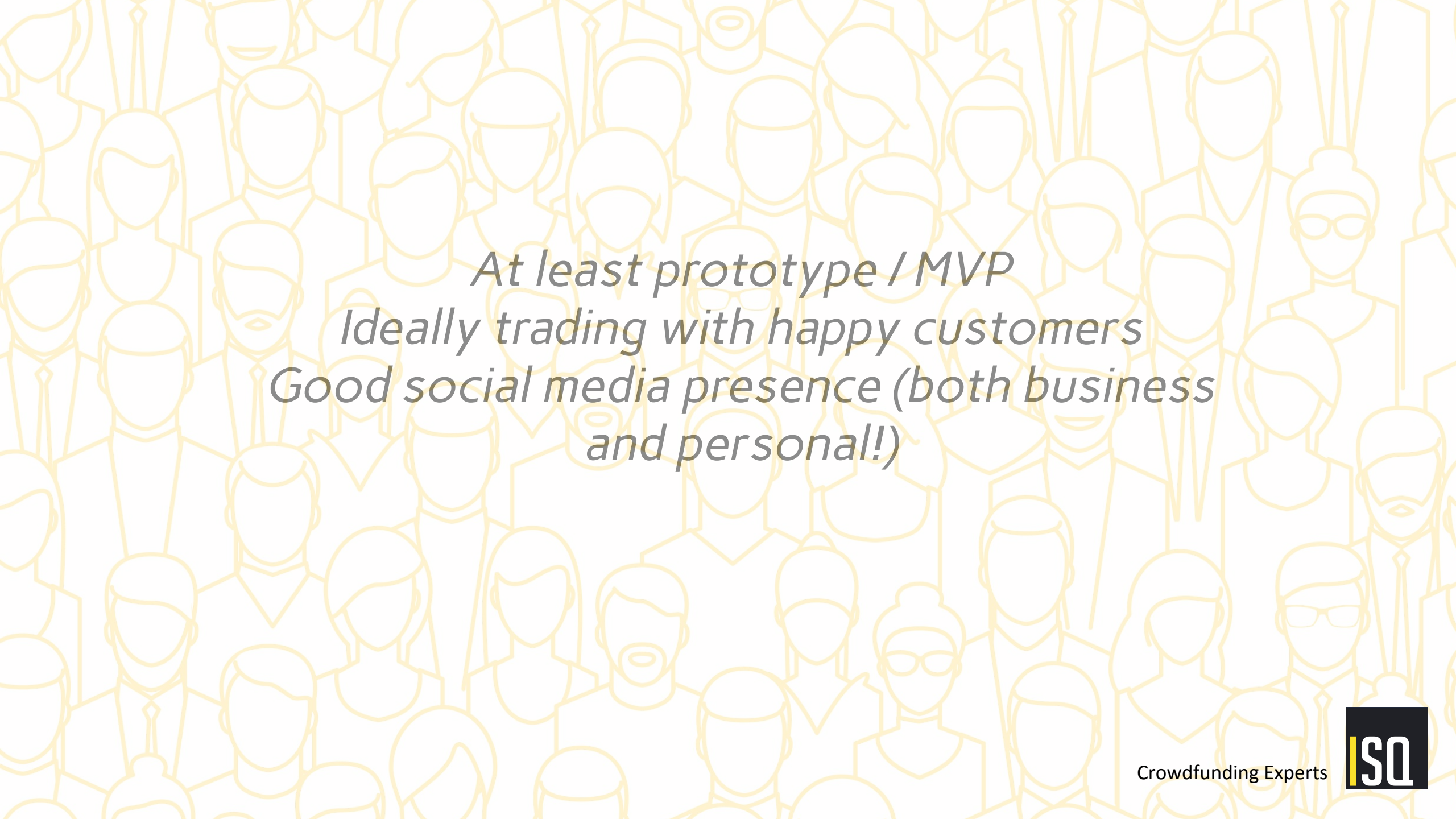
- *E-car club, acquired by Europcar*
- *Camden Town Brewery, acquired by AB inBev*
- *Wool & The Gang, acquired by BlueGem Capital Partners*
- *Brewdog offered shareholders the opportunity to sell shares at an increased price in latest funding round*
- *Bidstack now listed on AIM - investors made a (5x return)*
- *Revolut offered ROI to crowd investors through secondary offerings (19x return)*



Traction helps

Crowdfunding Experts





*At least prototype / MVP
Ideally trading with happy customers
Good social media presence (both business
and personal!)*



There are costs involved



Time (15 hours p/w)
Videography (£1500-£7000)
Platform fees (5-7%)
Consultancy fees (2%)



When is crowdfunding right for your business?



Have you decided exactly what you're raising investment to achieve?

Would you present this opportunity to individual investors?

Do you have possible lead investors in your network already?

Would your brand benefit from the significant exposure that crowdfunding brings?

Do you have a community to engage?

Have you already begun to engage that community?

Would your brand benefit from increased customer loyalty?

Do you understand that equity crowdfunding is no easier than other methods of fundraising?

Are you prepared to spend a significant amount of time getting this right?

Can you afford the cost of raising capital in this way?

5 reasons Non-UK Companies should apply for SEIS and EIS

1. **Close Alignment:** Eg Irish and UK companies have a similar private limited company structure, as well as similar company law and regulation
2. **Attractive Tax Benefits:** Qualified UK investors will benefit from 50% (for SEIS) and 30% (for EIS) tax relief. Plus 100% Capital Gains Tax relief + more.
3. **Qualifying company:** Holding companies incorporated in Ireland can avail of SEIS/EIS if it meets the permanent establishment condition and filter investment own to a qualifying subsidiary (see link below for more detail)
4. **No UK Subsidiary Needed:** Foreign companies do not need to set up a subsidiary in the UK to qualify (see link below for more detail)
5. **Quick Turnaround:** The application for opening a UK branch only takes a maximum of circa 45 days.

<https://www.sapphirecapitalpartners.co.uk/entrepreneurs-guide-to-seis-and-eis-for-foreign-companies?hsCtaTracking=9d338647-dd99-4a19-b6ab-33822fc9f051%7C230dc786-d76b-4c41-91bd-0f55ea11945c>

EXCEEDENCE

EXCEEDENCE



Ray Alcorn
CEO Exceedence

ray.alcorn@exceedence.com

COMPANY OVERVIEW



- Techno Financial digital twin support software and consultancy services for renewable energy technology and projects
- On/Offshore Wind, Floating Wind, Wave & Tidal
- MEA Service Partner
- **Closed Equity crowdfunding round of ~ €300k In September 2018**



OVERFUNDING

🔔 Capital at risk



Exceedence

Equity EIS ? Ireland

Last day

£

Invest now

130%

★ Unfollow

£325,930
Raised

384
Investors

£250,000
Target

14.01%
Equity

£2,000,000
Pre-money valuation



SEEDRS

crowdcube

abundance.



CrowdBnk



INDIEGOGO.



GrowthFund

INVESTOR

CROWDINVESTING WORLDWIDE

ENVESTORS



Funding Circle

KICKSTARTER

Spark Crowdfunding

gofundme™



CROWD2FUND

Netcapital



Crowdfunder.co.uk

Crowdfunding Models



Donation



Reward



Equity



**Peer 2 Peer
Lending**

WELLO - THE POWER OF WAVES

Company profile

Investments



Wello - Harnessing energy from waves

Watch later

Share

Target
1.000.000 EUR
max 2.000.000 EUR

Equity offered **4.98 - 9.49 %**

Invested so far **1.955.464 EUR**

Investments so far **755**

[See investments](#)



Nova is a world leading tidal energy company; transforming the power of our seas into clean electricity.

Edinburgh, United Kingdom

EIS

www.novainnovation.com

Energy Mixed Digital/Non-Digital Mixed B2B/B2C

INVESTMENT
SOUGHT:
£500,011

EQUITY
OFFERED:
1.74%

FUNDED ✓ 18 Nov 2019

INVESTMENT
AMOUNT:
£1,202,252

VALUATION
(PRE-MONEY):
£28,243,934

Idea Key Information Team Updates Investors **1,516** Discussion Documents

WITT ENERGY

Target: **£750,000**

Equity on offer: **19.50%**

Days left: **0**

Investors so far: **1567**

Last investment: **2 years ago**

Largest: **£15,000,000**

318%
£2,386,030
raised

Orbital Marine Power (Orkney)

£7M Construction Green energy

Orbital Marine Power (Orkney) lets you help build a 2MW floating tidal stream turbine

12% a year
fixed

2 yr 6 mth
investment

1 yr 3 mths
to first return

Seabased: Cost-competitive renewable wave energy

Company profile

Investments



Seabased

Watch later

Share

Target
5.000.000 SEK
max 15.000.000 SEK

Equity offered **3.35 - 9.41 %**

Invested so far **7.267.966 SEK**

Investments so far **264**

Atlantis Ocean Energy

FUNDED £4.3M Business growth Green energy

THE HEADLINES

THE IRISH TIMES

Wed, Nov 7, 201

NEWS

SPORT

BUSINESS

OPINION

LIFE & STYLE

CULTURE

Technology > How to ... | Data Privacy | Tech Tools

Irish tech company VStream takes less than a second to raise €100,000

UCC Spin-out Exceedence also turns to crowdfunding to raise funds



Exceedence Ltd
@Exceedence

Our raise is going steadily and are closing in on 60% on day 2. Have a look on crowdcube.com/exceedence

Charlie Taylor @ChasTaylor

Irish tech company @vStream raises €100,000 in less than 1 second on @FlenderCrowd, while @Exceedence is raising £250,000 via @Crowdcube #tech #crowdfunding

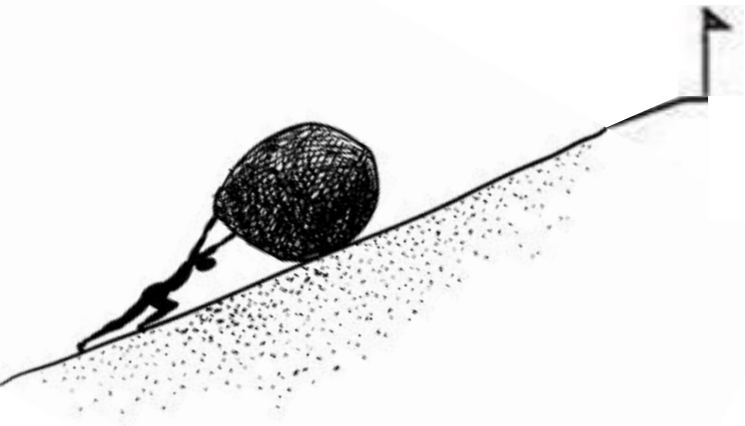
2:00 PM · Aug 9, 2018 from [Cork, Ireland](#) · Twitter for iPhone

||| View Tweet activity

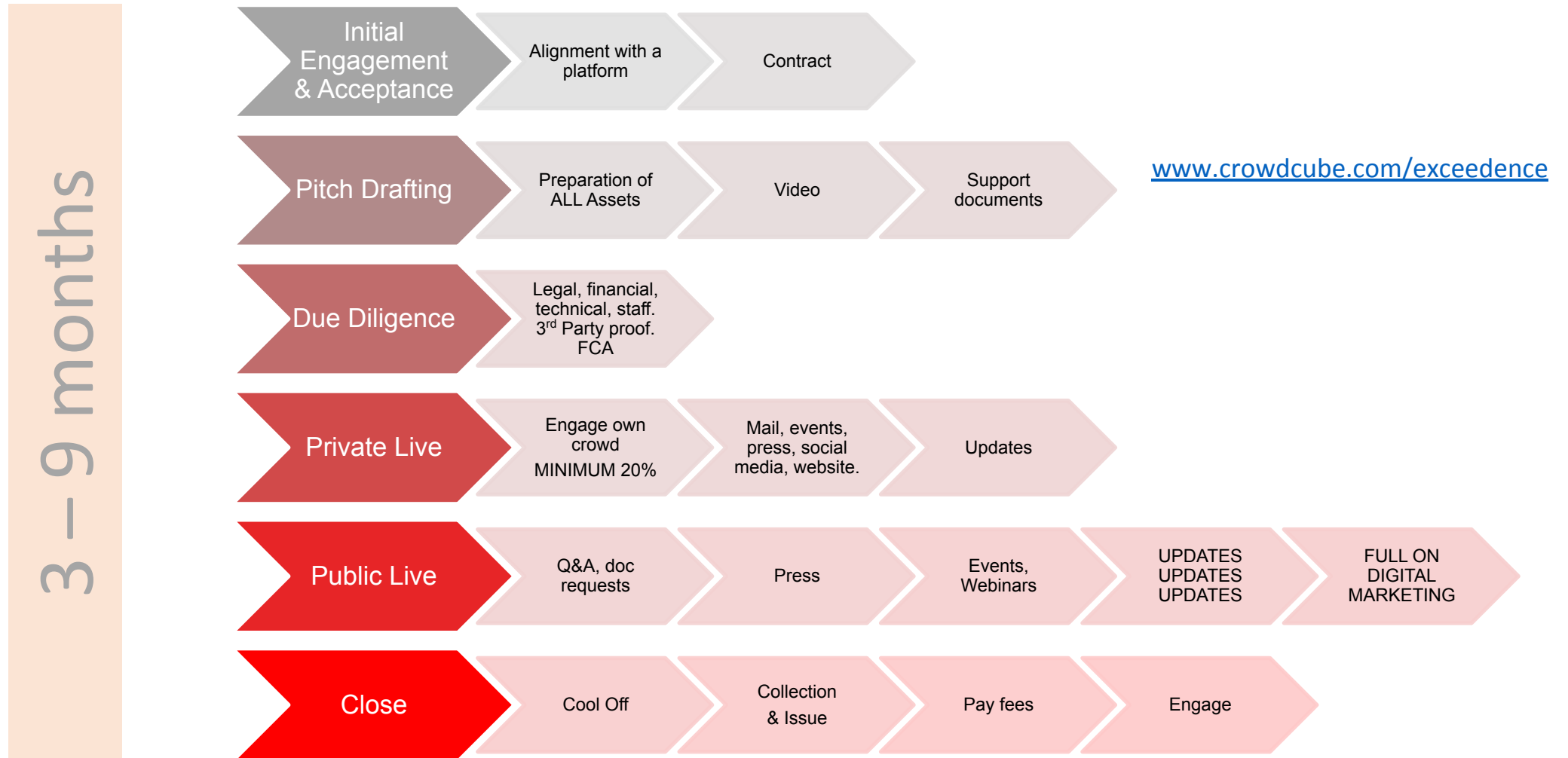
2 Retweets 3 Likes



THE JOURNEY



THE PHASES



THE NOISE

My Pitch

Investment Opportunities

Explore

Investment Opportunities

Search

Filter (0)

+

Most recent investment ▾

Capital at Risk. Please read our [risk warning](#) and [disclaimer](#)

5 days left

Chip

Chip is on a mission to build the best savings account in the world. With rapid growth to 75,000 accounts, £58m of savings processed and £36m of deposits since receiving Crowdcube's 3rd ever biggest raise in terms of investors last year, we continue to target the €10trn European savings market.

£1,000,000 Target

24%

£239,530

Raised

6.49%

Equity

534

Investors

15 days left

LandlordInvest

LandlordInvest is a fully FCA authorised peer-to-peer lending platform that enables people to invest in residential buy-to-let mortgages and bridging loans from as little as £100. Launched in 2016, the company is already cash positive and returning interests to property investors via their platform.

£300,000 Target

39%

£118,530

Raised

3.61%

Equity

165

Investors

21 days left

SEVEN BROTHERS

We are a family Craft Beer brewery from Salford, Manchester. Established in 2014, we have grown exponentially, seeing a 245% increase in T/O in 12 months, since introducing our Bars. With investment, we are aiming to procure four new beerhouse sites, expand production to 100,000L & expand our team.

£500,000 Target

24%

£120,870

Raised

5.88%

Equity

246

Investors

28 days left

Coconut

Coconut is the current account that takes care of your accounting and tax, designed specifically for self-employed people and small business owners. Now with 3,000 accounts open, they combine banking & accounting in one simple product to automate accounting & tax using rich, real-time payments data.

21 days left

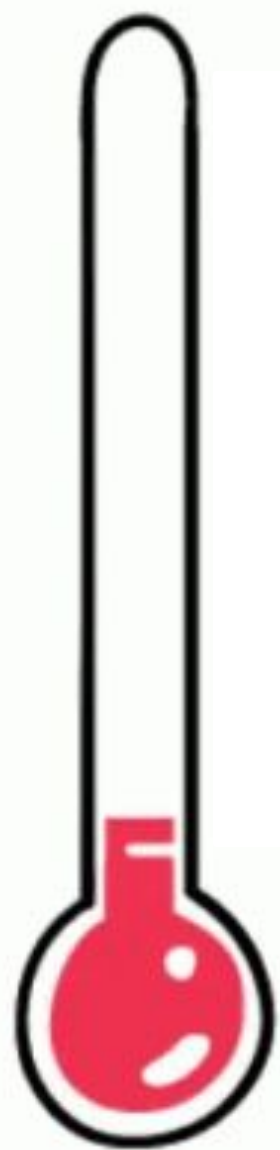
Thread

Thread makes it easy for men to dress well by recommending the perfect clothes for each person. They combine expert stylists with powerful AI to simplify shopping. The company is growing quickly with over 1 million users, and recently announced \$22m in new funding from H&M and Balderton.

16 days left

Siren Craft Brew

Siren Craft Brew is a leading independent brewery with a formidable reputation for brewing uncompromising, flavour-forward beers. Freshly awarded Supreme Champion Beer of Britain (CAMRA) & Top 100 Brewer in the World (Ratebeer) - they're now raising to accelerate an exciting next stage of growth.



THINGS YOU MAY NEED



MailChimp



facebook
Ads

vimeo



twitter



Angel
Investment
Network



KEY MESSAGES

- Due Diligence is in Advance
- You are starting a digital marketing campaign – even if you don't know it
- You NEED your crowd too
- Put a budget in place
- Put time AND resources in place during the campaign
- Do as much prep in advance as possible
- Be consistent right across all platforms – Targeted messages to each sector
- If you raise in UK, Raise your profile and get EIS registered
- Involve the team

WHY DID WE DO IT

- We went for a nominee structure
- Customers and Clients became investors
- Several of larger investors are key channel partners or have industry knowledge
- Majority of investors have connection to renewables/finance
- Much easier entry into the UK as we now have presence
- Global network of ambassadors and evangelists





INVESTOR MAP



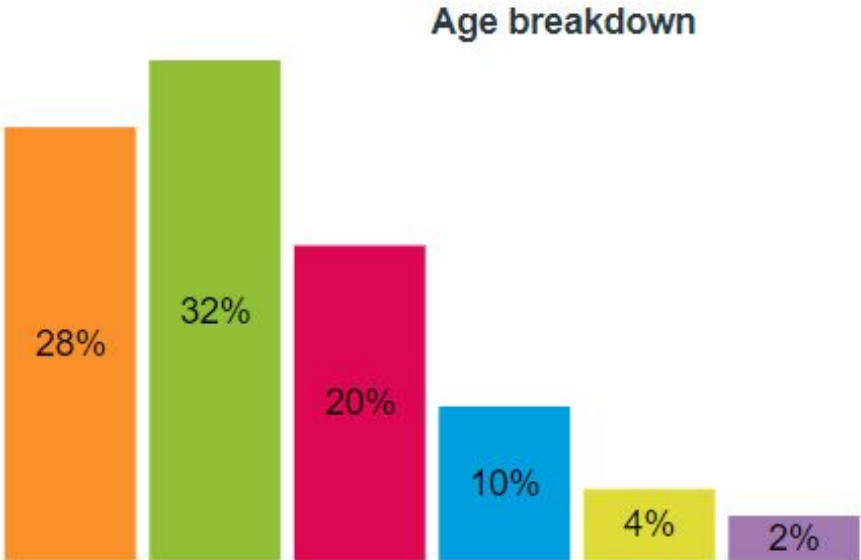
EXCEEDENCE



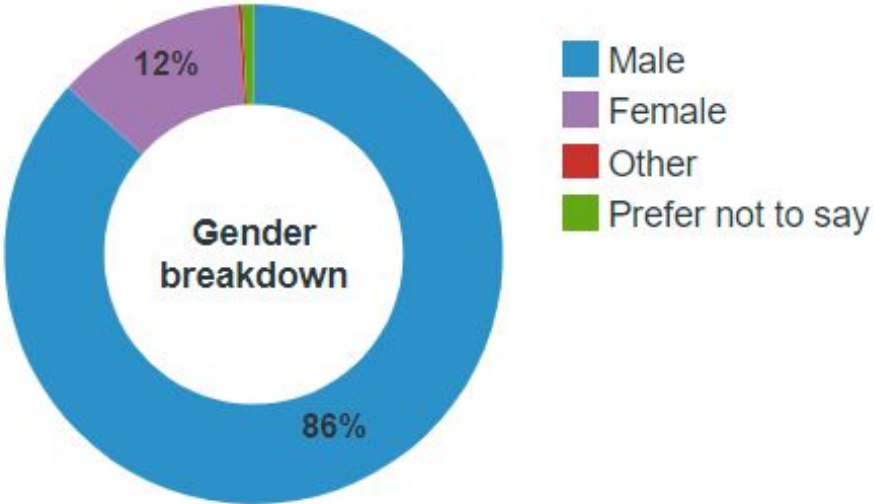
crowdcube

Your investor demographics

If you are running advertising campaigns for your raise, build more targeted audiences by using this anonymised demographic data of your investors. Please note that age information is recorded at the point of investment to preserve accuracy.



- 18 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- 61 - 70
- 71+



- Male
- Female
- Other
- Prefer not to say

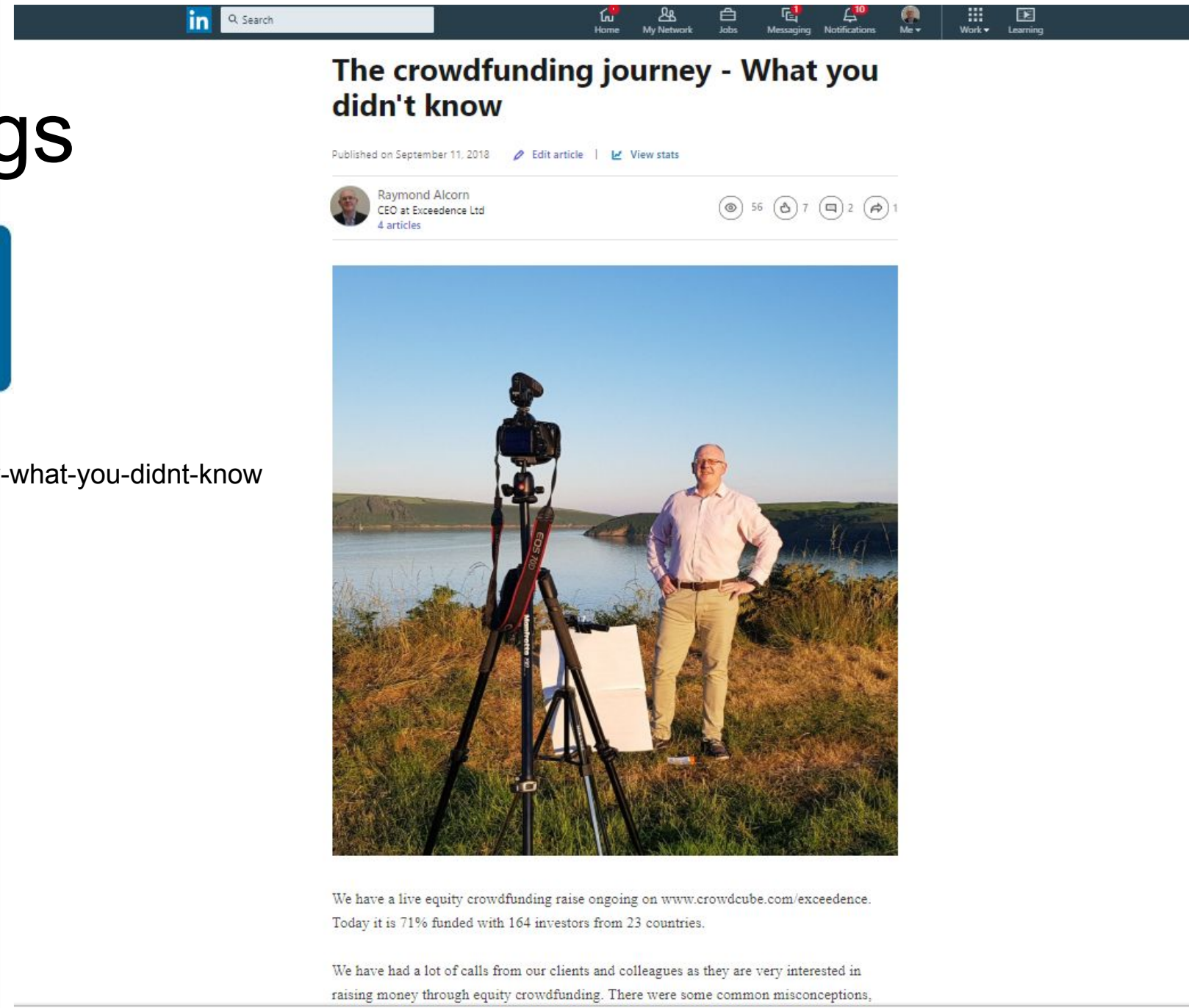
Some of our Blogs



<https://www.linkedin.com/pulse/crowdfunding-journey-what-you-didnt-know-raymond-alcorn/>

Other Blogs

<https://theliquidgrid.com/2018/10/27/crowdfunding-marine-energy/>





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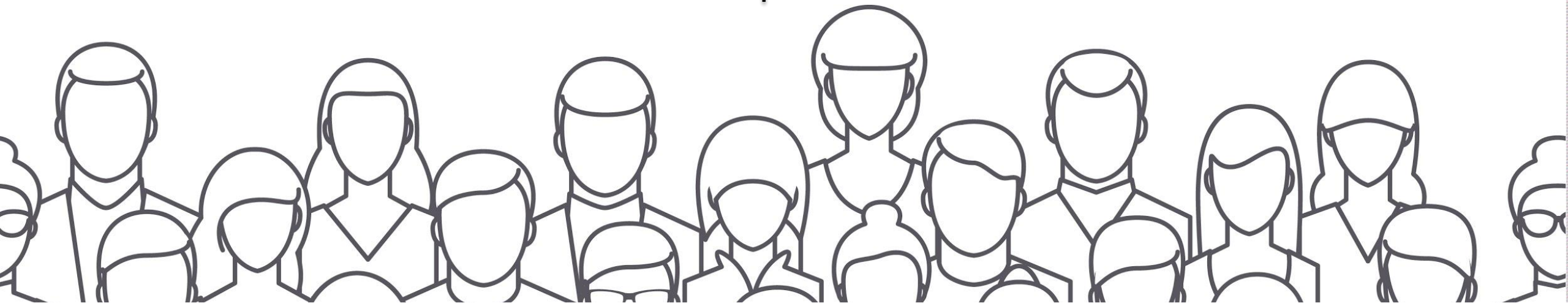


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Interreg



EUROPEAN UNION

North-West Europe

Marine Energy

Alliance

European Regional Development Fund

Thank you!