

Executive Summary

Helping Your Clients Raise Capital Painlessly

The Crowd Sourced Funding Equity Raising Scorecard developed by ESS BIZTOOLS is based on information available from some of the Intermediary's websites indicate some terrific information:

- \$18.3 million raised so far from crowd sourced funding equity raising by 22 companies;
- these companies could have been your clients incidentally, if they are congratulations, if not this market has started are you going to try to assist your clients to participate in the most exciting new development relative to assisting small and medium enterprises to raise finance in the last 35 years in Australia?

In the webinar we gave you an overview of some of the companies that have successfully raised capital as crowd sourced funding companies. We also supplied you with a list of the companies and the type of businesses that they operate for the companies who are currently attempting to raise capital. For full details of both of these company groups please refer to the PowerPoint slides that are available for you. The key message that we wanted to give you by publishing this information within the scorecard is that the companies that have already raised capital and who are attempting to raise capital have come from a wide cross-section of the Australian small business and medium-sized business market. I believe that this spread of clients is probably reflective of most accountancy firms in Australia.

Crowd Sourced Funding Equity Raising is a key advisory service that is now available for Australian accountancy firms. No one firm has a historical connection with this market in Australia. Virtually every Australian accountancy firm is starting from the same base – now is your opportunity to claim a segment of this market.

If you committed to being proactively involved in advising clients on crowd sourced funding what would you like to achieve over the next twelve months? You could write this down and then compare your answers to the ones that I am proposing.

Would you be happy if in twelve months' time:

- You had a happy accountancy/advisory firm because you had generated "new income streams for your firm"?
- You had happy team members because you have "created new and interesting work for your accountants and team members?"
- You had happy clients because "you are supplying them a service that will assist some of your clients to raise finance for their companies?"

If this is the case, we look forward to being your companions on this journey by supplying subscribers with the Crowd Sourced Funding Equity Raising Product Package that we have developed together with regular information on what is occurring within the crowd sourced funding market.

To summarise for you, the real benefit for your clients who are operating small proprietary companies who raise equity capital as a crowd sourced funding company:

No security has to be offered!

No personal guarantees have to be given!

No monthly repayments have to be made!

Your clients are going to need your assistance as their trusted advisor to be able to successfully complete the crowd sourced funding equity raising journey. We look forward to being able to welcome your firm as a subscriber to ESS BIZTOOLS so that we can supply you with a range of

forms, templates, webinars and videos to assist you to be able to supply an outstanding service to your clients.

Thank you for participating in the "Helping Your Clients Raise Capital Painlessly" webinar. If you require any additional information, please do not hesitate to contact us. We look forward to welcoming you as a subscriber/member to ESS BIZTOOLS.

Have a great day!

Kind regards.



Peter Towers

Managing Director,
ESS BIZTOOLS