



Equity Crowdfunding:

The next wave of innovation finance

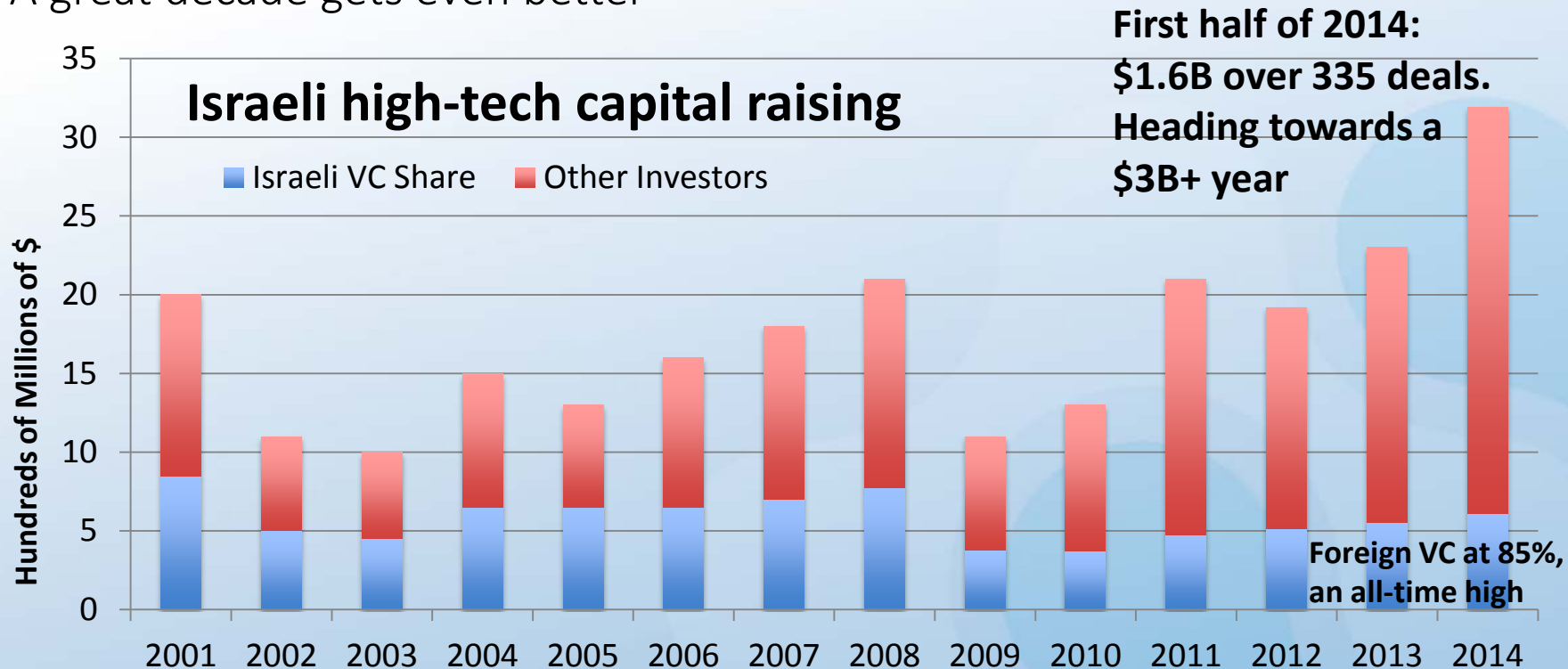
Scott Dubin, Director of Investor Relations

August 24th, 2015

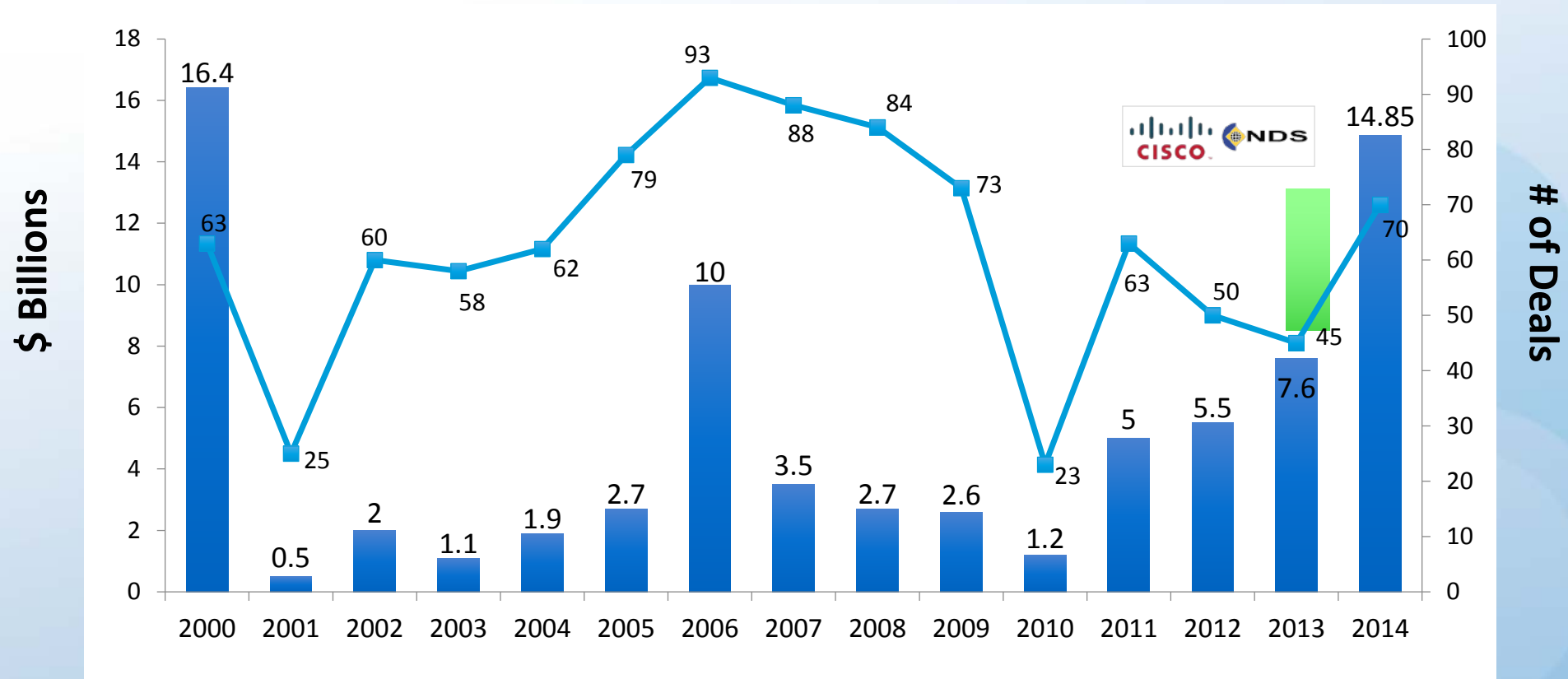
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- Please be aware that investments in early stage companies contains a high level of risk and you should consider this prior to making any investment decisions

OurCrowd Israeli High Tech Investment

A great decade gets even better



OurCrowd Israeli Exits: M&A deals and IPOs



OurCrowd 2014: the year of the Israeli IPO

"I expect we'll see a total of 8 IPOs on the exchange in 2014..."

- Robert Greifield, CEO NASDAQ

2014 Outcomes

12 NASDAQ IPOs

5 London SX IPOs

NYSE IPO of MobileEye

Resulting in...

- ~95 companies listed on NASDAQ (2nd only to China) with market cap of over \$40B
- Considered leader for future NASDAQ private market
- ~50 listings on NYSE



NASDAQ (CYBR) "CyberArk pops 85% and year's second largest IPO trades up" – *Renaissance Capital*



NASDAQ (VRNS) "Varonis exploded on its first day, doubling its list price... on a day in which the S&P 500, DJIA, and NASDAQ Composite all traded lower" – *Forbes*



NYSE (MBLY) "Mobileye record IPO defeats global selloff as shares soar" – *Bloomberg*



NASDAQ (RWLK) "RWLK rose 40% Monday on the heels of its eye-popping IPO that joined an exclusive club" – *Investors Business Daily*

OurCrowd **Welcome to the new normal in Israel... \$910M in activity**



\$28M



\$18M

\$370M acquisition



\$20M



\$6M

\$200M acquisition



\$20M



\$8M

\$150M acquisition



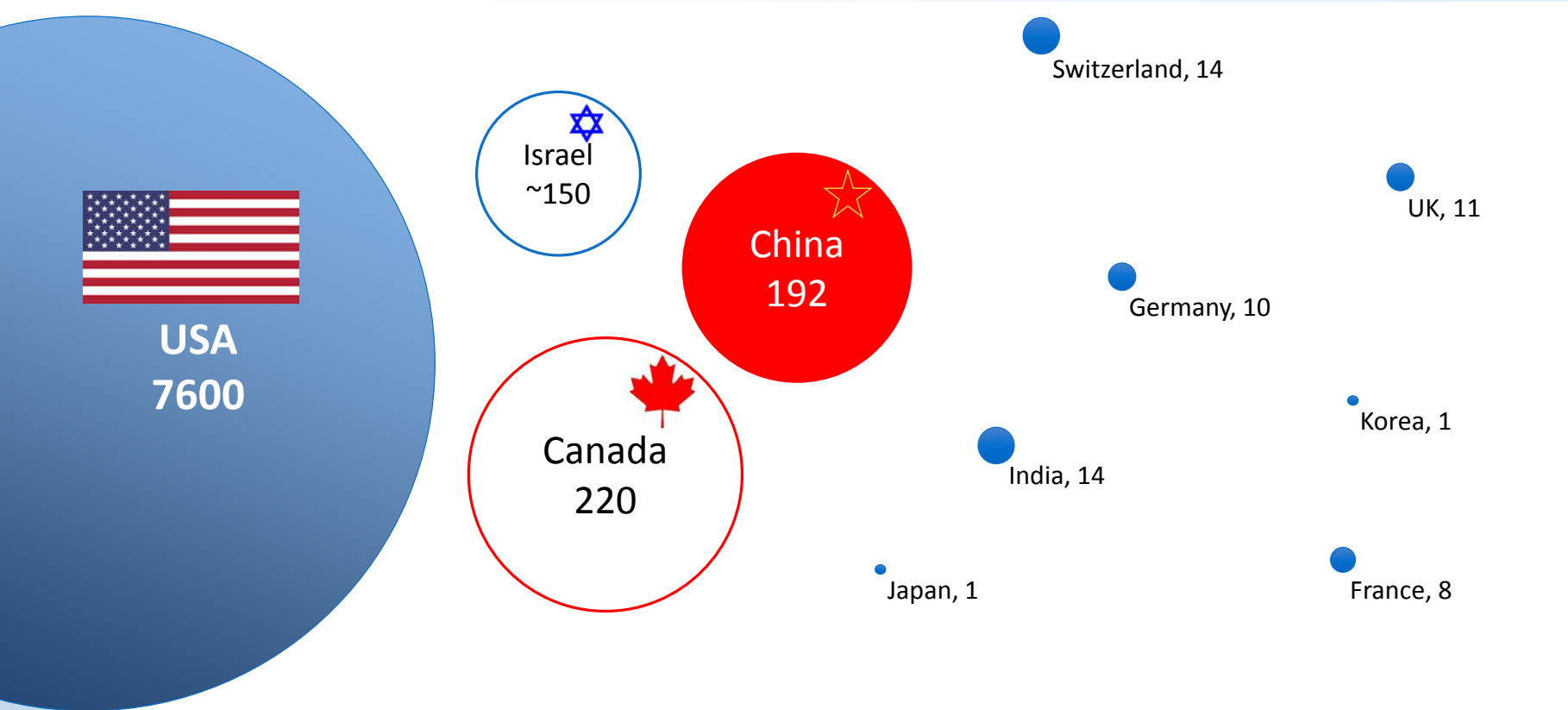
\$15M



\$8M

\$50M acquisition







of investments globally by Horizons Ventures (李嘉诚)



OurCrowd Why Israel?



OurCrowd Multinationals' "boots on the ground" in Israel



50% of hi-tech workforce
in multinational centers

300 centers around Israel

Huge players in the economy:

Cisco purchase of NDS: **\$5B**

Cisco: **13** acquisitions

Broadcom: **10** acquisitions

Intel/Isar : **10%** of Israel's exports

Sources:

1 Intel Israel exports doubled in 2012 – Globes
February 17th



crowd·fund·ing

noun \ 'kraüd-,fən-dīŋ \

Definition of CROWDFUNDING

: the practice of soliciting financial contributions from a large number of people especially from the online community



Donation



Equity



Debt



Reward

The recent acquisition of Oculus raises questions



Andreessen, Spark, Matrix Partners back Oculus Rift with \$75M Series B... then Facebook acquires the company for \$2B

December 2013 ... March 2014

After raising \$2.4M from Kickstarter, Oculus Rift gets the attention of major investors



Pays \$2B for company and
Original crowd funders get nothing

**Now investors are
asking why do I
only get a tshirt?**

**Naturally, this plays into
the rise of equity
crowdfunding platforms**

OurCrowd Rise of equity crowdfunding

Explosion of platforms – OurCrowd, Angel List, FundersClub, CircleUp, etc

We are pioneering a new model for consumer startups: leveraging both equity and reward crowdfunding










AngelList




CircleUp



OurCrowd Two options for individuals to invest in startups

	Venture Capital	Angel investing
Access to Deal flow	Top deal flow 	Limited
Due diligence	Professional 	Limited
Legal	Dealt with 	Need to deal with
Rights	Protected 	Common shares
Commitment	Large	No 
Fees	Heavy	No 
Discretion/Choice	No	Yes 

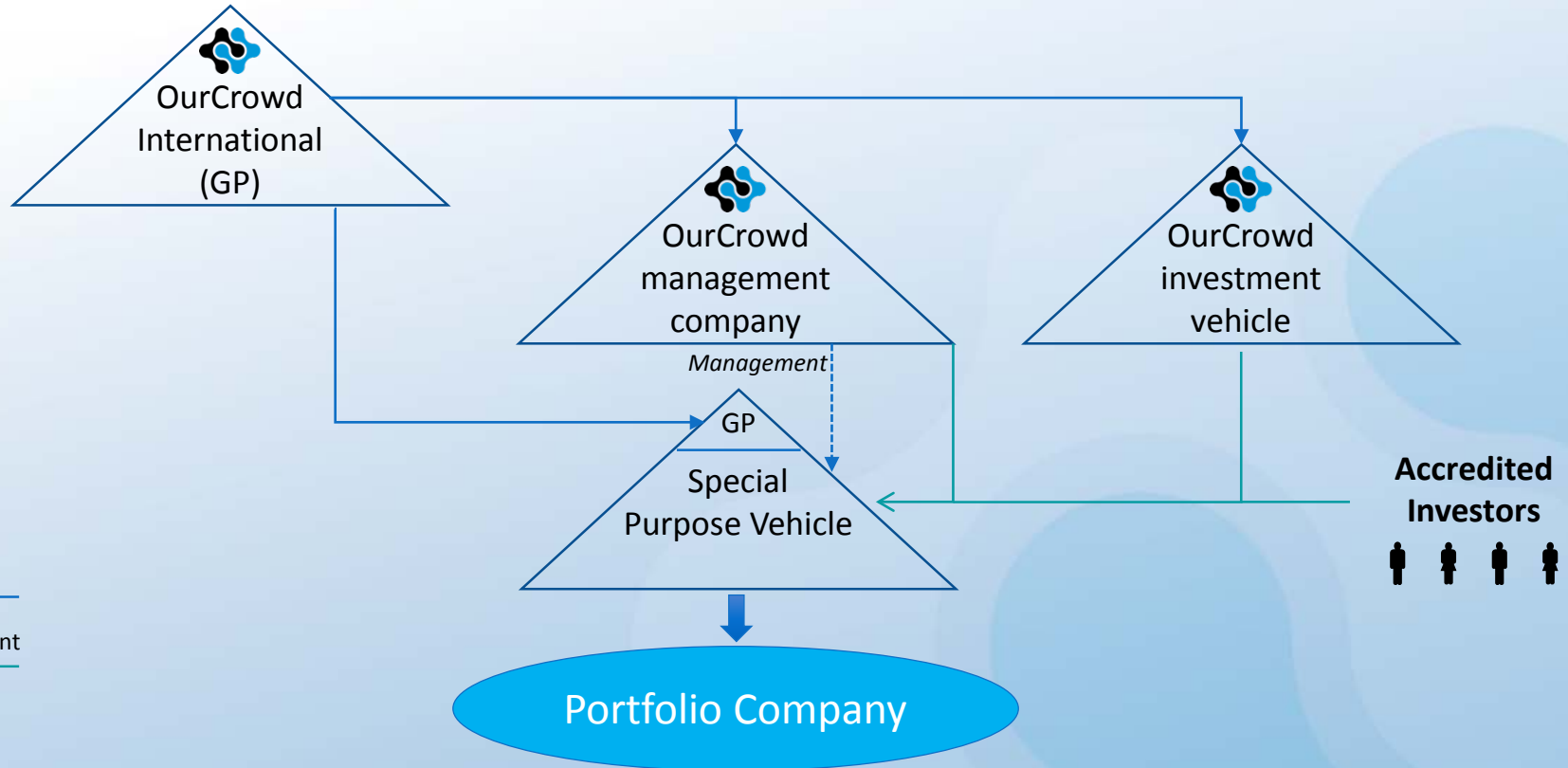
the professionalism of VC and the flexibility and low entry price/freedom of Angel investing

	Venture Capital 	Angel	OurCrowd 
Access to Deal flow	Top deal flow 	Limited	Top deal flow 
Due diligence	Professional 	Limited	Professional 
Legal	Dealt with 	Need to deal with	Dealt with 
Rights	Protected	Common shares 	Protected 
Commitment	Large	No 	No 
Fees	Heavy	No 	Lower than VC 
Discretion/Choice	No	Yes	Yes

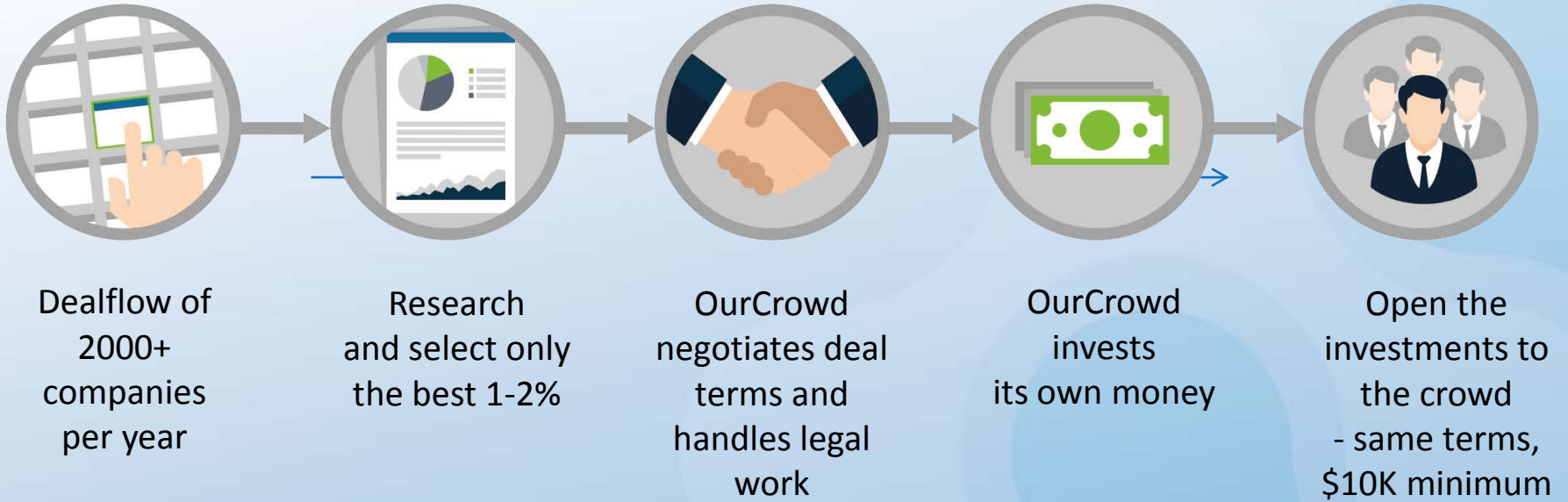
A hybrid of venture capital and crowdfunding



OurCrowd OurCrowd's Investment Model



A hybrid of venture capital and crowdfunding



74

**Companies
in portfolio**

\$140M+

invested

8000+

members

50+

countries

24

Up-rounds

Co-investors



General Catalyst
Partners



Fintech






Enterprise













Cybersecurity








Marketing/AdTech









Healthcare/MedTech

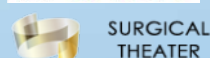












Energy & AgTech



Consumer - Software



Consumer – Hardware & Internet of Things



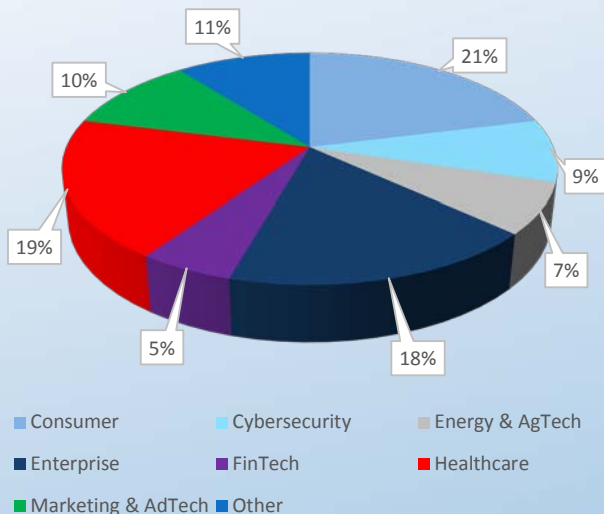
Other



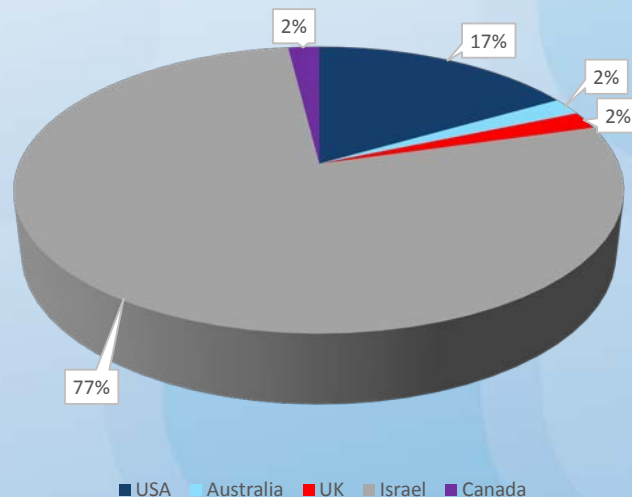
OurCrowd OurCrowd Portfolio of Companies

- OurCrowd has created a truly sector agnostic portfolio of companies
- Majority (77%) of investments to date in Israeli companies

Sector Breakdown



Geographic Breakdown





OurCrowd's first fund

OurCrowd First is OurCrowd's early-stage seed fund, based in Israel and with an Israel focus but with a global reach.

OurCrowd First was created to provide OurCrowd's investors with a risk-balanced, sector diversified approach to seed-stage investment.

OurCrowd First is a fully automated way to build a 20+ company seed and Series-A portfolio

OurCrowd First offers "fund economics": carry is taken across entire portfolio with losses offsetting gains before calculations made.

OurCrowd First will democratize seed-stage investment, allowing investors to build a highly diversified portfolio with as little as \$50k.





Jon Medved *Co-Founder & CEO*

- Washington Post: "one of Israel's leading high tech venture capitalists"
- 12 exits >\$100M
- Co-founder, CEO of VRNG
- Founder & GP Israel Seed Partners, \$260M AUM



Elan Zivotofsky *General Partner Investments*

- 15 years' experience in Israeli investing
- Managing Partner at Prelude Israel
- Former Head of Technology Banking, Lehman Brothers Israel; formerly top analyst at Goldman Sachs



Gadi Mazor *General Partner & CTO*

- Serial entrepreneur in mobile/wireless
- US Senate Advisory Board
- RIM entrepreneur of the year 2013
- Ex-8200



Anthony DeChellis *President*

- CEO Private Banking Americas at Credit Suisse
- Head of UBS Private Wealth Management in US



Pini Lozowick *General Partner*

- General Partner at Alta Berkeley
- Among first employees at Broadcom, Dir. Marketing
- Founder and GM of Verisense
- 5 exits; total value \$3B



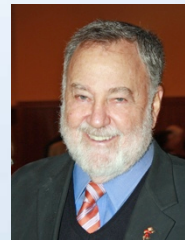
Peter Thiel

PayPal



Eric Schmidt

Google



Mort Meyerson

Dell
EDS



Gigi Levy

888
Amdocs



Ori Sasson

Apax
Genesis



Ajay Shah

Silverlake Sumeru
Shah Capital Partners



George Conrades

Akamai



Benny Landa

Indigo



Yigal Jacoby

Allot Communications

OurCrowd Co-investing with leading investor groups

Top-tier funds and institutional investors



General Catalyst
Partners

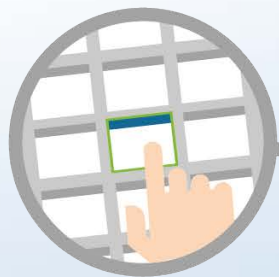


OurCrowd Co-investing with leading investor groups

Top-tier funds and institutional investors



A hybrid of venture capital and crowdfunding



Dealflow of
2000+
companies
per year



Research
and select only
the best 1-2%



OurCrowd
negotiates deal
terms and
handles legal
work



OurCrowd
invests
its own money



Open the
investments to
the crowd
- same terms,
\$10K minimum

