BIGCrowd

A Platform For Purpose Driven Collaboration At Scale

Unlocking many £Billions in intelligent risk capital to address the SDGs

Raising £10m of Impact Equity Investment

In rounds of £2m (1st and 2nd close) then £8m

"

If we could better harness even a fraction of the positive

innovation that is ignored, ridiculed or aggressively rejected,

that alone is the power to create meaningful change in the world

"

Steve Podmore - Founder of BIGCrowd

Author of the upcoming book - 'Innovation Immunity - and the Global Goals'

The mission of BIGCrowd Ltd is to Scale Up and Speed Up How The World Addresses the 17 Global Goals For Sustainable Development*

Also referred to as the Sustainable Development Goals (The SDGs) or simply - The Global Goals

We believe to address the Global Goals - the world needs the success of many more

Big Impact Game-changers

They are: those with the best ideas to, or those doing the most to, address the Global Goals!

Or more specifically they are :-

BIG (ambition of impact); Bold; Innovative; Replicable; Scalable; Systemic;

Profit with Purpose Ventures (both with and without Technology or IP);

Not For Profit Models; Policy Ideas; and Campaigns;

With Strong Governance in Place or In Process!

BUT

Big Impact Game-changers

FOR A GREAT MANY NON SENSICAL REASONS

Get **MISSED** or **IGNORED**

Solution

A Purpose Driven

Collaboration Platform

To Find, Fund and Support

The Worlds Most Promising

Big Impact Game-changers

And Help Them Succeed

Part 1.

of the BIGCrowd Model involves a massive sales and marketing engine, to sell a FREE or PREMIUM £9.60 p/m subscription to consumers everywhere (the BIGCrowd).

BIGcrowd

Mass Viral Sales and Marketing Engine

FREE or £9.60 PM
SUBSCRIPTION

POOLED FUNDING

Big Impact Game-changers
pitch & showcase - in open calls & incentive competitions

↓

Platform

↑

collaborate and help select awardees & prize winners
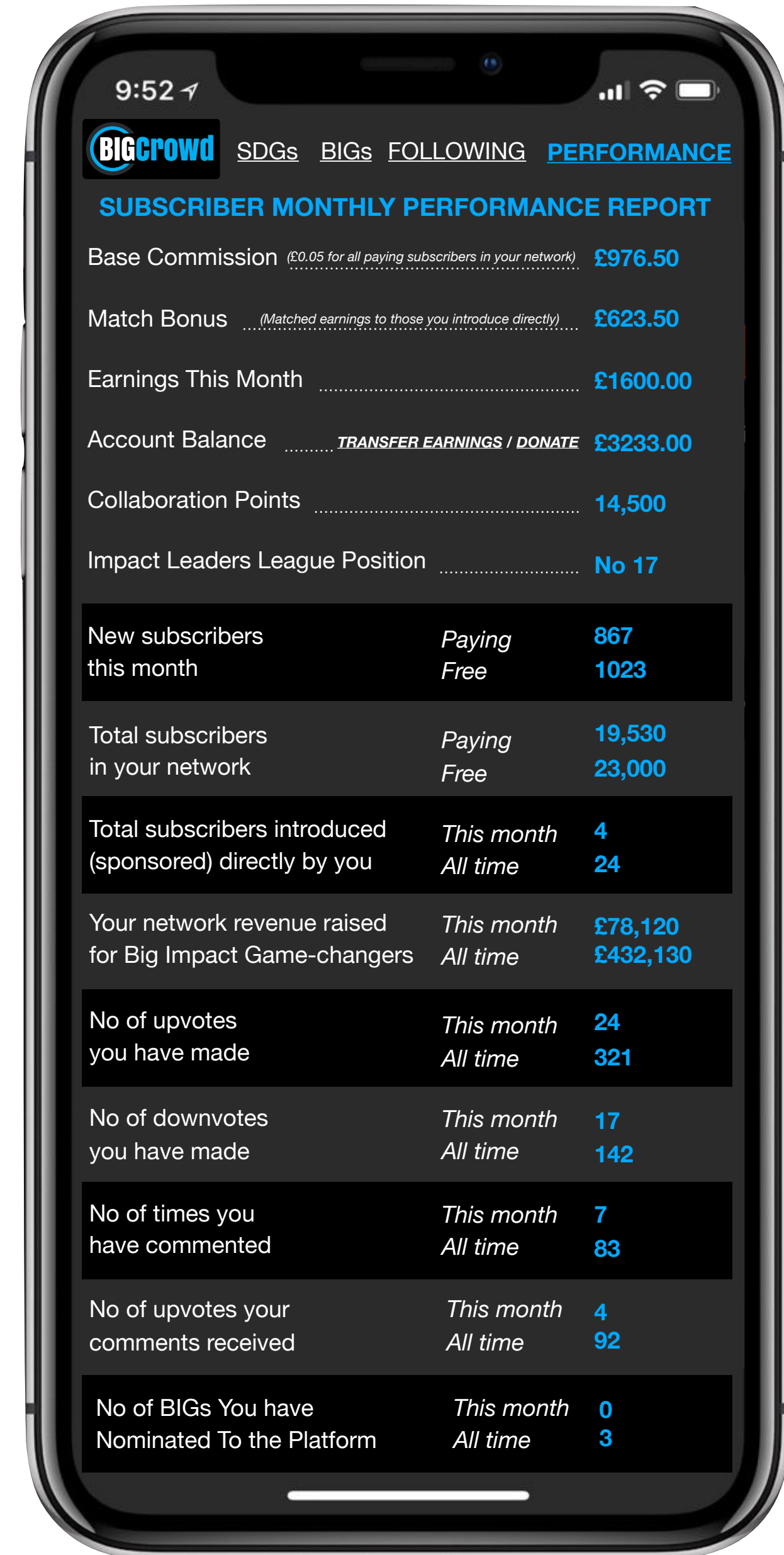**Subscribers - Experts - Judges**

Awards

£3.6m Per Award or Prize

Prizes

• *50% of net revenue is channelled to pay for powerful awards (directly awarded to worthy projects) and prizes (to winners of targeted incentive competitions) for the Big Impact Game-changers which the subscribers help select - working alongside curated subject matter experts and judges.*

• *Subscribers get to learn about, vote for, promote over social media, and actively collaborate with projects addressing subjects they care most about.*

• *Importantly, paying subscribers can earn income for collaborating and being part of the marketing machine, for watching content, voting, and for sharing with their social network, to generate revenue, support their favourite projects - and do their best to help ensure they can succeed.*

With an interface that suits active collaboration

Interface shown is illustrative only - with the working version due to be built out soon.

BIGcrowd

Screen 1 — SDG SEARCH AND PREFERENCES

SDGs · BIGs · FOLLOWING · PERFORMANCE

SET YOUR PRIORITY REGIONS

click a region on the map or global goal to learn more

your top 6 · where you care · Global · your priorities · HIGH

1 NO POVERTY	Global	HIGH
2 ZERO HUNGER	Africa, Asia	MEDIUM
3 GOOD HEALTH AND WELL-BEING	Europe, US	HIGH
4 QUALITY EDUCATION	Global	LOW
5 GENDER EQUALITY	Africa, Asia,	HIGH
6 CLEAN WATER AND SANITATION		

Screen 2 — BIG IMPACT GAME-CHANGERS

SDGs · BIGs · FOLLOWING · PERFORMANCE

ORGANISATION: Last Mile Health; ISSUE AREAS: Health · Health Delivery · Youth Job Skills; REGIONS SERVED: Liberia WEB: lastmilehealth.org — FOLLOW

LAST MILE HEALTH — 2017 Skoll Awardee

In developing countries, those who live an hour's walk or more from a health clinic are at increased risk of dying from preventable or treatable diseases. Last Mile Health partners with government to deploy and manage networks of community health professionals integrated into the public health system. With training in maternal and child health, family planning, treatment adherence, and surveillance of epidemics, together with mentorship from nurse supervisors, these CHWs deliver high quality healthcare to remote communities. Newborn mortality has decreased while children receiving treatment for diarrhea, malaria + pneumonia has increased. MORE

ORGANISATION: Polaris; ISSUE AREAS: Human Rights · International Justice · Peace and Human Rights · Responsible Supply Chains; REGIONS SERVED: USA; Canada; Mexico; United Kingdom; WEB: polarisproject.org — FOLLOWING

POLARIS — 2017 Skoll Awardee

Human trafficking is a low-risk, $150 billion profit criminal industry, enslaving more than 20 million people each year in forced labor and commercial sex. Polaris systematically disrupts human trafficking networks and restores freedom to survivors. With data gathered from victims' experiences, Polaris directly supports victims, equips key stakeholders with tools to address and prevent human trafficking, intervenes through targeted campaigns, and enhances law enforcement access to tips and actionable information. Working to find and support victims, and prosecute traffickers, Polaris seeks to reverse the risk-to-reward ratio and destroy the industry. MORE

ORGANISATION: Angaza; ISSUE AREAS: Clean Energy · Environmental Sustainability; REGIONS SERVED: Africa; India; Asia; WEB: angaza.com — FOLLOW

ANGAZA — 2016 Skoll Awardee

A solar energy system would easily pay for itself over time, but the poorest of the poor can't afford the initial investment. Upfront costs stifle adoption rates. Angaza saw that flaw in the system and created an accessible, affordable, Pay-As-You-Go (PAYG) financing mechanism to get solar and clean energy products into households with the greatest need. Angaza's PAYG platform enables even the smallest, most remote, last-mile distributors to offer affordable financing to their customers on an ever-expanding portfolio of life-changing products in more than 30 countries. Angaza's business model is powered by two tools: technology licenses that MORE

Screen 3 — BIGs I'M FOLLOWING

SDGs · BIGs · FOLLOWING · PERFORMANCE

Polaris — Freedom happens now.

SHARE · DONATE

ORGANISATION: Polaris; ISSUE AREAS: Human Rights · International Justice · Peace and Human Rights · Responsible Supply Chains; REGIONS SERVED: USA; Canada; Mexico; United Kingdom; WEB: polarisproject.org

Hiring - 4 Roles (more)
Followers - 45,142
BIGDonations - £350k
Click for WISH LIST

ABOUT

Human trafficking is a low-risk, high-profit criminal industry, enslaving more than 20 million people each year in forced labor and commercial sex and generating some $150 billion in profits. Law enforcement agencies lack data about trafficking patterns, specific sub-types, and locations. Victims rarely have access to channels of communication for help. Less than one percent of victims are identified globally each year.

Polaris systematically disrupts human trafficking networks and restores freedom to survivors. Gathering key data from victims' experiences, Polaris directly supports victims, equips key stakeholders with data to address and prevent human trafficking, and intervenes in specific industries through targeted campaigns. Working together to find and support victims, and prosecute traffickers, the Polaris team and partners seek to reverse the risk-to-reward ratio and destroy the industry.

AMBITION FOR CHANGE

- The vision has 2 core parts. 1/ Universal helplines available globally to serve trafficking victims. 2/ Efficiently sharing data and driving collaboration between regulators, law enforcement, and service agencies - leading to reliable identification and conviction of traffickers, dramatically increasing the risk equation for the industry.

PATH TO SCALE

- Partnerships. Collating data and providing technical support to national and global anti-trafficking hotlines and networks + advocacy.

IMPACT & ACCOMPLISHMENTS

- Provided assistance in 30k + cases of human trafficking in U.S.
- Law enforcement shut down more than 40 percent of illicit massage businesses in Polaris's 57 partner cities. Polaris's state-by-state ratings system highlighted gaps in state laws against trafficking and led to passage of more than 100 state and local anti-trafficking laws.

CURRENT BUSINESS MODEL

- Philanthropic support for core operations; independent replication of the model by partners. Current Budget - $11m.

VISION TO SCALE

- The vision to enable maximum impact - which we believe would be enabled by the BIGCrowd award - is to take the core operating budget to $20m within 3 years, and to sign corporate partnerships giving $50M in annual cooperative CSR advertising within 3 years - to directly or indirectly address 500k of human trafficking cases in the US in 5 yrs. Further - raising an unrestricted $10m a year to seed the set up and replication costs of partner operations in key overseas locations - to identify and support over 25% of human trafficking victims within 10 years - inspiring others & destroying the industry.

TEAM
Bradley Myles — CHIEF EXECUTIVE OFFICER, POLARIS
Christopher Adams — DIRECTOR OF OPERATIONS, POLARIS
Nancy McGuire Choi — CHIEF OPERATING OFFICER, POLARIS

Question, Answers, Comments and Suggestions.

Q The bigger you get, how do you manage your security threat? Putting traffickers out of business must put your staff in danger?

A Thanks for the question. Yes we take security seriously. Hopefully you will also understand - detailing our procedures publicly, might not actually help our security! Though we have strong measures in place, which are to the same standard of the law enforcement agencies we work with.

	LOW — HIGH
Importance of Impact	
Impact Potential Relative To Issue	
Strength of Vision	
Management Capability	
Competition	
Joined Up Thinking	
Potential to Scale	

Screen 4 — SUBSCRIBER MONTHLY PERFORMANCE REPORT

SDGs · BIGs · FOLLOWING · PERFORMANCE

Base Commission (£0.05 for all paying subscribers in your network)		£976.50
Match Bonus (Matched earnings to those you introduce directly)		£623.50
Earnings This Month		£1600.00
Account Balance — TRANSFER EARNINGS / DONATE		£3233.00
Collaboration Points		14,500
Impact Leaders League Position		No 17

New subscribers this month	Paying	867
	Free	1023
Total subscribers in your network	Paying	19,530
	Free	23,000
Total subscribers introduced (sponsored) directly by you	This month	4
	All time	24
Your network revenue raised for Big Impact Game-changers	This month	£78,120
	All time	£432,130
No of upvotes you have made	This month	24
	All time	321
No of downvotes you have made	This month	17
	All time	142
No of times you have commented	This month	7
	All time	83
No of upvotes your comments received	This month	4
	All time	92
No of BIGs You have Nominated To the Platform	This month	0
	All time	3

But is super simple for the mass BIGCrowd subscriber.

BIGCrowd

FREE Subscribers

Content on The Global Goals

Content on Big Impact Game-changers

Earn a Paid Subscription on Merit

Earn Awards For Social Sharing

Get a 'My Impact' Social Profile

While free subscribers are able to earn themselves
a paying subscription by social sharing and introducing others,
their ability to actively vote and collaborate is limited, and they
permanently forfeit all 'Match Bonuses' for those subscribers
introduces directly in that time (though all forfeited bonuses
go to help support charities and aligned foundations).

9:52

BIGCrowd

| Account Balance | £3,233 |
| Raised For Causes | £432,130 |

Watch Global Goal Content
(10 mins)

TRAFFIC REPORT

2017 Skoll Awardee
POLARIS

Vote

👍 👎

And Share ↗

Twitter YouTube facebook linkedin

Just Once a Month To
Earn Cash and Win Awards

£9.60 PM Subscribers

+ Premium Game-changer Content

+ Vote, Comment and Collaborate

+ Earn Cash For Social Sharing

+ Earn Awards For Collaboration

+ Access to Job and Task Portal

Thus, paying subscribers get more
benefits, are able to earn more (up
to the payment cap) and faster, and
are able to collaborate to support
the things they care about.

The 'Jet Engine' Sales and Marketing Machine with Viral Qualities To Acquire Millions of Subscribers

The design of the casing of a Jet Engine is what creates the forward momentum, by channeling the energy from 'continuous internal combustion' (mixing air, fuel & ignition).

AdWords was the innovation which made Google a success through the monetisation of search

With BIGCrowd, we have created a similar structure for our sales and marketing efforts - to channel the energy of the subscriber base. The power comes from doing so alongside conventional marketing efforts using a combined marketing budget of £1.60 (20%) from the £8 Net Subscription Price - to pay network commissions of £1 (12.5%) and conventional/cause marketing costs of £0.60 (7.5%).

Using the very best elements of a 'paying for referral' social network marketing structure, and doing so with strict ethical criteria (with payment caps and merit based earnings), subscribers are able to earn commissions for how much and how well they collaborate, in part by sharing content to promote those tackling the issues they care about to their social networks - and for helping them to succeed.

Social Network Marketing

THE DETAIL OF HOW IT WORKS. Within one gigantic purpose driven social network, BIGCrowd subscribers are empowered to build out their own sub-networks. Subscribers (and aligned foundations - which are also allocated commissions generated as a result of Cause PR and Marketing) are paid a £0.05 monthly base commission from all paying subscribers in their network - plus they can earn a 'Match Bonus' equivalent to the base commissions of any subscribers they introduced directly. This powerful bonus and other features all incentivise subscribers to actively introduce others.

We believe our specific marketing design is an innovation of equivalent importance for BIGCrowd by enabling us to monetise Purpose Driven Collaboration

The 'Jet Engine Effect' comes because all subscribers are limited to 5 others who can be positioned directly below them - however all new subscribers 'spillover' to the next available position in the network (simply a series of relational database entries). Any individual network is restricted to being 10 levels deep - which limits the maximum commission payout to £0.50 per month per subscriber, and a similar £0.50 in match bonuses. The combined 'spillover' effect is designed to benefit both the foundations and Big Impact Game-changers we are raising money for. However, as this is one gigantic network, benefits will also flow to all qualifying subscribers for being part of a purpose based network and mass marketing engine. With subscribers required to watch, vote and share each month to qualify for earnings (they can donate their earnings or earn, or must donate for all earnings above the payment cap), this in turn creates the purpose, buzz and massive forward momentum to generate viral growth.

3 Ubiquities, Network Effects and The Mutually Reinforcing 'Flywheel'
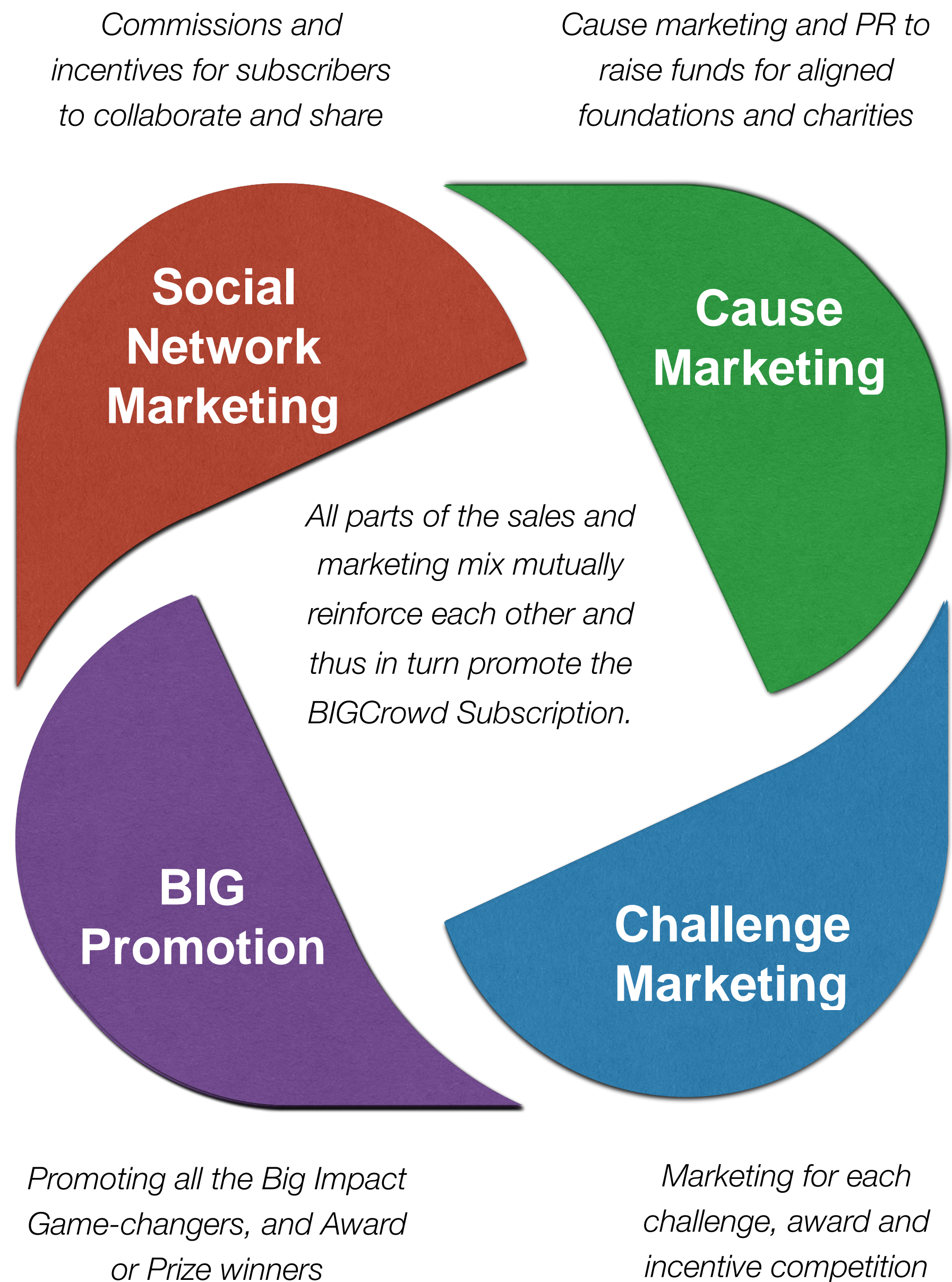
BIGCrowd is designed to have what we term 3 Ubiquities, which together mean a low cost, increasing value subscription can be sold in high volume:-

Commissions and incentives for subscribers to collaborate and share

Cause marketing and PR to raise funds for aligned foundations and charities

Social Network Marketing

Cause Marketing

All parts of the sales and marketing mix mutually reinforce each other and thus in turn promote the BIGCrowd Subscription.

BIG Promotion

Challenge Marketing

Promoting all the Big Impact Game-changers, and Award or Prize winners

Marketing for each challenge, award and incentive competition

1) _**High Appeal**_ - addressing all the global goals, tackling at least one interest for most people, and motivating subscribers to sign up and engage, either by purpose, self interest, competition, fun, compelling content, learning - or a subtle combination of all or several of these factors.

2) _**Affordable**_ - at £9.60, the BIGCrowd subscription is affordable to many people all over the world, however the FREE option means anyone can subscribe and earn themselves a paying subscription (and thus an income generating one) though collaboration and social sharing.

3) _**Accessible**_ - via a smart phone with a 'low bandwidth option' for the mobile experience (with over 2 billion smartphones now in circulation) or via the subscribers own computers or at internet cafes all over the world for the desktop experience.

With these 3 Ubiquities in mind, BIGCrowd has the potential to generate significant network effects (Metcalfe's Law), where benefits to members of a network multiply the more members there are in the network. For example, the more subscribers to nominate Big Impact Game-changers to an incentive competition, the greater the chance a solution to an important issue can be found, thus more content on the platform, more funding for prizes & awards etc. In turn attracting more subscribers.

As can be seen to the left, all elements of the marketing mix combine to create a flywheel effect, which like the subscription offering, can become increasingly powerful over time. The £10m equity raise, funds development of core infrastructure, and it also primes the marketing pump to ensure the flywheel can be properly started, which alongside warm marketing partnerships, position for success.

BIGCrowd

Part 2.

Is where funds from subscribers are

channelled to Big Impact Game-changers

through powerful Prizes and Awards

25,000 Subscribers (or sponsor equivalents)

are required for each BIGCrowd Award or Prize

Wisdom of Intelligent Groups Selection Process - For Incentive Competitions

Deal flow for Big Impact Game-changing ideas and ventures can come from anywhere, and the BIG marketing machine means that those with a worthy BIG idea or live project have a great chance to hear about the platform. We will also have an active outreach program to Universities, Corporations, NGO's, Investors and other Ecosystem partners.

Shown here is the selection process for when Incentive Competitions are run by BIGCrowd to attract innovators to address a specific issue. This enables maximum engagement by BIGCrowd subscribers - but ensures a fair and objective process so that systemic and sometimes complex ideas can be found. In addition to Incentive Competitions, BIGCrowd will also use pooled funding to make Direct Awards (with identical prizes of £100k of cash, support and governance p/m for 3 years) to entities that immediately are deemed worthy and meet our criteria, including diversity of geography and subject matter. Subscribers, experts and judges can still participate in the nomination, due diligence and support process - and further collaborate to drive success.

Big Impact
Game-changer
Self Selection

BIGCrowd
Due Diligence
And Onboarding

CROWD ENGAGEMENT

CROWD SCIENCE

DRIVE RESULTS

Live
Finals
Winners
Awarded

Prize
Fulfilment
And Ongoing
Collaboration
Enabled
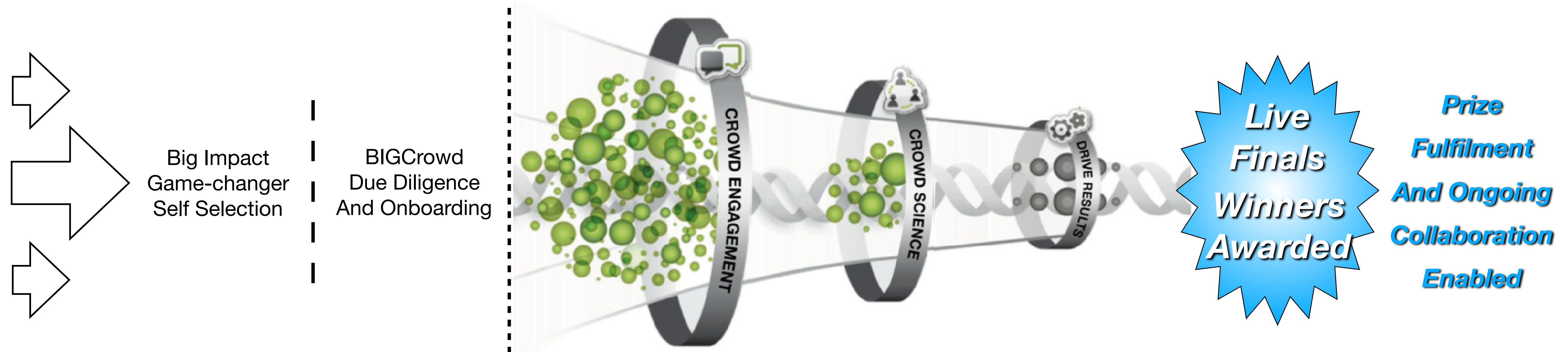
After a self selection and onboarding process to ensure high quality applicants, subscribers participate in the evaluation and narrowing stages. Then, via an online and live process, a curated mix of judges and experts have their wisdom aggregated into a high quality shortlist. With all finalists being highly worthy, BIGCrowd subscribers are then able to play a crucial role in selecting the main prize winners. All of the shortlist however can benefit from the publicity the platform attracts, collaboration support they can receive - and the ability to also raise donations and/or attract investors directly or indirectly.

Public Question, Answers, Comments and Suggestions.
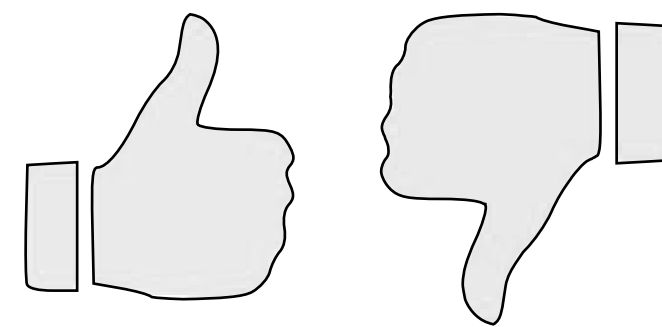
Private Question, Answers, Comments and Suggestions.
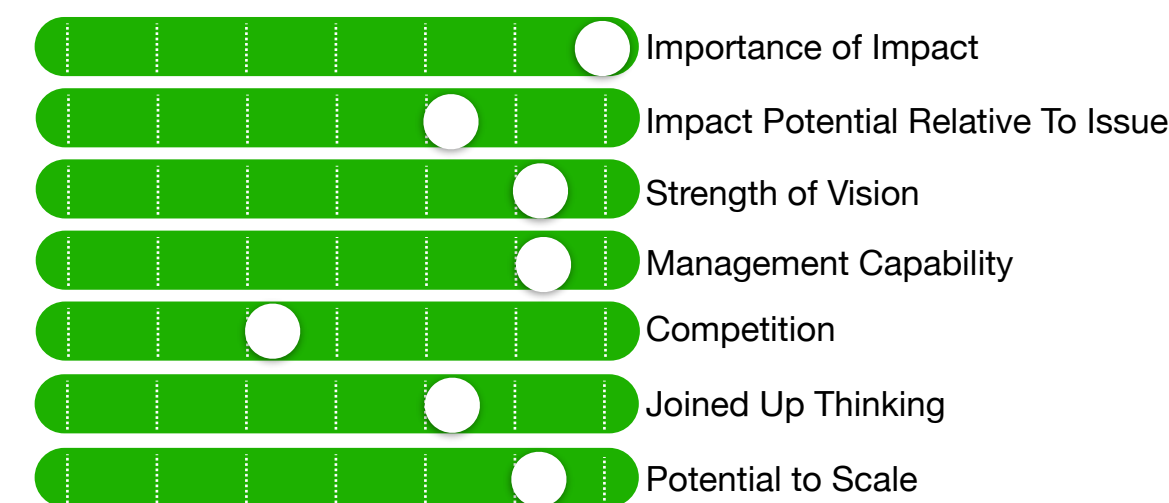
Winners Chosen From 5 Great Finalists

Importance of Impact
Impact Potential Relative To Issue
Strength of Vision
Management Capability
Competition
Joined Up Thinking
Potential to Scale

Subscribers
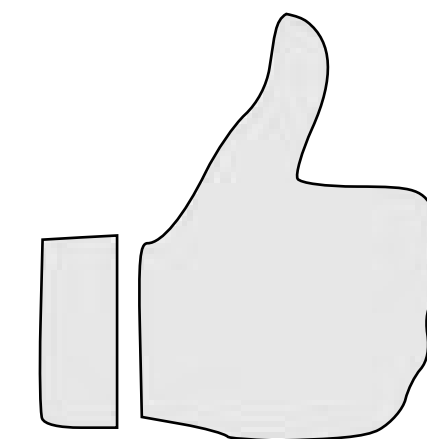
Judges & Experts

Subscribers + Judges & Experts

Many Awards & Prizes totalling £100k p/m

in Cash, Governance and Focussed Support

for 3 Years - adding up to an incredible £3.6m,

are designed to attract the best and most promising

Big Impact Game-changers to the BIGCrowd platform.

The design of the Awards and Prizes is

then to help do everything necessary so

the Big Impact Game-changers can raise

all the funds and support they need, on fair

terms from the very best investors or donors.

The overriding objective is to ensure the

Big Impact Game-changers can succeed and deliver

Maximum Impact towards the Sustainable Development Goals,

and by keeping on telling the story as their dedicated Impact Advocates,

we can go on to educate and inspire people the world over.

Each Award or Prizee Comprises of £100k per month of cash and support - for 3 years
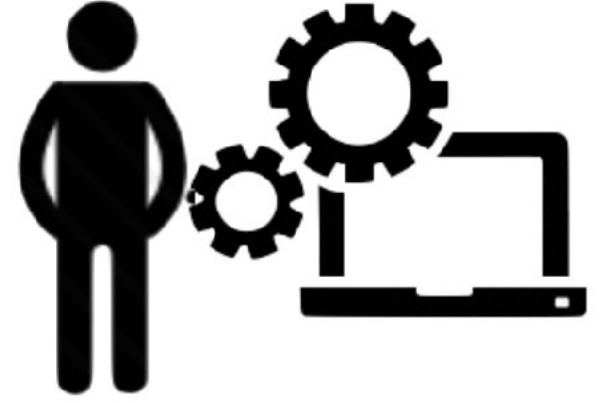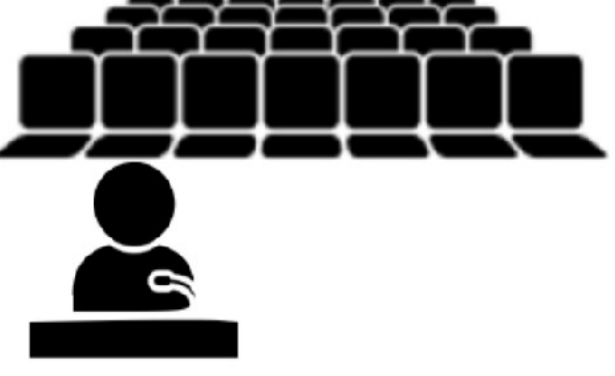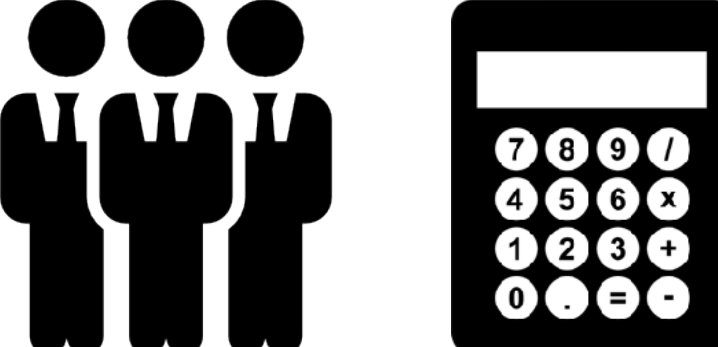
£20k	£10k	£70k
Unrestricted Cash Grant	**Governance & Impact Reporting**	**Advocacy, Acceleration & Fundraising:-**

talent / recruitment	public relations	storytelling	presentations
fundraising & introductions	**social media**	**tech development**	**strategy**
events	**offices**	**accounting**	**legal**

For the Advocacy, Acceleration and Fundraising Support - The Big Impact Game-changer is the client. The focus for BIGCrowd Limited and its ecosystem of best in class delivery partners (in the categories shown) is to tailor all support services alongside the BIG - and be the ultimate 'Impact Advocate' to help them succeed and deliver maximum impact towards the Global Goals. The benefit of the BIGCrowd model is that the BIGs benefit from 'Stacked Innovation Support' where using in-house and out-sourced support we will be able to service multiple BIGs at the same time. This enables scale and unparalleled access to stakeholders who are motivated to help drive success - thus leveraging the award or prize value many times over.

BIGCrowd Subscribers

Can be part of something important, can fairly earn commissions or even an income for helping address the issues they care about, can have fun, learn, compete, find work - and also generate a source of donations to become small or large philanthropists.

Governments, NGO's, Charities & Foundations

Can help set challenges to identify solutions and projects they wish to support, can promote their own BIGs - and can raise funds for them.

Corporations, Investors, & The Professions

Can unlock open innovation and go beyond CSR to engage internally and externally, can tackle non core risk factors, can gain deal flow - and earn consulting income

The BIGCrowd Model Creates A Purpose Driven Innovation Eco-system

Academia, Think Tanks & Judges

Can help solve the issues they care about, can get their innovations and research funded, and can personally earn a supplemental income.

Big Impact Game-changers

Can fairly promote their project to a mass audience of willing collaborators, can receive donations from the BIGCrowd, can win powerful £3.6m awards, and can raise further funds - all to help drive success and maximum impact.

Existing Incentive Competition Organisers

Can provide a source of deal flow for BIGCrowd Awards, can fund additional Prizes for their own competitions - and promote their qualifying BIGs.

A Cornerstone Financial Incentive Competition

A Driver Of Subscriber Adoption - and of Political and Business Engagement

10 : 10 : 10 Access To Capital Challenge

£10 Million in Prizes : For Ideas and Plans to Create **10 Million Jobs** : In the next **10 Years**
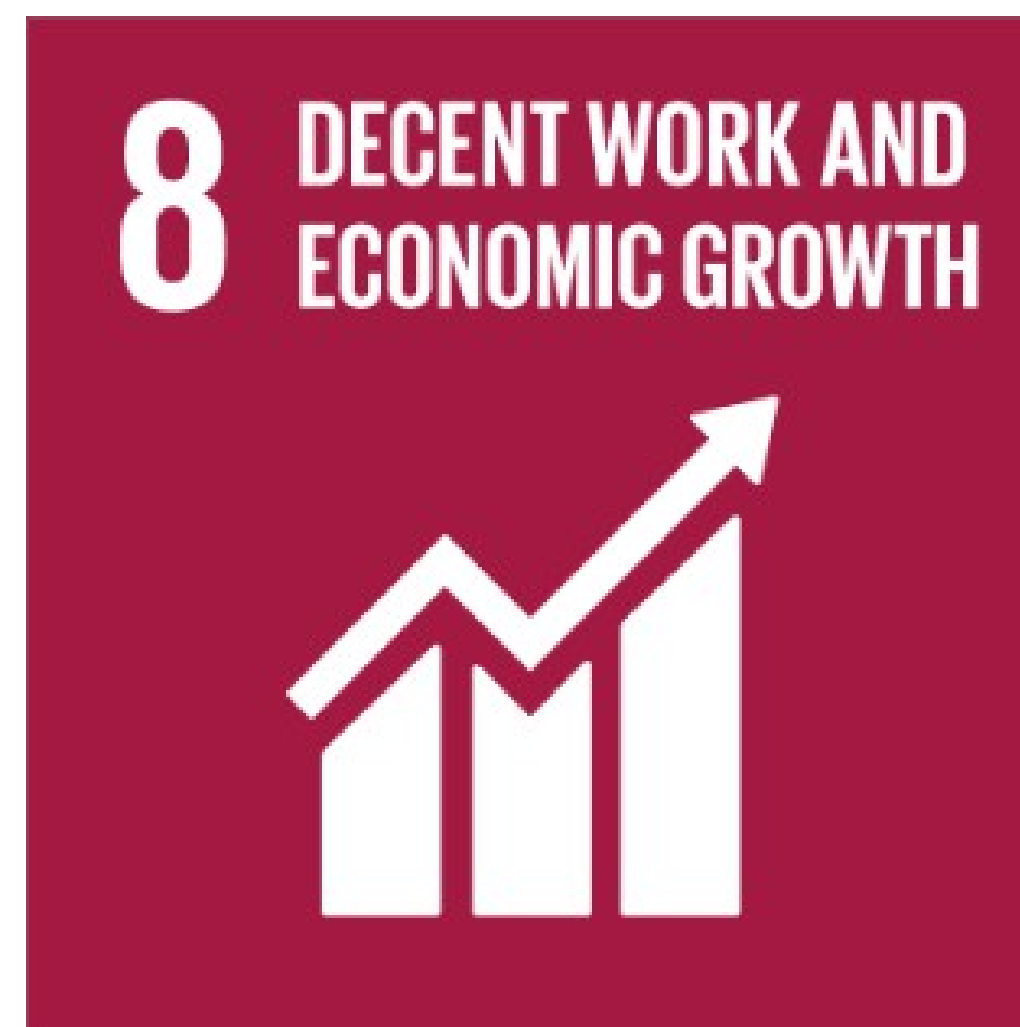
The 10:10:10 Access to Capital Challenge is intended to be a flagship incentive competition BIGCrowd will hold when the platform infrastructure is built and the marketing model is working as planned. The goal, is to use this highly political and media appealing competition to make a bold statement to the world, and with the focus on goals 7,8,9 and 11, to bring the right level of focus to solutions that can create good jobs at real scale.

Designed to attract high levels of media coverage, this format can help both the UK and Europe stay relevant to the World post Brexit - though benefits are intended to spread to the rest of the globe. The 10:10:10 Challenge is also designed to help countries, companies and institutions increase relevance and cross border collaboration - and so has the potential to raise the full £10m in prize money and additional marketing costs in sponsorship - or it can be entirely funded by the motivated BIGCrowd subscribers.

The Scale Up Speed Up Forum - To Bring BIGCrowd Stakeholders Together

We are planning a series of Scale Up Speed Up Forums

to be held in Sept and October 2018 - bringing a diverse

group of stakeholders together to evaluate the BIGCrowd

business model - to explore how it can catalyse many other

Big Impact Game-changers in order to Scale Up and Speed Up

how the World Addresses The Sustainable Development Goals.

www.scaleupspeedup.com

Or DOWNLOAD
The SUSU Forum
Draft Brochure Here

TEAM & ADVISORS

Gillian Harding-Moore
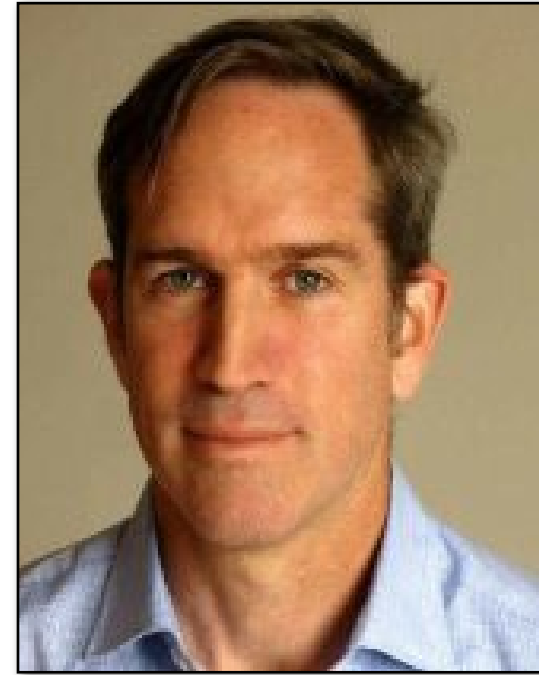
Steve Rocco

Hans Lindroth

Kurt Hoffman

Phil Colclough

Sally Philip
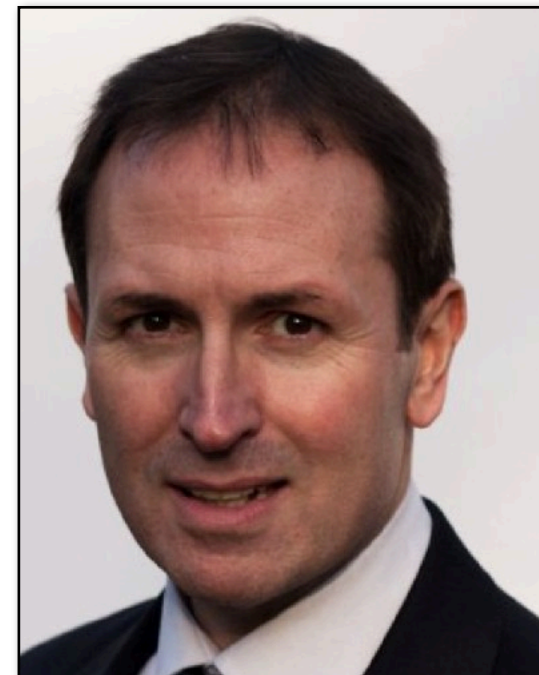
Gavin Peacock

Steve Podmore
FOUNDER

Peter Rowan

Jan Halper-Heyes

Alex Newman

Elias Masilela

Martin Chilcott

Jagdeep Bhaura

Flick Hardingham

The BIGCrowd Technology Architecture

Incentive challenge platform

Multi level marketing management and compensation

BIGSupport and vendor management

Recruitment And talent management

Salesforce
Sales, Operations & Customer

Web & mobile publishing engine

Marketing PR & customer service mgmt.

BIG API

Hardware, hosting & infrastructure

Impact measurement & analytics

CCMP
Challenge & Content

SNM
Social Network

Investor marketing & relations

Collaboration VOIP and video conferencing

Event management

Finance Force accounts & compensation

The BIGCrowd technology architecture is designed at a high level, and will be built out in a development roadmap starting when the first close of the final seed round is in place, As can be seen from the architecture diagram, BIGCrowd is an integrated business model not just an application or website.

While at its heart, the fin-tech and marketing-tech elements are quite simple, to optimise the potential of the platform, different categories of relationship need managing, alongside those of the free or paid subscribers and the Big Impact Game-changer categories.

The lite version of the site, which will enable us to showcase initial Big Impact Game-changers and recruit BETA subscribers will take 4 months, with the marketing and fin-tech functionality to automate the sharing process and commission management, to take between 9 - 12 months - with additional functionality added thereafter.

The BIGCrowd Target Projections Have The Potential To Deliver:-

1,750 Powerful BIGCrowd Awards or Prizes Given In 7 Years!

£2.4 Billion In Cash and Direct Support for the Big Impact Game-changers

5, 10 or 20 X as much in External Funds Raised For Big Impact Game-changers

£600m In Commissions and Incentives to Subscribers & Aligned Charities

£560m Net Profit Potential on £4.8 Billion of Total Sales

Raising £10m in Impact Equity (£2m, then £8m)

Equity Raise, Technical Development, Sales, Timelines and Target Projections

Projections detailed are based on a multifaceted set of assumptions contained in the full BIGCrowd business plan - available on request HERE. They take into account technology development cost and delivery timeframes, pump priming of marketing expenditure (£4.5m over the first two years of sales), multiple methods of subscriber acquisition, the incentive and purpose structure for subscribers, partners and employees, renewal and churn rates, marketing partnership strategy, and other (generous) overhead allocation. Projections shown below are designed to deliver maximum impact towards the global goals. The strategy and scale shown is the target, and is what management believe to be fully achievable. If anything, some marketing aspects are excluded. Despite multiple additional sources of revenue the business model makes possible (sponsorship, fundraising success fees, consulting, events, and technology licensing), all are conservatively discounted from the main plan. BIGCrowd can still be profitable on a much smaller level to that shown, delivering investor returns with lower levels of overhead and even zero paying subscribers. In this sponsor funded scenario, the platform can showcase and support Big Impact Game-changers, and do so by running incentive competitions and open innovation programs for others. The business will be continually stress tested and adjusted - and has flexibility built in.
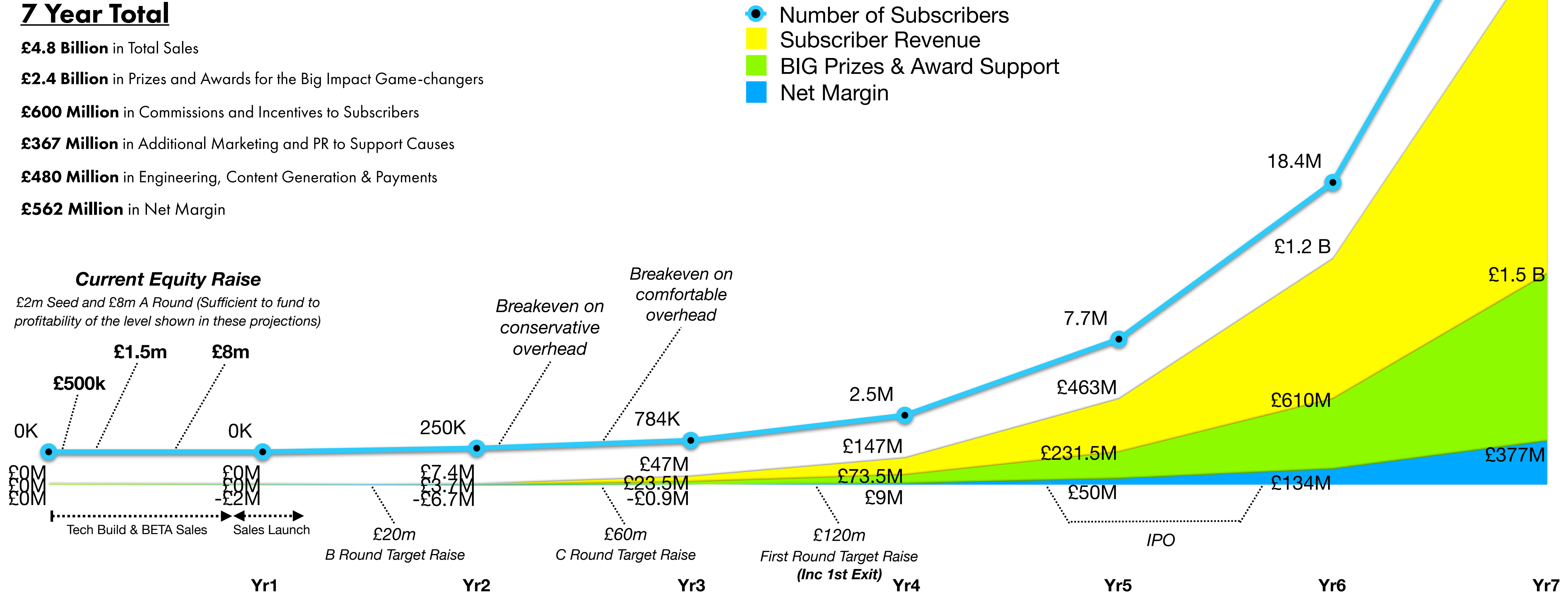
7 Year Total

£4.8 Billion in Total Sales

£2.4 Billion in Prizes and Awards for the Big Impact Game-changers

£600 Million in Commissions and Incentives to Subscribers

£367 Million in Additional Marketing and PR to Support Causes

£480 Million in Engineering, Content Generation & Payments

£562 Million in Net Margin

Legend:
- Number of Subscribers
- Subscriber Revenue
- BIG Prizes & Award Support
- Net Margin

Current Equity Raise
£2m Seed and £8m A Round (Sufficient to fund to profitability of the level shown in these projections)

£500k
£1.5m
£8m
£8m

Breakeven on conservative overhead

Breakeven on comfortable overhead

IPO

Chart data points:

Subscribers: 0K, 0K, 250K, 784K, 2.5M, 7.7M, 18.4M, 43.8M

Subscriber Revenue: £0M, £0M, £7.4M, £47M, £147M, £463M, £1.2 B, £2.9 B

BIG Prizes & Award Support: £0M, £0M, £3.7M, £23.5M, £73.5M, £231.5M, £610M, £1.5 B

Net Margin: £0M, -£2M, -£6.7M, -£0.9M, £9M, £50M, £134M, £377M

Tech Build & BETA Sales → Sales Launch

£20m *B Round Target Raise*

£60m *C Round Target Raise*

£120m *First Round Target Raise (Inc 1st Exit)*

Yr1   Yr2   Yr3   Yr4   Yr5   Yr6   Yr7

Equity Raise, Performance, Projections & Potential Investor Returns

BIGCrowd Ltd is raising a staged equity investment of £10 Million GBP. Rounds of £2m (£500k 1st and £1.5m 2nd close) and £8m 6 -10 months later position for optimum launch and profitability in 2-3 years. As can be seen on the previous page and below, when the £10m of equity is secured, core development is complete and the business is operational and heading for profitability - we aim to also raise further funds to accelerate growth and further reinforce investor returns and impact.

Motivated Fintech and Impact Investors or strategic partners can do good and do well by supporting this compelling vision to properly address some of the most serious challenges (and thus opportunities) which can affect us all. Capital introducers can also help by introducing investors - for which a 5% success fee (in all cash, or cash and shares) will be paid.

The impact investment, for the seed round will be via a convertible loan note, into BIGCrowd Ltd - which is a London based vehicle (though alternative HQ locations are being explored). Alongside a structure designed to give a clear leadership mandate, the aligned Get Stuff Done Foundation will enable a long term responsible governance to support our profit with purpose objectives. Investors thus have the opportunity to generate serious impact alongside attractive financial returns - and through board or observer seats in the company and foundation - can also play an active role in governance.

The BIGCrowd Investment Opportunity will allow impact investors who are serious about changing the world to come together. 10 Million Ordinary B shares are on offer at 20p each to final £2m seed investors - giving a fair discount to the targeted A Round of £8m.

As can be seen from this graphic, and subject to performance, all of this has the potential to provide a highly attractive level of return for all stakeholders.

Most importantly, it can do this while driving positive innovation at real scale and thus unlocking many £Billions annually in intelligent risk capital for the attainment of the Sustainable Development Goals.

The £2m Round will enable the team to become operational, for comms and tech platforms to be further developed - and for the funding required for optimum launch to be raised. A detailed roadmap is available in the full business plan and will be explained in detail at the Scale up Speed Up Forums.

Target investors will be serious about tackling some of the BIG challenges in the world, and will be supportive of our long term approach to do just this.
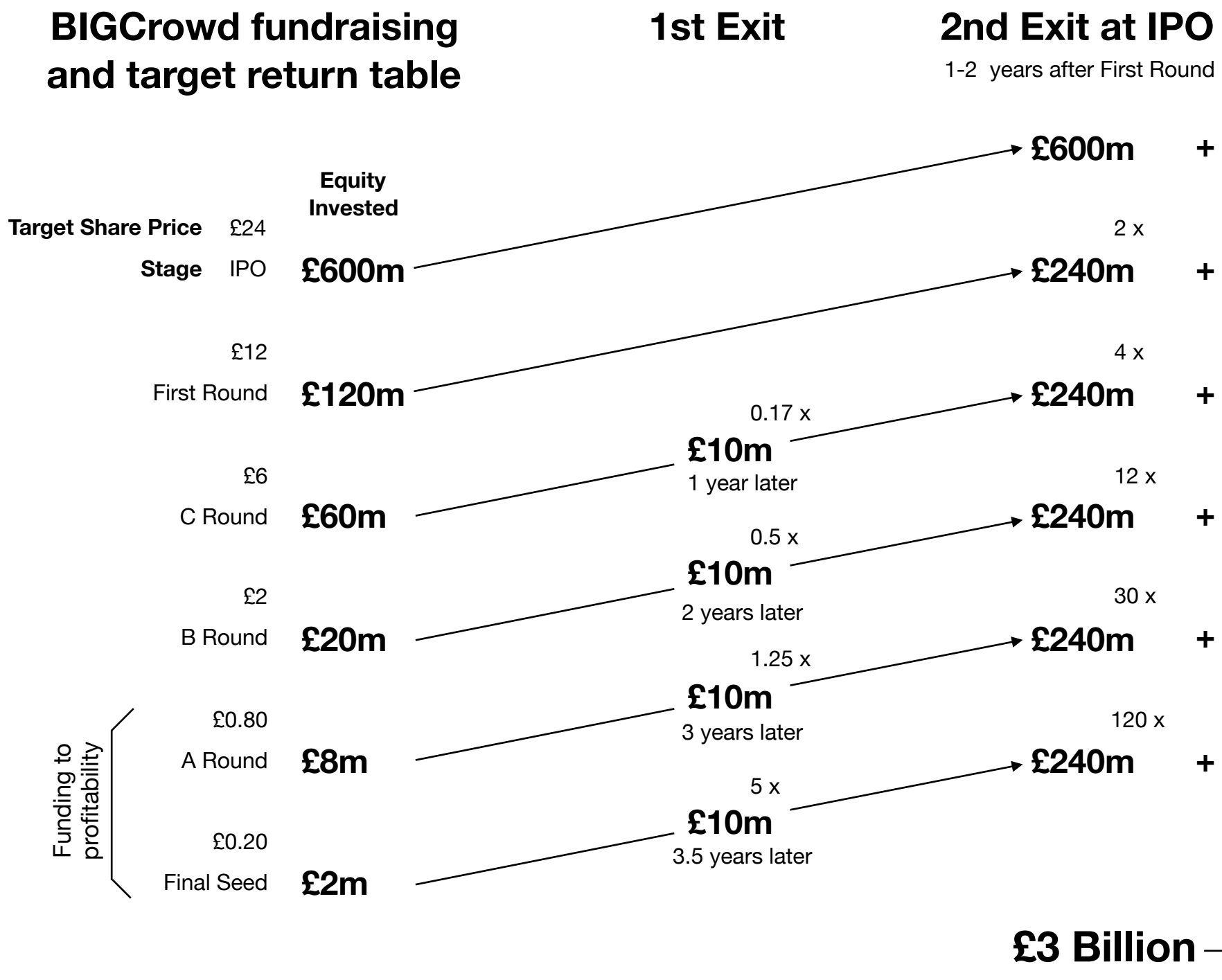
Taking the performance shown on the previous slide, and applying a highly conservative 17 X after tax PE ratio, would arrive at £6.2 Billion value at the end of 7 years looking back, or at the start of 6 years looking forward. Due to the unique viral nature of the business model, management believe the initial £10m of equity has the capacity to fund this level of performance alone. However, the further rounds shown totalling £800m (including an IPO at a £2.4 Billion / £3 Billion Pre/Post Money Value - and allowing for an £80m partial exit for initial stakeholders out of the First Round Investment), have the ability to help fund supportive infrastructure and marketing to accelerate growth. Alongside attractive cashflow from years three onwards, this will also enable investment to be made into selective Big Impact Game-changers which emerge from the BIGCrowd platform - to add value to the impact innovation ecosystem in line with the overall mission to address the SDGs.

BIGCrowd fundraising and target return table — **1st Exit** — **2nd Exit at IPO** (1-2 years after First Round)

	Equity Invested		
Target Share Price £24			£600m +
Stage IPO	£600m	2 x	£240m +
£12		4 x	£240m +
First Round	£120m	0.17 x £10m (1 year later)	
£6		12 x	£240m +
C Round	£60m	0.5 x £10m (2 years later)	
£2		30 x	£240m +
B Round	£20m	1.25 x £10m (3 years later)	
£0.80		120 x	£240m +
A Round	£8m	5 x £10m (3.5 years later)	
£0.20			
Final Seed	£2m		

Funding to profitability

£3 Billion ⟶ £6 Billion +

NB. The value of investments can go up and down. Performance shown is an indication of the targets of management - and should not be relied on alone to make investment devisions.

Finally - a little context - and some of our beliefs on innovation!
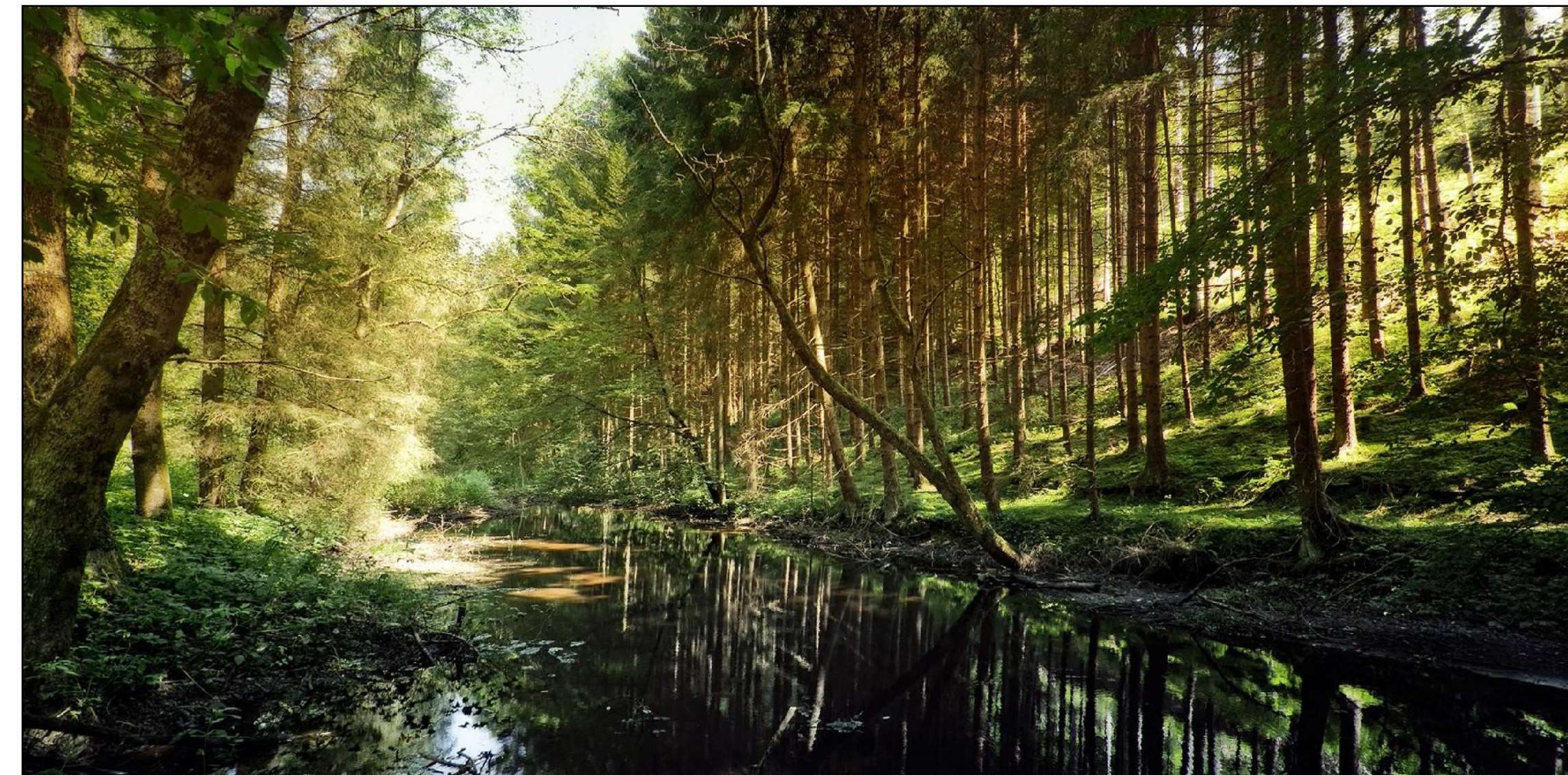
The Global Goals shown again here - are not just nice to have. They are the compass and benchmark from which to create a better world. However, if many of these pressing issues are not urgently addressed - the flip side to Global Goals - present Serious Risk and Resilience Threats to us all.

Yet the solutions the world needs often do not fit the investment approaches and preferences of many capital providers. There is a massive funding gap - and without systemic and innovative approaches, we will not fill it. The current crowd of impact investors are largely focussed on small and local solutions and thus struggle to scale. Mainstream investors frequently seek out large, liquid, simple, risk free and already proven teams, protects and ventures. Intelligent access to risk capital is desperately needed for everything else.

The BIGCrowd model is designed to systemically address the underlying matching problem that prevents risk capital from flowing. Our hybrid model is not about picking out a handful of silver bullet 'big tree' solutions. Rather, it takes the eco-system nurturing approach to necessary innovation - where we are looking at things from a whole systems perspective.

The platform aims to meet the need for a fair and objective system to identify many thousands of often ignored Big Impact Game-changers with the potential for maximum impact. By providing some funds and all the organised support and collaboration they need - to at least get a fair shot at raising the funds and support they need for success - then the chances are maximised that some very BIG trees will shoot up where we do not expect. However, as stated, the value is not just in the big trees alone, but in the aggregate value of all of the BIG trees; little trees; microbes; water systems; and the vegetation - in a healthy and diverse forest of ideas, projects and people doing things that the world needs to succeed.

As a 'super macro enabler' BIGCrowd is the closest thing we could have to a BIG Tree or Silver Bullet - but is more holistic. The hope this model can bring, alongside the education, and the many other systemic (macro) Big Impact Game-changers that can emerge, has the potential to kick off a truly massive amount of next level (micro) innovation of all kinds. All these effects are amplified by properly incentivising the BIGCrowd and all other ecosystem partners - thus meaningfully addressing the most important issues of modern times.

Steve Podmore. Founder - BIGCrowd

Thank You

+44 203 289 8039

hello@bigcrowd.net