



Harnessing the Wisdom and Power of the BIGCrowd to Scale Up and Speed Up how the world addresses the 17 Global Goals For Sustainable Development (SDG's).



Raising £10m in Impact Investment in stages of £500k, £1.5m and then £8m to enable motivated and aligned Impact Investors to do good and do well.

Executive Summary - Q2 2018

Watch a 3 minute introductory video at www.bigcrowd.net to learn more or contact Steve Podmore - Founder steve@bigcrowd.net +44 7853 008199

BIGCrowd is launching the first ever platform to harness the power, funding and wisdom of the crowd - for purpose driven collaboration at scale. Powerful prizes of cash, and organised support all aim to help identify, fund and support those who are meaningfully tackling the SDGs globally.



Our motivation is to systemically tackle key 'access to capital' and 'capacity building' challenges for the most important initiatives that we all need to emerge and succeed. Incentive competitions, the wisdom, power and funding from the BIGCrowd - and back up from highly rated peers and experts will all help us find, fund and support 'Big Impact Game-changers' (BIGs). BIGs are the high impact projects, ventures, technologies and policy ideas with the potential for maximum impact.

BIGCrowd will enable many millions of individuals to make a meaningful impact to the issues they care about - and win exciting awards and earn income for doing so. The venture has a unique sales and marketing model to efficiently sell a modest monthly subscription in high volume to the masses.

The system to stimulate and incentivise viral growth has the potential to support over 1,750 Big Impact Game-changers in the first 6 years from a £4.8 Billion revenue base.

Via awards and prizes each worth £3.6m in funding and support over 3 years, half of net funds raised through subscriptions are channelled to the BIGs which the BIGCrowd, experts and motivated peers helped select. The platform and system will showcase the very best BIGs, helping them raise awareness, win awards and raise additional funds through a fair and objective process. The aim is to help Big Impact Game-changers to start up and or scale up - and of course, succeed.

Crucially all participants in the ecosystem will be able to earn commissions based on how much and how well they collaborate and for how much they and their social network raise for important causes. Initially targeting 2 Billion smart-phone users - a simple gamified interface will allow citizens to consume bite sized chunks of education on the global goals and the BIGs addressing them.

By collaborating to support the BIGs, and by engaging social networks, subscribers can create impact, a healthy second income (with ethical limits) - or a donation source should they prefer. Offering recognition and reward means subscribers can see the value of their contribution whilst competing with their friends to generate the greatest impact, learning, and having fun.

The BIG Opportunity of the BIGCrowd Multi Sided Platform.

Connecting parties, solving problems, inspiring, educating, funding, supporting.

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 - 12 months later position for optimum launch and profitability in 2-3 years. 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.

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.

The impact investment will be into BIGCrowd Ltd which is a London based vehicle (though alternative HQ locations are being explored). The aligned Get Stuff Done Foundation will enable a long term responsible governance structure to support our profit with purpose objectives. Investors thus have the opportunity to generate serious impact alongside attractive financial returns.

BIGCrowd is designed to do 3 important things:-

- 1. Find, Validate and Showcase** the most promising Big Impact Game-changers (BIGs) from around the world. BIGs are the kind of exciting, systemic and potentially high impact projects, policy ideas, technologies, ventures and 'not for profits' that the world needs to emerge. BIGs may have a big, bold, exciting proposal or they will already be working to address one or more of the UN's 17 Global Goals for Sustainable Development (the SDGs). BIGs may also have complexity - and thus very often struggle to raise all the funds and support required for success.
- 2. Help and Support BIGs to Start-up and or Scale-up** by connecting them to the collaborators who care most about the issues they are addressing. Using powerful £3.6m, 3 year awards - we will channel funds and organised incubation and acceleration support to those BIGs with the most promise. Awards will be funded by a collection of individual subscribers so BIGs can then attract additional funds and support from investors, donors, governments, corporations and other supporters - who are all incentivised to help ensure maximum impact.
- 3. Inspire, Educate and Incentivise many millions** of individuals with compelling content featuring both the BIGs and issues of the Global Goals. These same individuals will be empowered with the chance to win recognition and awards for collaboration. With some ethical limits - subscribers can also earn commissions for revenue generated by their collective social network sharing and marketing activity - and for how much and how well they collaborate.

Intelligent Crowd Sourcing and Selection - and Powerful Crowd Funded Awards Focussed on Implementation Success.

BIGCrowd aims to address specific grand challenges and support the very best Big Impact Game-changers in all of the 17 Global Goal categories. Over time - this can be globally.

The goal is to create the definitive resource to find, showcase, rate and support the largest concentration of high impact projects and ventures, anywhere in the world.

Paying subscribers, including a global network of experts, judges, partners and incentive competition organisers - will all be able to nominate Big Impact Game-changers to the BIGCrowd platform. The team will also reach out to find BIGs and of course the BIGs can apply directly. They can apply in a permanent open call or in response to incentive competitions BIGCrowd or our partners will run.

Quality control will ensure BIGs meet eligibility criteria before they go live. With due diligence support from experts and judges, awardees will be selected by peers and by the votes and comments of the BIGCrowd. Selection criteria is based on geographic and subject matter diversity, sense and substance to a plan or existing delivery, quality of team and maximum impact potential. At regular high impact live-streamed events, the final selection will occur and BIGs will be Awarded their powerful £3.6m Prizes. Though not every BIG can receive the £3.6m award, all BIGs on the platform can be winners - as the exposure can help all validated BIGs raise funds and support.

As the graphic below shows, the £3.6m / £100k per month awards are designed to consistently deliver everything necessary so the BIGs can be fully funded and best positioned for success. Pooling subscription and sponsorship revenue from many millions of subscribers and other stakeholders means many BIG awards can be delivered at the same time. This both incentivises a powerful partner ecosystem - and thus ensures the cash and support awards can be highly efficient and of sufficient scale to deliver real impact. With 3 year awards - the ongoing storytelling can help to inspire others.

Each award comprises of;

£10k to be spent on governance and impact reporting; £70k spent internally and with an ecosystem of best in class suppliers to deliver concentrated incubation and acceleration via the services shown below; and £20k in cash.

 talent management	 public relations	 storytelling and filmmaking	 presentations and animations	 investor / donor introductions	 social media
 technology support	 strategic consulting	 event attendance and management	 offices and facilities	 accounting and governance	 legal services

BIGCrowd will help people tackle the most important issues in the world, as defined in the UN designated 17 Global Goals For Sustainable Development.

The Focus of BIGCrowd is Speeding up how the 17 Global Goals for Sustainable Development can be addressed the world over! People all around the world are concerned and scared. The flip side of the Global Goals, is Serious Risk and Resilience Threats. Simply put - we are dangerously holding back how we address these truly important global issues - with serious consequences for us all. BIGCrowd on the other hand can unleash massive amounts of social innovation. By fairly and objectively Finding, Validating, Funding and Supporting the Big Impact Game-changers of the world, BIGCrowd can give hope to people across the globe - for whom failure is not an option.



A BIG hybrid social and conventional marketing system will power the open innovation platform and collaboration ecosystem.

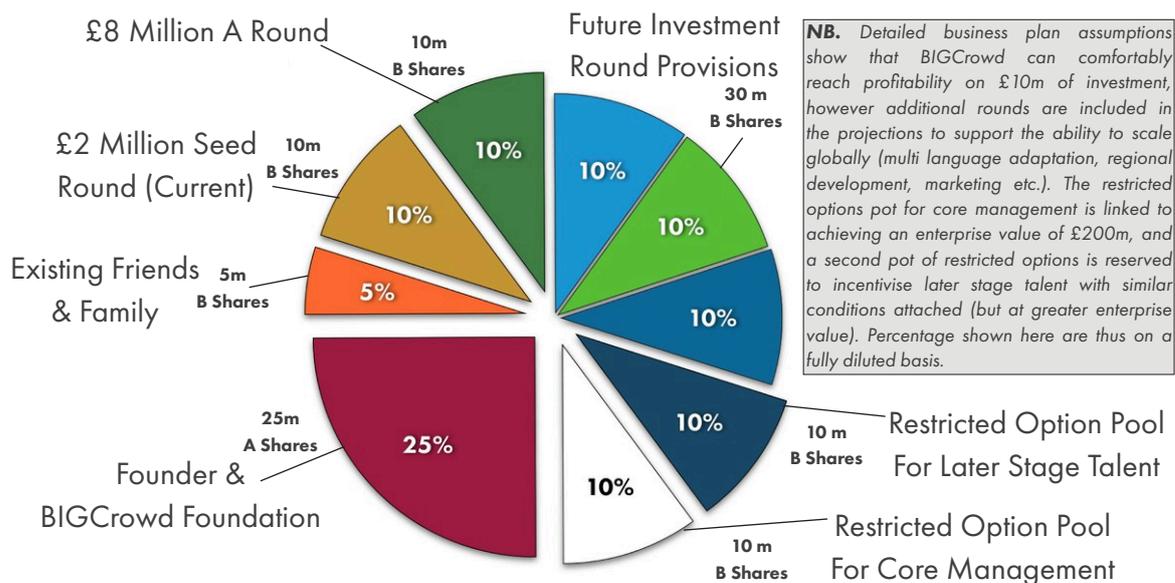


- ⦿ The key to all this working is the ability to get people to subscribe in large numbers. Here is where the business model and technology platform have some very exciting secret sauce - which is one of the reasons it has taken three years to design. Using both a free and premium but still affordable £9.60 monthly subscription - we believe we can gamify a brand new category we call 'Purpose Driven Collaboration' - with amazing incentives for participation.



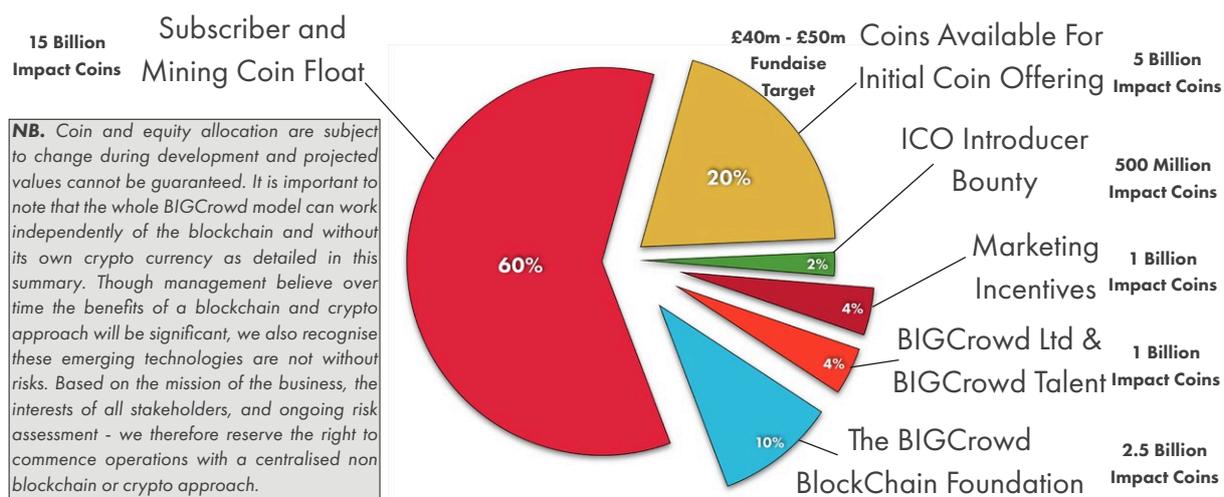
- ⦿ Part of this gamification includes offering the ability for people to earn commissions based on sharing with their friends and collaborating on the platform. Most importantly, the platform helps identify the issues individuals care most about - and enables them to practically help those doing the most to tackle these same issues. The mobile or desktop experience is designed to be seamless, effortless and fun. This all combines with the technology to remove friction from the sales process to create a BIG and fast growing viral sales and marketing machine.

Equity Investment and Future Cap Table Assumptions for BIGCrowd Ltd



- The structure of BIGCrowd Ltd is designed to enable efficient leadership and long term governance through the use of Voting A shares which are held by the Founder and BIGCrowd Foundation - with other stakeholders holding Non Voting B Shares (though - with all stakeholders represented on the board of the foundation - and with a sustainable impact governance charter).
- Due to the ICO highlighted on the following page, current and future equity rounds offer a compelling opportunity for investors. Current investors are able to receive coins in advance of the ICO, and future investors will be able to acquire equity backed by the value of Impact Coins held by the company. Equity into the company thus builds value into the crypto ecosystem.
- In addition to the Get Stuff Done Foundation that holds 5 Million A Shares in BIGCrowd Ltd, and which will play an important role in the governance of the company, to coincide with the ICO detailed on the next page, the goal will also be to set up the independent BIGCrowd Blockchain Foundation (BCBC). The BCBC Foundation will be endowed with 2.5 Billion Impact Coins at the time of the ICO. Smart contracts will release coins at target price points, and gradually over time so as not to negatively effect the coin price, all to allow an exciting funding program for Blockchain for Good Projects.
- In a similar vein to how Big Impact Game-changers are selected and supported, this endowment will provide prizes and awards of funding and support, and enable ICO investments into high impact blockchain and crypto currency projects. The goal is to ensure the best society positive blockchain projects can come to fruition with great governance and from a position of strength. All this goes to further integrate with the highly exciting blockchain ecosystem.

Initial Coin Offering (ICO) Allocation and Crypto Currency Paramaters



- ◉ The goal of the ICO is to issue an easy to use crypto currency that can store value for a mass user base of subscribers and ecosystem participants, that can appreciate and facilitate trade, and where issuance is tied to the amount of social and environmental impact that results.
- ◉ Coins must be earned via collaboration, content consumption, voting and revenue that is generated by social sharing - or by conventional mining funded via a small transaction fee.
- ◉ In Blockchain terms, this is a cross between a Proof of Work and Proof of Importance. The ideal blockchain code-base and structure (NEM, BITShares, Monero Etc.) will be decided upon when the equity is in place and the technical team and external advisors are operational.
- ◉ Key criteria are to select a framework that can process transactions swiftly and at low cost, where there is a minimum environmental impact, where appropriate governance can be best enabled, and where core BIGCrowd and Impact Coin business cases can be best addressed.
- ◉ The aim is to place a hard limit of a maximum of 25 Billions Impact Coins (to two decimal places). 5 Billion of these will be offered in the ICO; 2.5 Billion will be available to BIGCrowd Ltd, its Talent, Marketing Suppliers and as an ICO Introducer Bounty. A further 2.5 Billion Coins will be available for the BIGCrowd Blockchain Foundation (as detailed on the previous page).
- ◉ Smart contracts will be used to align incentives via measures tying rewards for BIGCrowd and its employees to performance of the decentralised Impact Coin value and functionality. Coins held by BIGCrowd Ltd will be locked up for a guaranteed 12 month period after the ICO, can only be sold gradually on a sliding scale over 4 years, and can only be sold when the coin price is 10 x the ICO price (having maintained an average this value for 90 days).

