



*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).*



Executive Summary - Q2 2018

*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.*

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 aims to help people tackle the most important issues in the world - as detailed in the UN designated 17 Global Goals For Sustainable Development (the SDGs). The goal is to Scale Up and Speed Up how the SDGs are tackled globally.

People are concerned and scared. The flip side of Global Goals - is Serious Risk and Resilience Threats. Short term interests and silo thinking have restricted intelligent access to the risk capital the world needs. This dangerously holds back how we collectively address important local and global issues - and has serious consequences for us all.

BIGCrowd, however, has the potential to unleash the massive amounts of risk capital required for sensible social and environmental innovation, development and roll out. With a platform to Find, Validate, Fund and Support the Big Impact Game-changers of the world - BIGCrowd can give hope to people globally for whom failure is not an option.

The BIGCrowd platform will do 3 things:-

- 1. Inspire, educate and incentivise many millions of individuals with content featuring the Global Goals, the people who are addressing them - plus they get compelling opportunities for earning and collaboration.** *Subscribers will be empowered with the chance to win recognition and awards for collaboration. With fair and ethical limits, strong incentives will enable subscribers to earn commissions for revenue generated by their social network - generated via simple social sharing and marketing, and for how much and how well they collaborate.*
- 2. 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, campaigns, profit with purpose 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 SDGs. BIGs may also have complexity or require further development - and thus very often struggle to raise all the funds and support required for success.*
- 3. Support the BIGs to start-up and or scale-up by connecting them to the collaborators and funders who care about the issues they address.** *Through powerful £3.6m, 3 year awards and prizes - the aim is to channel funds from subscribers and sponsors to those BIGs selected to have the most promise. The structure is to deliver monthly cash, governance, plus organised incubation, advocacy and further fundraising support. Providing support to many Big Impact Game-changers at the same time, and via a rich innovation ecosystem of motivated (and paid) suppliers - means the value of the awards and prizes can be leveraged many times over - and into serious impact.*



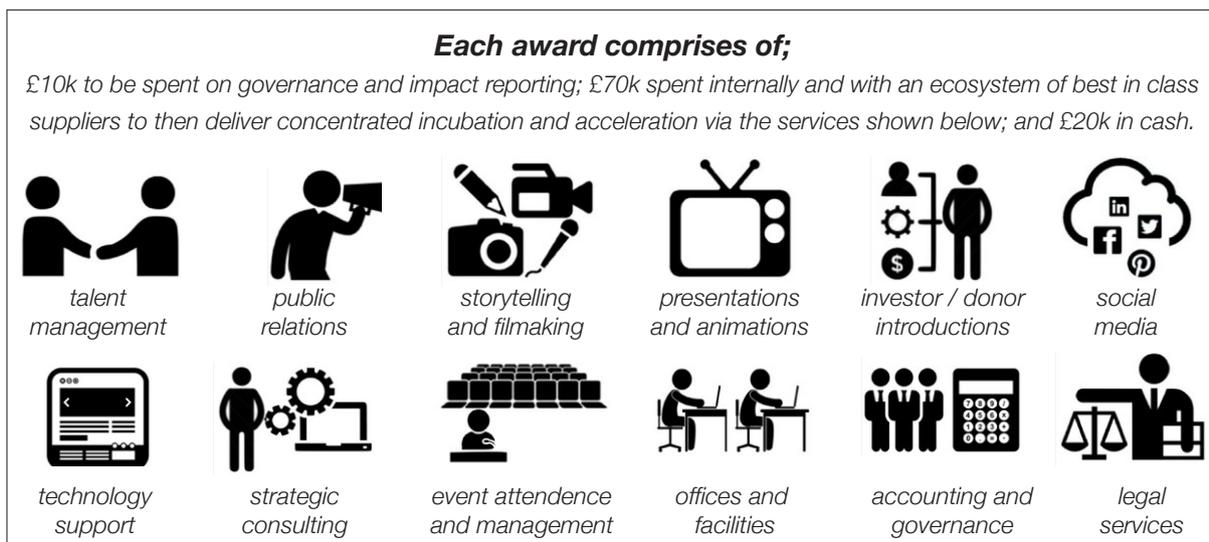
In summary

- Our motivation is to systemically tackle key **'access to capital'** and **'capacity building'** challenges faced by many of the most important initiatives we all badly need to emerge, start up and or scale up - and succeed.
- Those with powerful ideas and projects can win BIG awards and prizes to help them deliver maximum impact.
- BIGCrowd will enable many millions of individuals to make a meaningful impact to the issues they care about. They can win recognition, exciting awards, and also earn income for collaborating and sharing in order to do so.
- The venture has a unique sales and marketing model to efficiently sell a free or modestly priced monthly subscription in very high volume to the masses -making doing good and doing well - fun, educational and accessible.

BIGCrowd has the potential to generate £4.8 Billion in revenue over the first 7 years - to support over 1,750 exciting Big Impact Game-changers.

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, alongside experts and peers, helped to select.

The platform and system will showcase the very best Big Impact Game-changers, helping them raise awareness, and win awards and raise additional funds through a fair and objective process. The design of the prizes and awards (shown in the diagram) is to provide everything necessary to help the Big Impact Game-changers to start up and or scale up - and create a position of strength to deliver maximum impact.



The Business Model is straight forward.

Free subscribers get content and limited benefits. Paying subscribers also get the compelling earning and collaboration opportunity. For those that pay (free subscribers can earn a paying subscription on merit by social sharing) the price is £9.60 p/m (£8 before tax in the UK). £4, or 50% of the net subscription is placed into the pool to fund BIGAwards. 25,000 subscribers are required for each £100k monthly award (or an equivalent value in sponsorship). £1.60 (20%) is allocated to the total marketing budget. £1 of this is used to pay network referral commissions to subscribers, and £0.60 is used for highly efficient digital, social and conventional marketing and PR. This hybrid network design also raises funds for charities and foundations - at the same time as benefiting qualifying subscribers. The remaining £2.40 (30%) covers people, content and technology costs, and when at scale - our margin.

The Impact Investment Opportunity

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 equity is secured, core development is complete and the business is operational and heading for profitability, we aim to raise further funds to accelerate growth - to enable the level of performance shown in the target projections shown above.

Our target is motivated Fin-tech, Impact Investors and Strategic Partners who can do good and do well by supporting this compelling vision to properly address 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 (alternative HQ locations are being explored). The aligned Get Stuff Done Foundation will enable long term responsible governance to support our profit with purpose objectives. Investors thus have the opportunity to generate serious impact alongside highly attractive financial returns. Though returns cannot be guaranteed, our detailed business plan shows a positive range from a 300%+ partial return 3 years from the start, to a much larger return 2-3 years later. Our target is a 30% - 50%+ IRR.

Importantly, The BIGCrowd leadership and governance model ensures any financial returns are tied to targeted social and environmental impact. Social and environmental impact in turn will be enabled by the out-sized financial returns all stakeholders can benefit from.

BIGCrowd will pay a 3-5% fee for those who introduce investors.