



FUNDABLE FACT SHEET

- Fundable.com is a crowd funding platform exclusively focused on startup companies.
- First platform to support **Rewards-based** and **Equity-based** funding.
- Startups present their business ideas on the Fundable platform to raise money from interested Backers.
- Team has sorted through thousands of applications and has selected five teams to launch with.
- Founded by internet veteran Wil Schroter who has had three venture funded and several successful startups.
- Advisors include Dave McClure (500 Startups), Mark Goines (Morganthaler), Phil Reicherz (Second Market), and Greg Brogger (Shares Post).

HOW IT WORKS

- Startups must apply to be accepted onto the Fundable platform.
- Each Startup creates a profile including a pitch video, explanation of goals, and target amount of their fundraiser.
- The fundraiser must meet or exceed its stated goals or no funds are collected from the Backers.

THE PLEDGE PROCESS

- **Reward Based Funding** - Startups offer Backers rewards (like a pre-order) in exchange for money.
- **Equity Based Funding** - For Backers looking to invest larger sums of money, typically over \$5,000.

FOUNDING ADVISORS

Fundable is supported by some of the most active and influential members of the startup ecosystem:

- **Marc Nager**, CEO of Startup Weekend
- **Dave McClure**, Founder of 500 Startups
- **Mark Goines**, Venture Capitalist, Morganthaler Ventures
- **Phil Reicherz**, Co-Founder of Second Market
- **Greg Brogger**, President & Founder of SharesPost
- **Mitch Jacobs**, Founder of On Deck Capital
- **Mike Jones**, Founder of Science, CEO of MySpace
- **Siamak Taghaddos**, Founder of Grasshopper.com
- **Jason Nazar**, Founder of Docstoc.com

FOUNDER INFO

Wil Schroter, Founder + CEO - His first company, Blue Diesel, merged to become inChord and grew to over \$650 million in billings before being sold to Ventiv Health. He then launched Virtucon Ventures, an early stage incubator which has launched Swapalease.com, Go BIG Network, Bizplan.com, GotCast.com, Affordit.com, Unsubscribe.com, and Fundable.com.

Wil's companies have been backed by over a dozen well known venture capital firms including Bessemer Venture Partners, Founders Fund, First Round Capital, Charles River Ventures, Draper Fisher Jurvetson, and Ron Conway with a number of successful exits.

INTEREST

- Interested startups and backers can sign up at fundable.com to be notified when the site launches.

BACKGROUND

- Fundable was created and funded out of the early stage incubator, Virtucon Ventures.
- The company has offices in both Santa Monica, California and Columbus, Ohio.
- Fundable employs over 20 full time staff all dedicated to helping startup companies take great ideas to market.