



## FUNDABLE FACT SHEET

- Fundable.com is a crowd funding platform focused exclusively 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.
- Founded by serial entrepreneurs Wil Schroter and Eric Corl of Virtucon Ventures
- Advisors include Dave McClure (500 Startups), Mark Goines (Morganthaler), and Phil Reicherz (Second Market)
- Entrepreneurs use Fundable's platform and tools to facilitate their raise
- Companies must apply to be accepted onto the Fundable platform.
- Each company creates a profile including a pitch video, explanation of goals, and target amount of fundraise.
- A completed fundraise 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 TEAM INFO

### Wil Schroter, CEO

Wil's 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.

Wil is a published columnist and recipient of Ernst and Young's Entrepreneur of the Year Award.

### Eric Corl, President

Eric has spent the last 8 years building companies that help entrepreneurs thrive.

In 2004, Eric was part of the founding team of GoBIGNetwork.com, the first online funding platform that has grown to over 400,000 members and 20,000 active accredited investors. Three years later, Eric launched IdeaBuyer.com, which grew to be the largest online marketplace for intellectual property, matching over 10,000 patent holders with licensees and buyers.

Eric currently serves as the President of Fundable.com, which he co-founded to help entrepreneurs benefit from the recently launched JOBS Act, providing a platform to further streamline the funding process.

Eric was recently inducted into the Empact 100 and recognized by the White House as one of the most influential entrepreneurs under 30.

## FUNDING 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 is dedicated to helping startup companies take great ideas to market.

## INTERESTED?

Contact us at [info@fundable.com](mailto:info@fundable.com), or visit <http://www.fundable.com/apply> to sign up.