



April, 2017

**Creating Jobs, Innovation and  
Entrepreneurship – A Balanced  
Approach to Debt and Equity  
Crowdfunding**

**Jason W. Best**  
**@CrowdCapAdvisor**  
**[www.TheCCAGroup.com](http://www.TheCCAGroup.com)**

**Co-Founder and Principal  
Crowdfund Capital Advisors (CCA)**

# CROWDFUND CAPITAL ADVISORS (CCA)

**CCA works in 3 ways to build the global online finance industry:**

## **1 Advise governments and regulators to shape crowdfunding policy and regulation**

- Worked in over 40 countries on early stage finance issues
- Delivered advisory services to Securities Commissions in 14 countries
- Created The CCA Balanced Stakeholder Framework™ to enable more effective policy and regulatory decisions

## **2 Advise crowdfunding platforms and related fintech technology companies in the space**

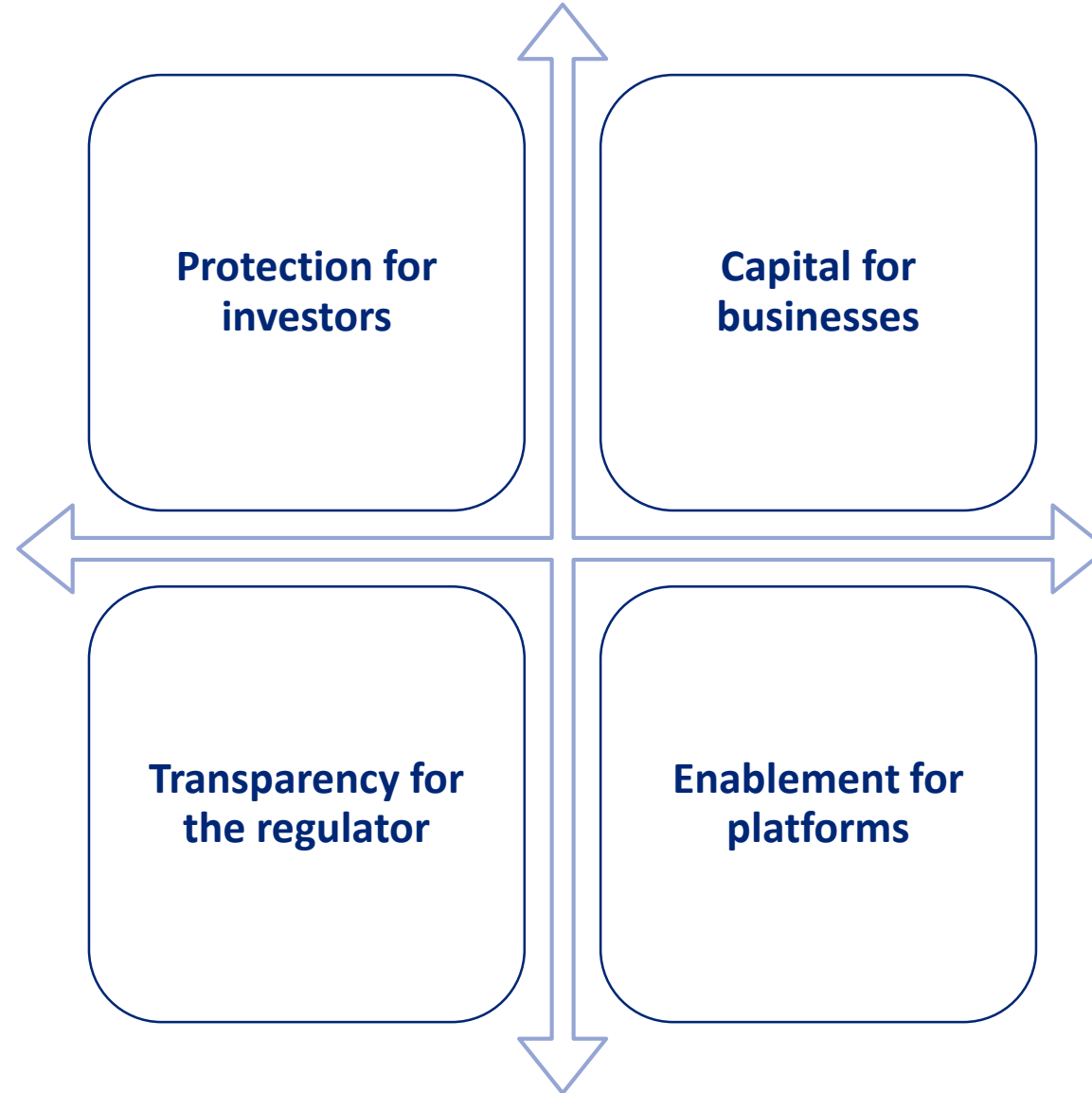
- Work with fintech companies on our global best practices and relationships
- Co-Found crowdfunding associations in countries to build trusting relationships between regulators and industry

## **3 Invest in fintech companies in the space that we believe are creating unique innovation**

- Increasing deal flow pipeline as existing markets mature and new markets develop

# THE CCA BALANCED STAKEHOLDER FRAMEWORK™

Crowdfinance Regulation That Lowers Risk & Improves Transparency



# DEBT AND EQUITY CROWDFINANCE – THE RADICAL RESHAPING OF THE PRIVATE CAPITAL MARKETS

- 1** Goldman Sachs\*: “The Socialization of Finance creates a US\$4.7 Trillion market disruption” in the private capital markets.
- 2** “financial inclusion for the middle class”
- 3** This is creating significant new “leapfrog” opportunities in developing economies
  - In 2013, World Bank/CCA estimates nearly \$100B market opportunity in developing economies alone

# GLOBAL DEBT AND EQUITY CROWDFINANCE MARKETS ARE DOUBLING IN SIZE EVERY YEAR

- 1**
  - 2015 global market for all forms of crowdfinance (Debt, Equity, Real Estate, Pre-Sale) US\$154B (Univ. Cambridge)
  - 2016 CCA Estimates – Over US\$300B
  
- 2** The private capital markets are changing – and industry incumbents are usually the last to see a change happening in their own industry
  
- 3** History repeats itself in innovation cycles – “No industry has fought the internet and won”
  - Transition from Radio >> TV >>Internet >>Mobile
  - Buying Airplane tickets online
  - Buying public securities online



April, 2017

**Creating Jobs, Innovation and  
Entrepreneurship – A Balanced  
Approach to Debt and Equity  
Crowdfunding**

**Jason W. Best**  
**@CrowdCapAdvisor**  
**[www.TheCCAGroup.com](http://www.TheCCAGroup.com)**

**Co-Founder and Principal**  
**Crowdfund Capital Advisors (CCA)**