



**Darren Westlake**

## A wealth of entrepreneurial talent

- UK has lots of great ideas
- Need to cultivate ideas into the next Google/Twitter/GroupOn
- Often stifled by access to **Money**



*Google says searches for "business plan UK" have increased by 60% over the past year and searches for "small business loan" are up by 34%*

## The Status Quo

- Venture capital difficult to find for smaller requirements
- Debt finance hard to come by
- Business angels – limited investments
  - Typically a syndicate each investing £10k - £100k
- What if there was a way to have say 5000 angels each investing £10?
- What if anyone could become a business angel?

## What is Crowdcube?

- Crowdcube provides a web-based central hub for entrepreneurs to meet micro-investors. It uses the power of Crowdfunding to provide a unique service to two types of people:
  - for entrepreneurs to source funding more accessibly than conventional routes
  - for smaller investors to have the opportunity to invest in exciting high-potential businesses

*"\$100 invested in Microsoft at their IPO would now be worth approximately \$35k."*



## Crowdfunding

- Crowdfunding is an approach to raising the capital required for a new project or enterprise by appealing to large numbers of ordinary people for small donations



- Social Media
- Crowdfunding examples
  - Kiva.org – \$280m funding raised, >1,080,000 lenders, ~715,000 entrepreneurs
  - Kickstarter.com – >13,000 projects funded, >\$100m pledged, ~\$84m collected

# TikTok+LunaTik Multi-Touch Watch Kits

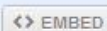
Project by Scott Wilson • [send message](#)

[PROJECT HOME](#)
[UPDATES](#) 39

[BACKERS](#) 13512

[COMMENTS](#) 4140


23,664 people like this. Be the first of your friends.



<http://kck.st/al8N3p>

## 13,512

BACKERS

## \$941,718

PLEDGED OF \$15,000 GOAL

## 0

SECONDS TO GO

### FUNDING SUCCESSFUL

This project successfully raised its funding goal on December 16. ✓

### PLEDGE \$1 OR MORE

Every dollar counts. If your dollar helps make this a reality you will be able to buy the TikTok or LunaTik online or hopefully someday, if successful, at an Apple Store near you. Be a part of making a cool product

ABOUT THIS PROJECT



## A new way to invest...

The world's first equity-based crowdfunding community dedicated to business investment [Learn more](#)

FEATURED IN [THE INDEPENDENT](#) [The Daily Telegraph](#) [theguardian](#) [BBC](#) [Bloomberg](#) [FT FINANCIAL TIMES](#) [THE TIMES](#)

### Bubble & Balm hits funding target with Crowdcube

"We raised £75k through Crowdcube from 82 investors – we now have the funds we need and a great team of supporters. Crowdcube provides an exciting and game-changing financing model for British entrepreneurs."

See Acton  
Bubble & Balm

[Click here to find out more](#)



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### Personal Development Bureau - Phase 1



Croydon, United Kingdom

Target: £25,000

EIS Approved - Membership, mentoring, training and support organisation providing services to help Ex Forces,

Ex Fire and Ex Police personnel to move into a New... [read more](#)

100% invested so far

### Kammerling's



London, UK

Target: £180,000

Kammerling's is a totally new kind of alcoholic drink made from 45 botanicals. It tastes great, has had rave reviews and is already in

some top bars & hotels. [read more](#)

41% invested so far



[Like](#) 114

[Tweet](#) 263

### Bubble & Balm



Leamington Spa, England

Target: £75,000

Multi-award winning Bubble & Balm was launched in 2009. We offer a range of Fairtrade certified bodycare products, available in

Waitrose, Planet Organic and... [read more](#)

100% invested so far

### Pedexpress Ltd.



Leeds, United Kingdom

Target: £20,000

A unique and efficient courier delivery company with a focus on a newly designed eco-friendly green delivery scheme

[read more](#)

4% invested so far



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Job cuts are having a real bite – you can make a difference!

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## BigBarn CIC

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[Updates \(22\)](#)
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Entrepreneur: [Anthony Davison](#)

Investment target: **£ 60,000**

Equity offered: **20%**

End date: **30 Nov 2011**

Location: **Huntingdon, England**

Category: [Food and Drink](#)

Reference number: **P 10422**

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</> Embed on your site

### About the pitch



On average, only 9p in every £1 spent on food in a supermarket goes to farmers. The rest is taken by middlemen, supply chain and supermarket. If farmers sell direct or via local retailers, they can offer fresher, accountable, cheaper food.

BigBarn is the enabler and promoter of a, better, LOCAL, Food Industry, as an alternative to the supermarket. [Click here to see video.](#)

BigBarn is seeking investment of £60,000 (offering EIS relief to any investment over £500) in return for 20% equity and a number of benefits.

BigBarn already has over 6,700 local food producers and small retailers as icons on its local food map accessed by typing in a post code. It also has an Amazon type online MarketPlace where 400+ producers have shops selling over 6,500 products. Like Amazon consumers can buy from as many producers as they want and pay once with a credit card.

BigBarn also supplies its map and MarketPlace to 81+ (and growing) other websites, giving each the opportunity to earn from advertising around the map, and commission on sales through MarketPlace. As more websites take the map BigBarn will soon become the recognised main supplier of local food data.

### Invest Now

Investment target:  
**£ 60,000**

Equity offered: **20%**

Progress



**£ 15,620** invested so far  
**26%** of target

**62** investors so far - [view investors](#)

£

[Invest now](#)

### Rewards

- > **Invest £30 and get**  
Investors investing between £30 and £100 will receive shares in BigBarn, plus a free copy of Delicious magazine and a Gastro Card.
- > **Invest £100 and get**  
Investors investing between £100 and £300 will receive shares in BigBarn, all of the above benefits plus a hamper, a discount code and free Consumer membership of BigBarn.
- > **Invest £300 and get**  
Investors investing between £300 and £500 will receive shares in BigBarn, all of the above benefits, plus 3 years Producer membership of BigBarn or a Commission password for consumers.



## About Anthony Davison

Anthony Davison

Anthony is 49. A 5th generation farmer and MBA (Warwick). Anthony understands the needs of farmers and the way the food industry works. He has worked tirelessly to get BigBarn where it is today and carefully built the BigBarn brand over the last 10 years. He attributes the success of the business to a strategy of capitalising on BigBarn's first mover advantage without growing too fast, as well as avoiding the Dot Com trend of excessive funding and developing products and services before customers are ready for them. Anthony has built up a huge network of business contacts crucial for the company's next rapid growth stage. He is now confident that with Crowd Funding BigBarn will be able to grow quickly as the website is updated and investors become advocates and promote BigBarn throughout the country.

with the Entrepreneur and other Crowdcube members.

## Images



## Documents



[BigBarn Business Plan](#)



[BigBarn Financials 2011-2013](#)



[HMRC EIS letter](#)



[BigBarn membership benefits](#)

## Benefits



- New way to raise finance
- UK wide investor reach
- Easier to promote
- Cost effective
- Marketing effect
- Crowd feedback



- Financial return
- 'Armchair Dragon'
- Support friends and family
- Participation
- Lower / spread risk
- Simple to invest

## Successes

- Launched in February 2011
- 10 pitches funded in last 4 months
- Over £2.1m raised so far - 1 business raised over £1m
- Over 8000 registered investors

# Thanks

[www.crowdcube.com](http://www.crowdcube.com)