

# Putting the Tech in FinTech

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David Ives

Head of Technology | Marketing Source

# Putting the Tech in Fintech

Who they are

Where they were

Where they needed to be

How to get there

Who they are

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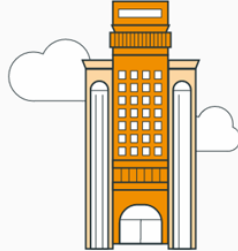


# Magic numbers



**£189,464,675**

Successfully  
Raised



**452**

Successful  
Raises



**307,788**

Registered  
Investors

Largest single raise - **£4,000,000**



Most investors - **2,702**

JustPark

Fastest funded - **£1,000,000** in **96 seconds**



**mondo**



Where they started

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Crowdcube 1.0

**HELLO**  
my name is

**CONSULTANT**

## A new way to invest...

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FEATURED IN

THE INDEPENDENT

The Daily Telegraph

the guardian

BBC

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[Search pitches](#)



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730

[Tweet](#)

### IYGO

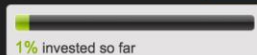


London, UK

Target: £50,000

IYGO is a radical new taxi service that puts the client directly in touch with a local taxi driver. An iPhone application and

simple website allow the client to... = [read more](#)



### Equus Solutions

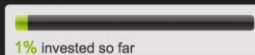


Penzance

Target: £120,000

Equus Solutions provides an EAGALA sponsored model programme of equine-assisted psychotherapy and

learning. = [read more](#)



### White Van Ads

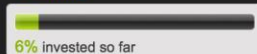


Aberdeen, Scotland

Target: £50,000

White Van Ads is a new outdoor/vehicle advertising business. The concept is simple, we pay drivers of plain white vans

to carry vinyl wrap adverts for other businesses. ... = [read more](#)



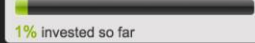
### Storyboard Brand Jeans™



Target: £30,000

Storyboard Brand Jeans™ design, manufacture and distribute the ultimate premium denim jeans for young women with

curves. = [read more](#)



= [View more](#)



Where they needed to be

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# How to get there

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# Planning



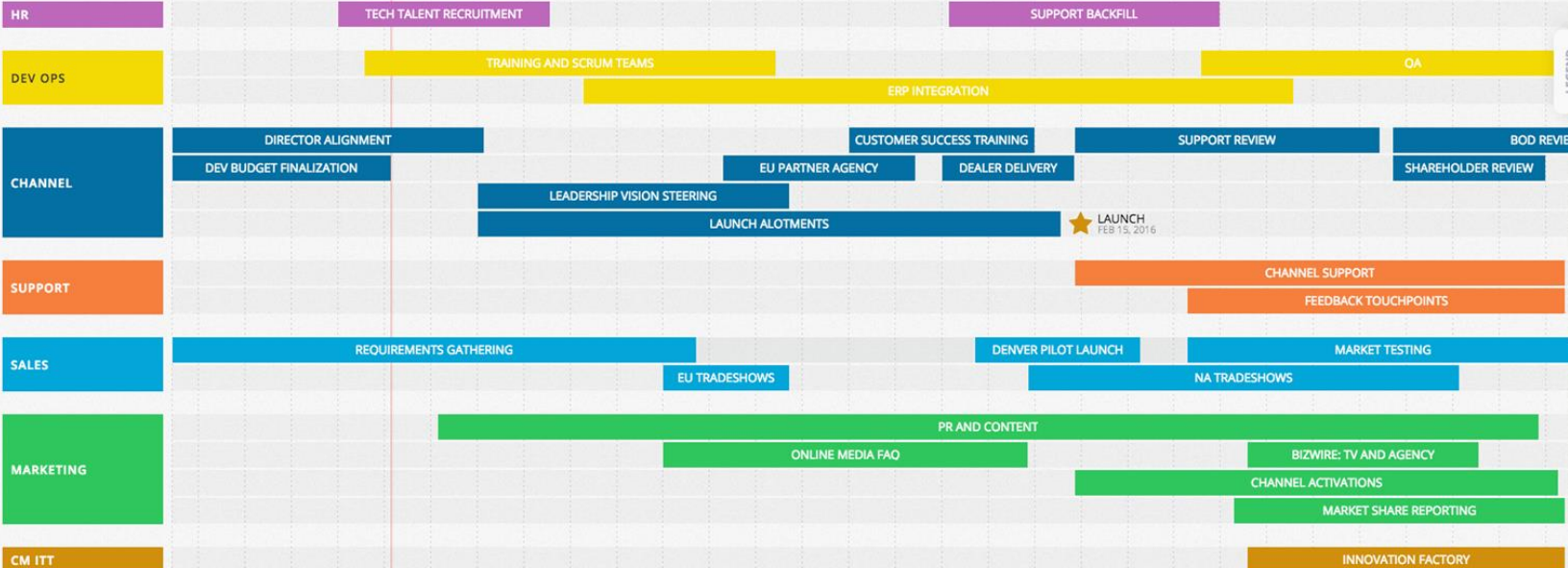
Oct 1, 2015

Apr 30, 2016

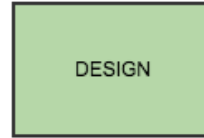
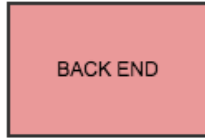
Q4 2015

Q1 2016

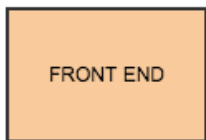
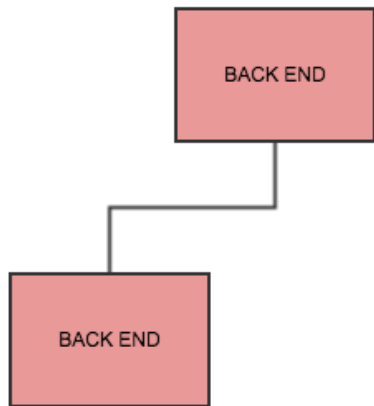
- O4 | O5-11 | O12-18 | O19-25 | O26 - N | N2-8 | N9-15 | N16-22 | N23-29 | N30 - D | D7-13 | D14-20 | D21-27 | D28 - J3 | J4-10 | J11-17 | J18-24 | J25-31 | F1-7 | F8-14 | F15-21 | F22-28 | F29 - M6 | M7-13 | M14-20 | M21-27 | M28 - A | A4-10 | A11-17 | A18-24 | A25



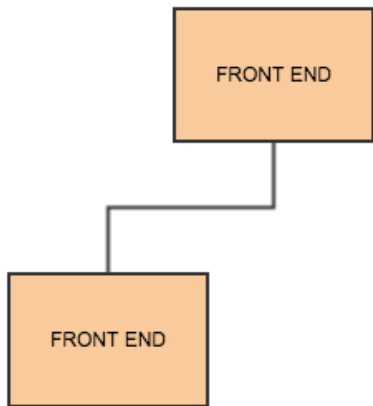
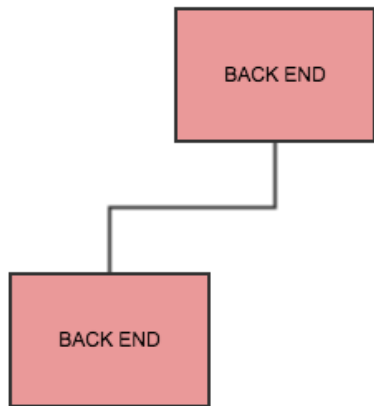




Phase 1

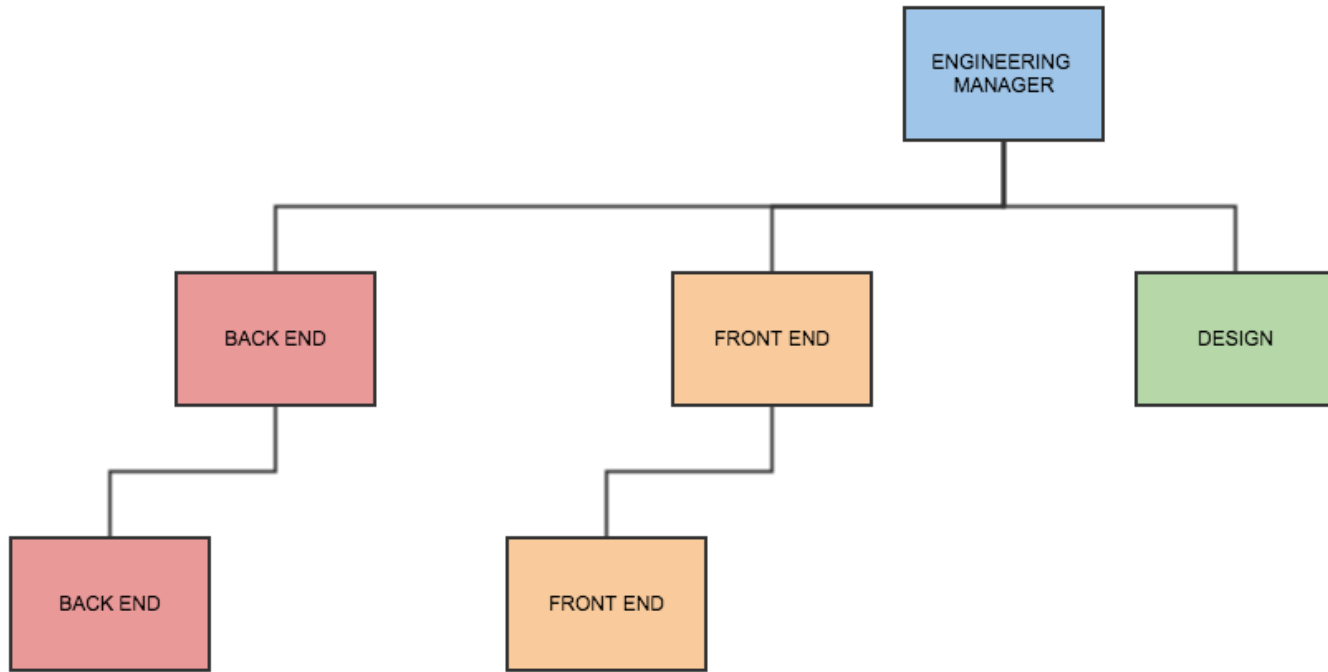


Phase 2

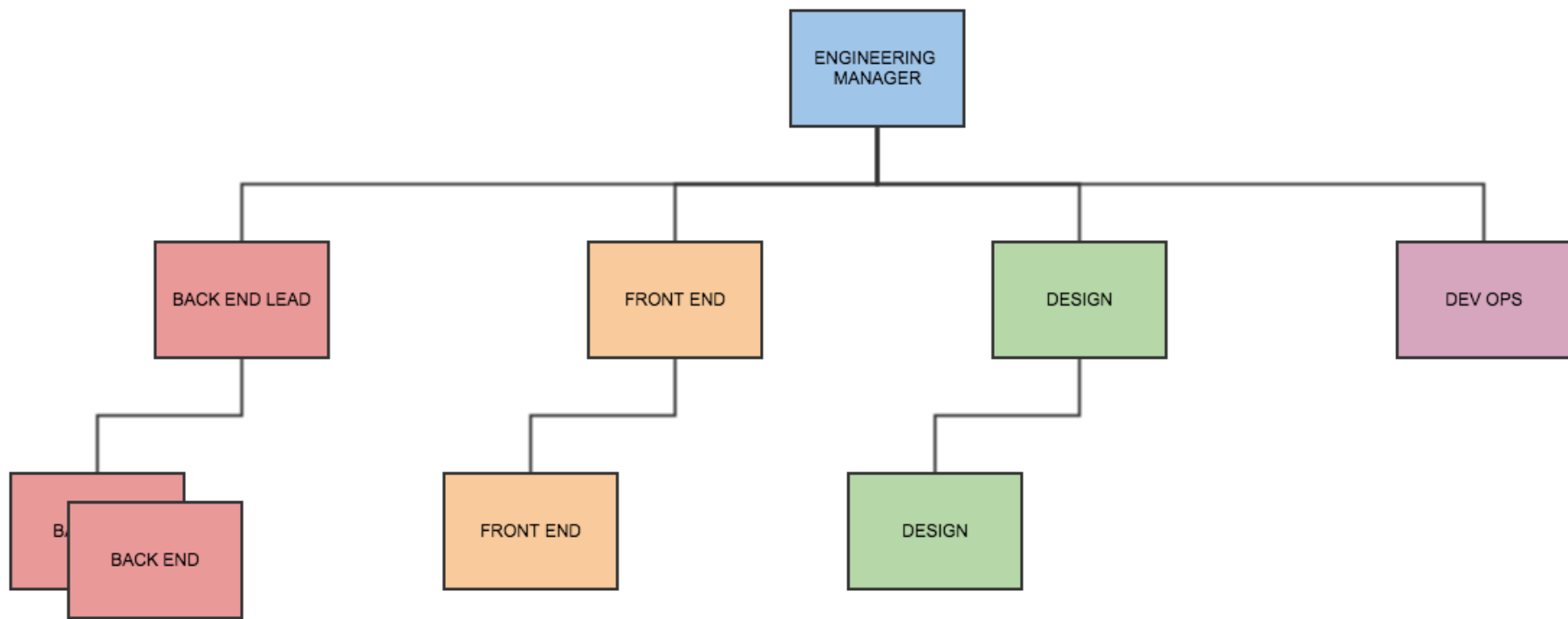


Phase 3



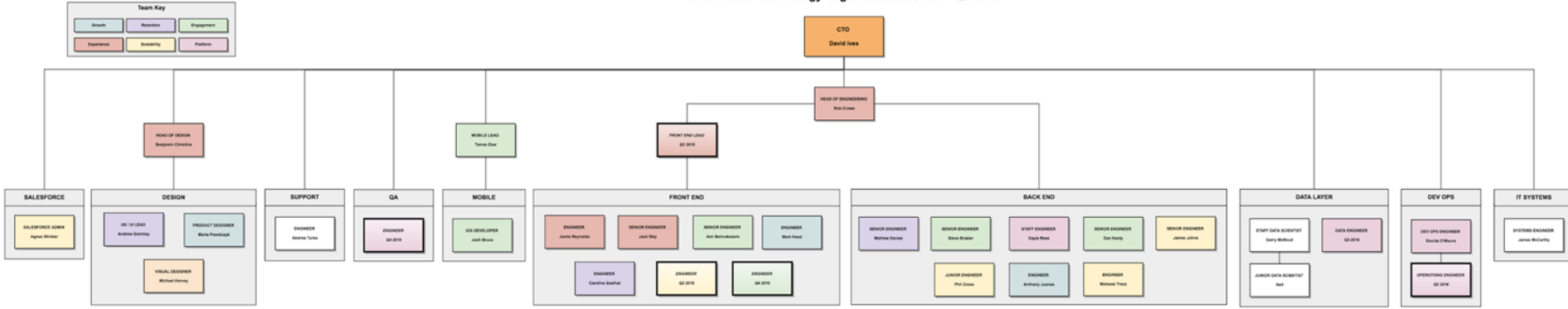


Phase 4



Phase 5

**Crowdcube Technology Organisational Chart - Q3 2016**



Q3 2016

# Recruiting





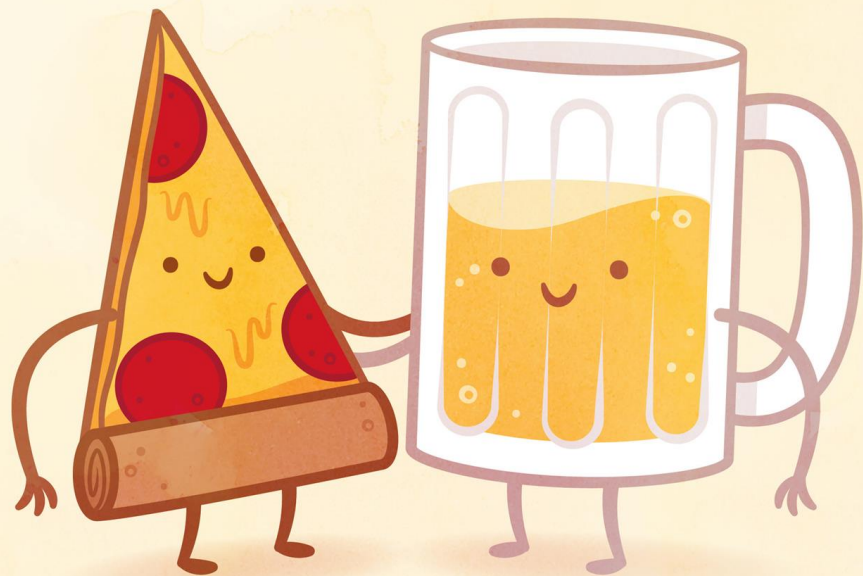




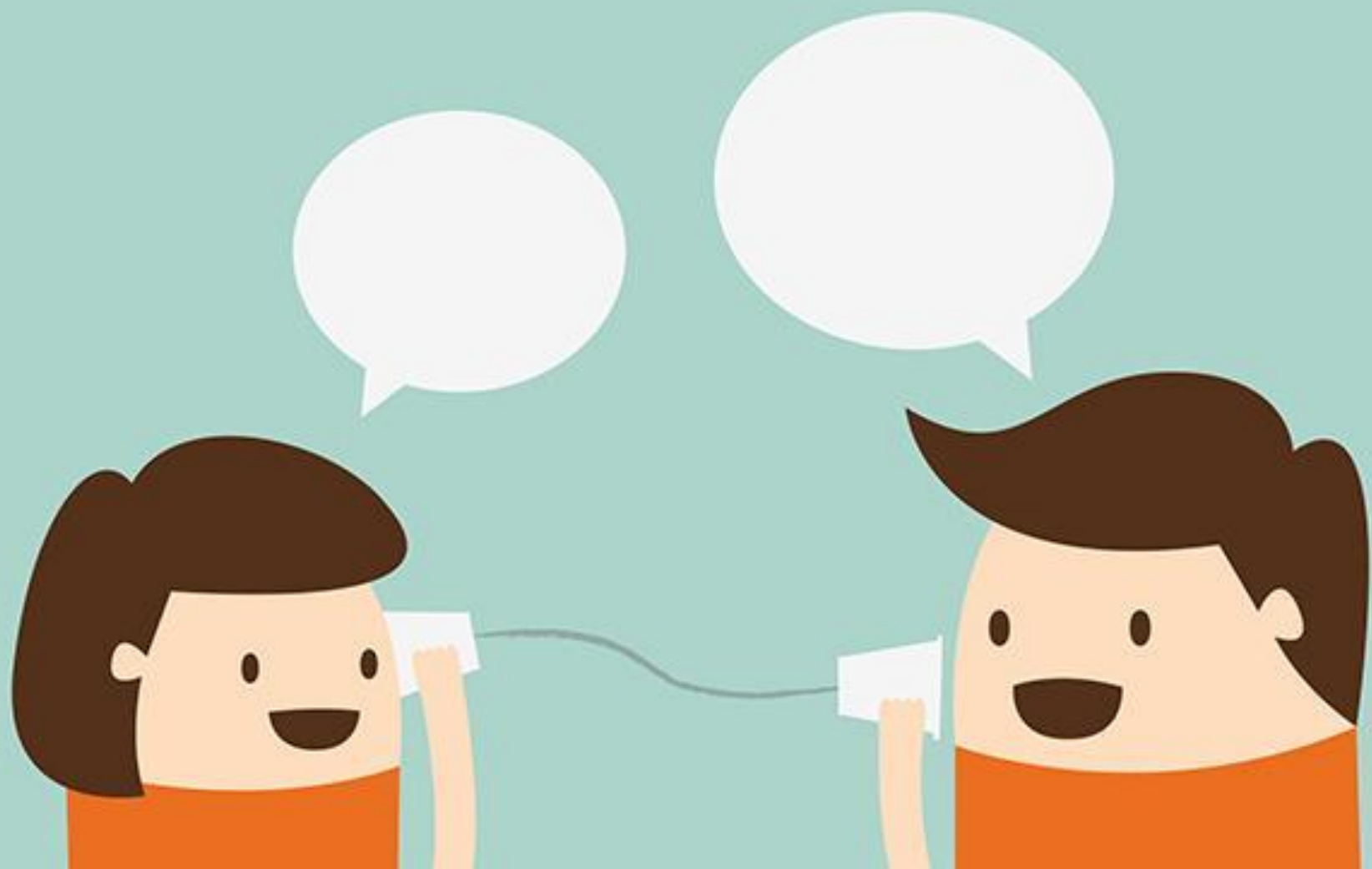


















# Remote









slack

 HipChat









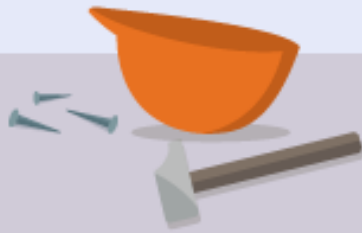






# Options





Retaining

EXIT



# How can you retain your engineers?

Culture

Flexibility

Inclusion

Engagement

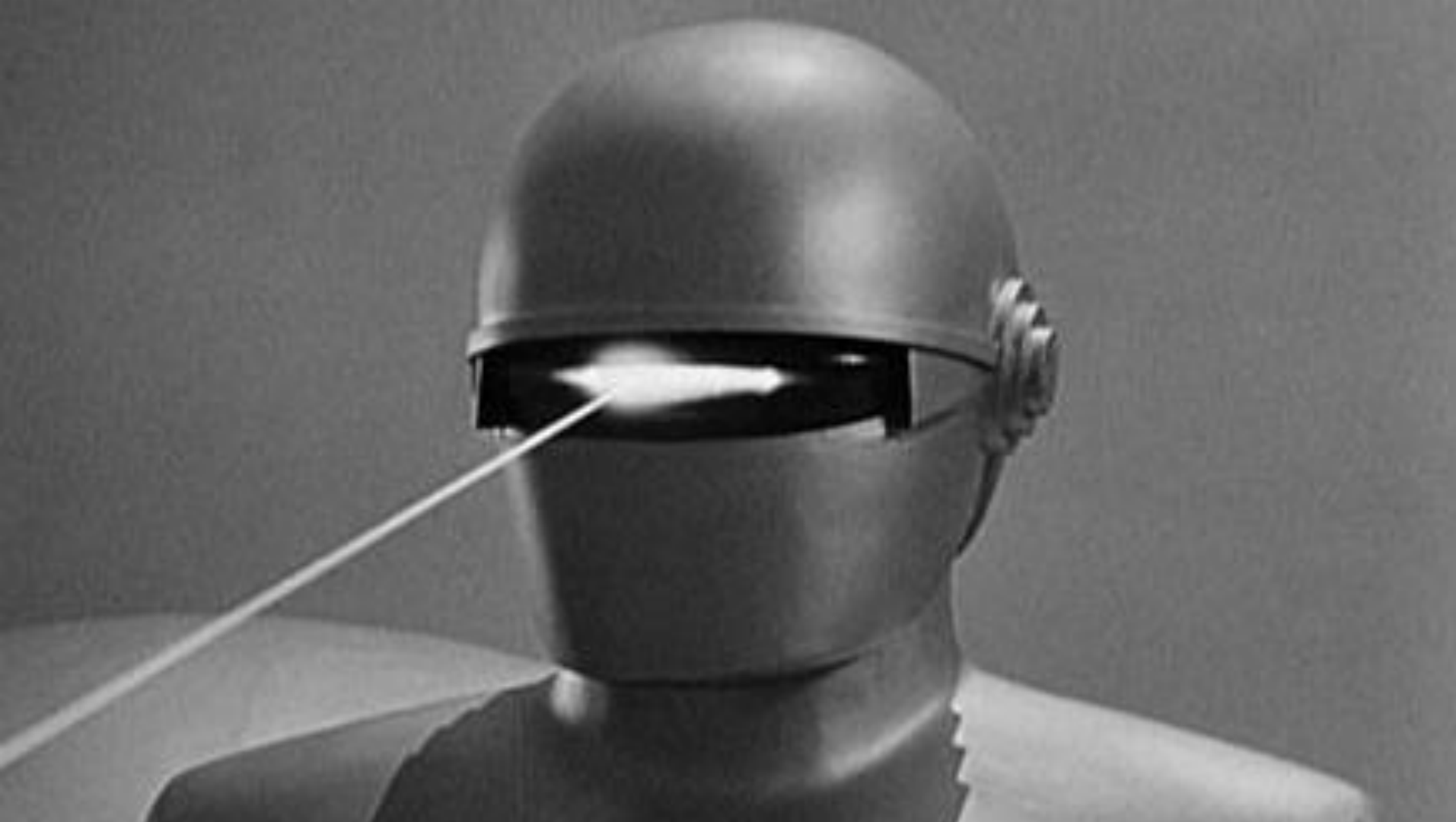
Communication

Boundaries

Training

Progression

Delivering





Not like this....



1



2



3



4

Like this!



1



2



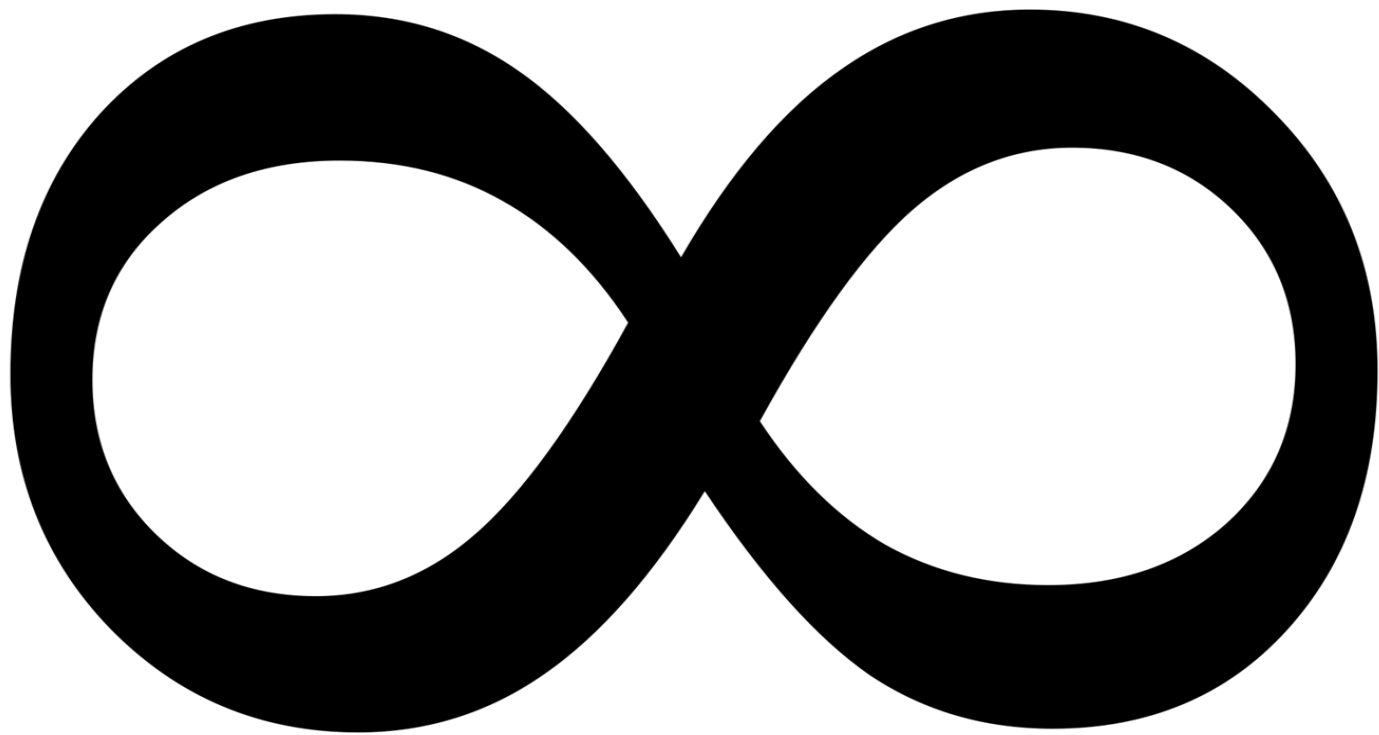
3



4



5



Thank you

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