

Crowdfunding Comes to Canada: Using Technology to Facilitate Capital Flows

Moderator:

Amar Nijjar, R2CROWD & JLL

Panelists:

Zulf Karim, Regional Head of BD TMX Ventures

D'Arcy McGee, President Evtan Capital Partners

Don McDonald, Waverley Corporate Financial Services Ltd.

Darin Renton, Stikeman Elliott LLP



- Founder R2Crowd; Canada's First National Real Estate Crowd Funding portal.
- Practice Lead JLL Canada Debt Capital Markets.
- 13 years of Investment experience.
- Funded over \$6B in real estate.
- JLL is one of the World's largest property advisory firms and a Fortune 500 Company.

Amar Nijjar

Senior Vice President, DCM, JLL
Founder, R2Crowd



- Zulf Karim is Regional Head of Business Development, TSX Private Markets.
- 10 years experience in investment banking, strategic advisory, and venture capital.
- Industry experience includes resources, technology, infrastructure, and finance.

Zulf Karim

*Regional Head, Business Development,
TSX Private Markets*



- Partner in the Toronto corporate and securities department of Stikeman Elliott
- Experience in public offerings and private placements
- Advises issuers, investment dealers, institutional investors, hedge funds and investment funds
- Member of the Ontario Bar, American Bar Association, and AIMA

Darin Renton

Partner, Stikeman Elliott LLP



- President of Waverley Corporate Financial Ltd.
- Managed over 80 successful transactions, helping small and mid-sized companies get to the next level
- Been involved with Canadian businesses ranging from start-up to TSX listed companies

Don McDonald

President, Waverley Corporate Financial Ltd.



- President Evton Capital Partners
- Founded in 1995
- 31 investments; office, industrial and retail
- Weighted average IRR 29%
- Evton Real Estate Fund 14% 10-yr return net of fees
- 40 – 50 HNW investors

D'Arcy McGee

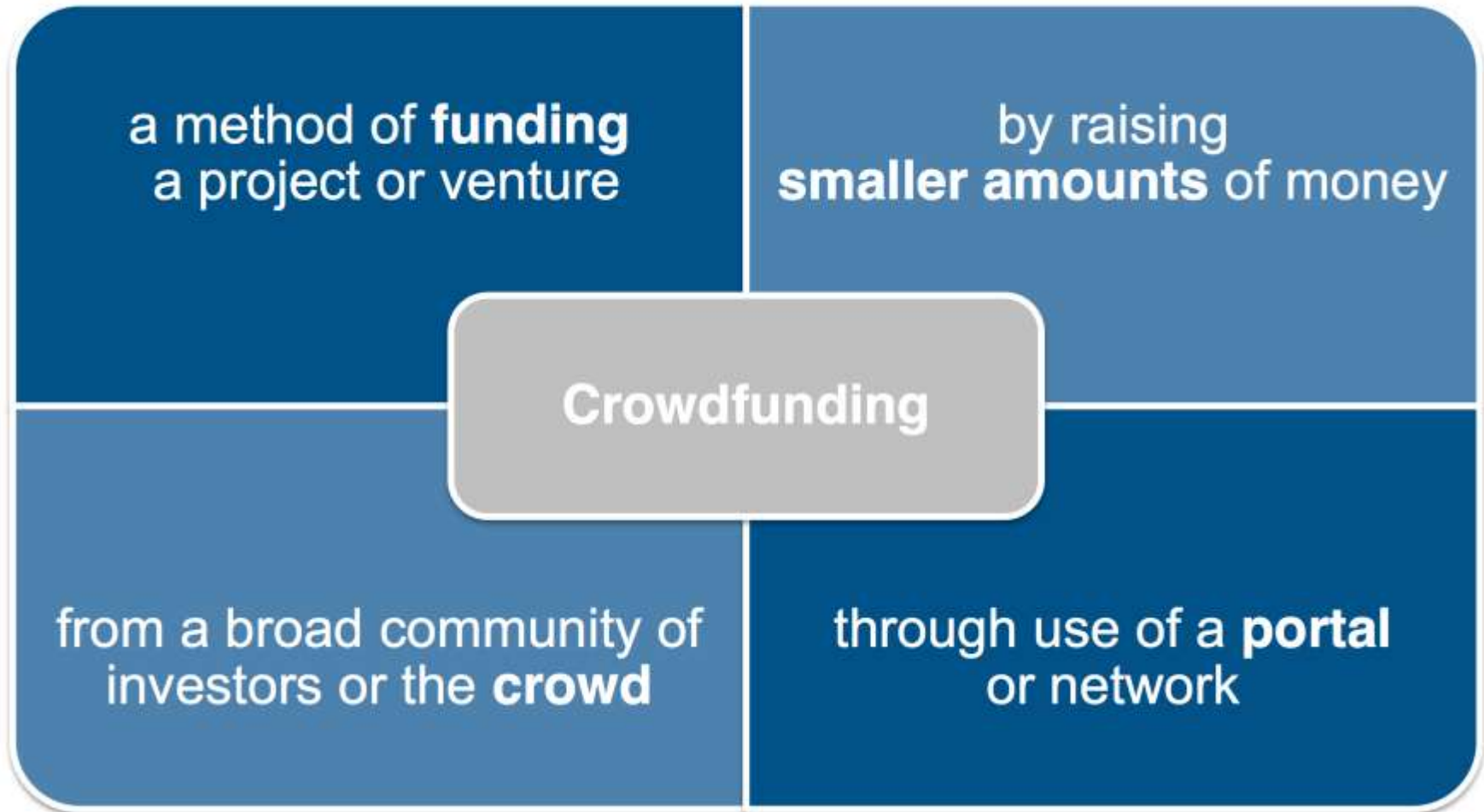
President Evton Capital Partners

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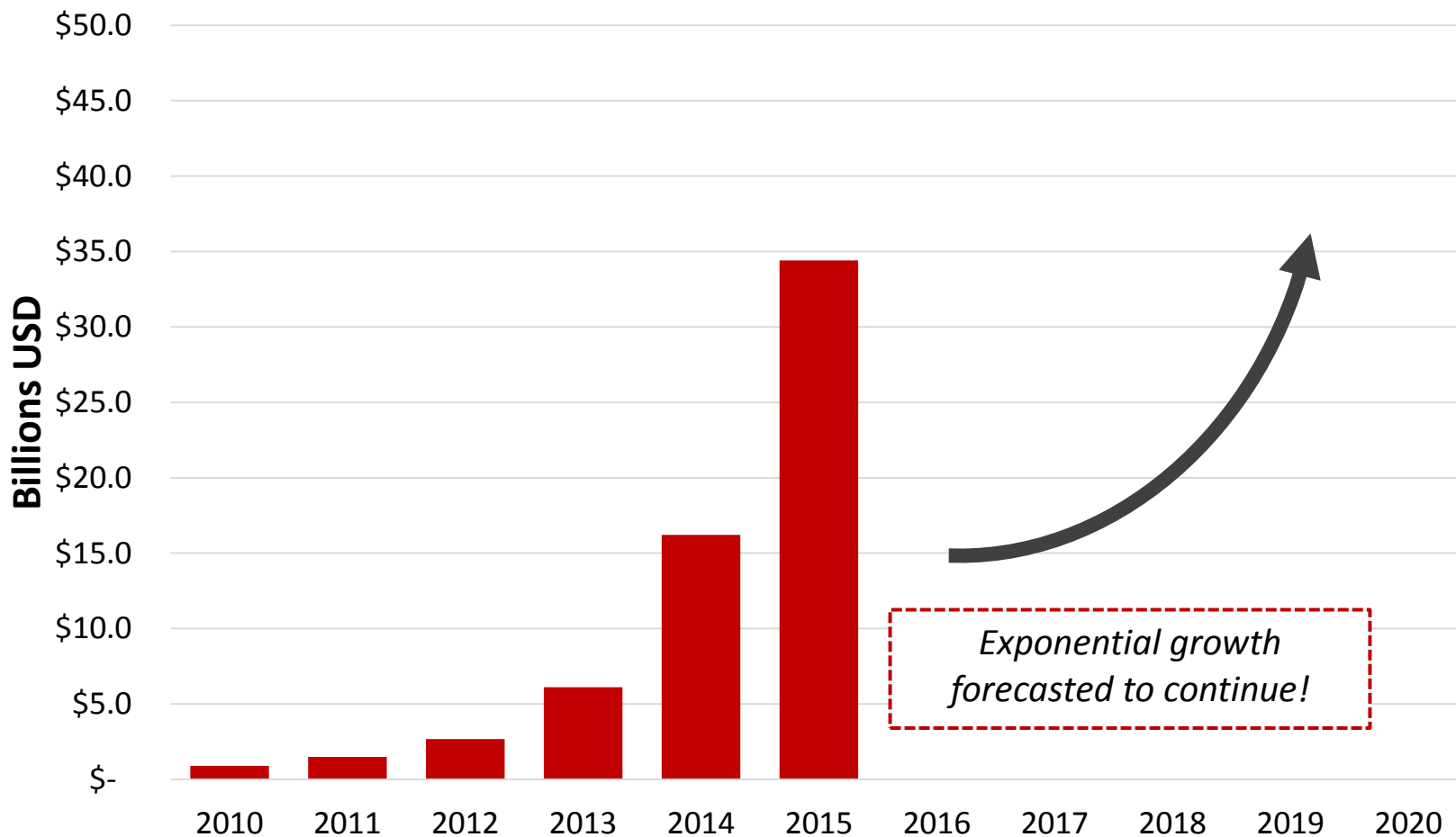


*"Are you SURE this is how
crowdfunding works??"*

What is Crowdfunding?



Global Crowdfunding Volumes



• Issuers raised \$121 billion through exempt distributions in Ontario in 2014, up from \$104 billion in 2012

Case Study:

BD Bacatá Tower, Bogota Columbia

PRODIGY NETWORK

- Mix use project in the heart of Bogota
- \$175MM Raised from 3500 investors



Case Study: 3 World Trade Center, New York



- \$5MM raised by way of crowd funding



Key Exemption	Investors	Jurisdictions
Accredited Investor	Accredited	All
\$150,000	Non-individuals	All
OM	Any	New: ON (Jan); AB, SK, QC, NB, NS (April) Old: BC, MB, NL, NW, NU, PE, YU
Crowdfunding	Any	MB, ON, QC, NB, NS
Family, Friends & Business Associate	FFBA	All
Private Issuer	Prescribed list	All

Exemption	Investment Limits?	OM Required at Point of Sale?	Risk Acknowledgement Form (RAF)?
Accredited Investor (AI)	No	No	Yes
\$150,000	Min \$150k, cash	No	No
OM	Individual investors except AI and FFBA	Yes	Yes
Crowdfunding	Retail and AI	Yes	Yes
FFBA	No	No	Yes
Private Issuer	No	No	No

Crowdfunding Summary

Purpose	On-line fundraising for start-ups and SMEs
Who can use?	<ul style="list-style-type: none">• CAN entities<ul style="list-style-type: none">○ CAN or US operating subsidiary• No blind pools
Funding Cap	<ul style="list-style-type: none">• \$1.5 million per “issuer group” each 12 months
Investor Limits	<ul style="list-style-type: none">• Retail: \$2,500 per deal; \$10,000 per annum• AI: \$25,000 per deal; \$50,000 per annum
Securities	Shares, non-convertible debt and LP units
OM	Crowdfunding OM
Advertising	No; single portal only
Optional	Term sheet, video or materials posted on portal

Browse Investments



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Brampton Retail Plaza

• Brampton, Ontario, CAN



Raised	\$0 of \$750K
Days left	33
Ann. Return	7%
Proposition Type	Value Add
Offer Type	Subordinated Debt
Term	5 Years



Brockville Redevelopment

• Brockville, Ontario, CAN



Raised	\$0 of \$4M
Days left	94
Ann. Return	7%
Proposition Type	Value Add
Offer Type	Senior Debt
Term	2 Years



Amherstview Retail Plaza

• Amherstview, Ontario, CAN

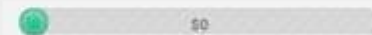


Raised	\$0 of \$100K
Days left	33
Ann. Return	14%
Proposition Type	Value Add
Offer Type	Subordinated Debt
Term	5 Years



Vancouver Student Housing ...

• Vancouver, British Columbia, CAN



Raised	\$0 of \$4M
Days left	33
Ann. Return	8%
Proposition Type	Value Add
Offer Type	Subordinated Debt
Term	2 Years

VIEW INVESTMENTS

View Property Details



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PROPERTY

INVESTMENT

MANAGEMENT

FINANCIALS

FAQ

Key Features

- ✓ The property is currently 99.29% occupied
- ✓ Well located in the Brampton area with access to Highway 410 and 407
- ✓ Proposed 2-storey, 10,050 square foot addition with site plan approval

Property Summary

Financing opportunity for a proposed multi-tenant retail plaza located at 9886 Torbram Road, Brampton ON. The surrounding area is comprised of a mix of residential, commercial and industrial uses. The property is easily accessible via a number of highways and major roads linking into the Greater Toronto Area.

Property Details

The Property is improved with one two storey multi-tenant retail plaza constructed circa 1972. The plaza contains a total gross leasable area of 21,217 square feet including approximately 10,000 square feet of second floor office



\$500,000

Raised Of \$750,000 Goal

DAYS 63 HOURS 12 MINS 42

INVESTMENT COMPLETE

SUBORDINATED
DEBT
OFFER STRUCTURE

7%
ANN. RETURN

3 YEARS
TERM

ASK A QUESTION

Sign Documents

R² CROWD

A strategic partner with 

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6.5. **Opportunity to Ask Questions.** You have had the opportunity to ask questions about the Company and the investment. All your questions have been answered to your satisfaction.

6.6. **Your Legal Power to Sign and Invest.** You have the legal power to sign this Purchase and Subscription Agreement and purchase the Note. Your investment will not violate any contract you have entered into with someone else.

6.7. **Acting On Your Own Behalf.** You are acting on your own behalf in purchasing the Note, not on behalf of anyone else.

6.8. **Investment Purpose.** You are purchasing the Note solely as an investment, not with an intent to re-sell or "distribute" any part of the Note.

6.9. **Knowledge.** You have enough knowledge, skill, and experience in business, financial, and investment matters to evaluate the merits and risks of the investment.

6.10. **Financial Forecasts.** You understand that any financial forecasts or projections are based on estimates and assumptions we believe to be reasonable but are highly speculative.

6.11. **Financial Wherewithal.** You can afford this investment, even if you lose your money. You don't rely on this money for your current needs, like rent or utilities.

6.12. **No Government Approval.** You understand that no state or federal authority has reviewed this Agreement or the Note or made any finding relating to the value or fairness of the investment.

6.13. **No Transfer.** You understand that the Note may not be transferred. Also, securities laws limit transfer of the Note. Finally, there will probably be no market for the Note, meaning nobody will want to buy the Note from you even if you were allowed to sell it. This means you will probably be required to hold the Note for its full maturity, *i.e.*, two years.

6.14. **No Advice.** We have not provided you with any investment, financial, or tax advice.

Transaction Details

IMPORTANT: Please read before completing, signing and submitting.

Raised Of \$100,000 G... \$10

Offering VersaPay Test

Company

City Calgary, Alberta

Investment Amount \$63

Public or Private? Private


I agree to the Terms of Use, Consumer Disclosure, and all pages above.

 **SUBMIT SIGNATURE**

Transfer Funds



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Bank Account Information:

Your Bank Institution Number

Your Bank Transit Number

Your Bank Account Number



Bank Transit Number Institution Number Bank Account Number

CONTINUE

All fund transfers on R2CROWD are completed by our payment processing partner Versapay and held in trust by RBC.

versapay



Congratulations!



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Thank you for your investment!



Thank you for your investment!

Once the payment has been received a notification will be sent to your registered e-mail and you will be able to view your investment on the platform.

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