

Platform is raising funds for themselves

The following points should be covered in the business plan to be submitted to ShareIn. This will help us understand your business and we may request an update on some, or all, of the information annually or if you change your business model.

1. History

- **If your business is already trading:**
 - How long have you been trading?
 - What are the results to date? Are annual audited/ management accounts available?
 - What level of funds have been raised to date? What was the source(s) of these funds?

- **If your business is not already trading:**
 - What experience do you and any other directors have, particularly relevant to your business?
 - Why did you choose crowdfunding?

2. Product

- What sector will your products/ business targets be in, i.e. property, renewables etc?
- Why did you choose to structure your products as a debt/ equity offering?
- How do you manage the risk to investors through diversification of investment opportunities in other businesses?
- What is your risk appetite for the sums invested via your platform? Do you consider the projects will be high / medium / low risk?
 - How will this be managed? And by whom?
- Do you plan to have a contingency fund in the event that the bond fails, or forecasts are not being achieved? (if applicable)

3. Governance

- Who is on your Credit Assessment Committee? i.e. how do you manage the projects funded by the investments received from crowdfunding?
- What experience does this team have in managing investments?
- How do you decide how much you need to raise?
 - If this is decided by a committee is the decision minuted?
- How do you decide what rate of return to pay on your offer?
 - If this is decided by a committee is the decision minuted?
- How will you manage Conflicts of Interest? i.e. Who will review/approve them if they arise? For example, a conflict will arise if multiple companies within your group structure manage different aspects of the investment.

4. Funding your business

- What is your level of investment in the total amount to be raised?
- What funds will be available to meet interest / dividends payments?
- Please provide financial forecasts for the first three years of trading
- How will your business be remunerated from the projects on your platform?
- Please provide financial forecasts for your first three years of trading. This should also include evidence of how you are able to meet the first 12 months' costs.
- If fee income is derived at the start when funds are raised, how are you incentivised to ensure that investors receive their returns?
- If your business encounters cash flow issues and/ or ceases to trade, how will investors continue to be serviced? And by whom?

5. Team

- Please provide organisational charts for both the teams and the people involved in your business.
- Are there any other beneficial owners not shown on these charts? Please list all shareholders owning 10% or more of your business.
- What training is provided to your staff and Introducers?

6. Structure

- Please confirm you have a Bank Account set up for your business.
- Who is your legal advisor?
- Please provide a copy of your Company structure including any parent companies.
- Do you have any other advisors involved in your business?
- Do you use a 3rd party Trustee for your offerings?

7. Marketing Strategy

- What are your marketing plans?
- Who is your target market?
- How often will you market your offers?
- Who will be marketing your offers?
 - Will these individuals be paid?
- Will you use Introducers? If yes, how do you select the Introducers and what level of oversight will you have on their activities to promote your offers?

7. Jurisdictions

- In which jurisdictions will you operate?
- If you are intending to operate outside of the UK, or seek funding from non-UK nationals, have you sought legal advice to operate in the overseas jurisdictions? If legal advice has been obtained, we will require sight of this.