History of Real Estate Crowdfunding

- Great Recession “Too Big to Fail”
- JOBS Act of 2012
- Consumer Behavior Migrating Online
- Technology Advancements
- ”Uberization of Finance” WSJ
Crowdfunding IS Online Capital Formation

- Fundraising (Debt & Equity)
- Investor Relationship Management
- Investment Banking & Advisory Participants
- Institutional & Retail Investor Capital Sources
Crowdfunding Platform Business Models

- Direct to Investor Technology (CrowdStreet)
- Investment Manager/SPV (RealtyShares)
- eREIT P2P Lender (Fundrise)
- White-label Software as a Service (CrowdStreet)
Crowdfunding: Reality Test Drive

$2 Billion Market Opportunity?

- Thousands of eligible transactions per year
- Participants range from global giants to local entrepreneurs
- Modernizing traditional “friends & family” syndication