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FACTSHEET EYEVESTOR - 2021

GENERAL

The circular economy

SMEs originate from start-ups and scale-ups. Every large company was once an SME. No less than 70% of the Dutch economy consists of SMEs. Yet it is often difficult for this group to get financial support. While the holy grail is the IPO, liquidity in equity capital is proving to be especially difficult for SMEs. And that while a healthy equity offers many more possibilities. The equal interests principle in shares makes this instrument ideally suited to involve stakeholders, to connect them and to make them related to the corporate mission as ambassadors. That is why Eyevestor was founded.

In Eyevestor.com, sharefunding and engagement are central. SMEs, start-ups and scale-ups are given the opportunity to make more possible with Equity themselves, such as raising capital by issuing shares. Every company has its stock exchange, as the stock exchange was once intended. The community consists of investors, employees and entrepreneurs and is the starting point to build together on the successful growth of a company. In this way, entrepreneurs can do more with their own capital by involving people in companies they believe in. Eyevestor facilitates sustainable circular relationships and, as a total solution and marketplace, contributes to both financial freedom and liquidity in the share capital and more connectedness with stakeholders.

Important sharefunding pionier

Eyevestor is an important pioneer in the field of sharefunding in the Netherlands and was founded in 2015. It makes the digitization, buying and selling of shares accessible in an accessible way. At the same time, investing in the companies of tomorrow will be accessible to both large and small investors; this is often possible from € 250.

The man behind the company

After his MBA in London, Gijs Dalen Meurs rolled into the financial world of the American bank Citigroup. After 10 years of working internationally in banking, the crisis broke out. He became aware that and how our financial system is built on debt money. Renting out his second home on Airbnb got him thinking about an issue he constantly bumped into in the financial world: debt. By

translating supply and demand into a community, such as Airbnb, wouldn't companies be able to get much more out of their equity? Also under your own conditions, so without loans or debt? The idea for Eyevestor was born. Where Airbnb connects homeowners and home seekers, Eyevestor brings SMBs the solution to connect co-ownership entrepreneurs with fans, customers, employees and other stakeholders.

End of the debt company

The first three letters of the Eyevestor stand for Equity You Earn. Instead of applying for loans from the bank, Eyevestor offers entrepreneurs the opportunity to use their own share capital for financing. In this way, SMEs can grow towards success together with their stakeholders. And that is not only a growth in value, but also in financial freedom and connectedness. Ultimately, sharefunding could cause a shift from the current debt company to a share company.

ABOUT EYEVESTOR

How it works

Through the Eyevestor platform, entrepreneurs and investors – from big boys to small interested parties – can find each other. Here, shares are offered and purchased in a safe and simple way and any other forms of participation are discussed. There is a solid legal framework that users must comply with in order to use the platform.

The users

There are currently around 14,000 users active in more than 60 Eyeventures. These are entrepreneurs who are looking for funding on the one hand and investors who buy shares on the other. Through the resulting community, investors themselves contribute to increasing the impact and value of their share. In most cases also customers and / or employees of the companies. In the meantime (December 2021), more than 15 million euros have been shared via Eyevestor.

Entrepreneurs (Eyeventures)

The Eyeventures are organizations with 10 to 1,000 employees, mostly social entrepreneurs. Obtaining a loan from the bank is difficult and / or undesirable for them.

Investors (Vestors)

People and organizations that believe and belong to the mission of the entrepreneur and at the same time are looking for interesting, financial opportunities. They feel involved in the companies in

which they have a share. Eyevestor is also for the inexperienced investor, the mother who likes to participate and invests in the hairdresser who starts a new business. Or the guest who promotes his favorite restaurant as a co-owner.

The community

Eyevestor is a digital community where entrepreneurs are directly connected to their shareholders, who act as brand ambassadors. The entrepreneur remains in control, if he wants to, but the relationship between company and investor is equal. Because bringing in partners who contribute to the success of an entrepreneur is much more important and sustainable than bringing in money.

Full transparency

On the site Eyevestor.com you can see what the target amount of a company is, how many shares have been sold or reserved and what is still available, at what price. The valuation of the company – based on the calculation models – and the percentage of the total available share package are also made transparent. The platform offers many freedoms to entrepreneurs and full transparency from cap table to register and all transactions. The companies have 360° insight into all their co-owner transactions. Each transaction is processed real-time and bilaterally between buyer and seller.

SUCCESS STORIES

Growing success

An increasing number of organizations have built a community through Eyevestor, strengthened it and made successful growth with their supporters. For example, the sharefunding campaign of Share People was funded by more than 150 customers within 36 hours. The network of entrepreneurs grew to 1600 customers in a short time: a good example of the circular community economy. As well as WOK Vredenburg, which, thanks to 151 shareholders, realised growth capital to open the first branch of its new chain within the Wok to Go. European Sleeper got its €500,000 need sharefunded in 15 minutes. Fish Tales raised a million euros in 2 days from 900 customers. Neleman raised €5 million in 3 rounds and now has 3,000 loyal customers with whom they continue to build on the success together. All these companies have since experienced strong growth and, above all, more opportunities to accelerate the implementation of their plans.

Various sectors

Eyevestor is active in various sectors:

Food: Fish Tales, Neleman, SEKK, Vegan masters, I want fair dairy, Godwit

Catering: Wok, Mr & Mrs Watson,

Business: Sharepeople, ISO genius, MrSignage

Transport: European Sleeper, Fountain Fuel, Green Caravan

Fashion: Seabass, Fromanteel, Komrads, Whooler

Construction: Beyond Wood, Finishing Alliance

Health: SMPL, Eyesiu, Bedhoodie, The Gym Society

Retail: Kersten Wielersport

Various phases

The ventures are in different phases:

Idea to startup: European Sleeper, Whooler, Synup, Beyond Wood, I want honest dairy

Startup: Wok, SEKK, Vegan Masters, Komrads

Established: Sharepeople, Fromanteel

Scale-up: Fish Tales, Neleman, Godwit