



# BLOCKCHAIN & CROWDFUNDING

Mr Benjamin Radomski

Partner Spin Ventures &  
Founder Business e via Italy

30th October 2019



**1. Business e via Italy**  
Business Facilitation Service  
provider

**2. Spin Ventures**  
Venture development firm

**3. Gusto Buono**  
Food production

**4. Visight**  
Advertising technology firm

**5. Alfonsi**  
Shoe production

- Swedish
- Married to an Italian
- Based in Milan
- Serial Entrepreneur
- BA in Marketing & Advertising
- MA in Marketing & Communication
- 12 years in London working in Marketing





Business *e via* Italy™

**CONNECT.  
FIND.  
SUCCEED.**

**BUSINESS  
FACILITATION  
SERVICE**



Founded in 2010

Create mutually beneficial BUSINESS RELATIONSHIPS.

The BEV NETWORK helps business people connect with other entrepreneurs.

60 MILLION unique visitors since start

Access to 65,000+ ITALIAN COMPANIES and nearly 200 INVESTMENT OPPORTUNITIES.



# SERVICES

We have worked with clients of all sizes, from early stage companies to large multinational corporations and state-owned entities.



We originate and facilitate cross-border mergers and acquisitions and source debt and equity finance.



We develop value propositions, create shareholder value, and articulate business cases to potential customers and strategic partners.



We help companies enter new markets, facilitate strategic partnerships, and help win important reference customers.



**FASHION**



**HOSPITALITY**



**FOOD**



**ADVISORY-M&A**

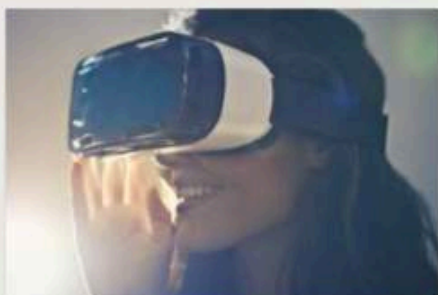
# SECTORS



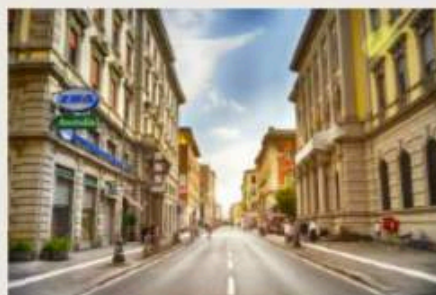
**MEDTECH**



**CLEANTECH**



**TECHNOLOGY**



**REAL ESTATE**



## GROWING FOREIGN CLIENTELE



1. GREAT BRITAIN



2. CHINA



3. USA



4. INDIA



5. BRAZIL



6. ITALY



7. TAIWAN



8. HONG KONG



9. TURKEY



10. SOUTH KOREA

# Team

The BEV team – a highly experienced international group of multi-lingual professionals, all dedicated to ensuring you get the very most from being a member of the BEV network.

Beijing  
London  
Milan  
Stockholm  
Tel Aviv



**Italy/UK**  
Benjamin Radomski



**China**  
Yu Wu



**China**  
Domenico Di Liello



**Italy**  
Ronny Nessim



**Italy**  
Domenico Sibilio



**Middle East**  
Joe Blanga



**Russia & Eastern Europe**  
Elena Doncova



**Sweden**  
Henrik Radomski



**UK**  
Daniel Shillito



**UK**  
Nic Gorini



**UK**  
Bhavesh Singh



**Advisory Board**  
Marco Frazzica



**Advisory Board**  
John Law



**Advisory Board**  
Massimo Cortinovis



**Advisory Board**  
Francesco Mangiameli



Over the years, BEV has developed strong relationships with strategic partners all over the globe. These trusted organizations offer support, expertise and advice across a wide variety of fields for members of the BEV network.



**opportunity  
network**



**GDC Partners**  
Gulf Development Company



Camera di Commercio Indiana per l'Italia  
*Indian Chamber of Commerce in Italy*

THE  
FAMILY OFFICER  
GROUP



**Koehler Group**  
Incorporation, Tax, Accounting & Trade Services  
in Hong Kong, Singapore & China

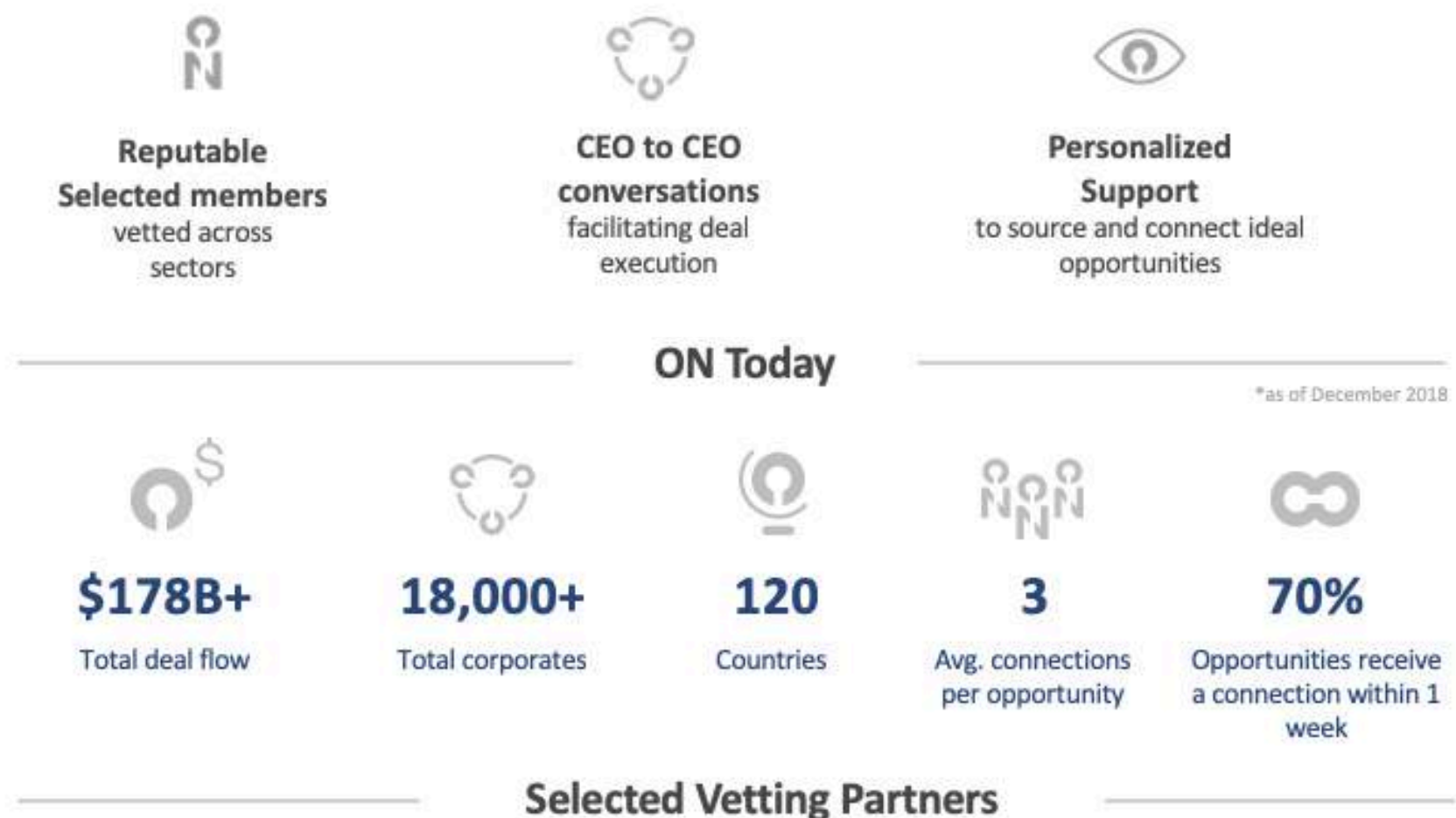


## opportunity network

Opportunity Network is the digital platform that connects selected decision makers of companies and investors globally through business opportunities.

**Deal Types on the Platform**

-   
**BUY or SELL**  
Products, services, companies or real estate
-   
**INVEST**
-   
**RAISE CAPITAL**



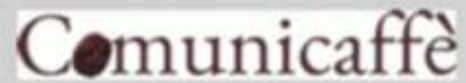




- CDI Global is the International M&A Advisor for middle-market transactions with a strong cross-boarder and trans-continental component and a strong track record since its creation in 1973.
- Our Business: Strategic Advisors and company search specialists for global business combinations since 1973.
- Our Focus: Middle market transactions, typically under 250\$ million.
- Our Reach: Forty offices in the major economic centers of 35 Countries.
- We are known for the quality of our international staff, our industry focus, our trademark interview process and our in-business development expertise.
- Our People: more than one hundred professionals with industry knowledge, language capabilities and experience with local business practices and customs.
- Our Distinction: Over 1.000 transactions completed in the past 45 years covering more than 25 industries.
- We are an integrated international team: the Dutch Compari Group b.v. owned by the local offices of CDI Global manages the brand, the website, etc. CDI Global Partners meet at least three times a year and work systematically as a team on cross-border transactions.



# IN THE MEDIA





## EUROPE OPERATIONS





## CHINA OPERATIONS





## INDIA OPERATIONS





## ISRAEL OPERATIONS

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**Business Lunch**  
M I L A N





# Supporting organiser at the FT Future of Italy Summit



## SPONSORS & ORGANISERS

### SUPPORTING PARTNERS



**Business e via Italy (BEV)** is a business service providing anyone set up in Italy, enter the Italian market or find helps Italian companies reach international trading partners.

BEV's mission is to be the best and most comprehensive source of information and about Italian business. The BEV network has become a key part of its services and its international approach. There are also Italian speaking consultants, so that you can have just what you need.

[www.besnesseviaitaly.com](http://www.besnesseviaitaly.com)

**The Italian Trade Promotion Agency - ICE** is the Government agency for the globalization of Italian firms, implementing the strategy of Economic Development.

ICE helps to facilitate, develop and promote Italian economic activities in foreign countries, focusing on the needs of SME's, the ICE sustains Italian firms in their internationalization process through the marketing of Italian goods and services, Italian investments abroad, that is "Made in Italy" around the world besides being a source of Foreign Direct Investments. ICE provides information, support and assistance to Italian companies on foreign markets, promoting exports in all areas of industry (consumer and capital goods), agriculture, food, services, etc., with the aim of increasing and making Italian companies more effective on international markets.

ICE works closely with the Italian Regions, the network of Italian Consulates, the Ministry of Commerce, business organizations and other public bodies. ICE headquarters are in Rome, and through their extensive network of offices in the world act as "Trade Promotion Sections" of the Italian Government.

[www.ice.gov.it](http://www.ice.gov.it)





## TRADING

### Background

Forma Italiana SPA

We daily operate in the wholesale and retail distribution sector with 4 warehouses of 12500 mq, 10,000 SKU and 20 million of inventory ready in stock. We work with products of:

- Perfumery
- Make Up
- Skin & Hair Care
- Toiletries & Detergents
- Food & Pet Food

### Mandate

Business Development

### Year

2019



# Track Record



## TRADING

### Background

B2B trading company dealing with over 50 premium brands including Giorgio Armani, Dolce & Gabbana, Gucci, Burberry, Ferragamo, Saint Laurent, Fendi, Prada, Balenciaga, Chloe, Stella McCartney, Pucci and many others

### Mandate

Business Development

### Year

2019

## Chalon Group

### Top Brands

BB  
BALENCIAGA

ETRO  
Milano

HOGAN

MC MICHAEL  
MICHAEL KORS

TOD'S

BALLY

F FENDI

JIMMY CHOO

MONCLER

TORY BURCH

BURBERRY  
ESTABLISHED 1856

GIORGIO ARMANI

KENZO

PRADA

UGG  
australia

Chloé

GIUSEPPE SANOTTI DESIGN

LANVIN  
PARIS

PHILIPP PLEIN

VALENTINO

D&G

GIVENCHY

LOEWE

Salvatore Ferragamo

YVES SAINT LAURENT

DSQUARED2

GOLDEN GOOSE DELUXE BRAND  
VENEZIA

MARC BY MARC JACOBS

STELLA MCCARTNEY

VERSACE

Ermenegildo Zegna

GUCCI

MCM

STUART  
WEITZMAN

ZANELATO



## BUSINESS DEVELOPMENT

### Background

Bagasse is the fibrous residue left over after milling of the cane, with about 48-52% moisture content.

Lowering the moisture level in Bagasse improves the efficiency of the boiler considerably; this step is a simple and a must, energy conservation measure.

The wet bagasse absorbs heat from the flue gas in the bagasse dryer, thus reduces flue gases temperature from 140-150 deg. C to about 75 deg. C.

In this dried Bagasse, moisture content is reduced by 8-10 units, creating a potential for saving of 6-8% of Bagasse which is used as fuel to boiler. This leads to stable and efficient boiler operations.

### Mandate

Business development

### Year

2019



## INVESTMENT

### Background

Junoon is the first and only raw coconut water in Italy. Born from the desire to offer a 100% intact product with its precious nutritional properties. We only use Nam-Hom Thai coconut, the best variety in the world. Cold pressing guarantees an organic drink without any addition and all the taste that only 100% of coconut water can give.

### Mandate

Fundraising

### Year

2019





# Track Record

## BUSINESS DEVELOPMENT

### Background

Each Alfonsi product is hand made by artisan Italian craftsmanship, using highly skilled techniques and carefully selected quality, in order to combine exclusive, stylish and comfort.

### Mandate

Business development

### Year

2019





## BUSINESS DEVELOPMENT

### Background

Visight is a high-tech product that can switch from opaque to transparent under electricity application. It's with a self adhesive cling layer on one side which can be directly stuck to the existing glass surface. It can also be converted into a highly demanded rear projection screen.

By using a rear projection it can be used to as a sales channel and communicate messages.

### Mandate

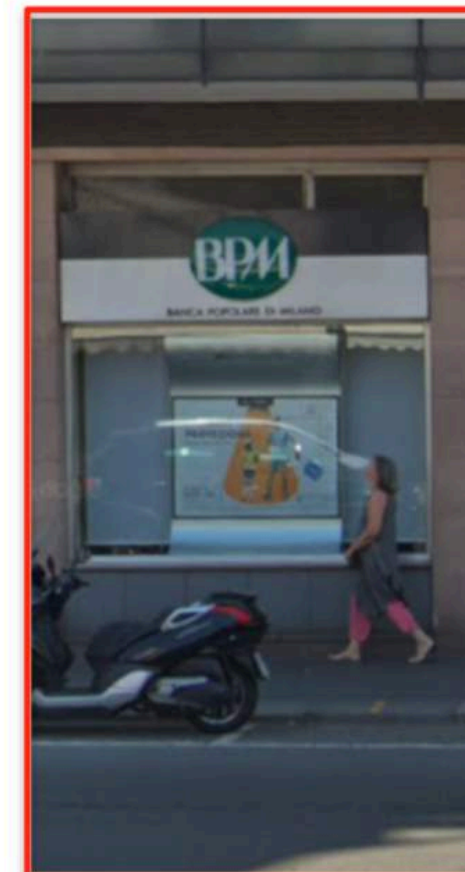
Business development

### Year

2019



BEFORE



AFTER





# Track Record

## BUSINESS DEVELOPMENT

### Background

The Gusto Buono brand was born out of the passion for Italian food and quality, in order to offer a wider range of high level kosher products. It all started with the first wheel of Kosher Parmigiano Reggiano in October 2015, at EXPO, the world's fair based in Milan, Italy, at the Israel Pavilion.

All the phases of the production process of the cheese, starting from the breeding of the cows to the ageing of the cheese in the dairy farm, take place under strict Rabbinic supervision while still maintaining all traditional aspects of the cheese while all the plants and technical structures have been sanitized to match the kashrut.

Our product portfolio are focusing on the excellence of Italy with Pasta, Cheese, Gelato and Cured Meat.

### Mandate

Business Development, Italy, UK, USA, France, Israel

### Year

2017

### Success

Successful business development



## BUSINESS DEVELOPMENT

### Background

Dotz Ltd. is a Hi-Tech company, listed on the Australian Stock Exchange (ASX:DTZ), specializing in development and marketing of novel advanced materials used for tracing, anti-counterfeiting and product-liability solutions.



### Mandate

Business development

### Year

2018





## INVESTMENT

### Background

Mercu Removal Ltd. was founded in 2015 within Hutchison Kinrot, a leading environmental technology seed investor, owned by Hutchison Water of CK Hutchison Holdings Ltd. The company holds unique patented gas treatment technology, backed by worldwide experts in applied chemistry

### Mandate

Investment

### Year

2017

### Success

Investment





## INVESTMENT

### Background

Inspecto is a funded startup backed by the Strauss Group and The Shinho Corporation. We are developing a portable device for the detection of contaminants in food. Currently we are manufacturing our first product for the detection of Acrylamide in coffee and other food items, providing a solution for the food industry given its immediate challenge in this field.

### Mandate

Investment search

### Year

2018

### Success

Ongoing



Your Gateway Keeper for Early  
Detection of Contaminants in Food



# Track Record



## INVESTMENT

### Background

Acovent is a special fan producer in Italy.

### Mandate

Technology transfer

### Year

2018

### Success

Successful Technology Transfer





## INVESTMENT

### Background

**Dhampur Sugar Mills Ltd** is one of the largest sugar, ethanol and electricity producer from sugar cane in India, having five integrated sugar plants at northern part of India.

### Mandate

Assistance in JV with a Israeli water treatment company

### Year

2017

### Success

Successful JV





# Track Record

## BUSINESS DEVELOPMENT

### Background

We have created tasty product that provides good energy optimal nutrition for the everyday user and as well as the elite athletes...

The concept and recipe was developed with Jimmy Lidberg (Sweden's most prestigious athlete with medals from World Cup, EM and OS), in preparation for the Olympic Games qualification in London, along a dietician at Karolinska Institute in Stockholm and a NPD-technologist to enhance the natural aspect of the product.

### Mandate

Product development from starch to Business Development, Italy, UK, Sweden

### Year

2017

### Success

Successful business development





## TRADING

### Background

GDFS, which describes itself as travel retail's first membership-based global vertical e-commerce company, has opened its first physical store in downtown Hangzhou. The GDFS Experience store is located in the redeveloped, prestigious GDA Plaza building at the heart of the main shopping district in the city. GDFS, which has bases in Beijing and Hong Kong, also has big ambitions to grow in the travel retail market, and is establishing partnerships with selected duty free partners to increase sales to Chinese travellers overseas.

### Mandate

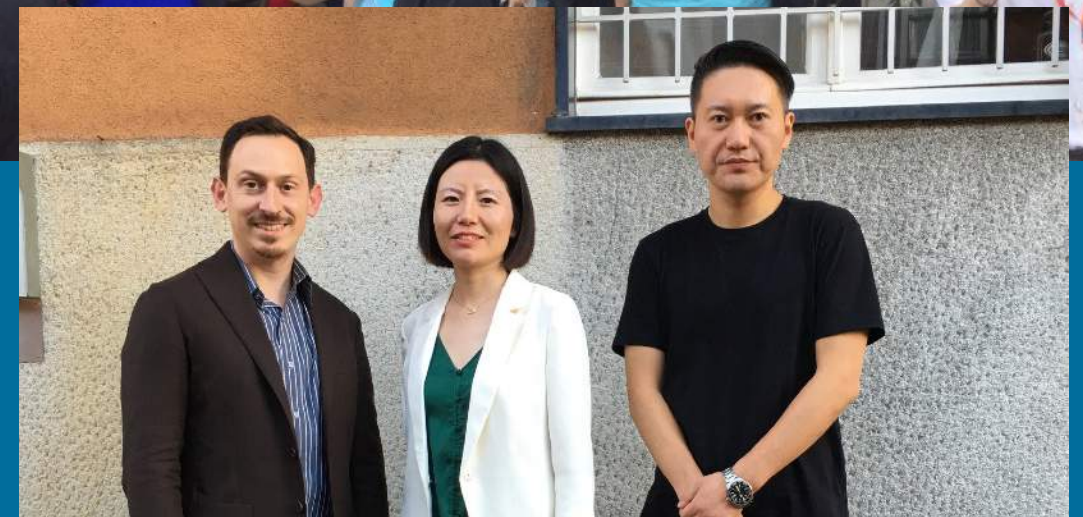
Sourcing of branded items

### Year

2017

### Success

Continued orders of branded fashion items





## INVESTMENT

### Background

UET Recycling Industrial water LTD. Engineered-innovative solutions for scale, corrosion, metal removal and bio- life control in industrial water systems. Water treatment - for industry, drinking, desalination and others

### Mandate

Fundraising

### Year

2017

### Success

Industrial investor/partner



*“Ilan was impressed not just with the speed and efficiency of his dealings with BEV, but also the quality of the introductions in BEV’s network. “You can see that the contacts BEV brings to the table are very appreciative of Ben and his efforts. They know that any people they are introduced to are serious and looking to do business, not time wasters. We are extremely happy with the results so far.”*





# Track Record

## BUSINESS DEVELOPMENT

### Background

Oci-Mokarabia is an international distributor of coffee and similar products with partners in Italy, Germany, France, the UK, the USA, Sweden and Croatia. The Bologna seat has a state of the art and very modern roasting system and an innovative storage method consisting of stainless steel silos and new vacuum packaging technologies. Furthermore, it has a production capacity of 8,200 tons of coffee per year.

### Mandate

Increase sales - Sweden, Russia, China

### Year

2016

### Success

Ongoing China engagement



*“But my impression so far is that our agreement with BEV offers a lot of strong opportunities. I am very optimistic and positive that this will continue into the foreseeable future.”*





## INVESTMENT

### Background

M.I.L.A.N.O. surgical robot. The acronym stands for “minimally invasive light automatic natural orifice” robot and apart from describing perfectly what the device does, is highly appropriate, considering the company is based in Italy's business capital, Milan.

### Mandate

Fundraising

### Year

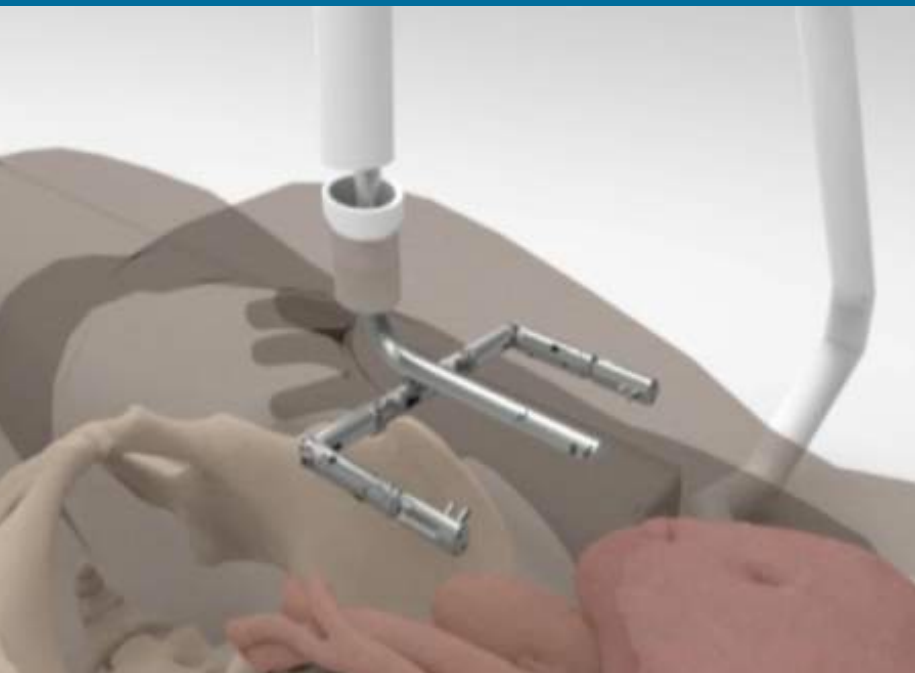
2016

### Success

Successful Chinese industrial investor



*“Once I had met Ben Radomski from BEV and explained what we did, he was confident he could introduce us to a serious investor,” says Aliman. “It took a bit of time, but with BEV's persistence and guidance and the able assistance of their Chinese partner Yufei Wu, we finally met a Chinese investor who signed a contract within 30 days of our introduction.”*





## INVESTMENT

### Background

Luca Longobardi, the man they called “The Mafia’s Banker”, has officially opened his new restaurant, 108 Garage, on Notting Hill’s Golborne Road.

### Mandate

Fundraising

### Year

2015

### Success

Successful Investment by UK family office





# Track Record



## BUSINESS DEVELOPMENT

### Background

Germany based Segway Tour operator.  
Currently active in Berlin, Munich, Paris, Chicago, New Orleans,  
San Francisco, Washington, D.C.

### Mandate

To research and assist for a Rome set up

### Year

2015

### Success

Successfully completed mandate





## INVESTMENT

### Background

Putting pearls in health drinks. It's a brilliant idea. Fun, unexpected and more interesting than downing a tedious brew of wheatgrass and algae, or whatever the latest concoction is.

### Mandate

Fundraising

### Year

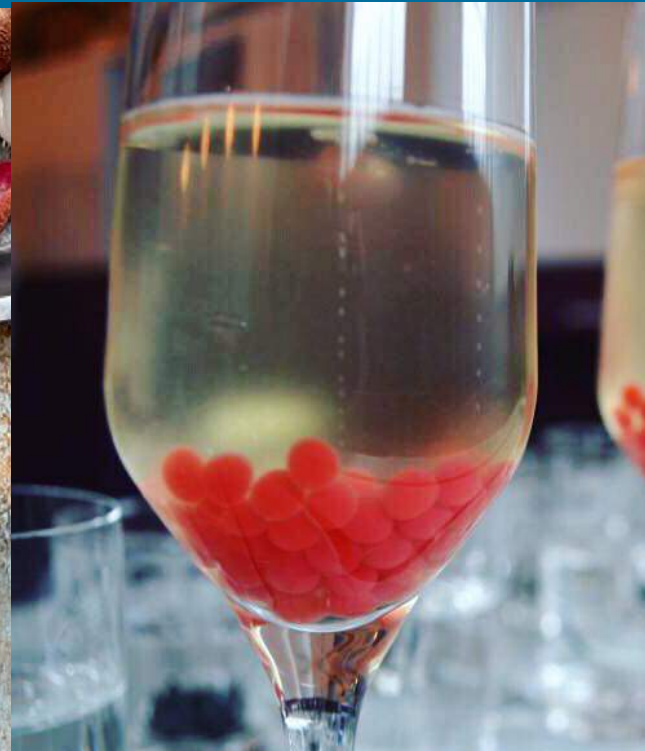
2014

### Success

Fundraising series D at evaluation £6 Million and already in 750 stores in the UK, Italy, Spain and Dubai in less than a year



*“Several meetings and tastings followed and as a result, Kmera soon found the funding they needed to take their business to the next level.”*





## BUSINESS DEVELOPMENT

### Background

Beart - Bespoke Art Crowdfunding. Our mission is to fund art, making everyone a collector. BeArt is a rewards-based crowdfunding platform for art creators and lovers.

We work directly with artists, art institutions and other cultural producers to help hand design campaigns that engage backers - people who love art and want to support the production of new artworks. Backers can fund and develop both exciting emerging talents, as well as new projects by well-established artists and professionals.

### Mandate

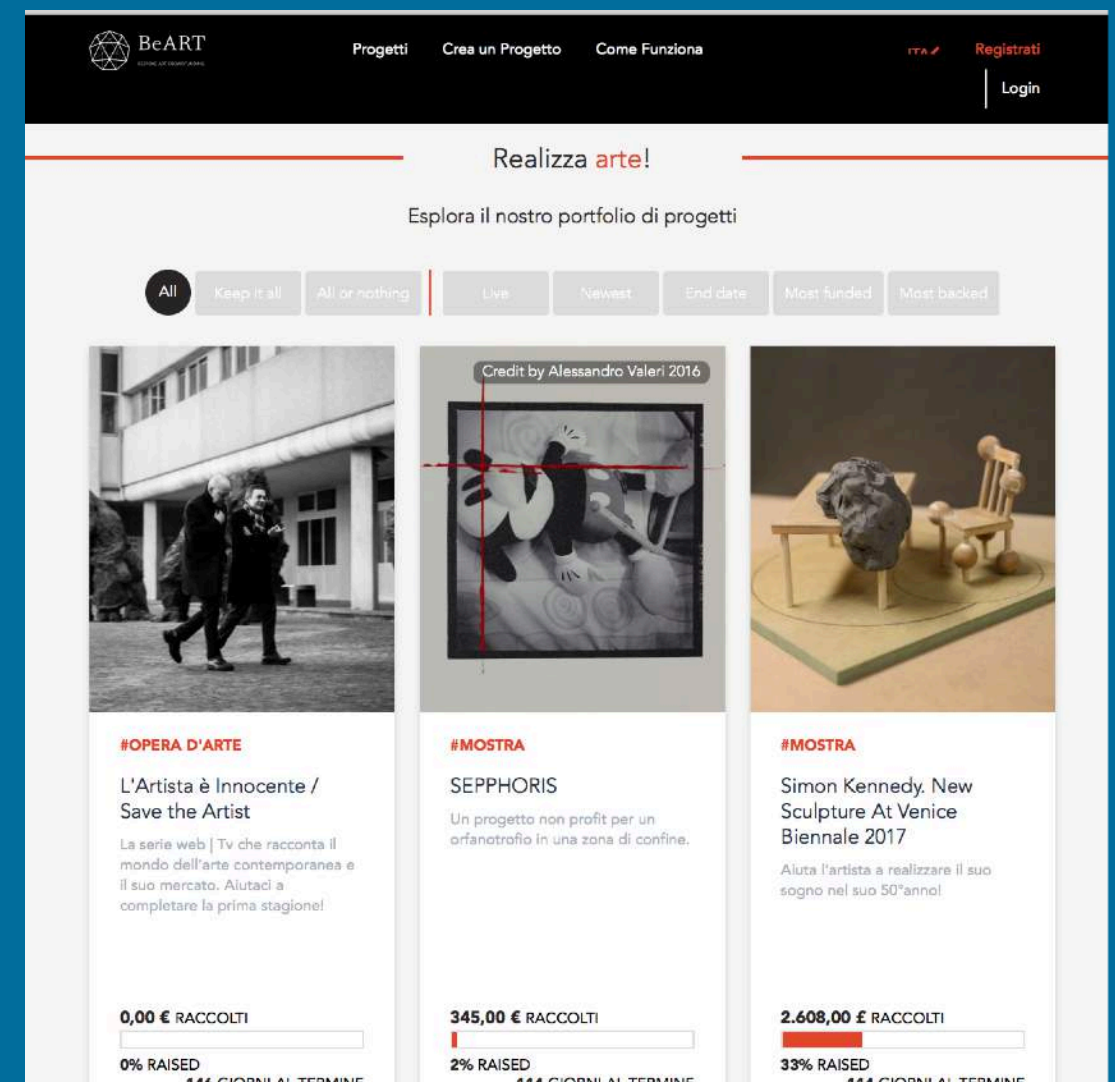
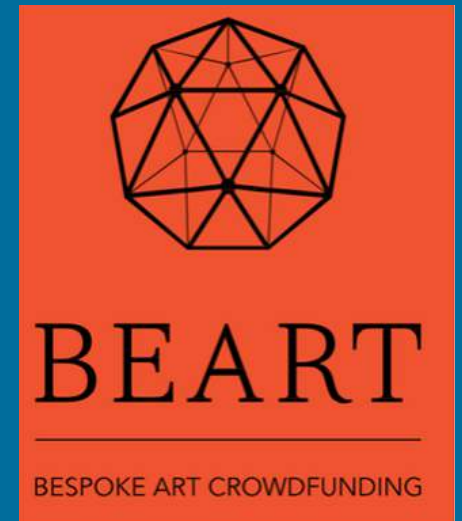
Fundraising

### Year

2015

### Success

Successful investment





## BUSINESS DEVELOPMENT

### Background

Arkadia Translations has been providing translation and interpreting services in all the world's languages since 1999.

We work alongside businesses, institutions, law and accounting firms, notaries public, banks, financial and insurance companies. In 2015 Arkadia opened a branch in Brussels, the beating heart of Europe, where it serves EU institutions and international clients.

Arkadia leads the way by specialising in a number of sectors:

- law
- finance and financial statements
- insurance
- business
- communication and marketing

### Mandate

Business development

### Year

2014

### Success

Successfully developed several new clients and continue to develop business for the client



*“Thanks to BEV we have acquired customers from the UK and Italy, particularly in the finance, corporate, marketing and communications sectors,” he says.*

*It's clear that both he and Katya are very satisfied with the results of the collaboration with BEV.”*



## INVESTMENT

### Background

Foneshop.com started five years ago and now sells its mobile phones and accessories all over Europe including Germany, France, Spain and Italy. The company prides itself on its high level of customer service and prompt delivery.



### Mandate

Acquisition

### Year

2013

### Success

Successful acquisition of Italian company

*"I got in touch with Ben Radomski and we had a chat. He assured me he could help and within two weeks he had found a suitable company for sale in Milan and booked us in to go and see it."*

*'Then all that remained was the legal stuff and Ben sorted out all of that for us as well,' Hyett continues. 'He handled the accountant, the notary, got us office space and helped retain the existing staff too. It was extremely efficient and reasonably fast too.'*





# Track Record



## TRADING

### Background

Historic family owned household brand.

### Mandate

Sales

### Year

2015

### Success

Active sales in China on container basis



*"Thanks to the Business e via Italy, the process was easier".*





## BUSINESS DEVELOPMENT

### Background

Often described as wearable art Michael Azu is recognisable for its design innovation, colourful bespoke digital prints and craftsmanship. A playful mix of materials and silhouettes create footwear which is sculptural, contemporary and feminine. The footwear is handmade in Italy by luxury footwear specialists and artisans. Michael Azu has been featured in British Vogue, Glamour, Trendstop, Heaven Has Heels, Fashion156, Noctis, 1883, Eclectic magazine and many other high end fashion publications. The collection is in constant demand globally, from top fashion industry stylists, to film and music celebrities.

### Mandate

Sourcing of Italian producers

### Year

2015

### Success

Successfully identify producers and assisted in negotiation

MICHAEL AZU





## BUSINESS DEVELOPMENT

### Background

New York based designer. Stephen F stands for timeless well-tailored clothes in high quality fabrics. the style is clean and sleek, yet eye-catching, due to the innovative and surprising details that make the garments stand out.

### Mandate

Sourcing of Italian fashion

### Year

2015

### Success

Active buying from selected producers from Italy to USA.



*"Italy is all about connections and I didn't really have those when I decided to switch all my production there. I needed someone on the ground who knew what he was doing, which is why I contacted Ben Radomski and Ronny Nessim from Business e Via Italy (BEV). They are just amazing. Not only do they produce results really fast, they also totally understand the product and believe in it. The BEV team seem to have connections everywhere. I needed to source a factory that could make socks and the next day Ronny had found one willing to work with us!"*



## INVESTMENT

### Background

The Group has four divisions. The Multi Family Office division is a traditional multi family office, currently serving approximately 120 clients (15 of whom are real 'family-office' clients) alongside the Cerri family of course. Sixty per cent are Italian families, the remainder mostly from from Eastern Europe. I2I is the group's small venture capital company. It invests in growing UK companies managed and controlled by Italian entrepreneurs in London. It was launched last year and is now involved in 18 companies for a total of £4 million. Its portfolio includes events company Eat, Drink, Love Italian.

### Mandate

Sourcing of investment opportunities

### Year

2014

### Success

Invested in several opportunities

THE  
FAMILY OFFICER  
GROUP

*"Ben of BEV is a master networker. I appreciate his open mind, his willingness to create links, relationship and to support anything that's innovative, active and working. So whatever he does it's interesting for me and I enjoy involving and promoting him in whatever we do. He is a good professional who I trust."*





## INVESTMENT

### Background

Historic ice cream producer in Milan.  
Franchising request for overseas market.

### Mandate

Italian ice cream producer seeking expansion

### Year

2014

### Success

Master franchising agreement completed with US/  
China partners



# Track Record

## BUSINESS DEVELOPMENT

### Background

Having been in the sightseeing business for over 20 years in his native New York, (his business Romancing Manhattan Tours is one of the Big Apple's favourite private tour companies), Jason Schuman had very high hopes of his first visit to one of the world's most iconic sights – Pompeii.

### Mandate

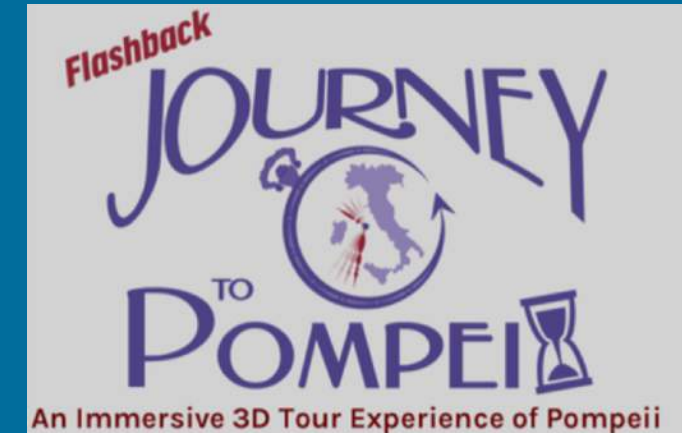
Set up in Italy, recruitment, marketing

### Year

2014

### Success

Company up and running



*“They handled everything from hooking Schuman up with Darius, a helpful archaeologist to setting up the company, finding him an apartment and renting and staffing the office premises.”*

*“I was really glad I had these guys. I knew absolutely no-one in Italy. Setting up a business here is very different from setting one up in New York. “*





## BUSINESS DEVELOPMENT

### Background

The Milor Group was established in 1955 by Josef Mouhadab, Albert's father, with the jewellery business coming to the forefront in 1979. Albert runs the company with his three brothers and sees his role as championing R&D, expanding into other markets and diversifying. "Diversification is always necessary if a company is to develop and invest in the future."



### Mandate

Increase sales

### Year

2014

*"They asked me what our objectives were and then put together a meeting with some Chinese contacts who came to visit our company. I got the impression the guys from BEV were genuinely interested in helping us and our business. Albert has had meetings with Chinese contacts introduced by BEV and is already seeing some results. "These things take time, obviously. "*

### Success

Several foreign contracts



## INVESTMENT

### Background

The Dutch company, Highway Hawk, turned to Steel for advice. It was clear they needed a set up in Italy but who could organise it? “I said I would do it,” he recalls, “and that was that really.”

Steele immediately started looking into the best way to invest in the business and called in the professionals to advise him. “This kind of business in Italy, dealing with an overseas supplier and importing from Europe can be a minefield. At first, it looked as if the most logical thing would be to do what some others had tried, which was to set up a warehouse in Italy, maybe even several warehouses, and then serve the orders from Italian dealers from there.” Steele soon realised that this was a clumsy and inefficient way of doing business.

### Mandate

Investment

### Year

2013

### Success

Investment

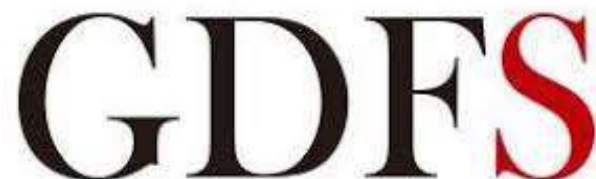
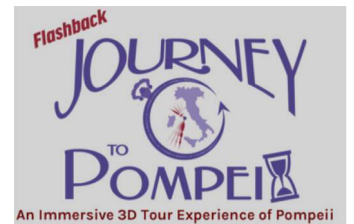


*He adds another piece of advice. “Even if I was setting up a business in the middle of the countryside or in the back of beyond, I would still choose a tributista in a big city like Milan and book him for the day. These people are the crème de la crème and it is worth getting the best. They are the ones who work in the city. It will be well worth it believe me!”*



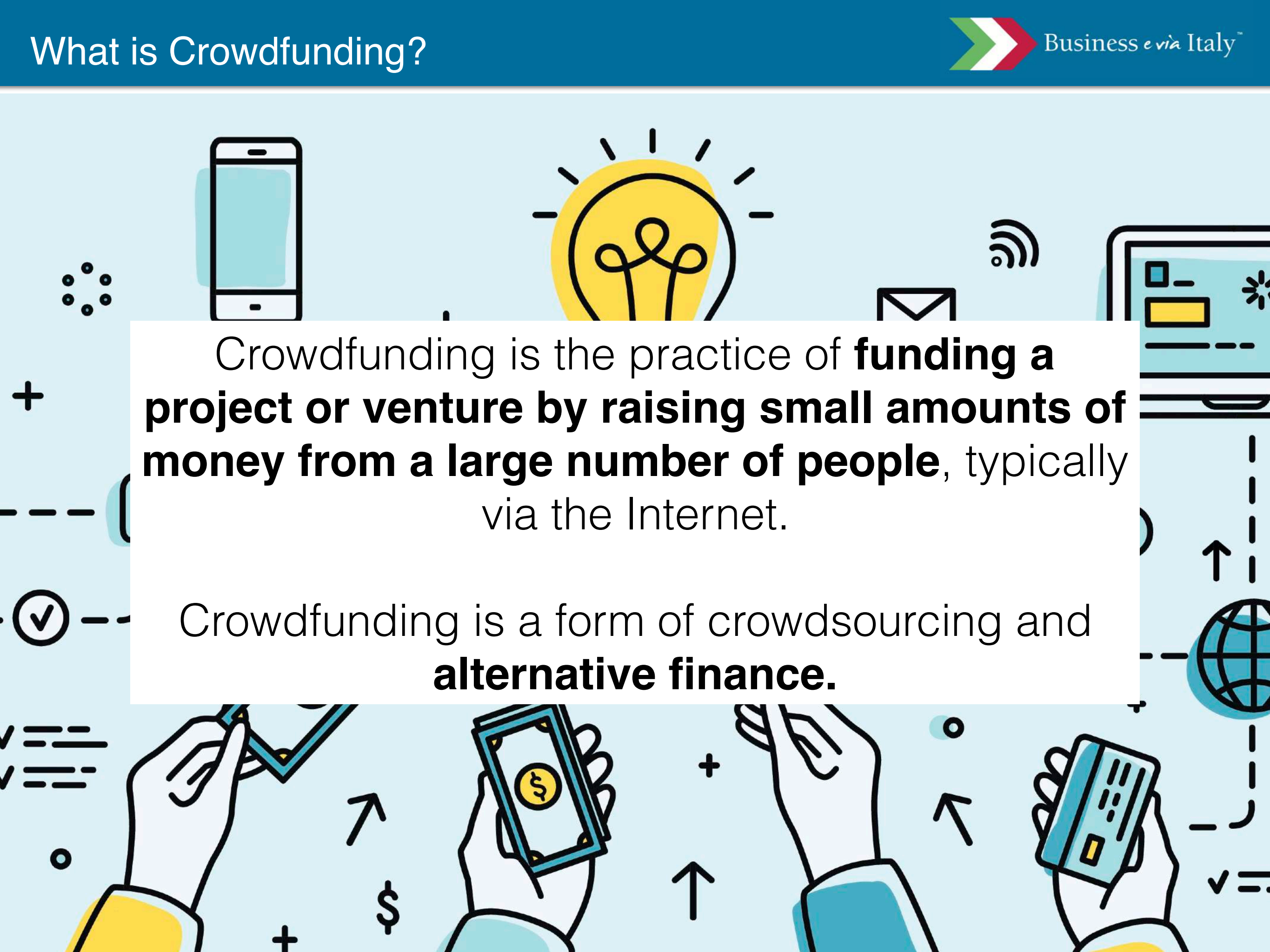


# Track Record



# BLOCKCHAIN & CROWDFUNDING





Crowdfunding is the practice of **funding a project or venture by raising small amounts of money from a large number of people**, typically via the Internet.

Crowdfunding is a form of crowdsourcing and **alternative finance**.

## LEGAL

Italy became the first country in the world to define a specific law for regulating the equity crowdfunding system (Forbes, 2013).

At the end of 2012 the law 221/2012 (initially named “Decreto Sviluppo Bis”) with the goal to simplify and offer new funding alternatives to innovative startups based on obtaining equity capital through on-line crowdfunding portals.

According to this law, there are different requirements for companies willing to launch an equity crowdfunding campaign:

- i) the company must have less than 48 months;
- ii) headquarter in Italy;
- iii) revenues less than 5 million of euros;
- iv) investments in R&D greater than 15% of revenues



## TAX benefits

Individuals (e.g., business angels) investing in innovative start-ups are awarded a personal income tax reduction (IRPEF) up to 19% of the invested amount, with a maximum investment up to EUR 500,000;

Legal entities (e.g., Venture Capital Funds) are awarded a corporate income tax (IRES) reduction of 20%

# Increase in the number of platform

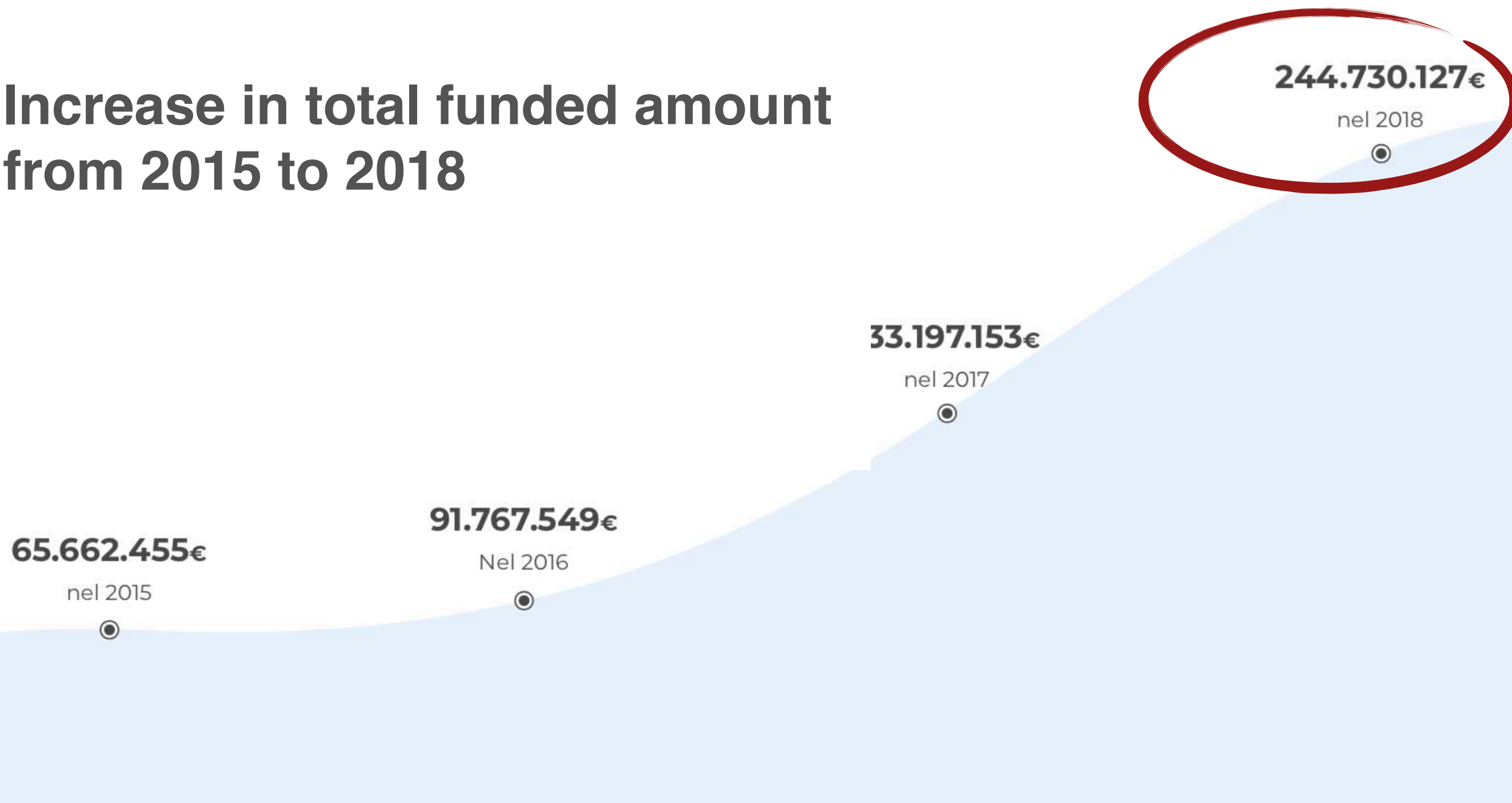
By the end of 2015, there were 82 platforms in Italy, of which 62 were already active on the market and 13 were about to be launched.







## Increase in total funded amount from 2015 to 2018



Given the recent developments, we considered it interesting to present a focus on the relationship between the **banking world and crowdfunding.**

Due to the market demand for **transparency and innovation**, Crowdfunding is seen as a new form to meet this need.





terzo **valore**  
INSIEME PER DARE RISORSE NUOVE  
AL TERZO SETTORE



**BANCA PROSSIMA**  
PER LE IMPRESE SOCIALI E LE COMUNITÀ

Piattaforma per donare o prestare denaro ad enti  
del Terzo Settore a tassi agevolati



**ilMioDono**  
La rete della solidarietà di UniCredit



**UniCredit**

Portale per votare e donare le iniziative sociali  
proposte dal network di organizzazioni di  
Unicredit



*ForFunding*



**INTESA SANPAOLO**

Piattaforma dedicata a progettualità promosse  
da Enti del Terzo Settore in partnership con  
Intesa San Paolo



**Fondazione Fondo  
Ricerca e Talenti**



**Fondazione  
CRT**

Iniziativa per promuovere l'attività di Fundraising  
e sostenere progetti a favore di giovani  
ricercatori dell'Università degli Studi di Torino



### Comune di Milano

Una sezione dedicata alla pubblicazione di idee e progettualità su iniziative di innovazione sociale. A metà dell'obiettivo di raccolta, è previsto un contributo concesso dall'Amministrazione.

**664.333€** raccolti **18** progetti

Powered by **epPela**



### Comune di Bra

Come programma a sostegno delle politiche di welfare locale, l'Amministrazione locale e Caritas lanciano in collaborazione con Starteed, un portale dedicato a sostenere le iniziative sul territorio volte a promuovere coesione sociale.

**52.514€** raccolti **3** progetti

Powered by **starteed**



### Comune di Bologna

La campagna per il restauro del Portico di San Luca è sicuramente tra i primi e più noti esempi di Civic Crowdfunding in Italia. L'intera cittadinanza ha partecipato collettivamente ad un'opera che rappresentava l'identità del loro territorio.

**339.743€** raccolti

Powered by **GINGER**



### Comune di Torino

Dopo il successo della campagna lanciata da Palazzo Madama, i musei della Fondazione Torino Musei scelgono ancora il Crowdfunding per chiamare i cittadini a partecipare al restauro di capolavori di proprietà e identità torinese.

**101.374€** raccolti **2** progetti





**A NEW VENTURE DEVELOPMENT PARTNERSHIP.**



We believe that by bringing together ventures, investors and corporations as partners who shared the same purpose, values and belief that “we can make better”; we can create operational, commercial and investment synergies to accelerate growth of ventures, increasing impact whilst mitigating risks. This is the purpose behind the Spin Ventures partnership, a new venture capital firm that consists of Spin Ventures Capital LTD, the holding company, and its sub co Spin Ventures LTD, as Venture Management & Development advisory arm. Whilst the ambition is to launch the fund in 2020, the firm is already operating as an advisor to a variety of ventures, corporations and investors to fine tune its value proposition and validate its model.

- **£50M SEIS / EIS VC Fund (£20M Soft Cap)**
- **High Impact & Participative, Growth Focus Acceleration**
- **Super Seed Stage / Post Revenues / Pre VC**
- Invest in founders with the purpose of #tryingbetter by offering products and services that can make better
- 50% of LP's FMCG Corporation 50% Private Investors
- Soft Launch April 2019 & Kick Off Q1 2020
- The purpose of this presentation is to introduce the proposition to the partnership prior to the soft launch.



# Decentralized Finance: An Emerging Alternative to the Global Financial System

Richard Harries CEO cofndrs 30.10.2019



achieve anything.

# cofndrs:

*a next generation decentralised financing platform*

**cofndrs harnesses the power of technology, social media & collaborative consumers to transform investment from an act of speculation into an act of value creation.**

**Our platform finances & boosts enterprises growth, enabling them to issue & market digitised consumer products (forward sales, private membership) & digitised investment products (equities, bonds, funds).**



achieve anything.



# team

*finance & technology experienced management, diversified industries advisors & tier one delivery partners*



**Richard Harries**  
Co-Founder & CEO  
Fin-Tech Entrepreneur,  
Strategic Management  
Financial Services Expert



**Natasha Malhotra**  
Co-Founder & COO  
FinTech Entrepreneur,  
Financial Services &  
Emerging Technologies,  
Artificial Intelligence Expert



**Peter Ritchie**  
Chief Financial Officer  
Financial services  
executive, ex CFO Citigroup  
Finance Canada



**David Kelly**  
Chief Information Officer  
Investment Banking  
Technology, Co-Founder &  
MD Quant Foundry Ex MD  
Deutsche Bank, JP Morgan



**Joanne Hallmark**  
Commercial Director  
Experienced Litigator,  
previously an Associate  
Partner at a City law firm.



**Heather-Anne Hubbell**  
MD Digital Investments  
Capital Market Law &  
Regulation Expert. ex Sen.  
Partner Clifford Chance & EY.

**Simon Clark, Advisor**  
Ex Founder & CEO  
Digital Bank

**Tony Sarin, Advisor**  
Clark Howes Group  
Chairman

**Paulina McGroaty, Advisor**  
Ex Head of Business  
Development  
SGX & NYSE



**Quant Foundry**  
Quantitative Analytics



**DLT Labs**  
Blockchain Development



**Stream Financial**  
Capital Markets Development

**CAREY OLSEN**

**Carey Olsen**  
Legal & Regulation

**DENTONS**

**Dentons**  
Legal & Regulation

# global markets

*These are just three of the markets cofndrs is moving into...*



Consumer Spending



Infrastructure  
Investment



Pension Deficit

**US\$18.84 trillion**

Worldwide Consumer Spending 2018

**US\$3.8 trillion**

Estimated global infrastructure  
investment 2018

**US\$78 trillion**

Pension deficit of 20 largest  
OECD countries 2016



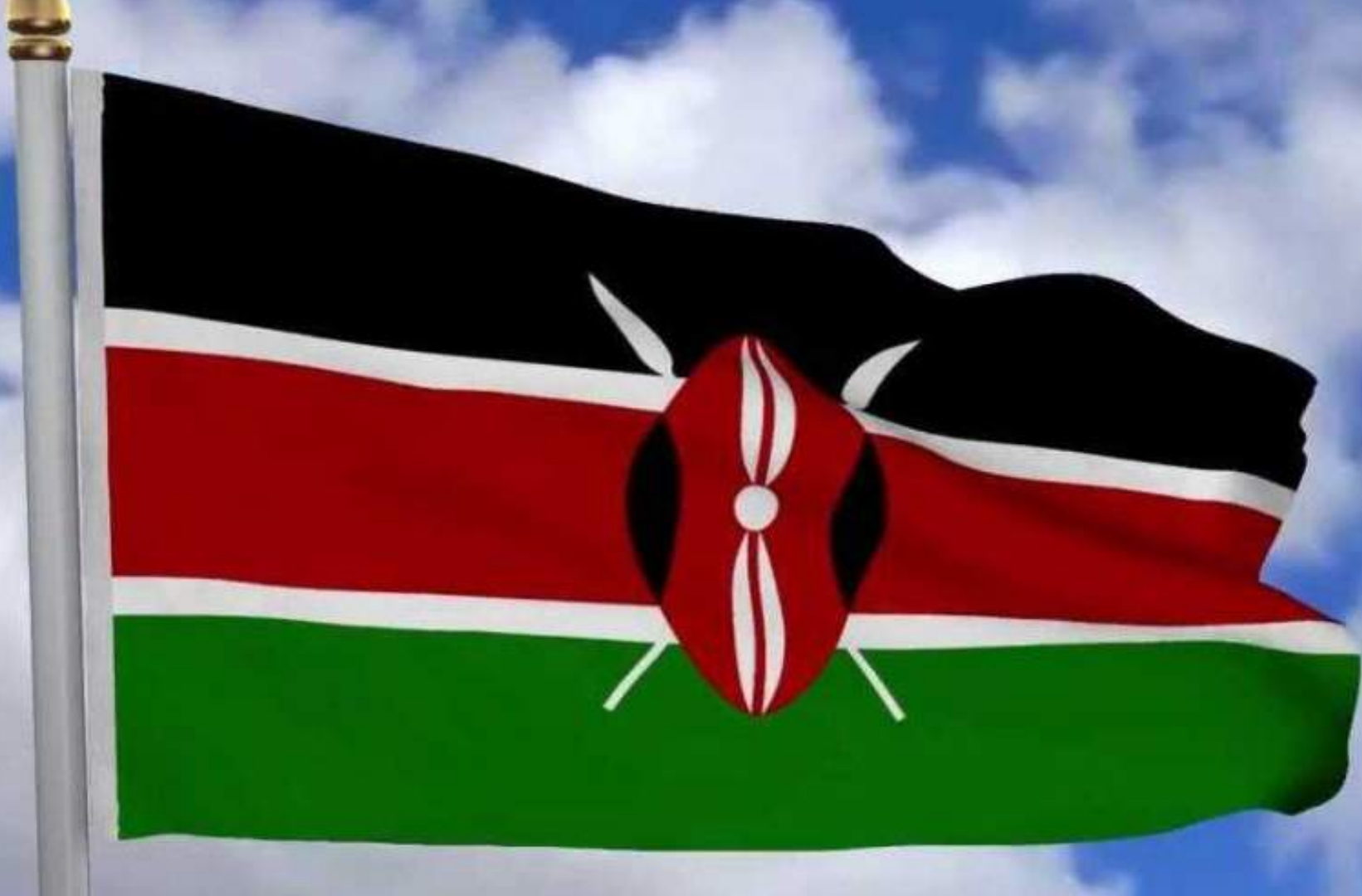
**2400 B.C.  
a stone  
discovered at  
Nippur, in  
Mesopotamia  
(now Iraq)**



# #achieveanything?









Save Money, Make Money, Build Kenya...



# what would you rather own?



or



**cofndrs**  
achieve anything.

# technology: trust & transparency

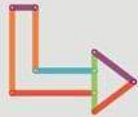




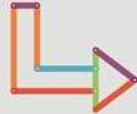
# technology: trust & transparency



**In today's modern economy, consumers demand deeper relationships with brands they have an emotional or aspirational connection to, becoming proactive advocates online through social media & investors through crowdfunding platforms**



...to Crowd Financing  
(crowd financing,  
philanthropic backing  
& patronage)



...to Social Media  
(Influencers & Followers)



...to DTC  
(Direct To Consumers)





# problem

*the silo effect: cost of financing + inaccurate representation of demand & marketing cost + margin erosion = failure of public & private ventures*





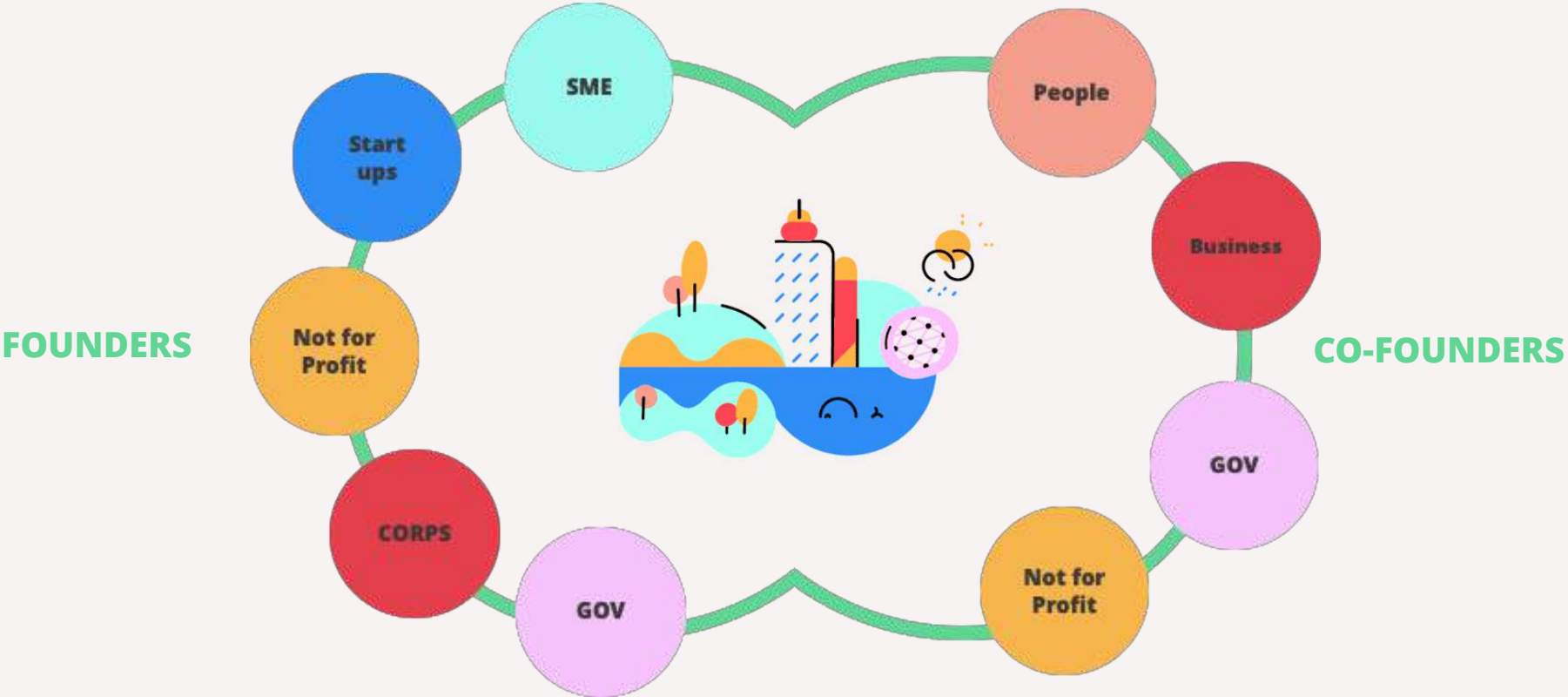


**“The trend towards ethical investment is a result of investors from all age groups realising that every funding commitment has an impact on human, social and environmental issues ”** (Ernest and Young LLP 2017)



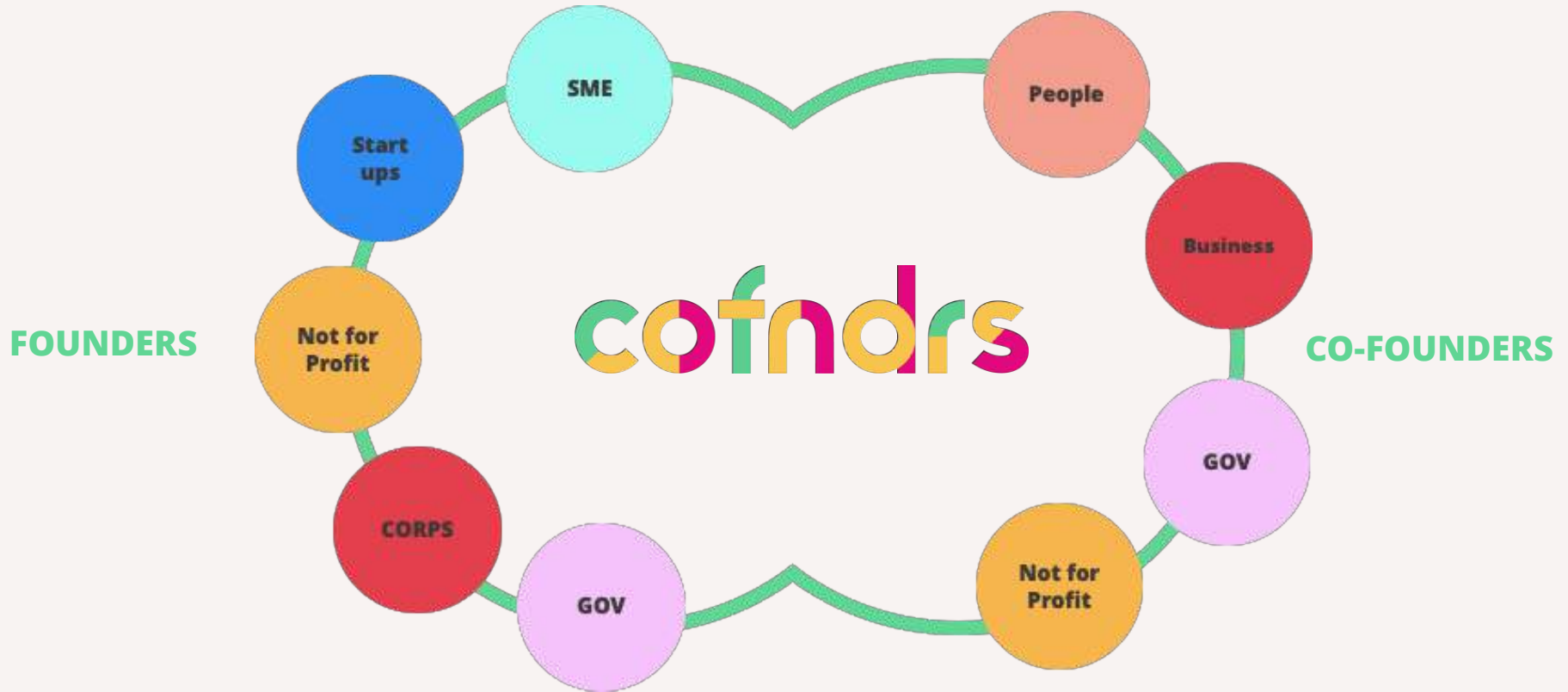
achieve anything.

# decentralised finance





# decentralised finance





**#achievefoundational?**





"Over the weekend I searched the reasons why this project has been delayed and conclude it can only be because we were meant to take the project to the people!"

**Mark Shorrock - Founder and CEO Tidal Lagoon Power.**



# #achievecircular?





A Neighborhood Laboratory for Plastic Waste Upcycling

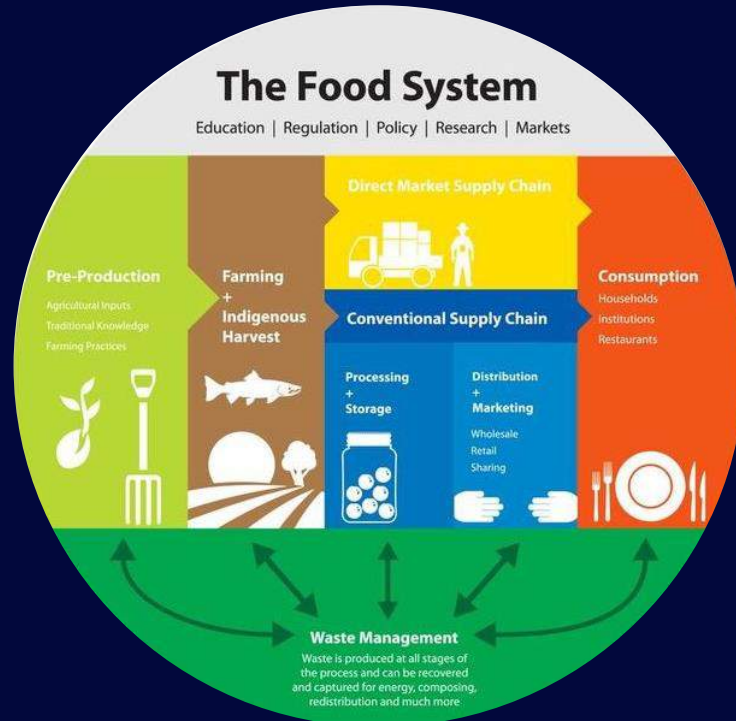
**cofndrs**

**SUPERNOVAS**

Design a happier living.

**ENABLING  
WASTE  
COLLECTION**

**ENABLING  
ON-DEMAND  
UPCYCLING**



**#achievesustainablefood?**





PLANTAGON



**If you think you know of a venture where having co-founders will make the difference, please get in touch!!!**

**Richard Harries**

**CEO cofndrs**

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**0044 750328077**



**achieve anything.**



**THANK YOU**

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