

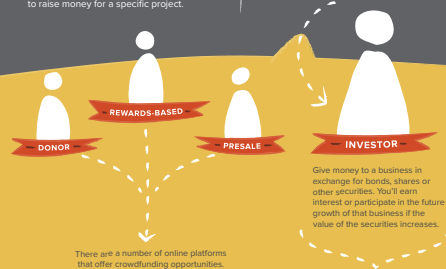


Types of CROWDFUNDING

WHAT IS CROWDFUNDING?

Crowdfunding is a web-based process that gives businesses a way to collect small amounts of money from a large number of people. Businesses use crowdfunding to raise money for a specific project.

THERE ARE SEVERAL WAYS TO PARTICIPATE



Overseen by your provincial securities regulator.

START-UP CROWDFUNDING

It's a cost-effective way for new companies to raise small amounts of money, and an easy way for you to support a business you care about.



Allows investors to participate in potential future business growth.

HOW TO GET STARTED

1

FIND A PORTAL

Contact your provincial securities regulator to find a crowdfunding portal in your area:

Alberta
albertasecurities.com

British Columbia
bccsc.bc.ca

Manitoba
mbsecurities.ca

New Brunswick
fnfb.ca

Nova Scotia
nssc.novascotia.ca

Québec
lautorite.qc.ca

Saskatchewan
fcaa.gov.sk.ca

2

DO YOUR HOMEWORK

Choose a reliable funding portal, review the offering document and research the business owners and industry.

3

UNDERSTAND THE RISKS

Many start-up businesses fail, and returns are uncertain. Check out our infographic on "The risks of start-up crowdfunding" for more info.

4

MAKING AN INVESTMENT

Check with your local regulator to see what the contribution limits are in your area.

WHAT DO I GET BACK?

IN EXCHANGE FOR YOUR CASH INVESTMENT, YOU'LL GET ONE OF THESE TYPES OF SECURITIES:

- Equity securities, such as common shares or preferred shares
- Limited partnership units
- Convertible securities, such as warrants that are convertible into other common shares or preferred shares
- Debt securities, such as bonds

CHOOSE AN INVESTMENT OPPORTUNITY THAT WORKS FOR YOU.

Start-up crowdfunding is risky. Make sure you understand the risks and conditions of your investment. For more information on how to protect yourself and find a start-up crowdfunding opportunity that works for you, check out our "The risks of start-up crowdfunding" infographic.