



TokePortal.com

powered by the crowd

The first licensed crowdfunding service provider in Malta

What is TokePortal.com? „TOKE” - executive summary

Toke is a bootstrapped company based in Malta and in Budapest

- The first ECSPR licensed Crowdfunding platform in Malta and in Budapest
 - The current ask is to help realize Toke's CEE & SWE go-to-market strategy in view of its vision and mission
 - 6 FTE team with 50+ years of combined experience in capital markets, ICT and project management
- A true ecosystem builder:
 - **50+** own events in the CEE region
 - **70+** mentors and partners
 - **€2.5M** raised in the campaigns
 - **10k +** followers
 - **5k+** newsletters subscribers with over 40% openings
- Member of international associations and partner to research centers
 - A high efficiency-low burn venture: so far €0,5M of capital burnt
 - Built organically, out of scratch: truly independent
 - Driven by the clear and robust vision of the „post-IPO world”...

*Powered by the crowd and by **outstanding people***

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The BIG Problem - Level 1

Macro

Lack of access to capital and venture funding is a standard global problem. Lack of investment options for the retail investor is also a global problem.

Institutional investors act cyclically, and release stop loss orders in times of crisis.

Lack of transparency in accessing institutional capital diminishes trust. Lack of trust diminishes investments. Without investments, there is no innovation.

Decreasing IPO's reduces competitiveness. Lack of abundant pre-IPO services reduce the number of IPO's, in the EU.

Micro

Startups and SME's get stuck with institutional investors and loose time.

From the investments, they must spend a large part of the new capital only on marketing, thus less for product/service development.

Meso

Oligopol market landscape dominated by pre-ECSPR service providers competing mainly in incumbent markets. With ECSPR a new era has began.



The BIG Problem - Level 2

Startups can't obtain funding: **their access to capital is very limited**

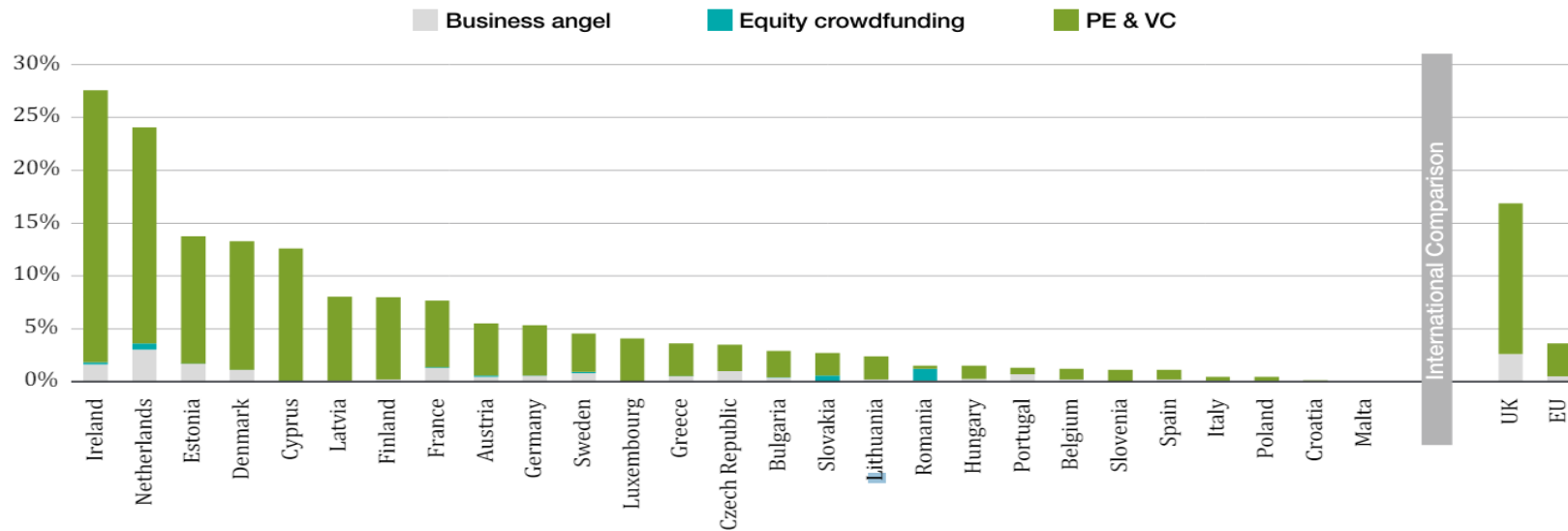
Only 0.05% of startups get VC funding (CB Insights)

CEE countries have a low percentage of risk capital in SME investment (AFME)

Conditions don't favour SME-s: Low company valuations, high investor return (AFME)

CEE lags behind in household market investment (AFME)

2.11: Pre-IPO risk capital index: 2023H1 (investment from VC, growth PE, business angel and equity crowdfunding as % of risk capital and bank lending)



Source: EBAN, Dealroom, InvestEurope, Eikon, ECB, and national central banks

TOKE presents and end-to-end solution for startups to get funded

Macro

Turn dormant capital into working capital – by crowdfunding. Platforms do this job by collecting small investments into large tickets, while safeguarding risks. Dormant capital is at all time high in the CEE (NBH, World bank).

„Crowdfunding is resilient” (AFME)
The crowd is patient, even anticyclical. ECSPR creates transparency and the last physical investment asset class: the crowdfunded equity.

Crowdfunding is acceleration, it fills in the funding gap, and enhances the chances of a later IPO. (UiA)

Micro

Crowdfunding is marketing communication.

By leveraging the network effect, the campaign converts users, partners and the community into investors and vice versa, thus saving marketing costs.

TOKE to be the most efficient and most interconnected marketplace for SME's and startups in the region.

Here is the overview of TOKE's unique campaign scouting and [onboarding process](#). Scouting is enhanced via our unique [Mentor network](#).

Meso

TOKE is an organically built marketplace that helps sustainable ecosystem growth across borders to offer tailor-made, but cost-efficient services in the yet untapped CEE and SWE region of large potential,

to bridge CEE opportunities with WE resources,

to create inception points for spillovers that can affect the wider economy and to accelerate the ecosystem, thus, innovation.

TOKE to become the engine of the ecosystem

To build the pipeline on the supply side of the marketplace, we catalyze a vibrant entrepreneurial ecosystem in Central-, Eastern- and Southern Europe to produce and sustain the investable projects pipeline that attracts investors on the demand side.

- 50+ events
- 25+ online courses, webinars
- 60+ mentors, 60+ partners
- Founded the [Fintech Association](#)
- Became member of [Eurocrowd](#)
- and Nora Szeles was elected as a non-executive Board member in June 2024.



To build an ecosystem, we dedicate quality and quantity work pro bono into projects, make connections and introductions, and share information that is useful for the participants and prospect participants.

EXECUTIVE MANAGEMENT TEAM



with 40+ y of combined experience & 20+ y of collab

Nora Szeles
CEO, Co-founder



Janos Rovnyai
Co-Founder



- Award-winning economist, capital market services expert, university lecturer, former fund management CEO, and former head of business dev at a startup bought up by Snapchat.
- Crowdfunding has been her central focus and her Phd research since 2014.
- Founding board member of the HFA. Board member of Eurocrowd.
- Awarded for introducing derivatives trading at BSE and for her publications.
- Has worked with all members of the executive team since 2013.

- Serial entrepreneur, economist, mathematician. Has built his own ITC company portfolio, that launched several successful (and failed) startups.
- As founder of Dolphio Technologies, ensured the platform development of TOKE.
- Has worked with the executive board 15+ years.

Laszlo Vagasi
CTO



Ferenc Hargitai
Head of Services
Development



Zoltan Ujvari
Head of CS
and Online Marketing



- As a developer and ICT project manager, and as a CTO, has 20+ years of experience in IT and business processes, IT development management and documentation.
- CTO of TOKE since 2022.

- 15+ years of project management experience in public and private services and IT.
- In charge of service development and compliance to develop customer-oriented and prudent platform services

- 8+ years in online marketing and customer care
- Built up the Customer service desk at TOKE while gaining a unique understanding of the crowd investors journey.

MALTA-based and international TEAM



[Tamas Bakats](#)
Board member



[Balazs Simon](#)
Board member



[Balazs Borok](#)
Risk Manager



[Dirk Urpani](#)
Compliance officer

Tamas is an experienced Portfolio Manager and Corporate Finance professional since 20+ years, specialised in equity investments, biotechnology startups, commodity linked equity, private equity and real estate investment management. Resident in Malta.

Balazs is an experienced portfolio manager with 20+ years in the investment management industry. Skilled in banking, real asset investments, FX, options, equities, crowdfunding investments,

Balazs has more than 15 years of banking experience, until 2022 he was Head of Securities Markets at CIB Bank (Intesa Sanpaolo) until 2022. Since relocating to Malta in 2023, he acts as a CFO at Maltese companies.

Dirk has a demonstrated experience in compliance and as a Legal Counsel anti-money laundering, data protection and corporate governance. He is a doctor of law, having defended his thesis on crowdlending, and holds a financial services MA degree as well.

[Efi Ben Artzy](#)
International
Expansion
Partner



[dr. Andrew Caruana](#)
[Sciicluna](#)
Regulatory Legal Counsel



[Gergely Szabó](#)
Accounting and auditing
services



Efi has a demonstrated background of 25+ years in venture building, and as a mentor in different startups programs around the world, advising them on fundraising, business development and innovation.

Andrew's primary area is financial regulatory, compliance, and investment services. Also graduated the London School of Economics, he is a partner at Camilleri Preziosi, a leading Maltese law firm with over seventy financial lawyers, ranked as a top-tier Maltese firm in the Chambers Global, IFLR1000 and European Legal 500 reviews.

Gergely has 10+ years of experience in management services, in internal audit. He is the Head of Internal Audit at Zampa Debattista, that is among the top 10 Maltese advisory firms with a „360-degree“ business advisory about direct taxation, financial advisory, assurance, accounting, auditing.

We've already helped companies raise over €2,5M.

In the current pipeline, real estate and loan campaigns are also to be launched

Categorized by Capital Raised

€ 300k <	  
€ 150-300k	    
€ 150k >	  
Donation-based	      
ONGOING	    

Pipeline 34+ startups and real estate developers.

Traction

€2,5M+

Raised from 2600+ investors in 13 campaigns

€209k+

Revenue

8,5k+

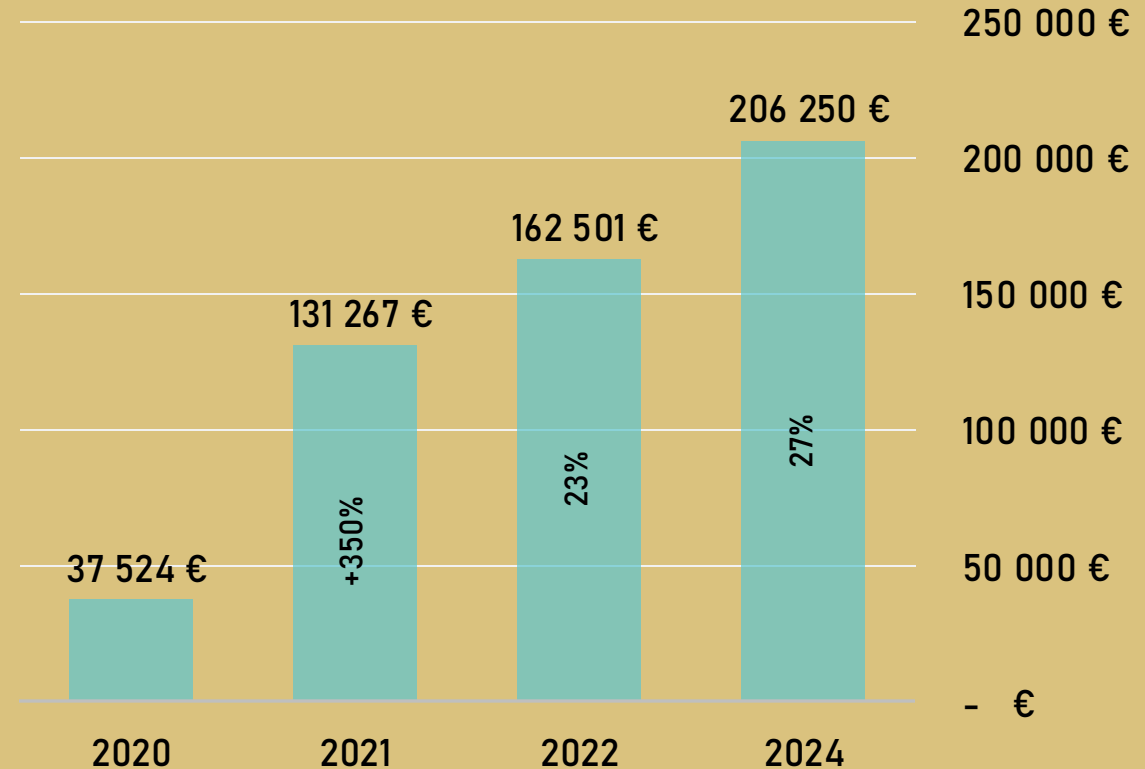
Registered Users: 45% investor profiles, 52 institutions, 50 angels

11k+

Community:

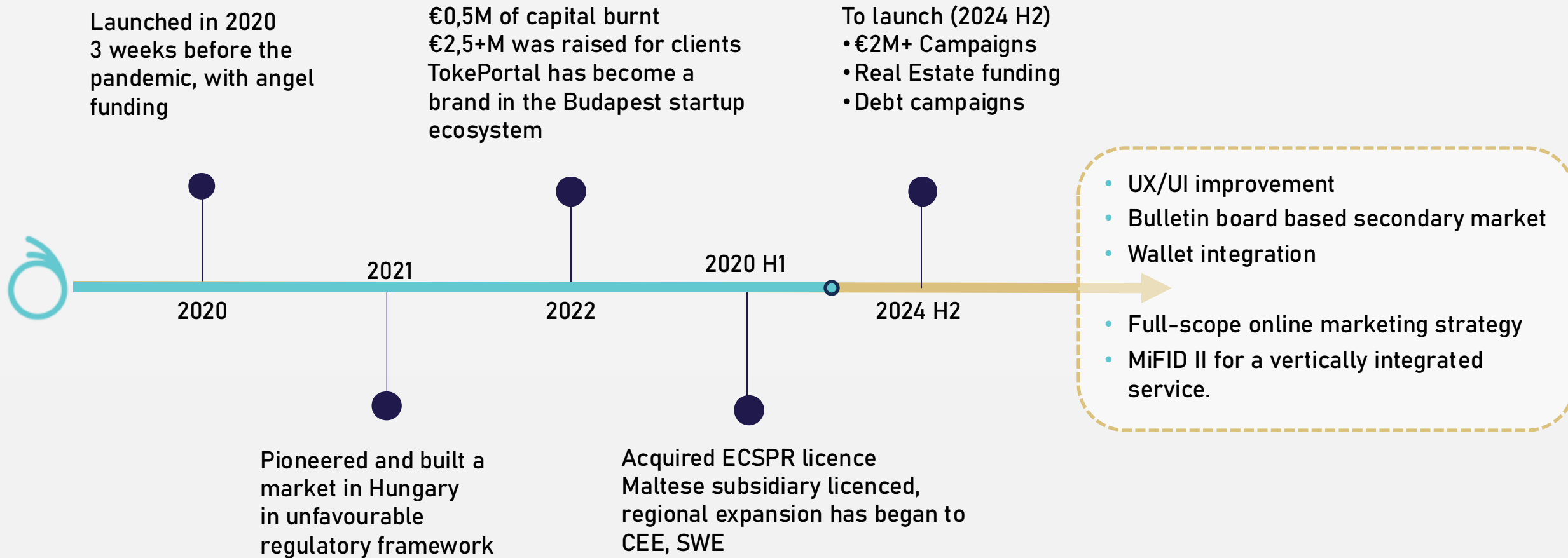
Newsletter subscribers
Social media followers

Average Equity Campaign Size



With only EUR 0.5M spent and practically zero marketing budget

The organic, bottom-up story of TokePortal.com – success from **0 to 1**



Use of new funds

Ask

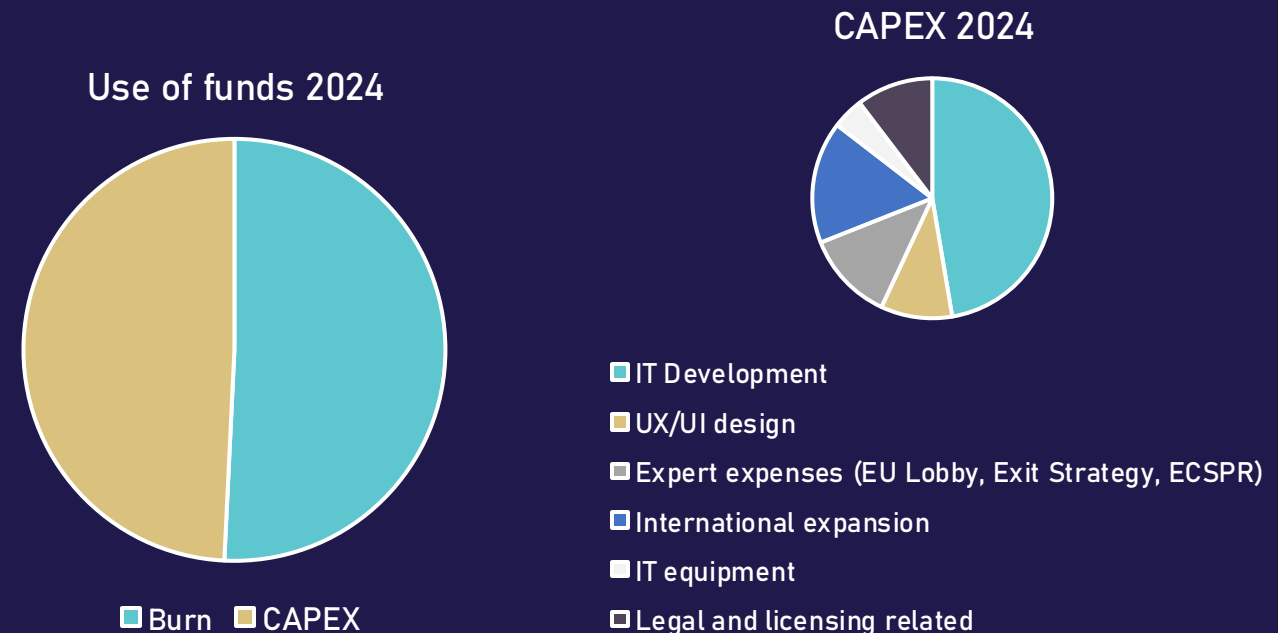
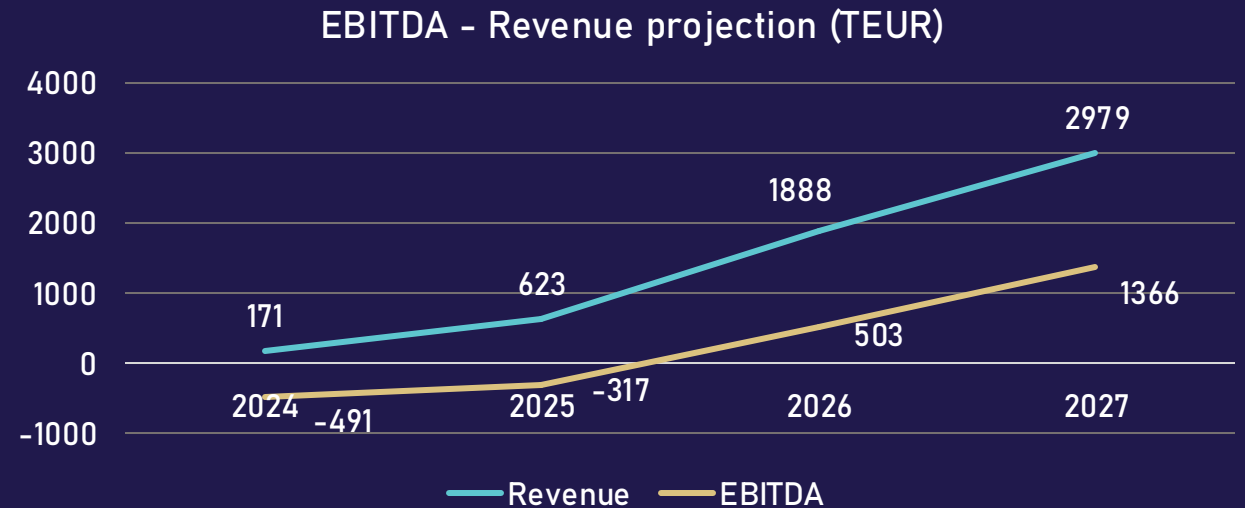
- €1.5M to transform a simple service to a vertically integrated full scope service

Realisation in 2024 H2

- 2024 H2: Transaction, Project foundation, HR onboarding, online marketing
- August: Roadshow and partner onboarding, scouting, online expansion
- September: first CEE contracts
- Current monthly burn \approx €12 000

Until 2027

- Total EBITDA: €1.61M
- Total revenues: €5.6M
- Target campaign number: 300+
- Target user number: 50k+



Business model

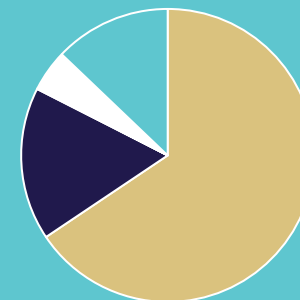
Revenue streams

B2C: Investors pay only on exit
(cost advantage)

B2B: Success fee / flat fee model:

- Success fee: €1,000 + 6,9% + 0,5% + 3%
- Flat fee of 2x €5,000
- Advisory fees.

Revenue streams breakdown



- Equity-based campaign management success fee
- Advisory, marketing etc.
- Secondary market commission
- Carry fee
- Sponsors

Example of what an ideal Campaign owner pays to TOKE, that raises €0,5M at a pre-money of €5M

Successful TokePortal campaign	€0,5M	6,99%	€34,950	Success fee
Capital raising outside of TokePortal.com within 2 years of campaign closing	€1M	3%	€30,000	Carry fee
Successful exit at 5x valuation	€25M	3%	€750,000	Exit fee
Investors profit on 5x value exit	€2M	3%	€60,000	Investors exit fee
Total income for TOKE			€874,950	+ eventual advisory fees

COMPETITORS - LANDSCAPE

Some of the most relevant international competitors, market leaders (2024)

	<u>Seedblink</u>	<u>Conda</u>	<u>Funderbeam</u>	<u>Invesdor</u>	<u>Seedrs</u>	<u>WeFunder</u>
Country of origin	Romania	Austria	Estonia	Finland	UK	US
Date of establishment	2020	2013	2013	2012	2009	2012
Crowdfunding type	Equity	Equity, Debt	Equity	Equity, Debt	Equity	Equity
Number of campaigns	254	233	108	1012	1790	2137
Number of investors	62 700	61 000	80 000	192 000	2 500 000	1 630 000
Total investment on platform	EUR 56,2M	EUR 71 M	EUR 50M	EUR 550M	EUR 1,8B	EUR 550M

VCs investing into CSPs

Draper Associates:
Crowdcube
Funderbeam

Y Combinator:
Wefunder

Balderton Capital:
Crowdcube

Bpifrance:
Lita.co

12+ M&A's, exits and IPO'S from
the 200+ EU platforms.

Testimonials

SZABOLCS SZAKACSITS

Philanthropist Investor of the Year 2023, by Forbes, Founder of Tuxera



“During my time in Finland, I gained a profound understanding of the pivotal role crowdfunding plays in nurturing the startup ecosystem. This insight prompted my decision to make Tokeportal my inaugural Hungarian investment upon my return in January 13, 2022. Since then, I have been exceptionally satisfied with the progress Tokeportal has achieved.”

BARBARA VERO

Founder of Future Proof Consulting Angel Investor



Tokeportals team and especially Nora is extremely passionate about challenging the status quo, establishing and moving forward crowdfunding in the region despite of all the challenges . I wholeheartedly believe that their initiatives are indispensable for the growth of the Hungarian and the regional ecosystem.”

ISTVAN FETTER

CIB Bank Head of Small Business Segment



“Tokeportal has the potential to significantly contribute to the development of the SMA segment, an area of particular interest for CIB Bank. I am extremely pleased with our collaboration.”

ZOLTAN ACS

President of MAFISZ (Hungarian Fintech Association)



“Tokeportal if a great partner of HFA. They played a crucial role in solidifying our association as a prominent brand within the industry.”

VIKTOR PASZTOR & ATTILA KOVACS

Founders of Fishinda



“The visionary team at Tokeportal not only believed in our concept but also empowered us to amplify our efforts. With their invaluable support, we successfully raised over 100M HUF on their platform, exceeding our expectations.”

APPENDIX

Please find further slides [here](#).

CONTACT

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[More about the company](#)

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