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TOKEPORTAL.COM

THE FIRST HUNGARIAN

CROWDFUNDING SERVICE PROVIDER

to build a CEE startup marketplace brand

2022 Q4 to raise EUR 1-2M

Crowdfunding unlocks retail investors' capital power and enhances entrepreneurs' **access to capital**, thus contributes to a bottom-up, responsible, efficient, competitive, resilient, sustainable, impact driven **economic growth**.

About Crowdfunding

About Tokeportal.com

Plans & potential

THE **ROLE & IMPACT** OF CROWDFUNDING IS...

The future of Europe is built on MSME's and SME's. Enhancing their access to capital is the key.

Crowdfunding can unlock the capital market potential.

Crowdfunding

Crowdfunding has been around for a long time but the internet enabled its digital, platform-based, scalable and global form.

In the era of fintech where traditional financial intermediaries shift business models, and saving instruments do not appeal to the new generation, the crowdfunding journey is about to begin.

Why Tokeportal?

Tokeportal was the first to find the legal solution and know-how in Hungary regarding the provision of equity-based crowdfunding service, that is aligned with the local and European best practices and regulations.

Tokeportal's mission is to build an organic, bottom-up ecosystem and its platform services help startups become visible and investable.

New capital

Involvement of new, dormant capital into the economy.

Funding gap

Fills the funding gap for early-stage startups between FFF and VC funding round.

Crowd diligence

The public dialogue during the campaign, the crowd diligence is very efficient in avoiding fraud.

Validation

Validation of the product / service, that attracts crowd capital.

Resilience

Crowd capital makes the economy more resilient and sustainable.

Accountability, governance

Creates more accountability, better corporate governance, that can lead to IPO.

... TO UNLOCK THE POWER OF THE CROWD...

THE **MOMENTUM** OF CROWDFUNDING SERVICE PROVIDERS

The European Crowdfunding Service Provider Regulation (ECSPR) harmonizes the EU market from November 2022

Globalisation – A new asset class

The ECSPR is the first bottom-up **EU regulation** aimed to create the Capital Markets Union, to enhance access to capital, and to regulate and support **alternative financing (AF)** including crowd funding.

ECSPR is the last piece of financial regulation. A new asset class is born.

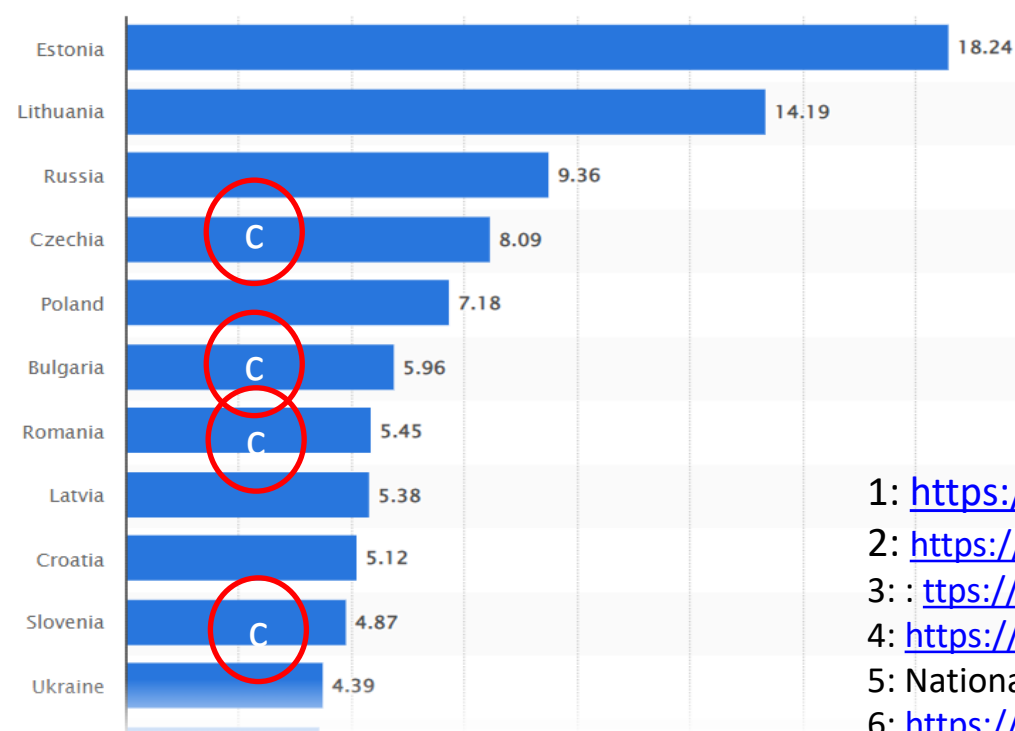
- EUR 5M capital can be raised without Prospectus- a new asset class
- Fully applicable from November 2021, compulsory from Nov. 2023.
- The US, having passed the groundbreaking JOBS Act in 2012, also introduced a cap of USD 5M p.a. with Reg. CF

EXPANSION Momentum - TAM

The international economy is still a **fertile soil for the growth** of crowdfunding. It's time to build capacities, to cross borders, and to onboard a large number of **new campaigns** and investors, to build a sustainably growing, resilient ecosystem.

- The **total addressable market** is growing by 11,8% CAGR⁶. The CEE innovation and SME Ecosystem implies a great potential: according to Dealroom, the current value is €186B, and the ecosystem is expanding. **Alone in Hungary, over 1200 startups are on track, most of them will raise capital in the upcoming years, we target 10% of that.**
- Dormant capital can fuel into these startups by the crowd. Only in Hungary it is HUF 7000+ Mrd (€ 17,5 Mrd)
- Just as in the case of stock exchange service providers, cross border services accelerate M&A-s – Tokeportal wants to be a target.

Top countries for startups in Central and Eastern Europe



1: <https://www.jbs.cam.ac.uk/faculty-research/centres/alternative-finance/publications/the-2nd-global-alternative-finance-market-benchmarking-report/>

2: <https://dealroom.co/uploaded/2021/10/Dealroom-CEE-report-2021.pdf> ,

3: <https://vienna-initiative.com/resources/themes/vienna/wp-content/uploads/2018/03/VI-CMU-Working-Group-Final-Report-March-2018.pdf>

4: <https://www.statista.com/statistics/1318672/cee-top-countries-for-startups-by-total-score/>

5: National Bank of Hungary: <https://www.mnb.hu/kiadvanyok/jelentesek/penzugyi-stabilitasi-jelentes/penzugyi-stabilitasi-jelentes-2022-majus>

6: <https://www.fnfresearch.com/crowdfunding-market>

THE **MOMENTUM** OF CROWDFUNDING PLATFORM INVESTORS: examples

EXPANSION has already began.... The same will occur like on the stock exchanges market 20 years ago...

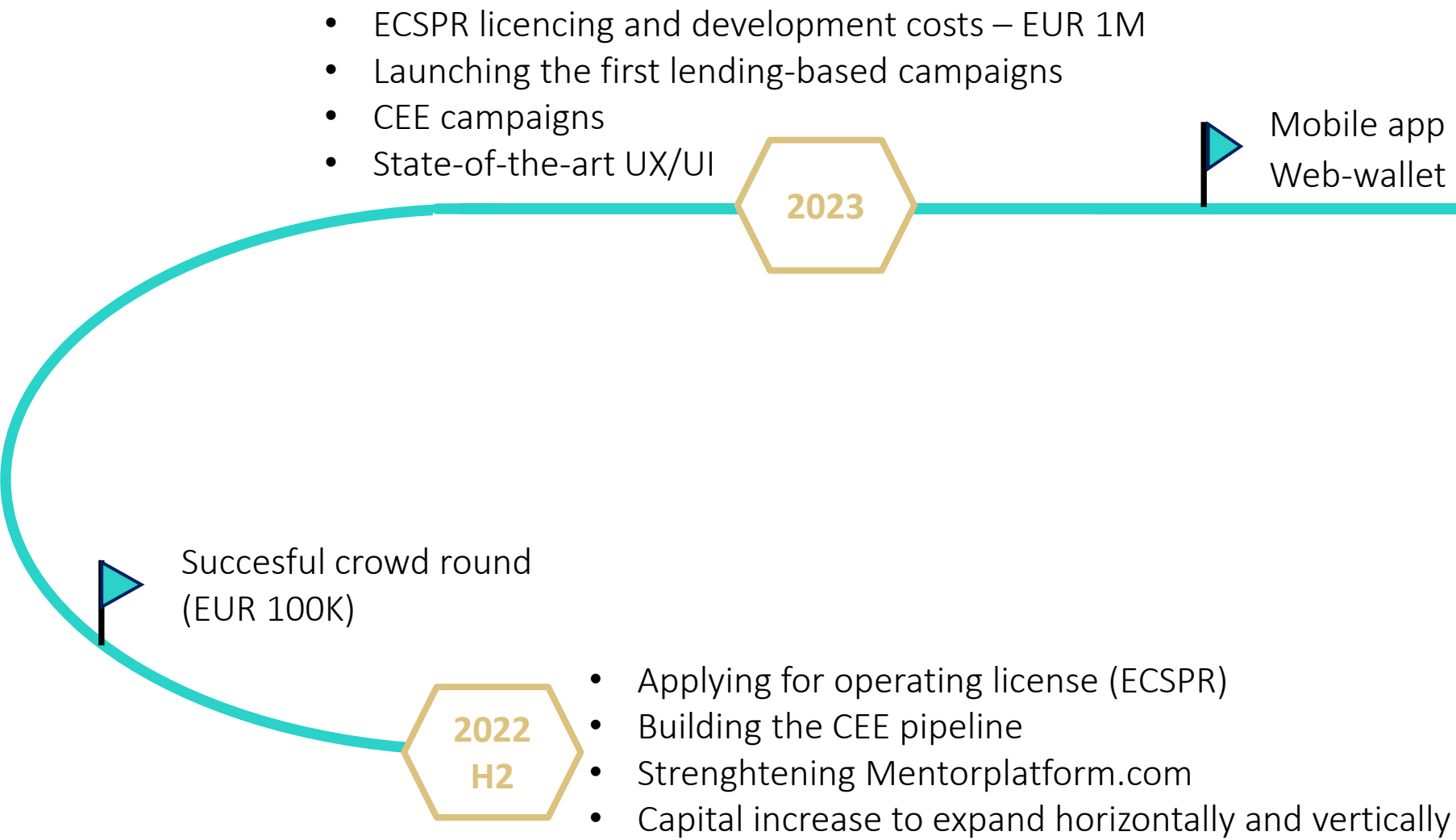
- **Wefunder** (USA) the largest US platform secured funds of 6000 investors in March 2021, just a few days after the new Crowdfunding Regulation (RegCF) went live to allow crowdfunders to raise up to \$5M p.a. **to be the pre-Nasdaq marketplace**. Details: <https://honeycomb.wefunder.com/wefunder>
- **Seedrs** (UK) and **Crowdcube** (UK), the largest European platforms first announced their merger exactly in the morning of the day when ECSPR entered into force on the 5th of October that allows EU ventures to crowdfund up to €5M p.a to ally forces to expand in Europe.
 - The merger later was turned off by CMA. Details: <https://www.gov.uk/government/news/crowdcube-and-seedrs-abandon-merger-during-cma-investigation>.
 - 6 months later, Seedrs announced its historic move to be bought by **Republic**, one of the largest US platforms to create a global marketplace. Having 5000 investors on board, the exit price of €100M is highly lucrative. Details: <https://techcrunch.com/2021/12/01/republic-acquires-the-uks-seedrs-in-100m-deal-to-push-into-europe/>
- **Seedblink**, Romania's large ticket size angel-investment platform, raised €3M in 2021 at a pre money valuation of €12 million. Since then they have managed to acquire **Symbid** one of the world's first investment crowdfunding platform. Details: <https://seedblink.com/en/press-room/2022-08-12-seedblink-acquires-symbid-one-of-the-worlds-first-investment-crowd-investing-platforms-in-a-european-consolidation-move>
- Crowdfunding speeds up the way companies develop and head towards an IPO. Several platforms IPO'd as well already: Fundedbyme (Sweden), Raize (Portugal), and several crowdfunded companies went public after 5-6 years

TRACTION, ROADMAP, ASK

To establish a strong CEE investment service line and startup information ecosystem

- Up to date: HUF 202M (EUR 0,5M) investments. In comparison to peers, we have an extremely cost-efficient organisation and IT infrastructure.
- By the end of-december we need to have signed TS for EUR 1M
- Our current premoney of EUR 4-5M is also very advantegous in comparison to other service provider's.
- Now it's time to build capacities to achieve our CEE goals. Based on our own, active, contracted ecosystem, it is an achievable goal.

2025-
Exit or IPO
peer data:
Fundedbyme IPO-d at €23M in 2018,
now valued at € 31M



- Secondary market (billboard)
- Full service integration under ECSPR

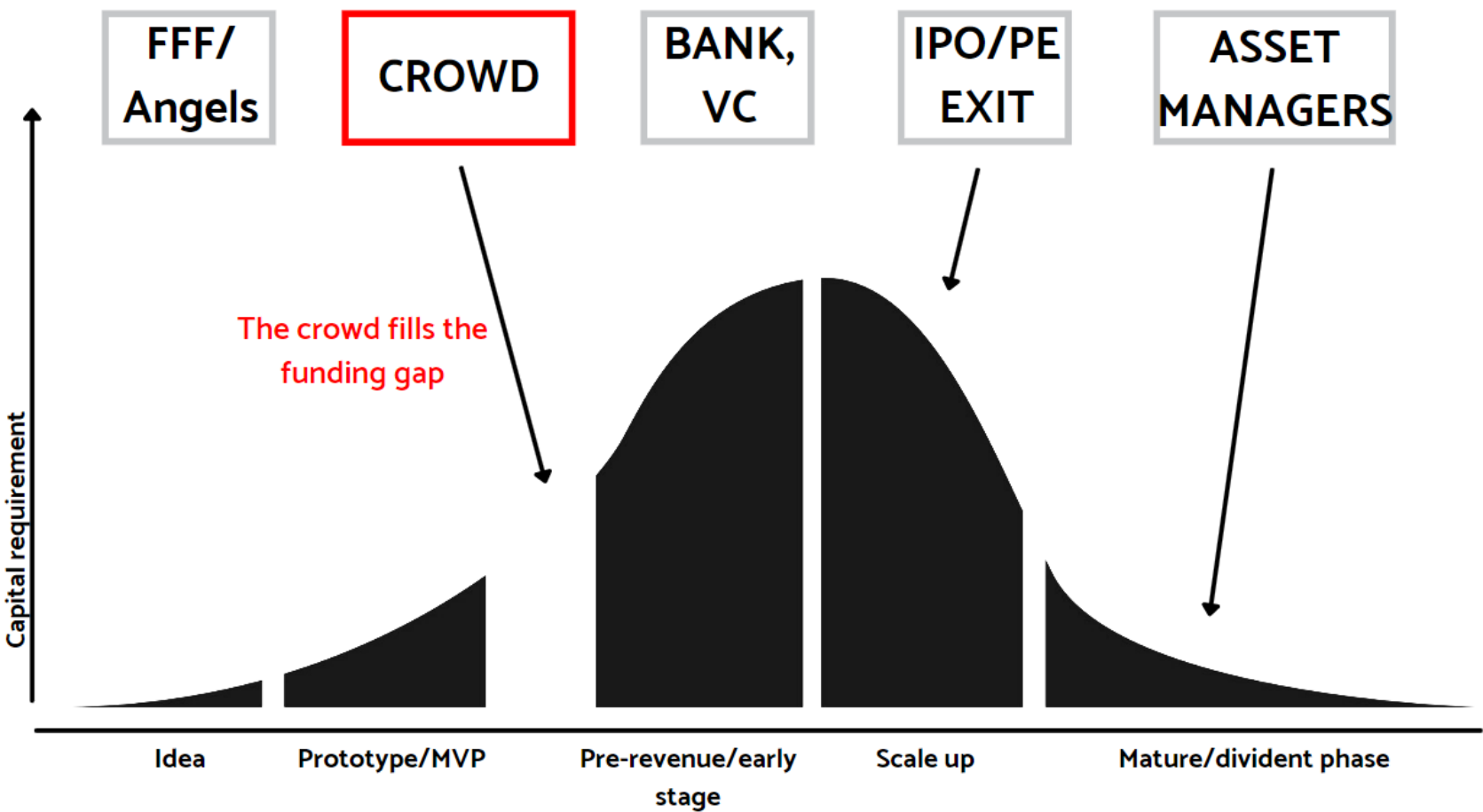
MILESTONES REACHED BY 2022 H2	FUNDRAISING Q4 2022
<div>1</div> First campaign to raise over 300K EUR from over 400 investors	Pre-money valuation: EUR 4-5M
<div>2</div> The first CSP under ECSPR	Funding target: EUR 1M

ABOUT TOKEPORTAL

Tokeportal wants to be the information centre, the startup marketplace and the driver of the CEE ecosystem

Problem, market niche

Although the crowdfunding market in Europe has a strong foundation with 11+ years of history, in Hungary and even in the CEE there is still a gap to be exploited. There is a **huge unserved demand to access to capital**, to investments, and to financial experience and knowledge. Over 75% of corporates of the EU and in particular of the CEE are SME's but still they are underserved in their financial life cycle.



Our Mission

Our mission is to democratise access to capital by developing the market of the new investment asset class of private companies.

We are creating an **investment marketplace** where startups and SME's can get funded and implement a corporate governance culture that will increase the number of **publicly listed** companies. We are **completing and servicing the alternative funding lifecycle: from startups to public stock markets**.

Simoultaneously, by **educating the crowd** to invest well and by **incubating startups** to fundraise successfully, we aim to **improve financial literacy**, and popularise digital finance to boost the entry of dormant capital into the economy.

Our Vision

Tokeportal shall become a **leading CEE crowdfunding service** provider that creates startups & investors' primary and secondary markets. The value we create for our shareholders lies within the fundraising brand: we are working to make Tokeportal a **startup-lovebrand**, an information centre, a **fundraising tool** & a validation hub. We want to brand ourselves by the startups that get **crowdfunded successfully** & become publicly listed companies, and by our contribution to a crisis-resilient, competitive, and **transparent economic growth**.

Source: the World Bank

PREVIOUS ROUNDS, CAP TABLE

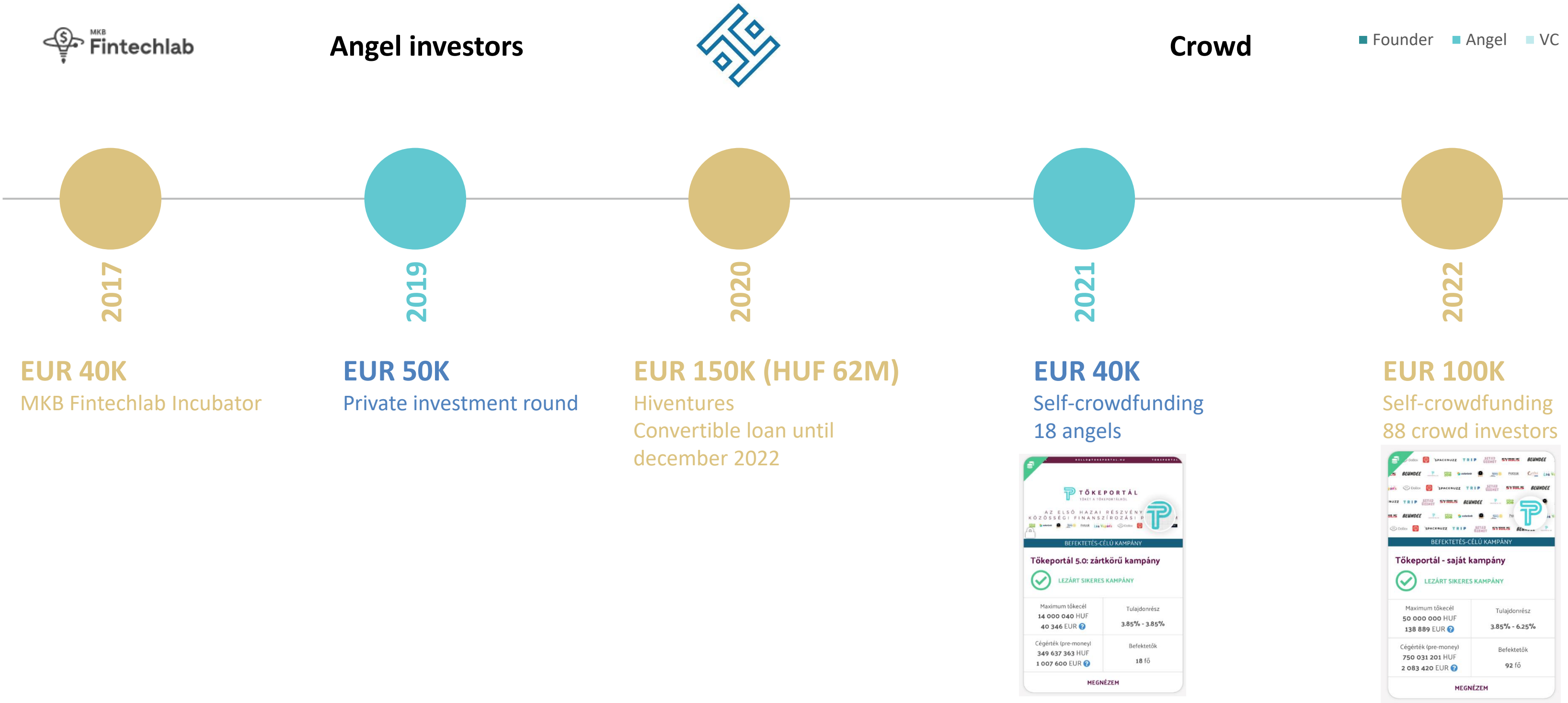
From scratch

Our brand and company was built from scratch and at a very efficient cost level, with effectively zero stakeholder support in the beginning, but proved to be crisis resistant and successful: bottom-up, we are building an organic crowd.

Cap table



■ Founder ■ Angel ■ VC ■ Crowd



FROM 0 TO 1 (2020-2022)

The lockdown hit us just a few weeks after launch.

Thanks to our team's extreme efforts, our business is on track. 13 successful equity+donation campaigns raising ca. EUR 2M in 2000+ transactions.

Please request further data and the **pipeline** from nora@tokeportal.com in exchange for an NDA.



[Las Vegan's](#) is a vegan fast food chain. They produce fully vegan hamburgers and other dishes.

- Sector: Food & beverage
- Type of project: equity
- Target: €215,000
- Status: Successful



[Fehér Nyúl](#) is a Hungarian craft beer brand, producing quality beverages.

- Sector: Alcoholic beverages
- Type of project: equity
- Target: €300,000
- Status: Successful



[Potzak](#) is the first online training program for healing abdominal muscles separation (diastasis recti).

- Sector: Health-care
- Type of project: equity
- Target: €43,380
- Status: Successful



[Cristo](#) aims to become the number one app for driving as a life situation.

- Sector: Cars and apps
- Type of project: equity
- Target: €238,095
- Status: Ongoing



[RECASH](#) is a cashback app providing free discounts with one click.

- Sector: Fintech, Retailtech
- Type of project: equity
- Target: €300,000
- Status: Successful



[Syrius](#) is a heavy industry company producing welding tech.

- Sector: Heavy industry
- Type of project: equity
- Target: €120,000
- Status: Successful



[Solarbnb](#) is the first online marketplace for solar PV projects where clients can compare the personalized offers of verified installers.

- Sector: Solar panel
- Type of project: equity
- Target: €81,744
- Status: Successful



[Tokeportal](#) has become a brand and known as the engine of the Budapest startup ecosystem.

- Sector: Crowdfunding
- Type of project: equity
- Target: €83,333
- Status: Successful

NETWORK – MENTORS

55+ contracted mentors, 60+ partners – to kickstart the ecosystem

[Click Mentorplatform.hu](https://mentorplatform.hu) to see all Mentors' profiles!



over 100 sessions



4 courses



standard pro bono availability of 2hours/month

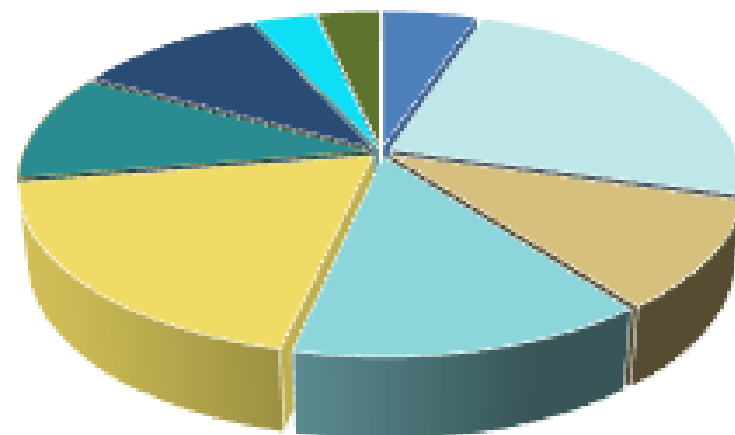


OUR MENT♥RS

NETWORK – PARTNERS

... We are building an ecosystem of partners and mentors that help the newborn market grow. CEE University incubators, incumbent companies, service providers, mentors, angels, VC's, PE experts, trade unions, associations...

Together with our 60 partners,
we are building
an ecosystem to ensure sustainable growth



- Governmental/state owned
- VC/Angel/Accelerator/Incubator
- Startup association/platform
- Education
- Advisory/service provider
- International
- Enterprise
- Nonprofit/NGO
- Media

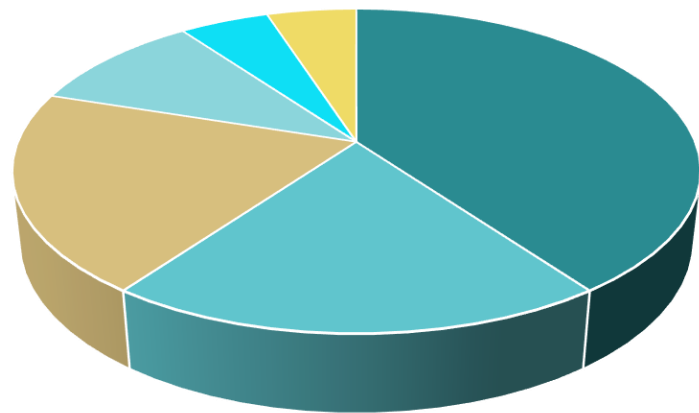
More details: [Click here](#)
Request password from
nora@tokeportal.com



NETWORK - ONLINE COMMUNITY

Tokeportal brand is widely recognized as an important player of the startup ecosystem for.

Brand communication mix *



- [Mentorplatform.hu](#) to build a real marketplace for incubation: 50+ mentors, 50+ partners: „40%”
- [Kanape Pitch](#) events streamed on social media, 56 episodes, +150k views , „20%” + [Tokeblog.hu](#) – weekly interesting articles about the startup world – „20%”
- [Collab events, projects- Ecosystem Festival](#)
- [Crowd Capital Indicator](#) (Felajanlasmero.hu), and election of the ear’s awards [Startup’s New Year’s Eve: „5%-5%](#)

*Based on own research on inbound inquiries



Facebook: (HUN/EN)

- 5300 followers
- 3-5 posts/week
- 100 videos
- 22k reach/month
- 2 Facebook groups
✓ 400 members



LinkedIn: (HUN/EN)

- 1000 followers
- 3-5 posts/week
- 5k reach/month
- 60 events



YouTube:

- 225 followers
- 1 video/week
- 1-2k view/month
- 100+ videos
- 2.2k h watch time



Instagram:

- New channel
- 170 followers
- 1-2 posts/week
- 1-2 stories/week
- 1.5k reach/month



TikTok:

- New channel
- 277 followers
- 1 video/week
- 580 likes
- 700 views/month



Spotify:

- New channel
- 350 plays
- 13 episodes
- 1 audio/week

We are targeting Twitter for foreigners followers.



AT A GLANCE



From Q1 2020 to Q3 2022

First-of-its-kind Hungarian alternative financing ecosystem platform, with all the extreme challenges, benefits and drawbacks of being the first mover. In addition, pandemic hit us right in the beginning...



€1,9M+

Funds raised from 2000+ investors into 13 campaigns



€500k

Funding-to-date



6200+

Users, 45% investor profiles, 52 institutions, 40 angels



25%

Returning visitors from 10 countries



24%¹

Conversion rate



16%³

Repeat rate



7k+

- Newsletter subscribers
- 45--80% opening.
- HU&CEE, EU, UK, USA



€250k+

Average campaign size in 2022



€1-2²

Costs of customer acquisition (authorized status)



€850

Average investment size in 2500+ transactions



50+

Mentors



60+

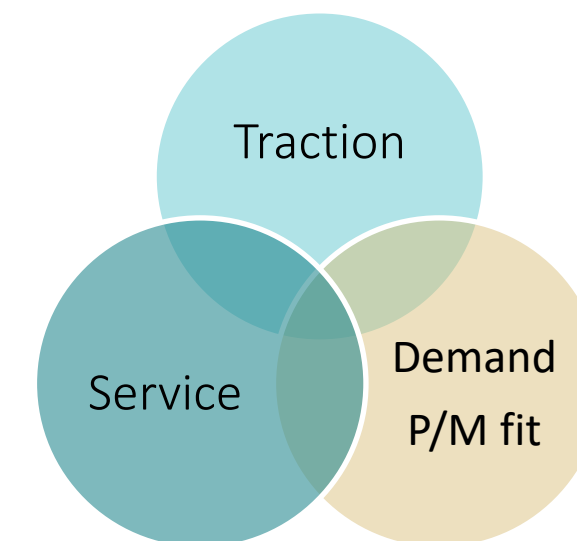
Partners



Building a brand, an ecosystem, and a market

- By means of as small as ca. EUR 500k investment into the operator that developed the application, built the brand with team of 10 people (7 FTE), ca. EUR 1,9M was raised in equity and in donation campaigns in ca. 2500 transactions by ca. 2000 crowd investors out of the 6200 constantly growing user base .
- Currently there are 2 campaigns in progress, + 20 in the pipeline until Q2 2023.
- Average ticket size rose to EUR 250k, average investment size is EUR 850.
- Client live time value is rising. The organically growing retail investor base is diversifying both geographically and in terms of profile: more and more angels use the platform as a service and VC's have started to recognise the opportunity as a coinvestor too.

A crowdfunding service provider, as an investment marketplaces (CSP) brand value



- 1: Conversion of a registered user into an investor
- 2: Paid customer acquisition is measured through online ad campaigns
- 3: Investors investing in 2 or more campaigns

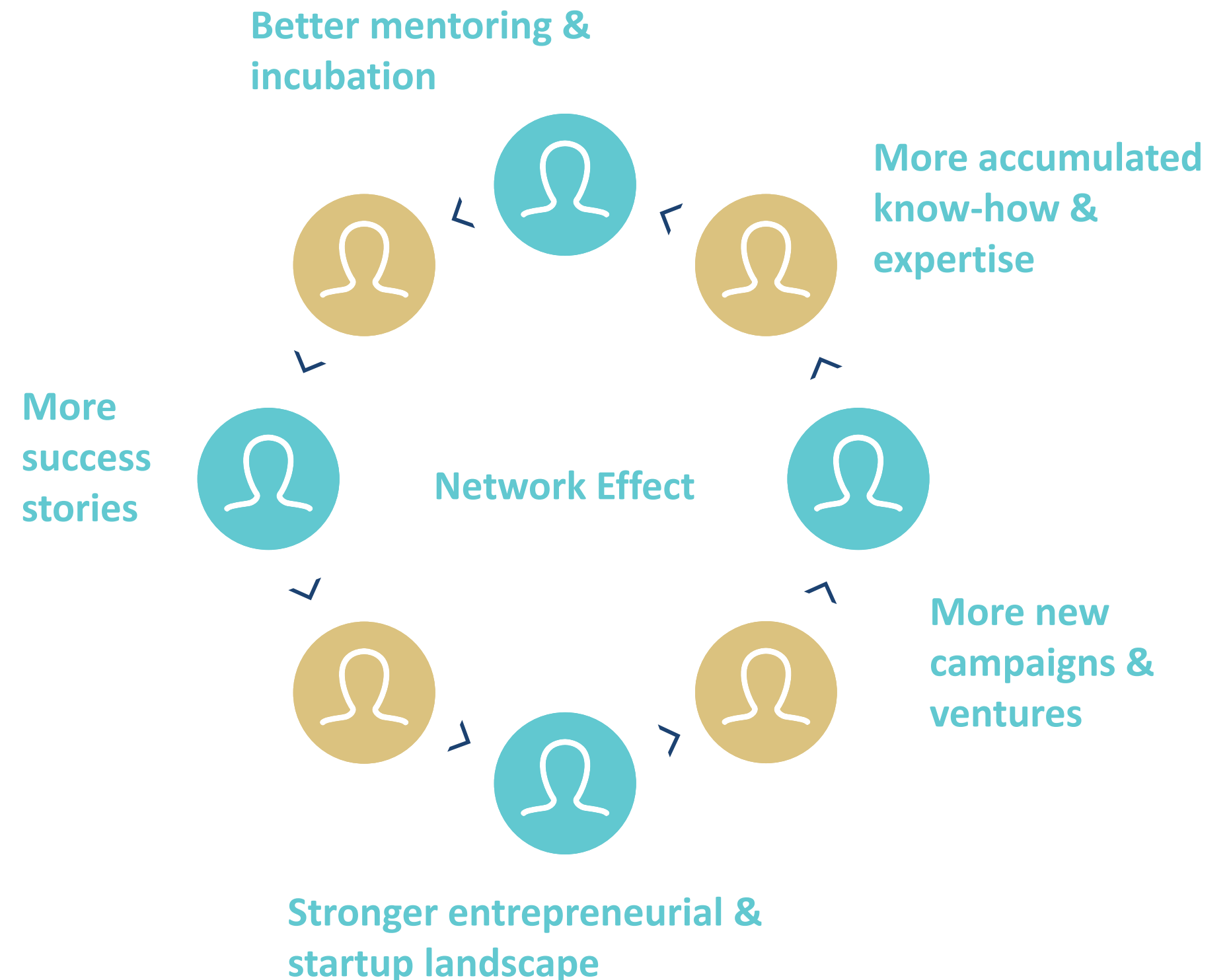
NETWORK EFFECT

Tokeportal's grand mission is to play a central role in creating a strong entrepreneurial & startup landscape.



The potential of Network Effect

- Tokeportal's main domain of operation is crowdfunding, however, it's much more than that. It's a startup ecosystem aspiring to be a one-stop shop for investments, know-how, information, pitch events, incubation, mentoring, education and much more.
- We are also planning the launch of new products and services, such as lending-based crowdfunding, as well as a secondary stock market for listing private companies.
- Additionally to reaching funding goals, crowdfunding is also a great way to source human capital and attract talent. Crowd and lead investors contribute and help campaign managers with their expertise.
- Our ecosystem mitigates risk, fills in knowledge and experience gaps, and cultivates investments, thereby improving the overall startup & entrepreneurial landscape, which in turn creates more ventures.



MARKET - COMPETITORS

Some of the most relevant international competitors

	Seedblink	Funderbeam	FoundedByMe /Pepins	Mintos	Seedrs	WeFunder
Country of origin	Romania	Estonia	Sweden	Latvia	UK	US
Date of establishment	2020	2013	2010	2015	2009	2012
Crowdfnding type	Equity	Equity	Equity	Loan	Equity	Equity
Regulated under ECSPR	No	No	No	No	No	No
Date of the round	2021	2016	2017	2020	2017	2021
Pre-money valuation	EUR 12M	N/A	USD 15M	EUR 68M	GBP 45M	USD 150M
Funding goal (or result)	EUR 1.1M	EUR 455K	EUR 1.1M	EUR 6,5M	GBP 6M	USD 19M
Equity offered	6.7% (3.3%/EUR 500K)	N/A	6.2%	8.79%	N/A	N/A
Number of campaigns	254	108	323	-	1790	2137
Number of investors	62 700	80 000	34 000	500 000	2 500 000	1 630 000
Total investment on the platform	EUR 56,2M	EUR 50M	N/A	EUR 8,3B	EUR 1,8B	EUR 550M
Employees	40	53	25	165	192	47
Investor/Employee	1 568	1 509	1 360	3 030	13 021	34 681

Some of the most relevant international peers, competitors

	Crowdcube	Invesdor	Lendahand	Spreds	Oneplanetcrowd	Crowdhero
Country of origin	UK	Finland	Netherlands	Belgium	Netherlands	Latvia
Date of establishment	2009	2012	2013	2011	2012	2019
Crowdfnding type	Equity	Equity, Loan	Loan	Equity, Loan	Loan, Convertible Bond	Equity
Regulated under ECSPR	Yes	No	Yes	Yes	Yes	Yes
Date of the round	2018	2022	2022	-	2021	-
Pre-money valuation	GBP 73M	N/A	N/A	-	N/A	-
Funding goal (or result)	GBP 7.9M	EUR 2.1M	EUR 5.5M	-	N/A	-
Equity offered	9.7%	Converitble bond	N/A	-	N/A	-
Number of campaigns	1300	515	*2,925	273	250	N/A
Number of investors	1 250 000	124 000	N/A	44 700	30 000	N/A
Total investment on the platform	EUR 900M	EUR 320M	EUR 130M	EUR 50M	EUR 70M	N/A
Employees	105	40	41	15	20	N/A
Investor/Employee	11 905	3 100	N/A	3 000	1 500	N/A



FINANCIAL PLAN¹ (€)



Revenue Stream

1. **Success fees (6.67-7%)** from our crowdfunding campaigns and carry fees. Tokeportal is planning to launch lending-based, and product-based campaigns.
2. **Consulting & mentoring services**, startup-ecosystem marketing and communication campaigns, online audits, financial planning.
3. **Secondary market** trading (billboard): min. 0.5% transaction fee.
4. **Carry fee: follow-on or newly raised capital (3%)** within 40 months of the successful Tokeportal campaign



€1,25M+

Gross Merchandise Value until 2022Q3



4

Income streams as of 2023



6.67-7%

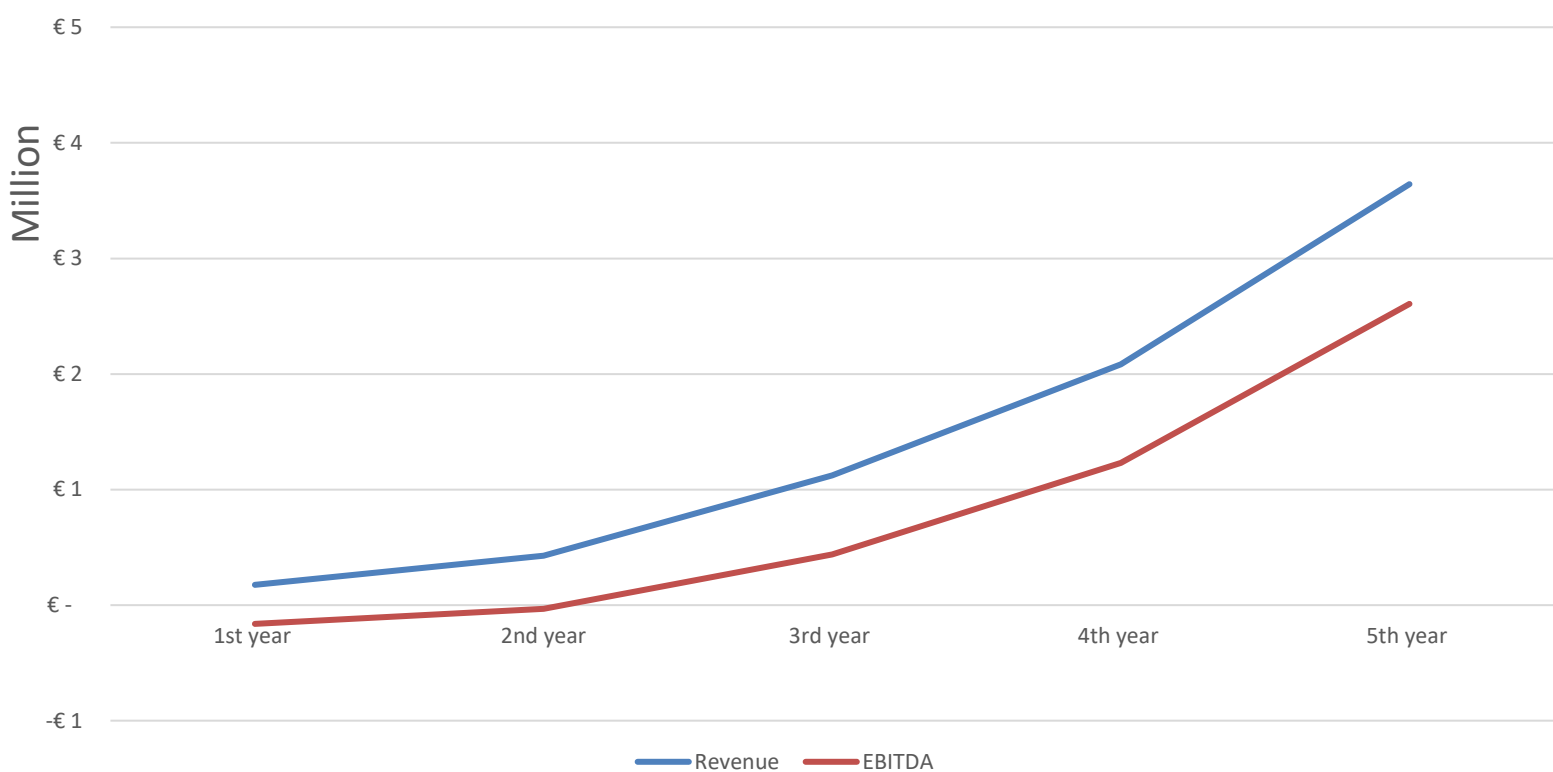
Take rate (success fee)



€100,000

Net revenue FC in 2022

EBITDA vs. Revenue



Revenues & Expenses

1. **Revenues:** the financial plan assumes the constant growth and expansion of all domains, moreover, the gradual increase in the take rate. Additionally, it calculates with the launch of the **secondary market**.
2. **Expenses** include salaries, rental fees, overheads, service fees, marketing fees, design, etc.



1: DETAILED EXCELL is subject to NDA and to be requested from nora@tokeportal.com.
The first year in the financial plan is 2023

USE OF CAPITAL¹ – min. EUR 1M

We are planning a CEE-wide expansion, improving our current service portfolio, and launching new services

UX/UI development

- Wallet integration
- Tokeportal app
- Improved Investor dashboard

ECSPR compliance & licence costs

The European Crowdfunding Service Provider Regulation is the applicable EU-level regulation framework that implies a number of costly measures to implement

IT

Above UX and ECSPR, IT functionality is to be improved to help a smoother and safer operation.

Launching new services

- Lending-based campaigns
- Real-estate-based campaigns
- Secondary market (billboard)

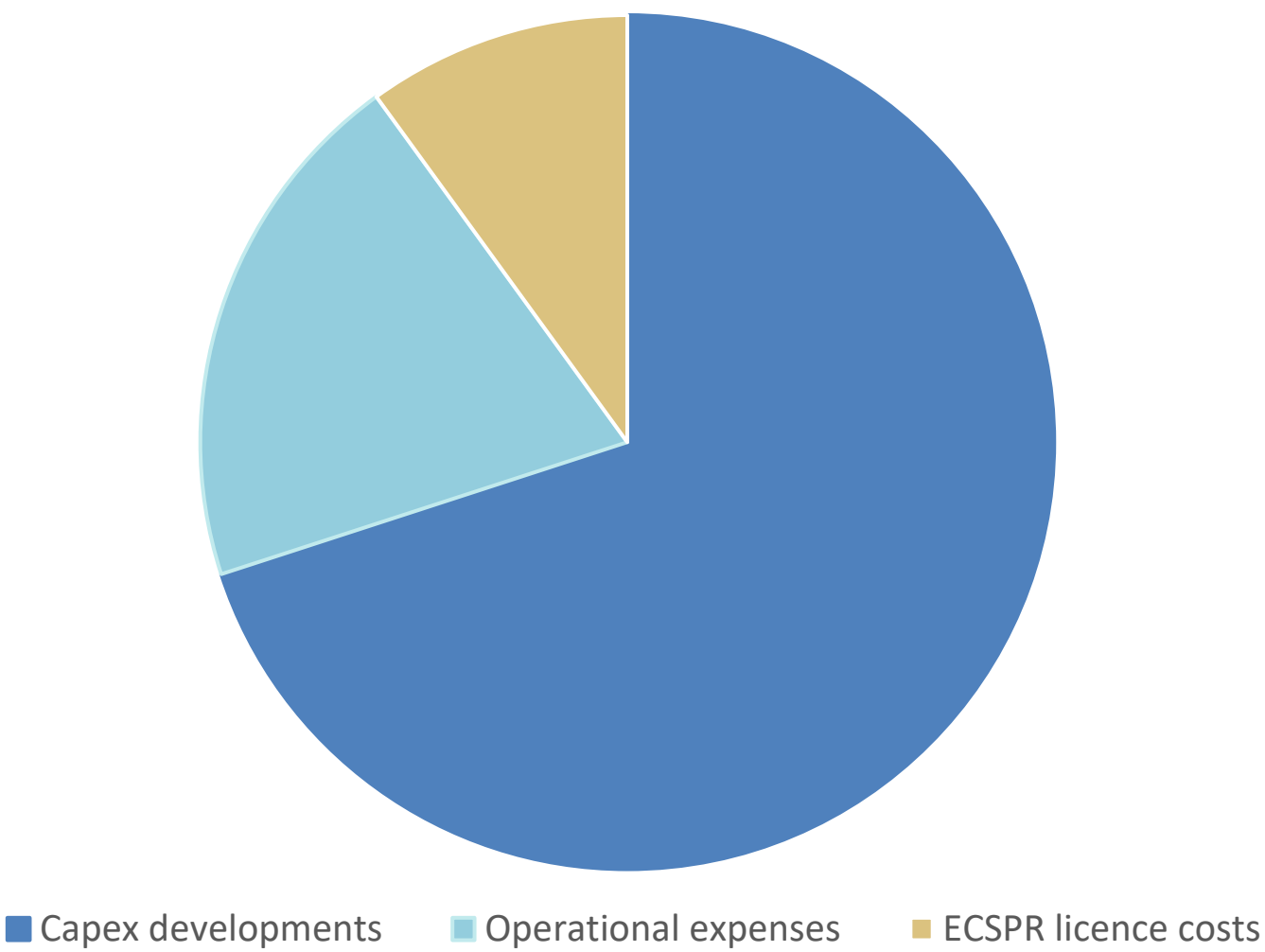
Education & communication

Tokeportal is aiming to create a startup funding ecosystem and information hub to stimulate the startup market.

CEE expansion

Tokeportal is aiming to launch services in at least two other CEE location by the end of 2024. To enter these ecosystems, market entry costs are to be covered.

Use of capital





OUR TEAM♥ People



Nora Szeles
CEO, Co-founder

Award-winning economist, capital market expert, university lecturer. Earned her MBA @Purdue, USA. 20+ years of capital markets. Known for introducing of derivatives trading at the BSE. Author of the book The Stock Exchange Story etc. Crowdfunding has been her central focus of interest since 2014. In 2022, she was elected as [a board member of Eurocrowd.](#)



Janos Rovnyai
Co-Founder

Economist, applied mathematician, serial entrepreneur. He has built his own IT company group, which he has managed for 16 years that launched several successful startups incl. counterguard.hu, spotnzoom.com, swappear.com, signall.us, etc.)



Laszlo Vagasi
CTO

Laszlo graduated as an IT manager and IT specialist expert. than 20 years of experience in IT and business processes, IT development management, documentation, testing. He is in charge of IT developments & maintenance



Ferenc Hargitai
Head of Services
Development and
Compliance

Ferenc has a degree in public and has 15+ years of project management experience in public and private services and IT. He is in charge of service development and compliance to develop customer-oriented and prudent platform services.



Zoltan Ujvari
*Head of Customer Service
and Settlements*

Economist, marketer, communication expert. Responsible for the customer service desk



Hanna Rekasi
Customer Service Desk

Economist graduate, junior customer service specialist



Bianka Hartmann
Marketing Specialist

Online communication graduate, responsible for the online channels.



Almos Matravolgyi
Analyst, campaign manager

Economist with Finance specialisation, he is in charge of campaign reviews and - management



Aron Gebe
Analyst, campaign manager

As an international Finance and IR graduate, he is in charge market research, and campaign management



Andras Horvath
*Campaign and
project manager*

Economist, responsible for partnerships, incubation and mentors



Thank you for your attention!
For further info please contact nora@tokeportal.com