

Raise funds easily with **TokePortal.com!**

TOKE is the
No. 1. regulated Crowdfunding
service provider!



**TOKE
PORTAL**

Powered by the crowd

POWERED BY THE CROWD

**CROWDFUNDING =
EASY FUNDING**



hello@tokeportal.com



CAMILLERI PREZIOSI
ADVOCATES

MFSA





With TOKE, you have access to a growing investor base of

10,000 investors

that enables you to easily fund even

€ 5 million per year

in the form of equity, or loan to kickstart your business or for your real estate development



TOKE is the first licenced crowdfunding service provider in Malta under the **European Crowdfunding Service Provider Regulation (ECSPR)** regulation, licensed by the Malta Financial Services Authority (MFSA).

TOKEPORTAL'S TEAM



10 facts about crowdfunding, the most flexible and efficient way of funding that helps founders get financed by the network your go-to-market strategy!

*low fixed cost (EUR 1000-2500)
and an attractive success fee (5%-8%)*

1. Fast: 2-3X faster than any other form of investing.
2. Efficient: two in one: combines marketing and funding at once.
3. The only method to make clients, buyers and followers finance you.
4. Flexible leverage: The crowd acts as a co-investor.
5. Great for a bridge round or as a supplement and leverage.
6. Minimal risk to be taken for € 1000 to to 'test the waters'.
7. Service: TOKE offers tailor-made incubation and acceleration services.
8. **The key is to build momentum** and project management.
9. Very competitive in pricing: cost of capital is about a one off 10%.
10. The secondary trading service offers additional exit opportunities.

Further Services

1. **Incubation & Mentoring:** Get support for early-stage businesses , with draft materials accessible only to contracted persons.
2. **TheMentorPlatform.com:** get access to the rowing community with monthly mentoring events, mentors provide 2 hours of pro bono support to Campaign Hosts.
3. **Marketing & Communication:** Gain exposure through newsletters, events, and social media.
4. **Convertible Loans or SAFE's:** Issue up to €5M annually, exceeding national limits under ECSPR exemptions (currently in progress).

WHAT DOES SUCCESSFUL CAMPAIGN MEAN?

When a Campaign hits the Minimum Target Capital, the campaign closes successfully, followed by due diligence, and the preparation of the transaction, that usually lasts 4-8 weeks. Investors deposit their capital on the custodian account. If the Campaign is unsuccessful, the Capital is paid back to the investors.

HOW MUCH DOES CROWDFUNDING COSTS?

To launch a Campaign (including pre-audit (scoring) and documentation review), costs € 1000.- Intensive social media management is necessary, but usually, an **additional marketing budget of €1-2k** is enough! if the raise is successful, transaction costs can be deducted from the new capital.

Success fees vary from 4% for real estate campaigns up to 7%.

OUR EXPERTS



Efi Ben
Artzy
Entrepreneur, Early
Stage Investor



Gergely Szabó
Group Director,
Head of Internal Audit, Zampa
Partners - Business coach,
Risk management, PM



Andrew Caruana
Scicluna
Partner at Camilleri
Preziosi



Dirk Urpani
Head of Legal at RMC Wise



Balázs Borok
Corporate Finance,
Investment Finance,
Treasury, Crowdfunding



Matthew Caruana
Start-up Mentor and
Advisor



Ajoy Mallik
Entrepreneur, Early Stage
Investor, Global Business;
Digital Acceleration, Lean
Expert



David Trayford
Educator,
Creator of Talkware

SO WHAT'S THE FIRST STEP?



Contact us at
<https://tokeportal.com/en/campaign-onboarding/>
and you will receive a
consultation
appointment.

Register on the platform, get investor status, it's best to invest a minimum amount to see the process you'll be asking your investors to follow. The intention to invest can be withdrawn until the end of the campaign. Ask the campaign manager on the forum!

MEET OUR MENTORS AT
THEMENTORPLATFORM.COM

FAQ

HOW LONG DOES IT TAKE TO ACCESS THE CAPITAL?

if the Founder completes the Due diligence until the Campaign gets funded, and the transaction documents are prepared, then it can be as quick as 1-2 weeks.

HOW MUCH WORK DOES THE CAMPAIGN REQUIRE?

Preparing for the campaign typically requires 1-2 hours of work per day over 2-6 weeks. Suppose the campaign is successful within 4-8 weeks. In that case, the new capital will be accessible after the campaign closes and the capital increase is completed, delivery against payment. when investors will receive their shares or contracts.

SO IT TAKES 3-4 MONTHS

WHO IS ELIGIBLE FOR CROWDFUNDING?

Crowdfunding is highly inclusive and can be used either as a complement to other forms of funding or on its own. Both early-stage and established tech startups, SMEs in B2B and B2C sectors, as well as real estate developers, can leverage it effectively. Whether you are building cutting-edge technology or large-scale real estate projects, crowdfunding offers a versatile solution for raising capital. **Incorporation is necessary: it is a b2b business.**

FOR INVESTORS

WHY SHOULD I INVEST IN SMALL BUSINESSES AND STARTUPS?

TOKE makes it easy to invest online with small amounts, allowing you to directly support the growth of local and regional businesses. Until now, only institutional investors could invest in companies like Monzo, Revolut, BrewDog, and individuals had no opportunity to join in with just a few hundred euros. Be a conscious saver and investor, and invest about 5% of your portfolio in startups!

Diversification is a classic aspect, as the wide range of start-ups allows for exploring different market sectors and investment alternatives. Investing in start-ups is riskier, but investing more in small amounts reduces risk.

WHEN DO INVESTORS REALIZE PROFIT FROM CROWDFUNDING?

Crowdfunding startups or SME's are in their early phases, but they develop a business plan to introduce their growth potential. Raise questions on the Forum, and in Investors Webinars to find out more about the Campaign you like. However, in general, at least 5 years are to be taken into account as the investment period. During this time, shares can be sold through the platform. Invest only as much as you are ready to lose!

CAN AN INVESTMENT BE REVOKED?

Yes, until the 4th day after the Campaign, Investors can revoke their investment, and get their funds back with zero extra costs.

tokeportal.com/en/faq/

tokeportal.com/video/

BY INVESTING, YOU SHAPE YOUR FUTURE AND LEARN:

Your investment contributes to the success of a business, allowing you to gain deeper insights into a market segment. You actively shape your future, and your investment decisions have a direct impact on your surrounding environment.



WHAT ARE THE INVESTMENT RISKS?

Startups lack a long track record: they don't have a proven business model, which increases the risk of failure.

Since startups reinvest their profits into growth, dividends are not typically available, which makes these investments riskier compared to those in more established businesses.

Investments should be planned for the long term, as it is difficult to sell your share due to the lack of an organized secondary market, making it illiquid. It's advisable to think in terms of at least 5 years. While earlier exits or sales are possible, they are rare.

INVEST ONLY AS MUCH AS YOU ARE READY TO LOOSE.

The small size of startups can also pose a challenge. Although they may be more agile and adaptable, larger companies offer more stability.

Each campaign has a lead investor, who is either a private individual with significant investment experience, an angel investor, or an institutional investor. Their participation, having already reviewed the investment opportunity, can help build confidence among other investors.

tokeportal.com/risk-warning

The investment opportunity presented in the crowdfunding campaign is a cross-border public offering authorized under the ECSPR regulation.

The investment terms are outlined in a Key Investor Information Sheet (KIIS), which is limited to a maximum of six A4 pages. The official language of the document is English on the Documents tab throughout the campaign and for at least 3 years afterward.s for each user with an Investor profile. Any materials beyond the KIIS are considered legally as TOKE.

A key risk is that investors are not protected by any insurance and are not covered by the investor protection fund. While Tokeportal.com, which operates the platform, follows international best practices and complies with EU and local regulations, it is important to note that the information is provided by the campaign owner, who is solely responsible for it. Even prudent information sharing cannot guarantee business success.

What securities are issued for the investors?

Following a successful campaign, the transaction concludes with the issuance of either shares, or bonds, or convertible bonds, SAFE's or loan notes. At this point, the Campaign owner receives the capital, and the investors receive their securities (delivery versus payment, DVP). Investors must have a securities account suitable for holding privately issued shares.



ADVANTAGES OF CROWDFUNDING

New capital enters into the economy...

The campaign not only raises capital and attracts brand, but also significantly increases the chances of raising further capital and even going public later.

The communication and marketing value of campaigns significantly strengthens brand equity and competitiveness.

It develops the start-up ecosystem and contributes to the development of an entrepreneurial and investment culture.

It makes access to capital easier and more efficient for institutions and entrepreneurs.

Crowd diligence, i.e. public debate in campaign forums, is the most effective screening.

Have a question?

hello@tokeportal.com

REGISTER ON TOKEPORTAL AND FOLLOW US!



RISK WARNING

Investing in start-ups is very risky, but a small number of them can also hold great potential. The significant risk is that you are likely to have to give up the amount invested for a long period of time in the hope that the business will succeed with the business model presented and that it will generate dividends or capital gains for the investor, but only a small proportion of start-ups will be truly successful.

Read the detailed risk disclosure.

tokeportal.com/risk-warning

