

DIGITAL FUNDRAISING

Your #1 partner in funding

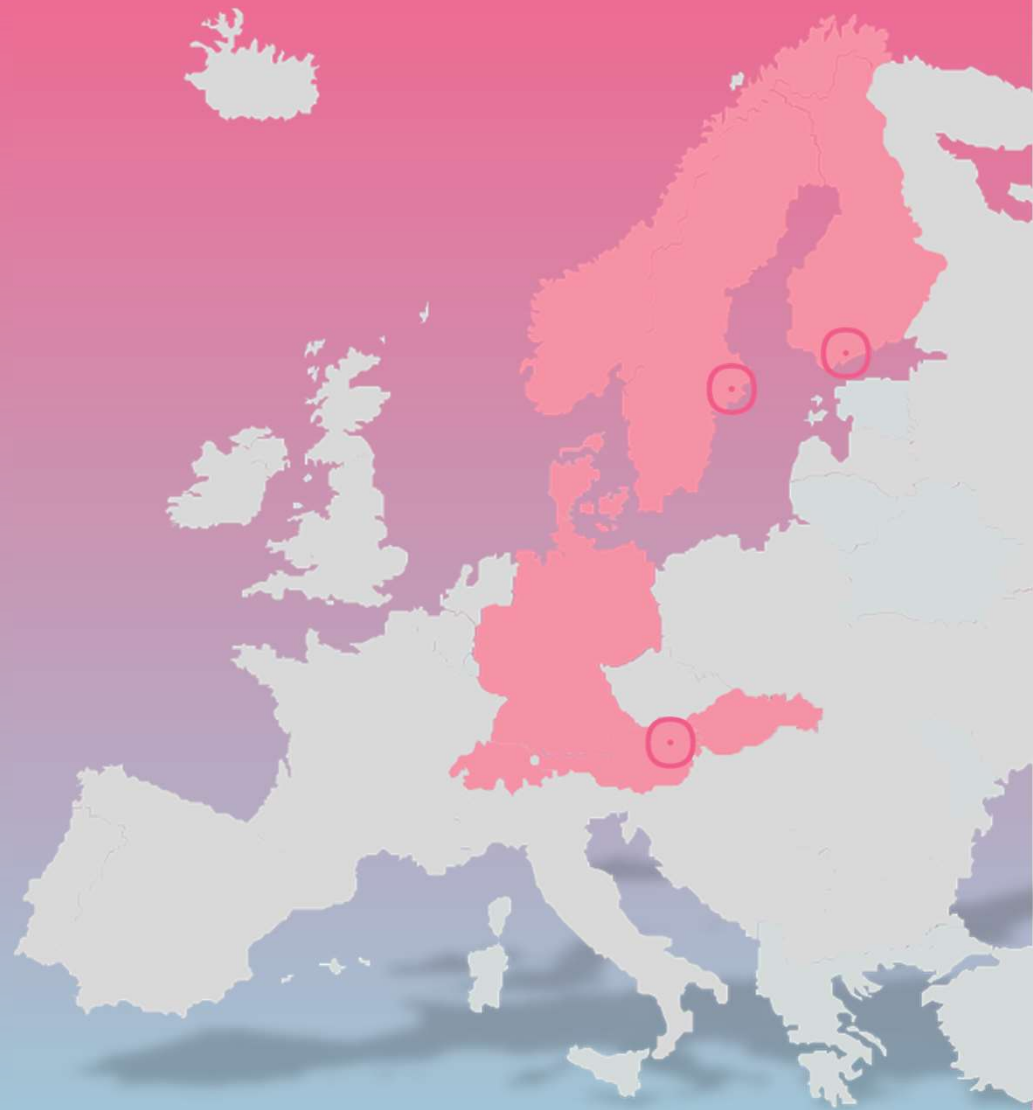
INVESDOR

Finance, let's dance.

LEADER IN DIGITAL FUNDRAISING

1. MiFID II investment firm license from the Finnish Financial Supervisory Authority
2. Merger with Austria-based Finnest – forming a pan-European Invesdor Group
3. Target companies from the Nordics + DACH region (Germany & Austria first)
3. Investors from almost anywhere in the world
4. Equity and Bond issuance for listed and unlisted companies, including IPOs
5. HQ in Helsinki, offices also in Stockholm and Vienna

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GROUP KEY FIGURES

€140M+ Clean capital invested

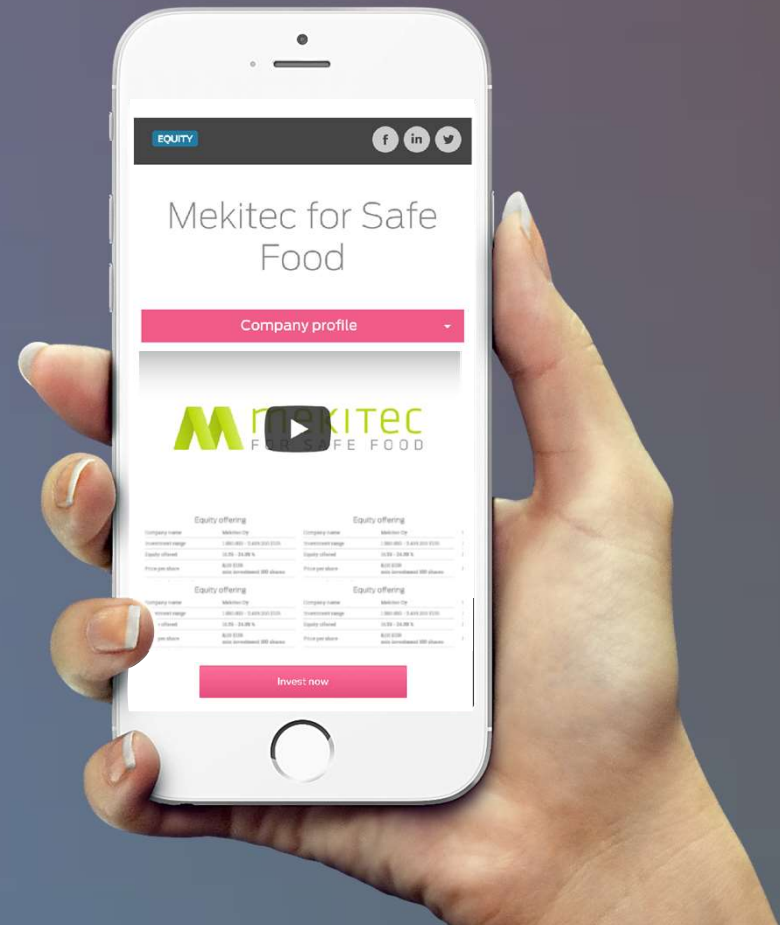
€800k Average funding round 2018

€3,000 Average ticket 2018

150+ Successful rounds

~60k Users

450k Active page views in H1 2019





WHY PARTNER UP WITH INVESDOR?

1

INCREASED BRAND VISIBILITY

Through brand ambassadors and marketing activities around the funding round

2

BOOST SALES

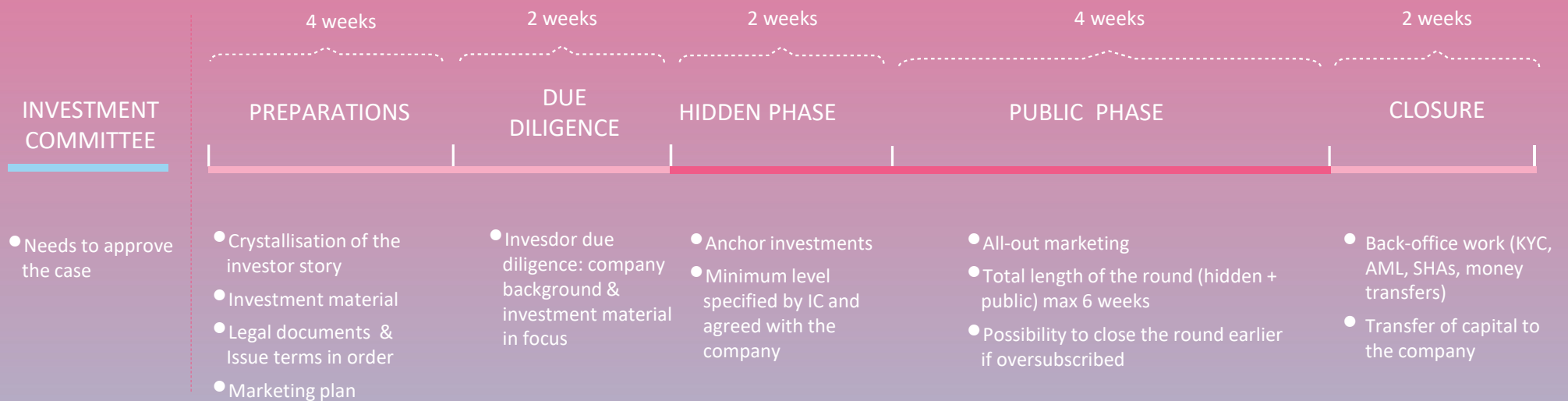
Gain leads and expand your revenues during and after your funding round

3

PROVEN TRACK RECORD

With more than 150 successful funding rounds from across various industries

EASY TO FOLLOW STRUCTURIZED PROCESS



Kauppalehti

ARVOPAPERI

Audience Network



HELSINGIN
SANOMAT



INVESTOR

Case crowd-funding

NAAVA - RECONNECTING HUMANITY WITH NATURE

FINLAND

EQUITY ROUND Nov – Dec 2018

€2.04M raised

204% of minimum target raised

891 Investors from 23 different countries

€2,290 An average investment per investor

NAAVA
breathe

INVESTROR Start investing Raise funding More Search My profile Language Sign out

equity Round is closed Share on social media

Naava - Reconnecting humanity with nature

In collaboration with Norda

Company profile Investments Investor forum Settings Admin settings

Naava: Founder's Story & Why Naava Exists Katso myöhemmin Jaa

Target
1 000 000 EUR
max 2 499 999 EUR

Equity offered 3.25 - 7.75 %
Invested so far 2 042 933 EUR
Investments so far 505
[See investments](#)

304%
← Clicked this ticker back to your site

If minimum amount is not reached, your investment will be refunded. To read more about what is displayed in the progress bar, please visit our [blog post](#).

Equity offering

Company name	Naava (Rejuvenation Oy)
Investment range	1 000 000 - 2 499 999 EUR
Equity offered	3.25 - 7.75 %
Price per share	0.55 EUR min. investment €201 shares
Number of existing shares	54,071,764
Fully diluted shares	62,894,180
Pre-money valuation	29 799 470.20 EUR
Estimated revenue 2019	6 150 673 EUR
Start date	13.11.2018
End date	Round is closed
Location	Helsinki, Finland
Field of business	Technology
Development stage	Growth
Reference number	963
Contact person at investor	Joni Kuitunen

www.naava.io

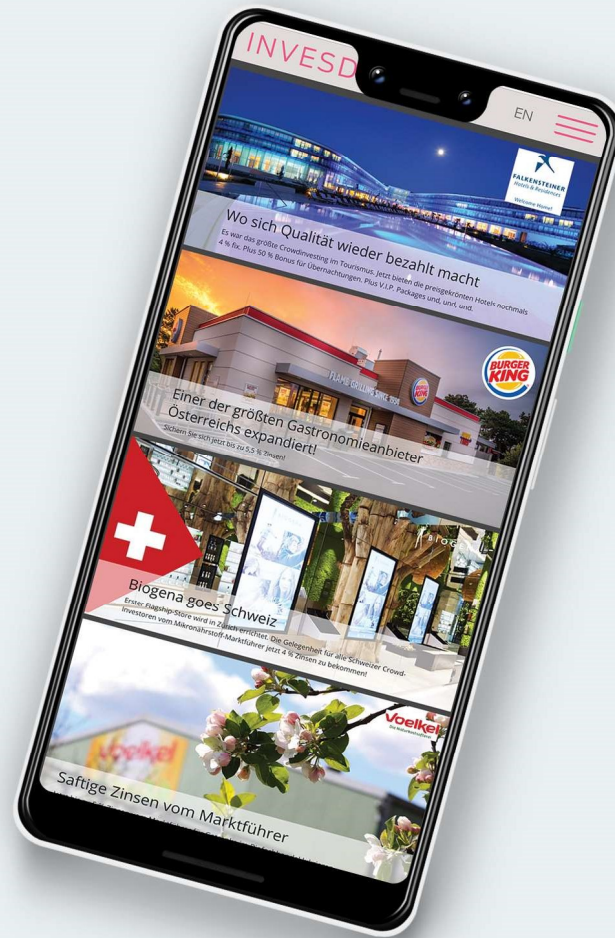
This content is also available in [Finnish](#)

Our story

News from Naava

- Healthtech company Naava and workplace solutions leader Staples to cooperate in Finland

BONDS & DACH REGION



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KEY SUCCESS FACTORS IN DIGITAL FUNDRAISING

1 MARKETING

Put your marketing pants on because marketing the funding round is crucial to be able to reach the right people with right message

2 STORY

Investors are people and people like a good story – make it engaging!

3 LEAD INVESTORS

All successful cases have lead investors helping to kick-start momentum

4 NETWORK

Engaging networks is vital in digital fundraising – you want relevant groups to invest and talk about you

5 DEAL STRUCTURE

The terms of the offering need to be fair and simple to understand for people to invest



Thank you.

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