



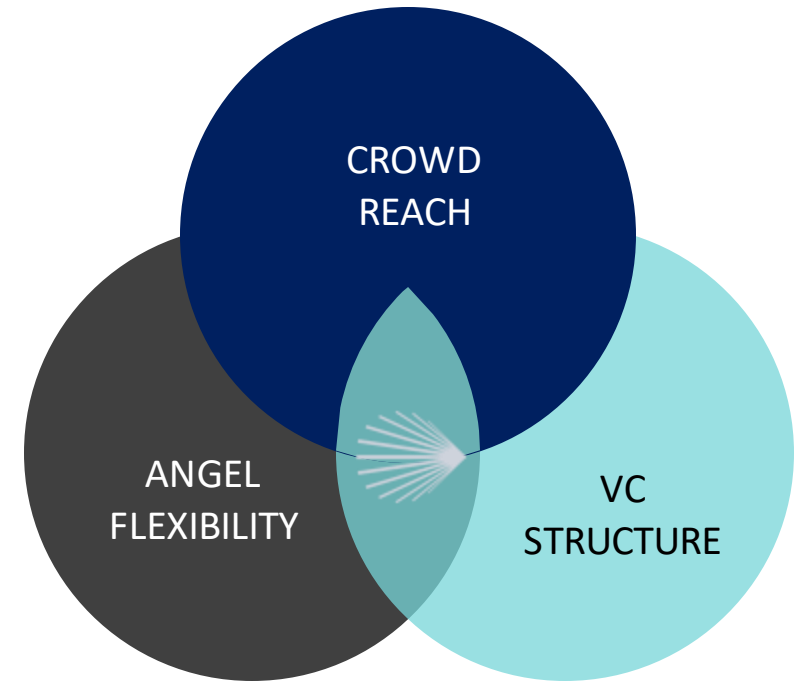
Company profile

2021

SeedBlink's Vision

Our vision is to shape Europe's tech future by creating the start-up investment platform with the power of three:

crowd reach, angel flexibility
and VC structure.



Quality over quantity, balance & diversify to reduce risk



Doing right by our founders, protecting our investors



Communities and strong relationships based on trust / transparency



Technology shaping a better future

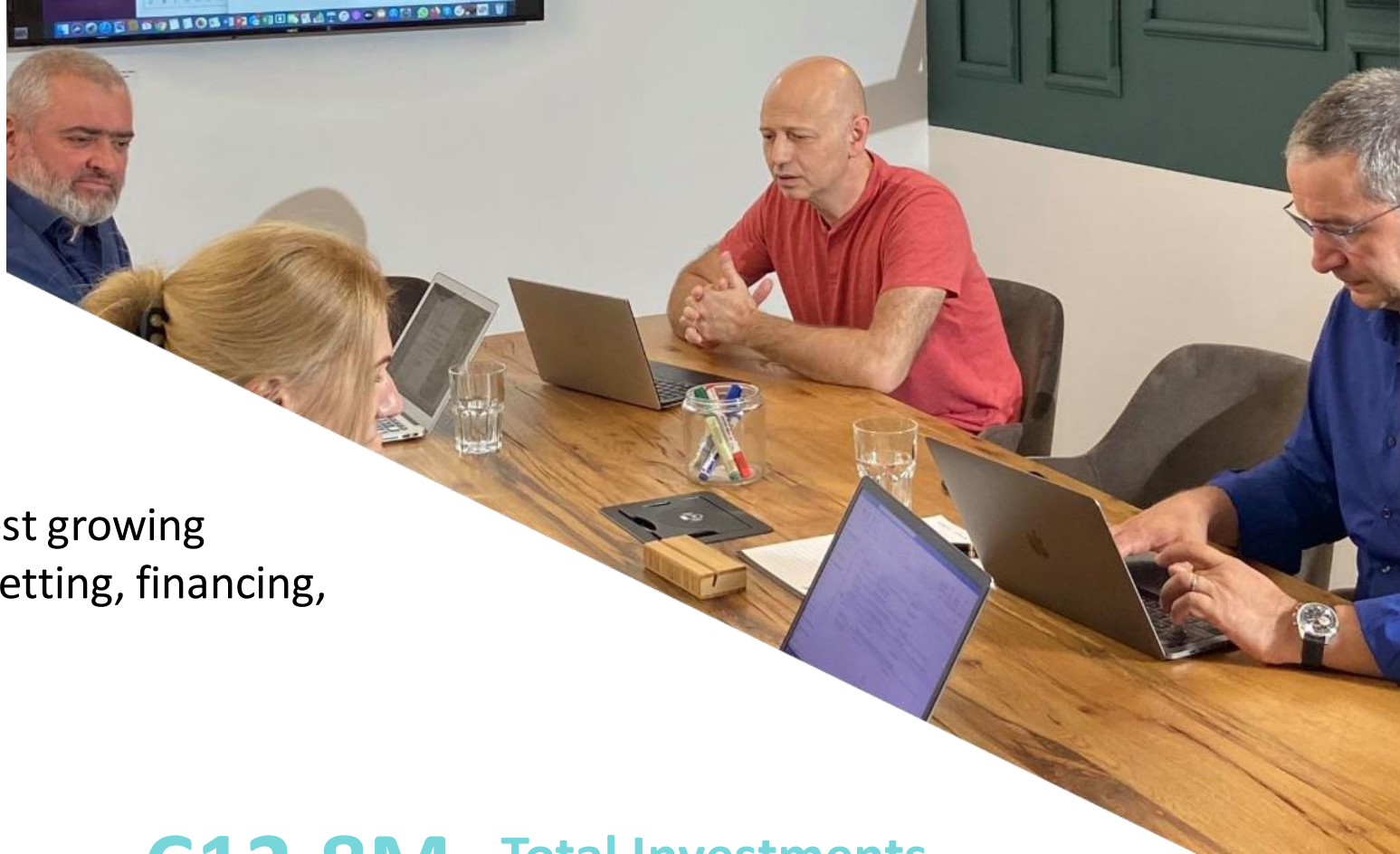


Democratize access to start-up investments

History & About us

The largest community of investors in tech-start-ups in Europe.

Founded in late 2019, SeedBlink is the fastest growing investing platform specialized in sourcing, vetting, financing, and scaling European tech startups.



4000+ Investors from 15 countries

Monthly user growth 10%-15%
High quality community (>500 active)

€12.8M

Total Investments

35 campaigns (5 international),
57% through equity crowdfunding

**numbers Feb 2021*

SeedBlink is an **investing platform** specialized in sourcing, vetting, financing and scaling tech start-ups.

We leverage **software, capital** and an **exclusive industry community** to lower barriers for investors and founders.



Save time/
take control
(pre-vetted deal
flow, all stages)



Diversify
portfolio
(deals &
funds)



Shared success
journey (unique
mix VC / Angels /
Crowd)

Our Difference

We open

investments in
startups at all
stages
to real people

and do this by developing the role of crowd investing, business angel's and online VC.



Modern Platform

(deals and funds, tools for asset management)



Exclusive Community

(smart money, ecosystem, aggregation and representation, solo capitalists' funds)



Companies' management

(In-Manage-Out, higher quality opportunities)



VC Management

(SeedBlink Funds, diversification)

Finance and Technology Experienced Team



Radu Georgescu
Chairman of the Board

25+ years of experience in founding & developing technology companies. Successful exits.



Andrei Dudoiu
CEO & Co-Founder

20+ years of banking activities, board member for Fintech / Angel investing associations.



Carmen Sebe
President & COO

20+ years of leading technology companies, extensive international operational and management experience.



Ionut Patrahau
Co-Founder & CRO

25+ years of banking, healthcare, executive management and entrepreneurship



Ted Cominos Jr
Board Advisor

20+ years of experience in mergers and acquisitions and private equity / venture capital funds (cross border corporate, tax, legal)



Adriana Iordan
VP Product & Marketing

15+ years of experience in Fintech and software development globally



Supported by a team of 20 professionals

The Platform for Start-ups – Why?

- Are you a tech start-up?
- Do you have an already tested MVP and an articulated business model?
- Are you looking for at least €100K funding?

WE SUPPORT YOUR GROWTH – Once you join our journey, you will gain access to the technology community of professionals, founders and experts.

SMART MONEY - From investment basics and financial planning, to networking and accessing capital, SeedBlink helps you gain knowledge, build confidence, and find the resources you need.

BRAND AWARENESS - You'll benefit from our PR strategy & guidance before, during, and after your campaign is closed, enforcing your brand with exposure to our tech community.

FORWARD THINKING - Fundraising is, of course, a distraction from business plan execution, but a necessary pursuit. Our process is agile and transparent, while we're also making sure that each round helps you on the long term, coming with a single line in your CapTable.

Funding from START to FINISH

1. Apply for funding – filling out the form available on www.seedblink.com.
2. Evaluation Process / Listing Program (pre-seed start-ups) – scheduled meetings where our team will evaluate the business model, the growth plans and the financial forecasts.
3. Final answer – the Listing Committee will give its final answer.
4. Legal Process – consists of defining the Term Sheet and going through the Due Diligence process.
5. Ready for listing – after finalising the steps above, the start-up is ready for listing and will start the communication strategy together with our team.
6. Post-investment Events – entering SeedBlink's Alumni Program, engaging with our community of investors

Products offered by Seedblink for Start-ups

Pre-seed

Size: €100-200K

Status: early traction

Plans: accelerate growth in target market(s)

Equity

Seed

Size: €200K-1M

Status: min. 6 months revenue

Plans: become relevant market player

Equity, Convertible & SAFE

Bridge

Size: €200K-1M

Status: min. 6 months revenue

Plans: become relevant market player/reach milestone for series A

Listing Program Alumni Case Study



PHASE 1

Initial Analysis

- Addressing the main 3 weaknesses
- Weekly mentoring to address priority areas
- Dedicated program coordinator
- Tracking SeedRating progress



PHASE 2

General Improvements

- Mentoring & improving high and medium priority areas
- Working with 4 mentors with different field experience
- Tracking SeedRating progress



PHASE 3

Preparing the listing

- Mentoring for business plan creation and pitch deck
- Providing the Term Sheet template
- Feedback on evaluation
- Preparation of listing documents



PHASE 4

CAMPAIGN RESULTS

- Their campaign was backed by the founders, with 90,000 EUR, not VC-led
- Target amount: 270.000 EUR
- A total of 285,000 EUR raised from 79 SeedBlink investors

Costs for Start-ups

Convertible & SAFE

6% + VAT

a fee from the amounts collected via campaigns.

Equity

7% + VAT

Other costs

- For **pre-seed** campaigns, most of the start-ups must go through SeedBlink's Listing Program (3 months intensive mentoring for funding readiness), which means an additional cost of **EUR 3000**.
- For **seed and bridge** campaigns, this additional cost will be **EUR 1500** for completing the legal process (term sheet, due diligence).

Exposure & Brand Awareness during campaign

SeedBlink




We're kicking off 2021 with a private pre-listing campaign for SeedBlink ELITE and CLASSIC members (over 25K EUR respectively over 10K EUR invested on the platform). **Plant an App**, a Romanian IT startup that participated in 2020 in the famous business accelerator "500 Startups" in San Francisco, will be publicly listed on SeedBlink on January 12.

01/05/2021 • 10:30 AM • View Post

17 Likes 0 Comments 2 Shares 499 Impressions

SeedBlink



🌟 We've started 2021 with a milestone: the largest investment campaign on SeedBlink to date. **Plant an App** successfully completed a 720K EUR pre-seed funding campaign on SeedBlink in just 3 hours from its public listing. "What happened with Plant An App listing on SeedBlink confirms the strength of our community of investors and implicitly that SeedBlink has become an important link in financing disruptive tech companies. By now, we've facilitated 28 funding rounds of almost 10 million euros through our platform, for both Romanian and international tech companies, Plant an App being the fourth international start-up successfully backed by our community", said Andrei Dudoiu, co-founder and CEO of SeedBlink. #SmartMoney #TechStartups #TechEcosystem #SeedBlink

01/14/2021 • 2:20 PM • View Post

13 Likes 0 Comments 2 Shares 1.1k Impressions

Forbes Romania

ForbesForward Cele mai populare Actualitate Topuri

Ministerul A... LIVE UPDATE - Coron... Ministerul Agric... Dacia Sand...

Plant an App a încheiat cea mai mare campanie de finanțare din istoria SeedBlink: 720.000 de euro

Plant an App, startup specializat în tehnologie low-code, anunță închiderea campaniei de equity crowdfunding de pe platforma SeedBlink, la doar o zi de la deschiderea acesteia.

BR Business Review

WHERE ROMANIA TALKS BUSINESS

BUSINESS MONEY PROPERTY TECH ENERGY #GREENRESTART #CALL4LEADERS #FUTUREOPWORK #HRSP

TECH

Plant an App successfully completed a 720K EUR pre-seed funding campaign on SeedBlink in just 3 hours from its public listing

BUSINESS HI-TECH

Start-up-ul local Plant an App a reușit să strângă 350.000 euro în circa 2 ore pe platforma SeedBlink.com. În total, finanțarea pe SeedBlink s-a ridicat la 600.000 euro

seedblink

Plant an App Pitch Session

Bogdan Lițescu CEO Plant an App Reza Garrow Head of Product Andrei Dudoiu Moderator

Mărti 5 ianuarie 18:00 Online pe ZOOM

Plant an App se listează pe SeedBlink

S.B. Companii / 12 ianuarie



Bogdan Lițescu, fondator și CEO Plant an App

Plant an App, startup specializat în tehnologie low-code, anunță listarea pe SeedBlink, potrivit unui comunicat remis redacției.


SeedBlink

2,981 followers 2mo • Edited •

What a day it's been for **Plant an App** 🌱 they launched this morning and have raised over 600.000 EUR from more than 100 investors, a powerful community of tech supporters that will help fuel the business' future. Were you one of them? 🌟

👏 Cheers to the largest equity crowdfunding campaign on SeedBlink to date. www.seedblink.com

#TechEquityCrowdfunding #SmartMoney #PrivateInvestments #PlantAnApp #LowCode #RoundComplete



Plant an App ROUND COMPLETED

Let's scale up Low-Code innovation together!

seedblink

25 • 1 comment

The Platform for Investors - Why?



Access - SeedBlink focuses on its relationship with investors, regardless if they are experienced or inexperienced.



Digital - The platform is user-friendly and our team focuses on bringing constant qualitative content, analysing the needs of its investors.



Pre-vetted deal flow –
We bring innovative tech-start-ups with high market adoption potential, with an already tested, ethical MVP, that have an articulated business model.

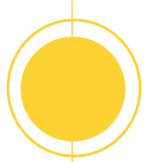


My Portofolio is one of our tools dedicated to investors, that was designed to be both a means of communication between companies and investors and an Asset Management Tool.

Investment from START to FINISH

1. Create an investor account on www.seedblink.com.
2. Review an active campaign listed on the platform.
3. Press the “Invest” button if interested (minimum EUR 2500 or multiple of this sum).
4. Execute the completion process (up to 12 weeks). Our team will guide you each step.
5. Successfully fund the campaign that you invested in.
6. Support the company growth as owners of shares through regular updates from your backed founders.

Services offered by SeedBlink for Investors - General



Online access 24/7 to the start-ups listed on the platform and portfolio management



Access to networking with the founders and other investors



Finding and listing high potential start-ups



Corporate governance - reports from start-ups to investors and setting sessions for engagement



Services for Classic and Elite Investors (Club)

SeedBlink Classic

*For total investments of more than **EUR 10.000**

- access to deals larger than EUR 200.000 before listing
- access to detailed information on these listings
- dedicated meetings of pitching
- discount tickets for tech-related events
- 24/5 account management and technical support
- dedicated Manager Account

SeedBlink Elite

*For total investments of more than **EUR 25.000**

- access to deals larger than EUR 200.000 before listing
- access to detailed information on these listings
- dedicated meetings of pitching
- discount tickets for tech-related events 24/5
- account management and technical support
- dedicated Manager Account
- access to private deals, syndicated with the support of the selected Angels
- invitations to exclusive investor events

Products offered by SeedBlink for Investors



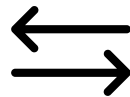
Pre-listings / club (Elite and Classic)



Standard Listings (General)



Private Deals



Equity, Convertible Notes or SAFE Type Y Combinator

Pre-seed, Seed or Bridge

Co-investments alongside trusted VCs and angels



Virtual SEED SPAC (Elite and Classic)

SPAC is a financial instrument set as "empty shell", a SPV set up without an immediate investment destination, considered a blank check entrusted to its initiators, based on their good reputation. The final investment decision can be discretionary or democratic, while the life span of such SPV is between 12 and 24 months

SAFE Financial Instrument

SAFE on Seedblink

The first start-up that chose SAFE instrument for its listing on Seedblink was Plant an App, followed by OVEIT. Discover their company profile and financial info on their dedicated campaign pages.

SAFE offers simplicity by minimising terms - SAFE doesn't carry an interest rate and doesn't have a maturity date.

They are not common stock - when investing in a SAFE, you are an investor, but you are not an actual stock shareholder (unless the company converts the SAFE into stock).

Voting rights - unlike current equity stock in a company, SAFE do not give investors voting rights in the company.

Costs for Investors

Success fee

If a company provides an exit event, SeedBlink charges a *carry fee* equal to **7.5%** + VAT on the profit you made.

Admin costs

Besides the investment amount, the investor will need to transfer:

- **1000 EUR**, a pro-rata for the incorporation fees of the SPV.
- **2.0%** of the investment contributing to the share capital of the SPV (operational expenses for the first two years).
- **1.0%** of the investment after two years, which will constitute a participating loan, to cover SPV's operational expenses for that year.

Testimonials Start-ups

“As a platform that only serves technology ventures, SeedBlink is able to connect the start-up with more than just money. SeedBlink investors are primarily technocrats that not only understand the objectives of the fund raising company, but are also able to, post funding, contribute with business opportunities. The minimum investment threshold, and technology focus, differentiates SeedBlink from other fund raising platforms. A perfect fit for a technology start-up seeking intelligent funding”.

Diwaker Singh
Co-Founder & CEO



“ I would recommend SeedBlink to any start-up that wants to publicly validate that it has a profitable, viable and fundable business. As business people, we know that in "one-to-one" selling the chemistry is essential. This dire and transparent "one-to-many" process that SeedBlink proposes, is for any incipient business a breath of oxygen and a reliable boost, that with no doubt any start-up needs. The validation given by a large number of investors who believe in you, I confess that it is invaluable.”

Gabi Bartic
COO



“ For us, this bridge round was the first experience of capital crowdfunding. Working with the Seedblink team, we saw a very high degree of professionalism, we had a very good experience and we are very happy with the results of this campaign. From a visibility and impact perspective, we look forward to January in order to capitalise on these new opportunities. As a thought, for all Romanian entrepreneurs, I think that the format offered by SeedBlink can be a good reality check but also a super opportunity to attract investments in their businesses.”

Mihai Cepoi
Co-Founder & CEO



Testimonials Investors

Investors and Startup Founders alike.
Ask us these and many more references.

EXAMPLES FROM INVESTORS SURVEY (NPS 59)



Because it's the only solution, at least for now, to build a diversified portfolio of start-ups with smaller amounts of money.



I think SeedBlink is true to its mission of democratizing investments. I have waited for the opportunity to invest in start-ups, and you filled in the exact need that I have.

 <p>"Seedblink is a player that comes to generate this aggregation of resources from micro investors, who have extra resources and are looking for an allocation of this money not in some bank accounts or real estate investments, but in a more agile environment, more adapted to our times, with an impact in the area of innovation."</p> <p>CRISTIAN DASCALU Partner at GapMinder VC & Techcelerator</p>	 <p>"In order for Romania to attract more investment funds, it should create the framework to have more successful start-ups, and one of the necessary ingredients is the financing in the initial phase, respectively business angels and crowdfunding platforms."</p> <p>MALIN STEFANESCU President</p>	 <p>"The equity crowdfunding platform SeedBlink had a serious contribution to the ecosystem by facilitating 26 crowdfunding campaigns with a total value of the funding rounds of more than €8M, out of which more than half is coming from equity crowdfunding investors."</p> <p>Activize Tech 2020 Report</p>
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It opens the investment opportunities in start-ups for most of the young professionals



Great platform to get to know interesting start-ups. Good customer service and improving. Very positive vibe from all intersections, including the year-end report plus the survey. So well done, Thank you!

Join our community & Contact Us

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