INTRODUCTION TO CLEAN REACH

We are:
The first global reward-based renewable energy crowdfunding platform

We provide:
The platform for acquiring funds and building community support

Our customers are:
Renewable energy entrepreneurs, developers, communities and academic institutions
INCEPTION OF CLEAN REACH

You know my name...
but not my story...
WHY CLEAN REACH

Access to Capital
Overcome the ‘Valley of Death”

Public Support
Build a Global Community

Sharing Resources
Exchange Global Information & Resources
WHAT IS CROWDFUNDING?

Acquiring small amounts of money from a large number of individuals to fund a project.

Renewable Energy Leaders

Entrepreneurs, communities, research entities, etc.

Contributors

People who support a clean energy future

It is a way to create a new community that brings social, intellectual and financial capital together.

Photo courtesy of Elemental Technologies, Australia
## TYPES OF CROWDFUNDING

<table>
<thead>
<tr>
<th>CROWDFUNDING TYPE</th>
<th>Large group of people or “crowd”</th>
<th>Contributions</th>
<th>Receive a “reward”</th>
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<tbody>
<tr>
<td><strong>Rewards or Contribution (Clean Reach)</strong></td>
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<tr>
<td><strong>Debt</strong></td>
<td>Large group of people or “crowd”</td>
<td>Loans</td>
<td>Receive interest on loan</td>
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<tr>
<td><strong>Investment</strong></td>
<td>Group of qualified investors</td>
<td>Capital</td>
<td>Acquire a stake or ownership in the company</td>
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BENEFITS OF CROWDFUNDING

How does crowdfunding help small and large ocean energy initiatives alike?
CASE STUDIES - Big projects with small campaigns

**Project Vision:** Transform unused land to multi-use bike park

**Total Project Size:** >$1,000,000

**Campaign Project:** Produce construction drawings

**Target Funding:** $100,000

**Project Vision:** Produce a new ocean energy pilot plant

**Total Project Size:** >$2,000,000

**Campaign Project:** Purchase equipment: pumps, carpet material, wave gauges, magnetic flow meter

**Target Funding:** $9,622
CROWDFUNDING IDEAS FOR RENEWABLE PROJECTS

- Design Development
  - Engineering plans
  - Engineering analysis
  - Prototype testing
  - Master design plans

- Analysis & Research
  - Environmental studies
  - Research studies to support licensing & consents
  - Publications (white papers, books, etc.)
  - Student Exchange

- Special Purpose
  - Disadvantaged communities
  - Emergency response
  - Industry-wide support initiatives (e.g., roadmap)

- Business or Organisation Development
  - Funds to match grants
  - Economic Evaluation
  - Licensing & consent processes
  - Training program

- Public Support & Communications
  - Conferences & workshops
  - Launch events
  - Public events
  - Documentary
  - Video or film
  - Web enhancement

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CROWDFUNDING SUCCESS REQUIREMENTS

**STORYTELLING**
- Attract your supporters
  - What is your vision?

**REWARDS**
- Thank Your Supporters
  - How do you secure your support group?

**SOCIAL NETWORK**
- Secure Your Supporters
  - Who will benefit most from your vision?
CROWDFUNDING WORKSHOP

WORKSHOP ANNOUNCEMENT: Strategies for Crowdfunding Success

Date/Time: Friday, 10 October/14:30–16:00
Location: Startup Lisboa
Rua da Prata 80, 1 floor
1100-420 Lisboa

Workshop topics:
• What is crowdfunding?
• What are the different types of crowdfunding?
• How does reward-based crowdfunding work?
• What are the 3 critical requirements to implementing a successful rewards-based crowdfunding campaign?
• What are primary steps to building a successful campaign?
• And more...
START YOUR CROWDFUNDING CAMPAIGN TODAY!

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