

Q: How do I apply to the Greenbackers Showcase? What is the application process?

A: Application to Greenbackers Pitch is a two-stage process:

1st: After purchasing your entry ticket, (UK£75+VAT (or approx USD\$100/Euro€90) you are be directed to an **Investment Readiness Assessment**, which will provide both you and Greenbackers with a report and indication of your program's investment readiness. It takes 15-20 minutes to complete and is an excellent value-add to any fundraise.

2nd: Once completed, you will then receive a copy of the report, an analysis by Greenbackers and a link to **Full Funding Profile / Application to Greenbackers Investment Showcase**.

Q What stage of progress should my company be to apply for the Showcase?

A: Our program is for Seed Stage and Series A/B funding. What kind of progress? Generally, MVP (minimum viable product), some level of client traction e.g. trials, if not actual revenues, though wedo not exclude pre-revenue companies.

Q: How complicated is it to complete the Funding Profile?

A: We have had companies complete in under an hour, others can take longer, take your time to get it right. The questions you will be asked are meant to be intuitive, however should you need any guidance, there is a help-bot on the bottom right of the platform, or you can contact Greenbackers for further assistance.

Q: Any tips for best practices?

A: We have a 'How To' area of our website for pointers on Pitch Videos, Licensing with more to come. Check out: <https://greenbackers.com/category/how-to>

Q: What if I need or want more help or feedback than just the odd question?

A: Should you wish optional in-depth feedback or professional guidance on building your profile at any stage, you can book a consultancy session with one of the Greenbackers Partners for £500 per session. Many do, some don't, it is completely optional. Greenbackers will provide deep feedback on your Investment Profile, Pitch Deck, presentation style and other areas. It is important that all pitch presentations are of the highest quality.

Q: What happens after I submit my Funding Profile?

A: Greenbackers will then team-review it and schedule a time to speak with you to go over it and discuss next steps. If we approve it, we'll invite you to sign our Terms and Conditions. Once your first payment is received, we'll review your profile with you and make suggestions to imp[rove it, before we share it with the investors on the platform.

Q: What is the minimum and maximum funding levels that Greenbackers recommend for our ask?

A: £500k up to £10m is typical, no maximum. We market to an international investment audience. If UKregistered, the company should ideally be SEIS and/or EIS pre-assured.

Q: How does Greenbackers' commission work?

A: if you receive investment from a Greenbackers fund via one of our events or the Investment Showcase Platform, our commission is 5% on top of those funds, payable by your venture, not the Funder. **Example:** 1m raise @ 5% = 50k. **However,** Greenbackers will, and only if you wish, take up to half of that as shares, again, not compulsory.

Q: How many Investors are on the Showcase platform to see my profile if it goes live?

A: There are currently **300+ Funds** on the platform since we emerged from Beta this Spring. Now that we are promoting hard to our global funding audience, we expect and 500+ funds by the end of 2022. Registrations are now open for investor sign up and we are making a big push on LinkedIn, in addition to our email campaign to the 3000+ funds that we know in the market.

Q: Does Greenbackers introduce us to funds specific to us or our sector?

A: Yes – after review with you, we will reach out to area-specific investors as part of our program. Also, our ‘Climate Tech Tour and Roadshow’ option is a fully managed, dedicated campaign which introduces clients to even more funds relevant to their specific profile, drawn from 3000+ funds in our network. Participation is optional, but included in your monthly fee, although there may be some additional costs, such as travel and hotels and occasionally third-party tickets.

Q. What is your success rate in getting companies funded?

A. On average 20% of companies have previously been successful in receiving at least part of their funding round from introductions made by us. Now that we are online, we expect this to increase strongly due to the new Showcase platform. **See our latest successes here: <https://greenbackers.com/successful-transactions>.**

Q: In Greenbackers view, are the funders looking primary for financial returns?

A: Almost always, with few exceptions (Foundations, some Family Offices)

Q: Do some consider the ecological value of the business?

A: Yes definitely. Usually, it is a combination of financial and ecological returns

Q. How has Covid affected Greenbackers business?

A. At the start of the pandemic, there was a noticeable slowing in funding, as investors prioritised existing portfolios. Now, momentum is growing for ‘building back greener’ and investor interest has intensified on our sector, especially as Greenbackers curated deal flow is available 24/7 via our on-line Showcase.

Q. How do you maintain confidentiality of information?

A. Only non-confidential information is required to be presented in the Showcase, sufficient to generate investor interest and once there is a need to delve deeper, further information will be subject to signing of an NDA, including by Greenbackers.

Q. What are the most common reasons provided by investors for passing on deals?

A. Aside from the wrong stage, geography, ticket (amount needed) and sector, it can be complexity, crowded space, lack of clarity on the route to market or the business model and too high a pre- money valuation. It is important to be clear in your pitch materials.

Q. Does Greenbackers itself invest?

A. Not yet though we will take half of our fees as shares in the ventures if desired, though this is not mandatory. Greenbackers is looking to establish a co-investment Fund £50m – 100m in size, in 2023, as our track record of success and brand is firmly established within the LP community.

Q. If we are already engaged with an investor, do we still pay commission on this element of funding?

A. In general, no, not if the engagement is well advanced i.e. you have had more than an initial discussion in the last year and the fund is in your data-room. However, when the opportunity is still open for Greenbackers to add value and strengthen the relationship, there is normally an accommodation made at a reduced commission rate.

Q. Would Greenbackers work alongside another advisor or do they only operate on an exclusive basis?

A. We are non-exclusive. We do work with other advisors and have done so in the past, especially those in the same sector, with complementary investor base in terms of ticket sizes and geographical reach.

Q. How long on average does it take to receive funds into a bank account from the Showcase and full-service Roadshow.

A. On average about 9 months for a Series A round fund raise. It can be as short as six months, although it should be borne in mind that legals (documentation) take a few months to close out.

Q. Does Greenbackers advisory services cover project funding or only product and/or service technology?

A. The majority of our work is within the technology for equity funding. However, we will consider project opportunities carefully and decide on a case-by-case basis. Acceptance of the assignment is more likely if the technology has been de-risked and this is the 2nd or 3rd project rather than first-of-a-kind.