

## Building Communities of Practice

Crowdfunding is a young fast-growing industry and there is much that we can learn from each other. NCFAC is building communities for sharing best practices, lessons learned, and offering the encouragement to continuously advance the value and potential inherent in this industry.

See [NCFACanada.org](http://NCFACanada.org) for information on our local, in-person, online and National events.

- **peer2peer sessions**
- **Webinars**
- **Conferences**
- **Networking events**

## Standards and Self-regulation

A confident and vibrant “Made in Canada” crowdfunding solution will help accelerate Canadian innovation, create jobs, stimulate growth and give entrepreneurs the resources and motivation to compete globally. Entrepreneurs are the strength and the opportunity of Canada’s economy and their demand for growth funding is paramount within the much larger capital formation eco-system that exists today. Help set the direction, establish this new industry’s code of conduct, and develop reputation building self-regulation. We will learn from the collective global experience as we develop our local expertise.

## Stand out in the crowd

As the voice for crowdfunding in Canada, NCFAC will lead advocacy initiatives that raise awareness of crowdfunding, inform and influence the establishment of appropriate regulations, and enable members to stand out in the crowd for all the right reasons. We will reach out to collaborate and build alliances with others seeking to enable and advance innovation and entrepreneurship amongst Canadian start-ups and small and mid-size businesses. We are all in this together.

## What is Crowdfunding?

Crowdfunding is a new source of capital for Canadian start-ups and small and mid-sized businesses—those innovators, entrepreneurs and incubators seeking early stage or essential growth funding to advance their ideas, businesses or creative and social issues.

Innovators, social interests, cultural initiatives and businesses of almost any type can engage crowdfunding resources to help raise small amounts of money from the broad public community online.

Some will be in exchange for rewards or equity in the business venture itself (in countries where equity-based crowdfunding is legally permitted) allowing investors to participate in profit and dividend sharing structures. Others will be for the social innovation or cultural initiative they seek to support.

NCFAC stands to provide guidance and direction in the growth and development of the crowdfunding industry as a key component of the Canadian financial network.

## National Crowdfunding Association of Canada

The National Crowdfunding Association of Canada (NCFAC) is the voice for all crowdfunding stakeholders in Canada including platforms, industry partners, fundraisers and users.

Crowdfunding has the potential to be an incredibly powerful tool for small and mid-size businesses in Canada. But it requires a business and regulatory environment that considers the needs of every aspect of the crowdfunding ecosystem.

## Join today and be a standout in the crowd

NCFAC is an active contributor toward the solid foundation of a crowdfunding ecosystem that will enable small and mid-size Canadian businesses to stand out in the crowd.

### Contact

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**Fostering a dynamic, vibrant and  
inclusive crowdfunding industry in Canada**

- Donation Based
- Reward Based
- Lending Based
- Equity Based

**Stand out in the Crowd  
Join NCFAC Today**

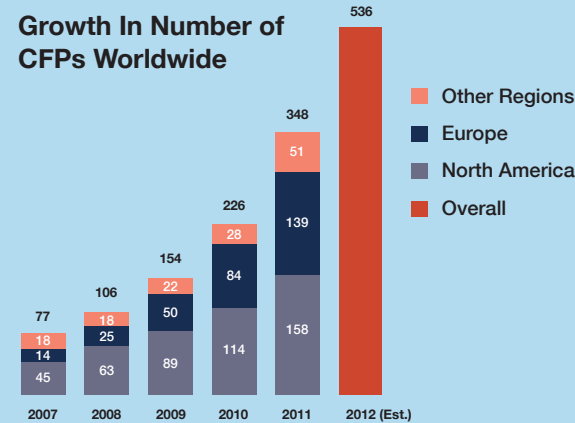
[www.ncfacanada.org](http://www.ncfacanada.org)

# CROWDFUNDING

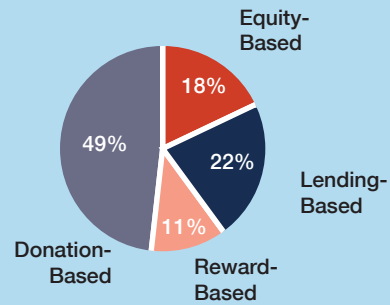
## It's Time To Get On Board

Almost \$1.5 Billion was raised through Crowd Funding Platforms in 2011 with over 50% raised in North America

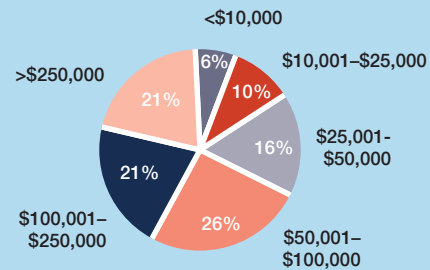
Growth In Number of CFPs Worldwide



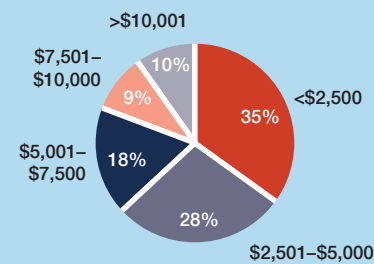
Composition by Category



Funds Paid Out Per Equity-Based Project



Funds Paid Out Per Project For Donation-Based Projects



Growth In Funds Raised By Category

