

Part 1: "Elevator" Introduction

The FundMyBusinessAZ.com equity crowdfunding portal provides structure to small businesses interested in using crowdfunding by guiding them through the crowdfunding process. We give entrepreneurs the resources they need to comply with the Arizona standards. We offer education and consulting services relating to Arizona's equity Crowdfunding Provisions, assistance in preparing and reviewing disclosure documents, and posting crowdfunding projects on our website. Some of the website features include escrow and accounting services, e-signature capabilities, payment processing, bad actor checks and anti-money laundering oversight.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

Currently, Arizona entrepreneurs can raise up to \$1M without a financial audit or up to \$2.5M with a completed financial audit from the prior fiscal year. We believe using equity crowdfunding is more efficient than traditional private equity fundraising and will quickly become the standard way that small businesses raise capital. Equity crowdfunding is open to any legal industry. Entrepreneurs can validate their business as they gain momentum during the capital raise as well as turn investors into loyal advocates and owners. We believe this is a great way to get their project's message out there.

Is this market growing? How fast?

On April 15th of 2015, our governor Doug Ducey signed into law House Bill 2591, known as the "Intrastate Offering Exemption" as a job creation initiative. This is a landmark piece of legislation that can completely change the way that businesses raise money. By making it possible to sell equity (shares of stock), this opens the door for many more investors to get involved and fund private businesses. This new law allows any Arizona resident the opportunity to invest up to \$10,000. Residents that qualify as an "accredited investor" are not subject to the \$10,000 limit. This should facilitate more businesses coming into the market, because they will finally have new access to the capital that they need to get started.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

FundMyBusinessAZ.com is Arizona's first intrastate equity crowdfunding portal. Created to showcase entrepreneur's projects and connect potential investors from around the state of Arizona. It is our hope that by connecting local entrepreneurs with local investors, Arizona will grow organically by creating jobs and keeping investments within our state.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

The FundMyBusinessAZ.com equity crowdfunding portal assists entrepreneurs who are soliciting small investments from a large number of people at the same time. Entrepreneurs are assigned a project coordinator and are given guidance to complete the FundMyBusinessAZ Fund Ready Ten-Step vetting process.

Describe how you win customers today. Describe your future customer acquisition strategy.

We are an alternative funding resource that is open to any legal industry. If the bank says no for one reason or another our equity crowdfunding portal helps small businesses use the new equity crowdfunding law to solicit small amounts of capital from a large number of individuals to finance their new business venture. We are aligning ourselves with Arizona's top influencers to get the word out that Arizona equity crowdfunding is now open for business.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any? Since we are currently the first and only approved Arizona Intrastate Equity Crowdfunding portal we are different because we are first to market. We have been asked by the Senator David Farnsworth and his staff to provide feedback on how to improve the process. So far five of our six suggestions are being written into the next Senate Bill. We continue to work with top government officials to educate Arizona residents about the crowdfunding law and to make the process easier to use going forward.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

We offer education and consulting services relating to Arizona's equity Crowdfunding Provisions, assistance in preparing and reviewing disclosure documents, and posting crowdfunding projects on our website.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

The website features include escrow and accounting services, e-signature capabilities, payment processing, bad actor checks and anti-money laundering oversight. We are fully functional and already helping small businesses. We intend to add resources that help small businesses with their capital readiness activities.

Describe the remaining product development risks and your plans to overcome them.

We plan to add additional crowdfunding options as we grow and we will either use the same engineers we used to build out the portal or a comparable company that will be paid once the work is finished.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

We are first to market for what we offer. There is a new provision that allows small businesses to use their own website to host their own offering. We believe our advantage is by having several offerings on our site at the same time create what we refer to as cross pollination. This in itself will increase our issuers offering probability of success.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

We are licensed and approved with the Arizona Corporation Commission.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

We are working hard to be Arizona's Crowdfunding Resource. By offering education we have become the content expert in this space. Additionally, we have strategic partnership agreements with some of this State's top organizations and influencers.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

We had our model reviewed and approved by three separate securities law firms. We don't allow small businesses to use our portal unless they meet the Arizona Equity Crowdfunding Provisions. We have fail safes in place to double check and make sure that the offerings have reasonably met the necessary requirements.

Briefly list and describe your key team members.

Nick Andrews, CEO provides the leadership/direction and is the spokesperson for the company.

David Prom, President works with our legal team to stay compliant and works with our CPA to manage the accounting.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

We plan to add another in house counsel and add in house marketing. Additionally, we plan to add some additional investment advisors, broker dealers and venture capital folks to our in house team.

Briefly list and describe your key advisors, and their contributions to date.

Rick Murray the former COE of the Arizona Small Business Association was the one man who advised us through this process. He was instrumental in the drafting of the legislation; he advocated on our behalf and was a mentor to us during the regulatory process we completed.