

The Centre for Social Innovation & Return on Change Partner to Bring Capital to Social Enterprises

[Return on Change](#) (RoC) and the Centre for Social Innovation are proud to partner up in an effort to help impactful and problem solving startups in the CSI community raise capital. Return on Change is an online equity crowdfunding platform working with startups in critical industries such as CleanTech, EdTech, Life Sciences, Social Enterprises and Tech. CSI startups that are looking to raise capital can now join the CSI community group on the RoC platform. By leveraging the internet and new technologies to bring startup offerings online, RoC makes the capital raising process more manageable and enhances deal exposure to investors.

Benefits of the partnership include access to RoC's online CSI Community Group, guidance throughout the capital raise process for startups that sign up to use the RoC platform, and educational courses for CSI startups.

What is Return on Change? Return on Change is an equity crowdfunding platform that connects investors with innovative and socially conscious startups. RoC's objective is to empower talent by breaking through traditional modes of funding, bridging the gap between innovation and business, and providing entrepreneurs with a much-needed, alternate method of funding their ideas. Leveraging technology and equity crowdfunding, we foster a community of investors and entrepreneurs working together to spur critical innovation.

What is equity crowdfunding? Equity crowdfunding is a new funding medium by which startups are able to connect with everyday investors in order to raise the capital they need. Equity crowdfunding is the name given to the process whereby people (the "crowd") invest in a company in exchange for shares in that company. Currently, only accredited investors are permitted to participate, but when Title III of the JOBS Act is finalized late 2014, startups on RoC will be able to raise capital from non-accredited investors.

Benefits of raising capital online: Equity crowdfunding has brought about a new way of sharing an entire capital raising pitch with a single link. A company can now maintain a profile, create engaging videos, post founder profiles, and use other due diligence tools that potential investors can digest in a single, understandable page. Equity crowdfunding platforms also help simplify compliant. And most importantly, it allows entrepreneurs to reach investors far and wide, at the click of a mouse.

What kinds of startups should apply to post on RoC? Any startup operating in CleanTech, Life Sciences, EdTech, Technology, and Social Enterprise interested in raising capital is encouraged to apply to join our platform.

Recent success: Last month, Geostellar, a leading online solar rooftop marketplace successfully raised a \$1 million round of funding on Return on Change.

Testimonials:

“Return on Change was particularly helpful in finding the right investors for us. They had all the information in front of them, and pushing the ‘Invest’ button was a simple way to express their interest in participating. It was easy for me to update the site, rather than circulating new documents...Raising capital online since the JOBS Act makes it much easier to spread the word, get potential investors engaged and provide information” – David Levine, CEO of Geostellar

“The ease of Return on Change’s investment program allowed me to invest in one of the most important companies on the planet [Geostellar]. Without Return on Change I would not have been able to show up and take action to participate...” – Howard Teich, Investor

“We are really relying on Return on Change. Not having a huge business background, I’m not sure how we would learn to navigate the landscape (of raising startup capital).”- David Rhee, Co-founder of Connect On Call

Value RoC Brings

RoC Streamlines Your Fundraising Management

- ✓ Our platform allows startup founders to share relevant pitch information with a single link
 - No more cluttered email chains and forgotten attachments/documents
 - Easily upload all material information to a single page to share with existing and potential investors. One click and your investors will have all the necessary documents to conduct due diligence.
- ✓ We offer startups and investors improved ways to find each other online
 - Reach investors previously inaccessible due to geographical, network, and regulatory restraints.

Offers Community and Investor Syndication

- ✓ Partnerships with the Yale Bulldog Innovation Group and Columbia Business Labs bolster the Return on Change community with networks of investors and entrepreneurs.
- ✓ Foster investor relations by connecting with like-minded individuals through our Community Directory.
- ✓ Streamlined and compliant digital process to manage documents, Q&A and share information between syndicate investors

Provides Deal Closing Support and Compliant Communications

- ✓ Our broker dealer partner (Wealthforge Holdings) provides deal closing logistical support and investor verification for SEC compliance
- ✓ Our discovery due diligence partner (CrowdCheck) assists startup founders in providing required disclosure for transparent startup campaigns
- ✓ Our investor verification partner (CrowdBouncer) provides accredited investor verification
- ✓ Streamlined Regulatory Compliance
 - Seamless accredited verification process is compliant with new legislation pertaining to general solicitation and equity crowdfunding
 - Uniform application procedure ensures relevant information is provided and disclosure standards are met

Partnership Details

- ✓ Access to CSI's very own Community Group page - a technology solution that consolidates scattered investor contacts, alumni companies, and capital resources into a convenient and centralized location. Simply put, we're bringing CSI's awesome community that exists in the physical space, online. This community group will only be accessible to CSI members only.
- ✓ CSI Community Group has its own online discussion board that can be used to share tips, insights, and news.
- ✓ Access to educational courses. Sample classes include:
 - Developing a Business Plan
 - Business Budgeting
 - Important Items to Consider When Raising Capital
 - Dissecting a Term Sheet
 - How to Put Together Financial Models
 - How to Pitch Investors
- ✓ Benefits
 - Access to greater deal flow and capital
 - Group members can share investment deals with fellow CSI members, bringing additional capital to the pool of resources
 - Community Group fosters communication between affiliated investors
 - One-on-one support from Return on Change's team