



Equity Crowdfunding

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01 Crowdfunding = People

- Channeling the hopes and dreams of individuals into the success of a product, idea or movement.
- Your crowdfunding efforts will only be as powerful as the connection you have with the people you inspire.
- Crowdfunding is about harnessing the collective power of the crowd.
- Rather than one larger funding source, you are raising capital from thousands of people who believe in your company and want to support you
- You have a direct line of communication to them and a responsibility to deliver what you've promised to them as investors in your company
- Building and engaging a passionate community of followers how I've raised over \$90 million for Aptera



01 Crowdfunding = A Big Idea



- Crowdfunding is NOT about platforms or legalities or structures.
- Crowdfunding IS about a big idea that resonates with a group of people and taps into an innate source of energy and passion, carrying it toward fruition.
- Crowdfunding is about brining a big idea to reality. One of the great things it provides is market validation, and opportunity to gather insights and refine before going to market.
- What many people don't realize is that crowdfunding is both an art and a science.
- The hard part of crowdfunding is distilling down the essence of your big idea in a way that connects emotionally and rallying others behind that vision.

03 Crowdfunding = A Big Idea

- Crowdfunding is about identifying and aligning values between a company and a community.
- Crowdfunding will not work unless it taps into a fundamental core feeling.
- Psychology research tells us that the majority of our behavior and decision making is motivated by emotional, not rational factors.
- Successful crowdfunding requires not only telling the business and financial story, but also making your audience feel something.
- At Aptera, we've tapped into the core fundamental feeling that we are a part of something that's bigger than you, something that exists now that was never before possible. That you have an opportunity to make a difference and the time to act is now. That you are a part of the future.
- The messaging on our investing website reads: "Why invest in Aptera? We are the future. It's time to transform the way we move for the betterment of humanity. We dare to go where no other company has been brave enough to...and it's all for you and because of you."



04 Why Values?

“At Aptera, we've tapped into the core fundamental feeling that we are a part of something that's bigger than you, something that exists now that was never before possible. That you have an opportunity to make a difference and the time to act is now. That you are a part of the future.”

-Eugene Schwartz (Breakthrough Advertising)

- Understanding what moves the hearts and minds of your supporters is the first step in laying the foundation for a successful crowdfunding campaign.
- Then, you tap into those dreams and desires to build loyalty and get people excited and mobilized behind your brand.
- If it's not exciting, then who cares?

05 Crowdfunding = Empowerment

- Crowdfunding enables regular people to be the change in the world they want to make.
- It represents a collective effort of individuals motivated to do what was never possible up until now.
- It's a movement.
- In crowdfunding, you are uniting people around these shared values and beliefs and giving them a platform to discuss and share
- Everyone can participate in a raise: family, friends, customers, supporters
- This makes them feel empowered and keeps them engaged with your campaign.

06 Crowdfunding = Control

- Retain greater control of your business.
- Bypass traditional routes of obtaining startup capital.
- More flexibility than other investment structures.
- Market your capital raise directly to investors to close rounds faster.
- Raise money without giving up as much control of the company like with traditional venture capital or angel investors.
- You can market to thousands of potential investors all at once.
- They own smaller pieces of the pie and won't be controlling voting rights.
- Don't have a seat on the board or have traditional third parties to answer to.
- You must be accountable, provide audited financials, etc. to adhere to regulations, but overall you keep much more control than you would in a more traditional situation

07 Campaign Options

- Donation Based: GoFundMe, don't expect anything besides contributing to a good cause
- Rewards-Based: Backers receive a non-monetary reward based on their level of donation
- Debt-Based: Peer to peer lending
- Equity-Based: Known as Regulation Crowdfunding where investors receive a stake in the company



08 Crowdfunding = A Big Idea

- Little-known opportunity created through JOBS Act in 2015.
- Allows companies to sell shares to the general public.
- Both Accredited and Non-Accredited Investors can participate.
- Can raise up to \$75 million over a 12-month period.
- Creates a regulatory path to IPO.
- Requires strict reporting.
- Great for startup companies in growth phase.
 - Tiny home builder Boxabl out of Las Vegas has raised \$97 million, Elon owns a \$50,000 casita.
- Ideal for companies who have a large and active user base.
- Often called a mini-IPO because you must first file with SEC and receive qualification prior launching an offering. Must have audited financials, file disclosure documents.
- You must go through intermediary registered with SEC (broker dealer or portal).
- Aptera started on WeFunder with a RegCF campaign (up to \$5 million) before moving to RegA+.



06 Marketing Your Campaign

Why

What are your company's values, and how do they align with the values of your core market?

- Values are at the core of your identity. What you invest in says a lot about you and who you are:
 - I care about other people
 - I am different
 - I am cool
 - I am an innovator

Who

Who is your ideal customer?

- Early adopters become shareholders and eventually brand ambassadors
- Customers who have a vested interest in the success of your company refer and share more often
- Investors are more often early adopters

Where

Where are they located?

- Leverage data science
- Geographic segmentation
- Customize campaigns to those markets

How

How can you find them?

- Digital advertising: Search, display and retargeting and contextual ads; Social ads, Email marketing
- Track investments directly back to advertising and determine your cost of acquisition
- Partnerships with media and influencers

What

What are the different ways you can get in front of your customer?

- Ambassador program
- Owner's clubs
- Exclusive content: test rides, webinars, make them feel special

When

When is the best time to approach them?

- Aptera early adopters are Freedom Seekers
- More mainstream customers are Purpose—now fastest growing segment

06 Investor Experience

- Branded platform to manage all aspects of capital raising.
- Integrates with legal, broker dealer, investor relations teams.
- Enables completion of required KYC, AML and accredited investor checks.
- Examples: Issuance, Dealmaker, Republic, StartEngine.
- Running a crowdfunding campaign requires high touch investor support.
- Transactions must take place on a portal or go through registered broker dealer.
- Many portals have their own dedicated group of investors you can market to.
- Aptera has its own dedicated investing website containing all of the required SEC language, our offering circular etc
- All of our ads direct to this site, which integrates with a third-party portal running on a Stripe API.
- Once you sign up for more information, you are put into an email flow that gives you the back story on the company and our mission.



06 Investor Experience

100 Million

Aptera has raised nearly \$90 million through its RegA+ campaign during the past 2 years.

Over 16K

We have over 16,000 investors, 20+% who are also reservation holders.

Less Than 5%

We've spent less than 5% on advertising to generate those funds.

When we launched Aptera, we weren't prepared for the outpouring of support from the crowd, so for us this approach was

It requires transparency and a team dedicated to relationship building

We've learned a lot along the way

Cost of Crowdfunding Overall:

- Costs of Rewards (few dollars to hundreds, including shipping fees)
- Platform Fees (3-5% of the total funds raised)
- Payment Processing Fees (3-5% of each transaction plus a fixed amount, e.g. \$.20 per transaction)
- Transaction Fees
- Marketing (Set aside 5 to 10% of your funding goal for marketing)
- Legal and Accounting Fees

