Many start-up businesses fail, and returns are uncertain. Check out our infographic on “The risks of start-up crowdfunding” for more info.

Types of Crowdfunding

It’s a cost-effective way for new companies to raise small amounts of money, and an easy way for you to support a business you care about.

Allows investors to participate in potential future business growth.

Choose a reliable funding portal, review the offering document and research the business owners and industry.

Overseen by your provincial securities regulator.

Crowdfunding is a web-based process that gives businesses a way to collect small amounts of money from a large number of people. Businesses use crowdfunding to raise money for a specific project.

WHAT IS CROWDFUNDING?

WHAT ARE THE TYPES OF CROWDFUNDING?

START-UP CROWDFUNDING

WHAT ARE THE RISKS OF CROWDFUNDING?

HOW TO GET STARTED

1. FIND A PORTAL

2. DO YOUR HOMEWORK

3. UNDERSTAND THE RISKS

4. MAKE AN INVESTMENT

WHAT DO I GET BACK?

In exchange for your cash investment, you’ll get one of these types of securities:

- Equity securities, such as common shares or preferred shares
- Limited partnership units
- Convertible securities, such as warrants that are convertible into either common shares or preferred shares
- Debt securities, such as bonds

You can contribute up to $1,500 per start-up crowdfunding offering. In return for your cash investment, the business will give you securities.

Contact your provincial securities regulator to find a crowdfunding portal in your area:

British Columbia
bcsc.bc.ca

Manitoba
mbsecurities.ca

New Brunswick
fcnb.ca

Nova Scotia
nssc.novascotia.ca

Québec
lautorite.qc.ca

Saskatchewan
fcaa.gov.sk.ca

Check out Kickstarter, Indiegogo, Haricot, and GoFundMe for crowdfunding opportunities.

CHOOSE AN INVESTMENT OPPORTUNITY THAT WORKS FOR YOU.

To learn more about crowdfunding in your jurisdiction, visit this website: [www.start-upcrowdfunding.com](http://www.start-upcrowdfunding.com)