

THIS GUIDE PROVIDES AN INTRODUCTION TO
LEARN WHILST INVESTING

PROPERTY EDUCATION MADE SIMPLE



PREPARED BY
SIMPLE CROWDFUNDING

A PERSONAL MESSAGE FROM DAVIN, CO-FOUNDER



Thank you for your interest in the Learn Whilst Investing program.

This is the the next module in our educational program that we have created to help you understand how you can learn about property strategies whilst investing.

Through this program, you will learn about the concept of crowdfunding, what it means to be an investor or a fundraiser (the person or company looking for finance), learn about the regulatory landscape from a compliance standpoint, understand how different industries have embraced this marketplace, learn about the importance of branding and marketing and so much more.

The crowdfunding marketplace offers much opportunity and I hope that by the end of the education program, you will be inspired to explore how you and your business can benefit from it.

If you are looking to get onto the property ladder or are interested in learning about different property strategies through live projects, then I urge you to learn about what this marketplace has to offer so that you can start building your portfolio online and stay ahead of the curve.

Best Regards, Davin

PROPERTY EDUCATION MADE SIMPLE

" You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

Buckminster Fuller

Simply put, people love property and anything to do with it – from education, design, development and more. It is no wonder that so many people learn about 'property strategies' from Serviced Accommodation (SA) to Commercial to Residential conversions and New Builds in order to include property to their investment portfolios for long-term growth and security.

The challenge is that traditional property courses are often very theoretical, learning from past project experience of the experts in the room. Courses can be pricey and then as an individual, regardless of whether you are new to property or looking to ramp up your property involvement to the next level, doing projects on your own can be unachievable due to cost or experience or both.

So, what's the alternative? People who are new to property often get taught to look for Joint Venture partners (often without understanding the financial regulatory implications) which could expose them to risk. Unfortunately, this risk information is not readily available in the market.

The founders of Simple Crowdfunding recognised this as a potential challenge 4 years ago and launched a 'Learn Whilst Investing' program where investors and developers (working on live projects) could interact and grow together. This program has been a huge success and is growing in popularity in the marketplace with others also providing a version – such as 'invest and digest', learn and earn, loan and learn, lend and gain and other flavours. The difference is that the Simple Crowdfunding program has 4 years of knowledge and expertise behind it which we share with community members, whether you are raising funds or investing. We have gained substantial insight into what works and what doesn't.

LEARN WHILST INVESTING

The original Simple Crowdfunding 'Learn Whilst Investing' program offers investors the opportunity to learn about property development as part of their participation in Equity Crowdfunding or Peer to Peer Lending through our platform. The property developer / fundraiser will take investors on a property journey throughout the whole project lifetime.

This can be anything from applying for planning gain, through to a simple refurbishment, residential conversion to apartments or HMO's, commercial to residential conversion or a new build, from small to large scale developments on single or multiple units.

And the beauty of it? You can get involved in a planning gain, commercial to residential and a new build at the same time with a small investment into each project. Learn three different strategies at the same time, learning on live projects that reflect the current market conditions. Being an investor in a project, you should also see a return on your funds just so long as the project goes to plan. At the same time, property developers build rapport with their investors, extend their brand presence and have investors keen to invest into their next crowdfunding project too. WIN WIN.

A lot of build projects meet unexpected challenges and investors will learn how the developer resolves these. Site visits are especially very popular, as investors get a better feel of the project and the developer will be on hand to explain how they achieved the current status, any problems they encountered, what's next and answer any questions the investors may have.

Having spoken to many Simple Crowdfunding community investors, they favour this approach. It allows them to invest in areas that interest them, learning along the way. It also allows them to invest smaller amounts into multiple equity projects and peer to peer loans, to better spread their risk.

TRAINING ELEMENTS



Court Farm Road Site Visit - February 2020

The Program

Set expectations and then deliver

Training can take many forms including webinars, training days, site visits, document shares and regular email updates. Investors learn about all aspects of a project such as planning, architectural drawings, build from foundations up, insulation, electrics, plumbing, different build materials and structures, heating systems, interior design and finishes, landscaping, sales processes and so much more. Components are tailored to the project that is underway.

The educational program is discussed before the start of the raise so that investors know what to expect before investing. It is important that once agreed, the program is delivered.

WHAT ARE THE BENEFITS?

As an investor, you can invest small amounts into projects of interest and learn about multiple property strategies at the same time - on live projects. At the end of the project, you will have built up relationships with the developer, learnt about property through the project and also other investors, and just so long as the project goes to plan, you will get back your investment with an uplift.

As a fundraiser, you start building up meaningful relationships with your investors who then follow you from one project to the next just so long as you deliver!

TRAINING ELEMENTS CONTINUED

Items generally included in a newsletter update - example

It is important to provide project investors with an update each month. The nature of the project will determine how detailed the update is. Any update provided is then saved against the project that investors can access at any point through their portfolios. The update should include:

KEY HIGHLIGHTS

This section provides a high-level summary of the project in the previous month including:

- What progress has been made since the last update?
- What were the major wins?
- What challenges / problems did you face? Have these challenges been resolved? If not, how and when will they be resolved? Will these have an impact on the costs / financial position of the project?
- Is the project still meeting the expected completion data and if not, what is the revised completion date? What has caused the delay?

THE DETAIL

This section provides further details, broken down by the following areas. For each of these, supporting documentation should be provided where relevant.

- Planning
- Construction
- Financials
- Legals
- Other

IMAGES

Provide images showing the latest developments. Investors also like to see progress. And finally, get creative. Use video, written updates, site visits and more. It makes the learning experience much more fun!

ABOUT SIMPLE CROWDFUNDING

PROPERTY CROWDFUNDING AND PEER TO PEER LENDING



Simple Crowdfunding is a property crowdfunding platform that offers both peer to peer lending and equity investment opportunities. We help property developers deliver more homes in the UK and strive to make property investments accessible to everyone, democratising the property market.

Some of our investment opportunities are IF ISA (innovative Finance ISA) and pension friendly.

So far, the community has raised over £8.73m in funding for property projects, from planning gain opportunities to large commercial to residential conversions and new build houses. We work with highly engaged property developers who provide us with a supply of property opportunities to fund and who are happy to share their knowledge and expertise with community members through our 'Learn Whilst Investing' program. Thus providing investors with the opportunity to learn about property along the way.

Since starting the platform, we have built up vast experience and insight in this constantly evolving marketplace, which we freely share with our community members. Flexibility, transparency and integrity are key to everything we do.

Join the growing online property investing community: [Simple Crowdfunding](#)
Watch our explainer video: [What is Crowdfunding?](#)