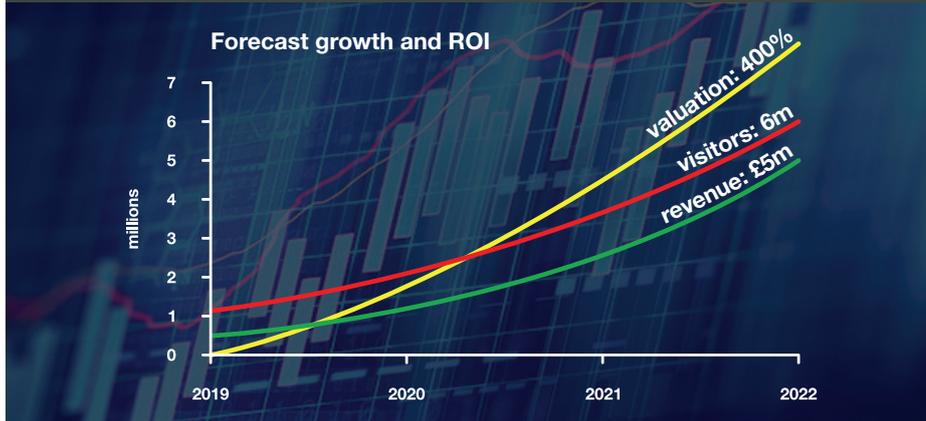


NextFin seeks £500k for product development, strategic acquisition, traffic growth to 6M visitors per year



Sector:
FinTech

Stage:
Expansion

Location:
London

Roles available:
Head of Research
Head of Advertising Sales
Research Analysts

NextFin, the trading name of Business Agent, is the UK's first regulated alternative finance marketplace portal attracting 50,000 visitors a month. It has tracked and researched £7.8bn of P2P funding and 2334 equity crowdfunding pitches.

AIM is shrinking, legacy stock markets are too expensive to maintain and do not serve the requirements of SMEs, banks are closing branches, lending less and are paying little or no interest to investors. As a result of this there is a huge growth in equity crowdfunding and P2P lending which has seen the launch of hundreds of alternative lenders & platforms that has created a new c.£3bn marketplace, expanding at 66% p.a. There is no single portal or trusted ratings index for investors to compare on a like for like basis and no secondary market to facilitate exits.

NextFin aggregates equity and debt crowdfunding investments making it easier for investors and lenders to find and compare opportunities by presenting all investment offerings in one place. With the addition of a free of charge ratings service investors will be able to view ratings of every equity crowdfunding pitch, every P2P site, and every equity crowdfunding site. NextFin's bespoke technology will constantly track these companies and investments providing the investor real-time intelligence on which to base investment decisions.

Nextfin's forecast growth of profiled visitor traffic, already the most visited website in the UK AltFin market, generates premium advertising and partner revenue. This coupled with the financial data and registered user information captured from its own technology platform creates not only a higher exit valuation but enables multiple exit options.

Achievements so far:

- 80% year on year increase in visitor website traffic
- 6% click through rate, twice market average
- £389m worth of equity pitches marketed
- £1bn of loan book value researched and tracked in 2017
- 1.3m website views in 2017
- 2334 crowd funding pitches marketed
- 29150 website click throughs in 2017
- £7.8bn loan book value researched & tracked to date

Example Rating

Business Summary

Financial Overview

Conclusion

"I am convinced the addition of CrowdRating's independent and trusted ratings service to NextFin's wide choice of alternative investment products will go a long way to meeting the FCA's requirements for alternative finance marketplaces to provide more transparency and comparability for investors, allowing them to make more informed decisions and improve their investment returns."

Alex Heath,
Co-Founder, CrowdRating.

For more information, please contact:
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The levels and basis of taxation depend on an individual's circumstances and may change in the future. In addition, the availability of tax relief depends on the company invested in maintaining its qualifying status. There is likely to be a lack of operating history upon which to evaluate performance, and investors should also be aware that past performance is not a reliable indicator or guarantee of future performance and should not be relied on when considering investment. Investors' interests are unsecured and rank subordinate to other creditors. The lack of corporate listing for any private company may make it difficult or impossible for shares to be sold and prices may also fluctuate significantly.

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