



Series A – Pre-IPO Investment  
Crowd Funded Real Estate Investing 2.0



What if you could have:

All of the Upside of a Real Estate  
Crowdfunding Fintech VC Investment

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But Limited Downside Because You  
Own Actual Real Estate Collateral

# The Problem

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ACCESS to stock market alternatives, like multi-million dollar real estate has always been:

- Limited to the super wealthy
- \$100,000+ minimums
- Expensive broker fees



While ordinary investors are stuck with the stock market and undiversified portfolios.



# The Solution

DIVERSY  FUND

WHY DIVERSYFUND

INVESTMENTS

HISTORIC PERFORMANCE

RESOURCES

LOGIN

SIGN UP

## Build Wealth Through Commercial Real Estate

DiversyFund is a zero fee alternative investment platform. Built for people who refuse to settle for average returns & who are ready to change their future. Built for people like you.

GET STARTED

WATCH THE VIDEO 



Qualified by U.S. Securities  
and Exchange Commission

# The Solution

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We Built an Online Crowdfunding Platform

- True alternative to the Stock Market
- Offering shares in vetted, multi-million dollar real estate
- Fully-automated user experience
- As easy as buying stock and bonds online
- Low \$500 minimums
- No Investor/Platform Fees

Better Business Model (Crowdfunding 2.0)

We're not the first company to do this,  
but we've created a

## BETTER BUSINESS MODEL

Through **VERTICAL** Integration

# Crowdfunding 2.0:

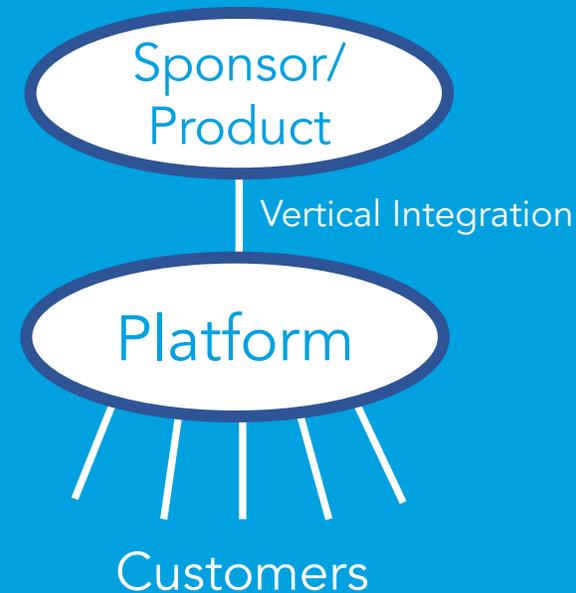
## Vertical Integration of Platform & Product

OTHER GUYS  
3<sup>rd</sup> Party Sponsors



VS

DIVERSYFUND



- Function as "Broker" Platform
- Match Customers/Investors to mixed bag of Sponsors/Developers
- No control over real estate projects
- No visibility into problems with real estate projects

- We are the Sponsor/Developer on all of our Platform's Offerings (No 3<sup>rd</sup> parties)
- Have own licensed construction mgmt team
- Full control over real estate projects
- Real-time visibility into problems with projects

# Value Proposition:

## Vertical Integration

### Better for Investors:

- Greater quality control
- Better transparency and monthly reporting
- “No Fees. Period.”
  - Investors don’t pay fees because we make our revenue from:
    - Developer fees AND
    - Profit from sale of the portfolio of real estate assets we build as Developer
    - (VS just acting as “Broker” and collecting thin broker fees)

### Better for Company:

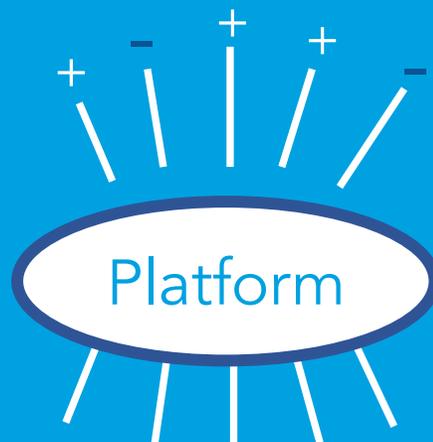
- 10 to 100x the revenue vs competitors
  - (see Revenue Model next)

# Revenue Model

## Comparison:

Revenue Generated From Every \$1M Raised on Platform

OTHER GUYS  
3<sup>rd</sup> Party Sponsors



Customers

DIVERSIFY FUND



Platform

Customers

VS

Platform/Investor Fees (2.5-6%)

\$25,000 - \$60,000

None

**Project / Developer Fees**

None (goes to 3<sup>rd</sup> party spons.)

\$100,000 - \$200,000

**Profit from Sale of Asset**

None (goes to 3<sup>rd</sup> party spons.)

\$300,000 - \$3 Million

Total Fees / Profit per \$1M Raised

\$25,000 - \$60,000

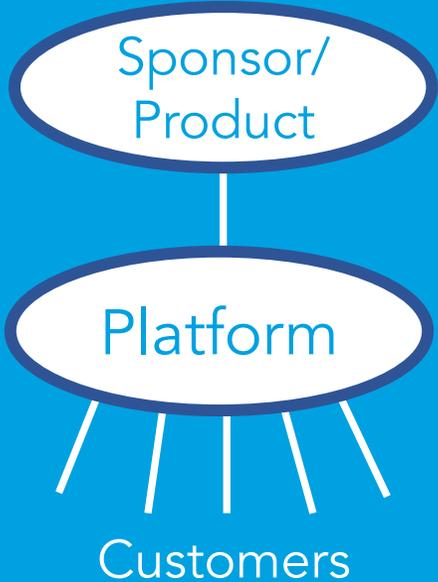
\$400,000 - \$3.2 Million

Can be 100x more revenue per dollar raised on platform

# Revenue Model Results

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So, in just 12 months, what does our Vertically Integrated, Better Business Model Result in?



**Project / Developer Fees**

1.2 Million (actual)

**As-Completed Value of Current Assets**

\$94 Million (est.)\*

**Future Profits from Sales of Current Assets**

\$21.2 Million (est.)\*

\*Current Assets to Be Sold Over Next 6 – 36 Months Depending on Asset

# Assets Under Development

\$94M Completed Value: DiversyFund Est. Profits: \$21M\*



**Costebelle,  
La Jolla, CA**  
Completed  
Value: \$10M



**Park Blvd,  
San Diego, CA**  
Completed  
Value: \$25M



**Granito,  
Los Angeles, CA**  
Completed Value:  
\$45M



**Balboa,  
Coronado, CA**  
Completed  
Value: \$4.2M



**Goshen,  
San Diego, CA**  
Completed  
Value: \$2.9M



**Felspar,  
San Diego, CA**  
Completed  
Value: \$3.0M



**Monterra,  
Monterey, CA**  
Completed  
Value: \$4.2M

# Leadership



**Craig Cecilio**  
CEO

- 20 Years Real Estate Expertise
- Financed \$500 Million of Real Estate Syndications
- Survived 2 Downturns
- Successful Start-Up Owner



**Alan Lewis**  
CIO

- 15 Years Wall Street & Real Estate Experience (Davis Polk; I-Banking)
- Led Real Estate Investment Firm
- Successful Start-Up Owner
- Columbia Law Grad

## 19 Additional Team Members:

**Current team includes:** 2 founders, 1 VP Operations, 2 real estate/construction management, 1 investor success, 1 financial admin, 8 marketing team members, 1 capital markets manager, and 3 product development employees.

## Lean & Agile:

Marketing & Product Dev Teams are Globally Distributed and On-Demand

# Customer Lifetime Value

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## Recent Full-Cycle Investment

65%

Investors Reinvested  
Immediately

50%

Of those Reinvested Investors  
**INCREASED** their Amounts  
With Us

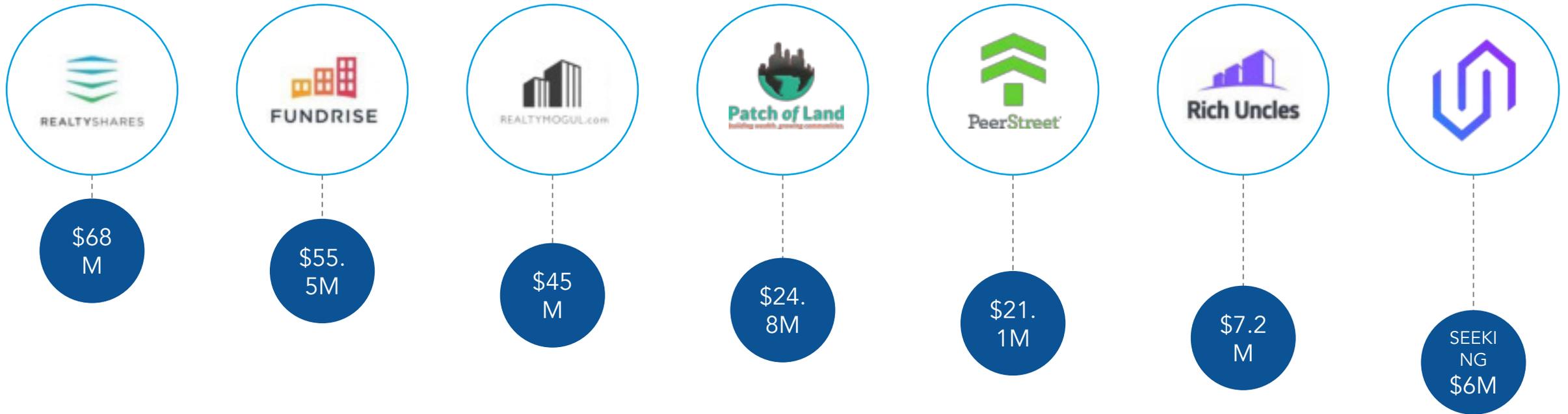
# TRACTION

Current Snapshot:



- Subscribers: 30,000
- Profitable from: Day 1
- Revenue 2017 YTD: \$1.2M
- Revenue 2017 (est.): \$2.1M\*
- Assets Owned: 7
- Profits from Assets (est.): \$21M\*

# Venture Capital Investment



## LEAD INVESTORS

Union Square Ventures  
Menlo Ventures  
General Catalyst

Renren Inc  
Camber Creek

Sorenson Capital  
Canaan Partners  
Microsoft Accelerator

SF Capital Group  
SeedInvest

Andreessen Horowitz  
Guggenheim Partners

HNW  
Pacific Mercantile Bank

TBD

# Use of Proceeds: Series A

**\$6M**

## Marketing - \$4M

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- Scale Current Marketing Efforts

## Product Development - \$.5M

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- Investment Portal 3.0 Upgrades

## Operations - \$1.5M

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- SG&A Expenses
- Working Capital



**DiversyFund, Inc.**  
750 B Street, 19<sup>th</sup> Floor  
San Diego, CA 92101  
[founders@diversyfund.com](mailto:founders@diversyfund.com)

# Pre-IPO – Series A Investment

# 10X

Be a Part of the  
Fintech Revolution

Be a Part of History

## IPO Timeline

- Planning IPO or M&A Exit: 2-4 Years

## Secured Convertible Notes

- Secured by Company's Real Estate Assets
- 12% Accrued Interest Per Year
- 2 Year Term
- Convert at 20% Discount to Series B VC Round
- Valuation Cap of \$60 Million

## 10x on Investment\*

- Seeking to IPO or Series C at 10x Current Valuation

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