



# SmallChange.co

**The Impact Driven  
Real Estate Crowdfunding Platform.**







# Small Change is the first equity crowdfunding platform

You can start or grow **a real estate portfolio** on Small Change. It's easy. Diverse developers. Clear returns. Innovative projects building better communities everywhere.

Investors on Small Change are **change makers** who invest in the projects, people and places they love.



unlocking the **\$160 billion** market segment of **Impact Investing** in real estate.





# Small Change is tackling an old-boy's club.

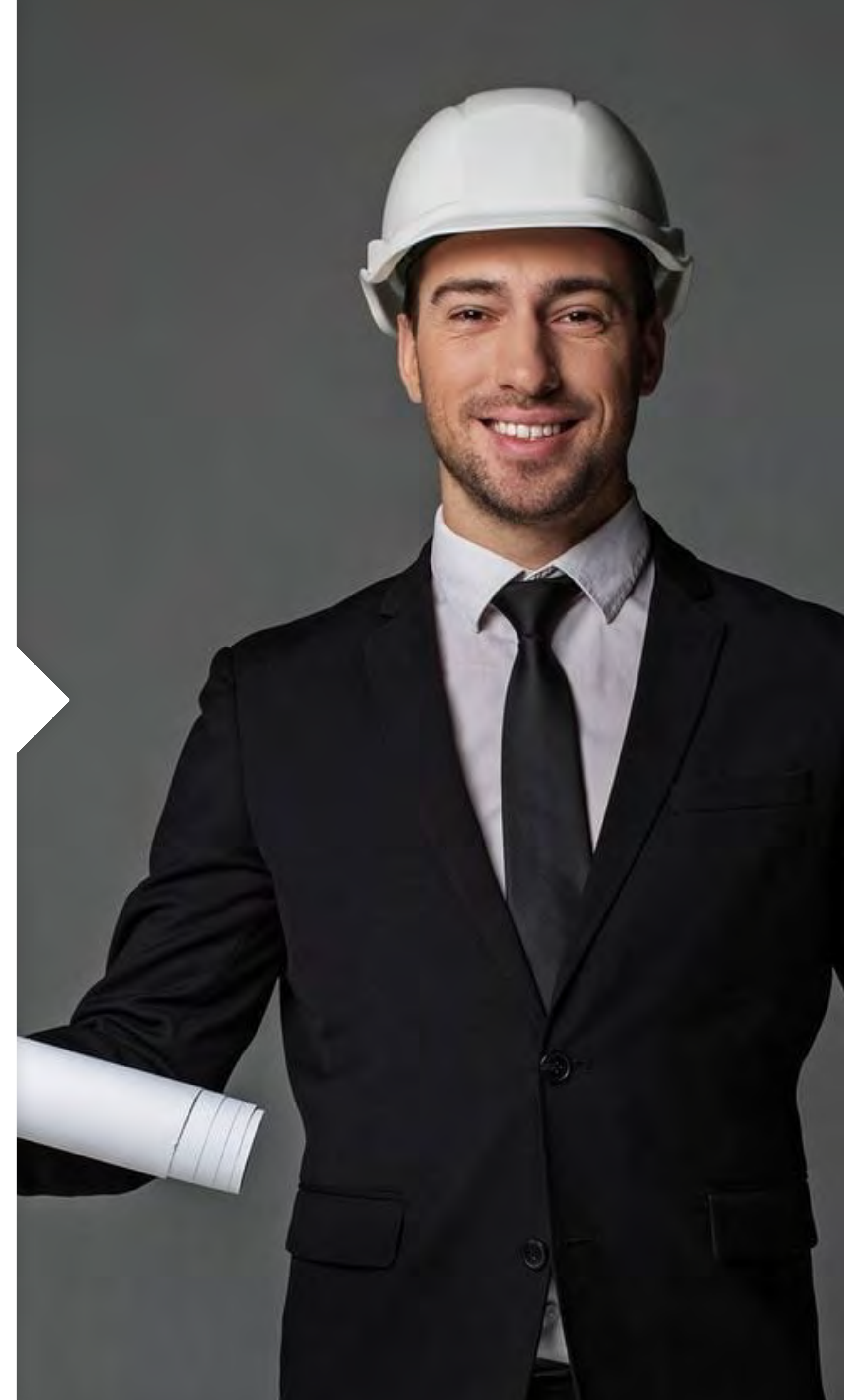
Banks lend to the **same buildings** in the same hot markets, over and over again.

There's **little interest** in real estate investment with checks of less than ten million.

## We're helping people, projects + places **left out**.

Investors are largely **homogenous**. This leads to investment in the same product, over and over again.

Minority and women developers, and innovative development solutions do not have **access to capital**.







# Small Change is the first equity crowdfunding platform focused on:

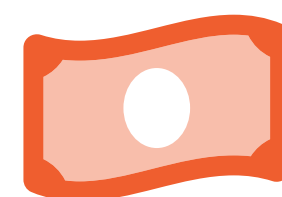
1



**Equitable** &  
innovative projects

We measure the impact of each **project** with our proprietary Small Change Index.

2



**Everyday**  
investors

Everyone (18+) can invest to **build wealth** on Small Change.

3



**Emerging** minority &  
women developers

We embrace emerging **minority & women developers.**





# 1 The Change Index

## SMALL CHANGE INDEX™



### MOBILITY



### COMMUNITY



### ECONOMIC VITALITY

Urban location	✓
Walkable	✓
Bike friendly	✓
Business Corridor	✓
Public or other transit	✓
Fix your own transport	✓
Transit oriented development	✓

Street life	✓
Third Place	✓
Park or Plaza	✓
Building reuse or infill	✓
Affordable housing	✓
Fresh food access	✓
Minimized site disturbance	✓

Underserved community	✓
Jobs Created	✓
Incubator	✓
Diverse workforce	✓
Green features	✓
Even more green	✓
Reduced parking	✓

CHANGE  
INDEX  
**9.0**

How do we measure change? The Change Index uses data points such as an area's walk- and bike-ability, public transit access, proximity to green space, availability of commercial and cultural amenities, equity and other measures of quality of life to gauge the possibilities of a project.







# Change we've made.

We use our proprietary **Small Change Index** to measure project impact with the goal of creating more **affordable**, more **equitable** and more **innovative** communities.

All projects must score at least **60%** to be listed on Small Change

Here's our impact report.

On the side



57%

Minority/women  
Developers



66%

Affordable  
housing projects



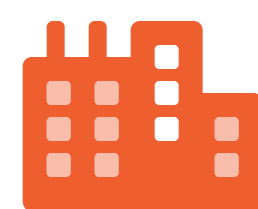
77%

Underserved  
populations



80%

Close to  
public transit



91%

Urban locations



83%

Walkable locations

Statistics reflect projects listed on the Small Change platform to date.





## ② The investors.

Not so long ago only deep-pocketed investors had access to real estate investment opportunities.

But that changed with the 2012 JOBS Act and the introduction of **Regulation Crowdfunding** in 2016. Now everyone who is 18+ can invest in the projects, developers, and cities they love.

Now, **everyone** can build a real estate portfolio for as little as \$250 per investment.

We're building a market place for every day investors. Everyone can be a real estate mogul on Small Change, with the click of a button.



Real  
estate  
mogul.



Wealth  
builder.



Change  
maker.





# 3 57% of our developers are **minority** and/or **women-led.**

And our reach is growing. We have over **one hundred and twenty deals** and **qualified leads** in our pipeline, growing every day.

Projects have been listed in Arizona, California, Connecticut, D.C., Florida, Illinois, Louisiana, Massachusetts, Maryland, Michigan, New Jersey, New York, Oregon, Pennsylvania and Texas.

There are lots more to come.







# How it works.

We've worked hard to **streamline** a complex (and slightly daunting) set of requirements.

Our solution is **turn-key**. With a well thought through business plan in hand, any developer can quickly and easily list an offering on Small Change.







# Our revenue model.

We're a **B2B2C** business model. Our **customers** are developers. Our users are **account holders** or **investors**.

Our revenue is derived from developer **on-boarding fees**, **commissions**, and **investor management services**.

In the future we plan to raise **a real estate fund** using Regulation A.

## \$2,500

Listing Fee



Developers pay a **\$2,500 listing** fee (non-refundable). We want to make sure our developers are serious when they sign a listing agreement and that they will move forward.

## 5+4+3%

Tiered Commissions



Developers pay a **5% commission** on the first \$1 million successfully raised through the offering, a **4% commission** on the second \$1 million raised and a **3% commission** for anything raised above that.

## \$7,500

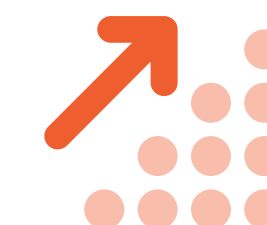
Per year post-offering services



Post-offering services include a just-launched investor management portal. Developers pay **\$50 per investor**, or an average of \$7,500 annually, to subscribe.

## \$500,000

Total revenue next year



Over the next year our goal is to increase users to **10,000**, funds raised to **\$10 million** providing us with approximately **\$500,000** in total revenue for the year.





# We're gaining traction.

To date, we've achieved an average **12.4% IRR** for investors, based on the past performance of real estate projects that have gone full cycle, repaying investors both their initial investment + a return.

Add past performance does not reflect future performance disclaimer



clarify that returns are on real estate



60,000  
unique monthly site visits



40k  
Owned audience



37  
Projects listed



\$10M+  
Raised on the platform



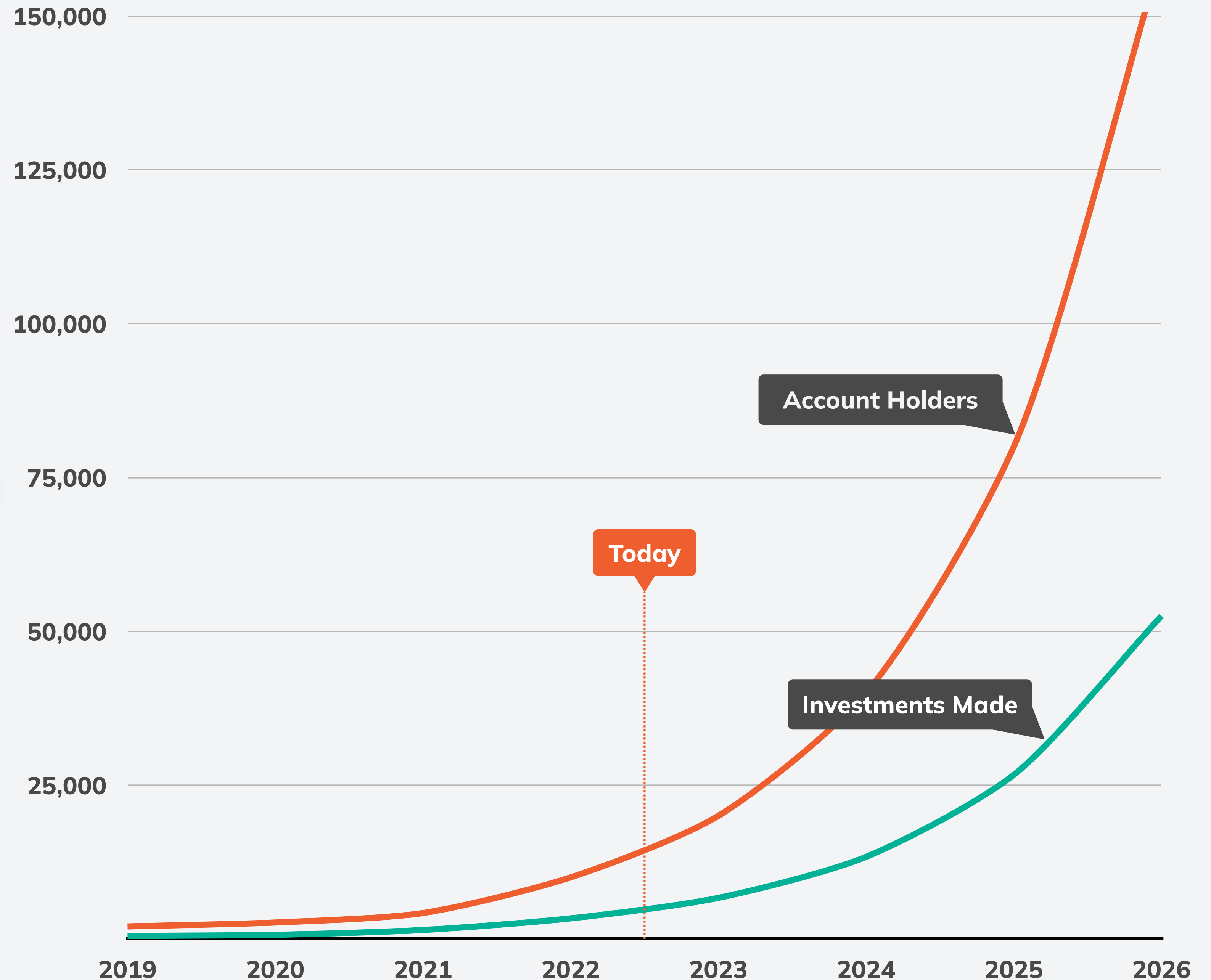
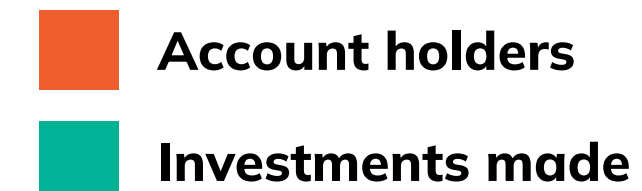
\$1.7M  
Returned to investors



# Growing account holders + investments made.

Our goal is to have over **150,000** account holders on the platform by 2026.

With over **50,000** investments made.

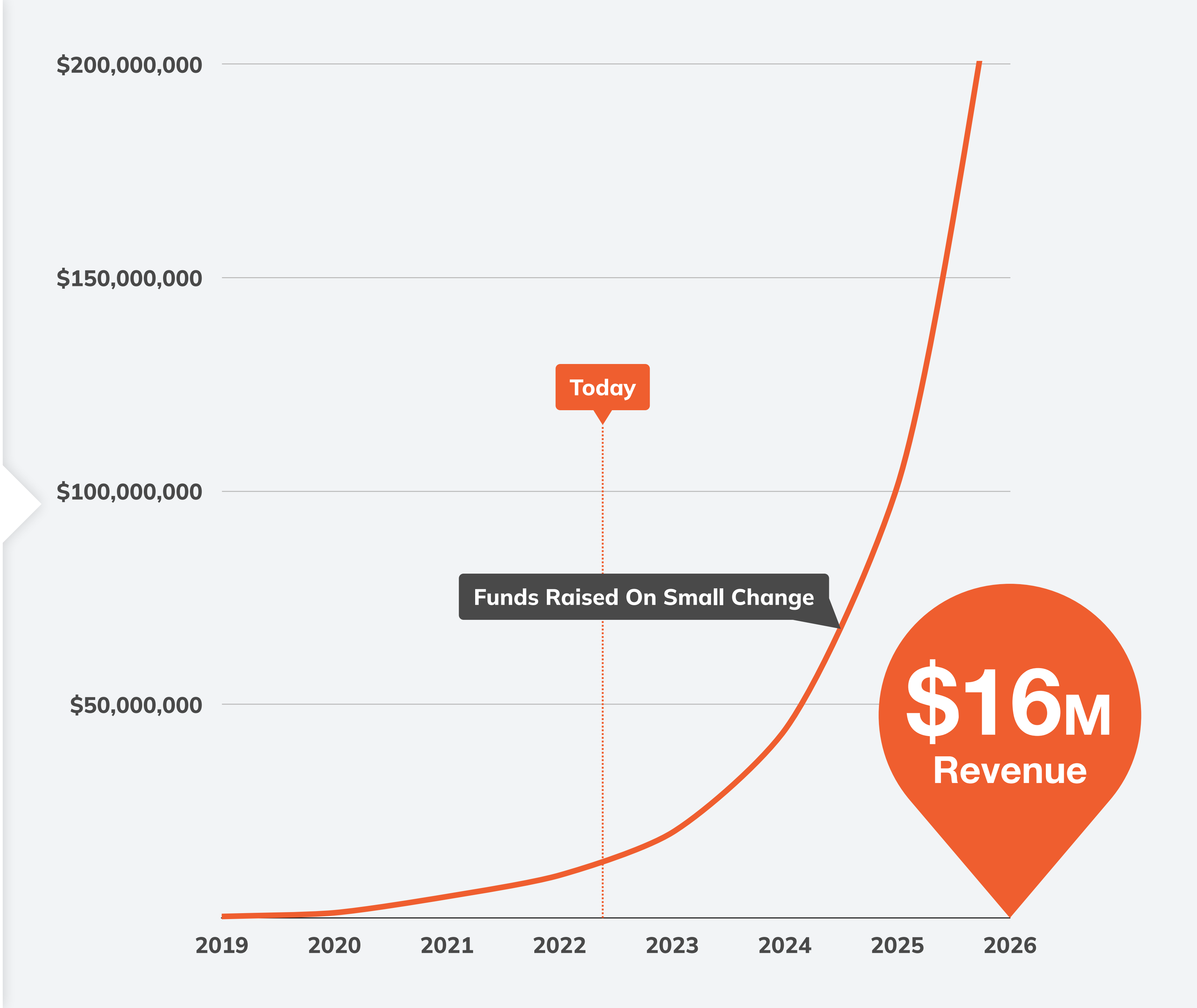




# The path to profitability.

Our goal is to raise over **\$200 million** on the platform by 2026.

Earning **\$16 million in revenue**.



 Funds Raised On Small Change Platform



# Here's what we own.

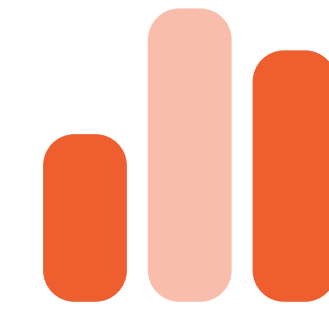
The Small Change Index defines our **brand**. Deal flow is often by word-of mouth.

We built **our technology** from scratch. No white label here. We own the investment flow and the revenue it generates.

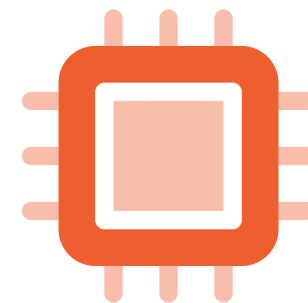
We've listed 36 change-making real estate offerings, with more to come, **disrupting** an industry that encourages the same



**Our brand.**



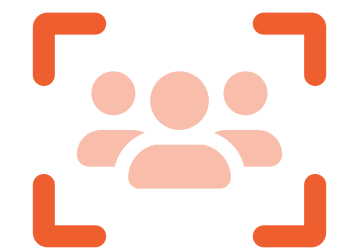
**Our Small Change Index.**



**Our technology.**



**Our proven product.**



**Our determination.**



# Competitors?







## Not really.

More than a handful of real estate platforms have emerged.

Some (like CrowdStreet) only permit accredited investors. Others (like Fundrise) let everyone invest, but in REITS that invest in wealthy communities somewhere else.

**Small Change** stands alone.

As of  
launch  
date

Platform	Impact?	Everyone?	Min investment
Small Change			\$10
Fundrise			\$10
Groundfloor			\$10
Republic RE			\$10
DiversyFund			\$500
Crowdstreet			\$25,000
Equity Multiple			\$5,000
Realty Mogul			\$5,000





# We're raising capital.

Small Change is raising **capital**. We're on a path to reach annual revenue of **\$15 million**, with net income of **\$8.5 million**, by the end of 2026.

Our revenue is derived through onboarding fees, offering commissions and investor management services with additional revenue streams planned.

With the funds raised through this offering we plan to...



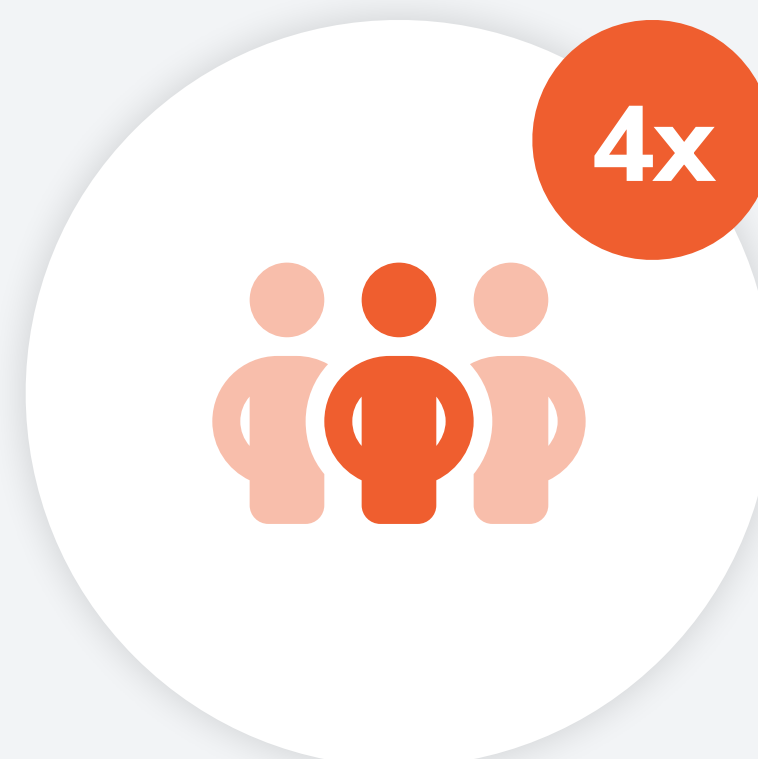
## Improve platform features

We'll iterate and improve our platform user experience, with a host of new features and a simplified investment flow right on the heels of a recently launched Investor Communications Portal, for post offering investor management. Oh, and we're rebuilding our educational pages as well.



## Grow the marketing engine

We'll ramp up our marketing spent **5X**. We're planning a how-to video, referral programs, a campaign directed at developers and a series of ever-changing investor campaigns along with UI/UX tweaks to the platform, amongst other things.



## Expand our developer reach

Our goal is a torrent of developer enquires, increasing our pipeline **4X** by strategic outreach to bigger developers, community development corporations and a developer referral program.



# Our current pipeline: **\$70 million**

Our current pipeline is ~\$70 million in offering goals + ~**\$350 million** more in qualified leads.

In order to reach our \$10 million goal over the next year, we need to launch **30 offerings** and raise an average of **\$330,000 per offering**.

**Successful offerings** to date average **\$300,000** in funds raised.

As of  
launch  
date

	Offerings in pipeline	Maximum funding goals	Average funding goal per project
Funding/funded in 2022	8	\$7,000,000.00	\$875,000.00
Listing agreement signed	6	\$6,610,000.00	\$1,101,666.67
Listing agreement sent	7	\$3,000,000.00	\$428,571.43
Hot leads	35	\$65,225,000.00	\$1,863,571.43
Qualified leads	83	\$345,955,511.50	\$4,168,138.69



# Our path to **scale**.

Next step? We plan on raising another **\$2 million** so that we can build our teams (executive, real estate, marketing and development) and expand marketing and our developer reach even further.

Our goal is to generate **\$15 million** annual revenue, with net income of **\$8.5 million** by the end of 2026.



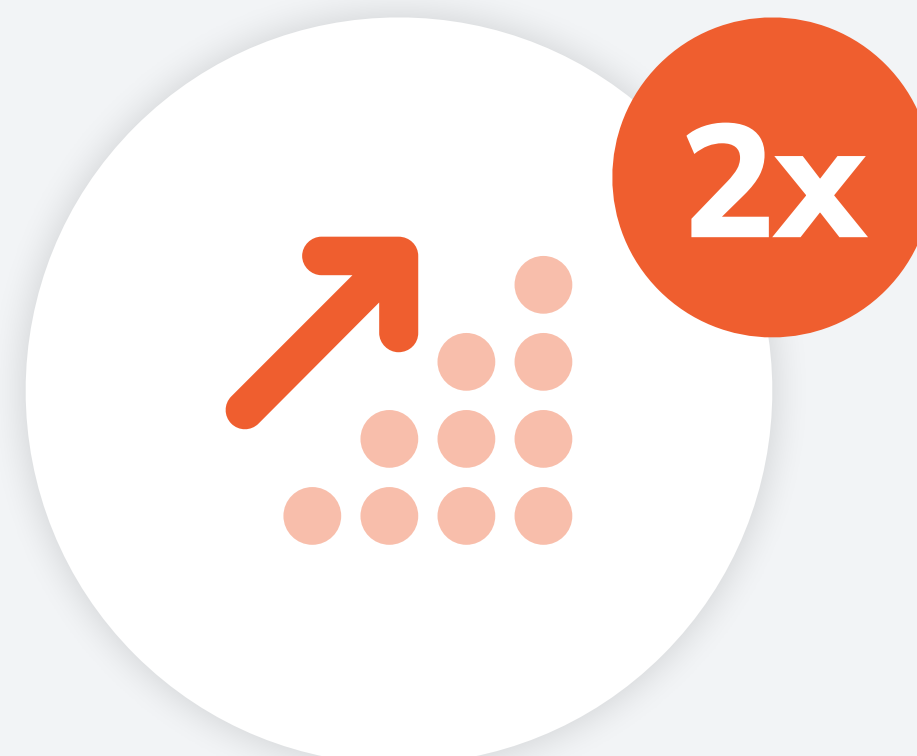
## **Offerings**

Our revenue will grow with number of offerings listed, since our primary revenue stream is a commission on the amount raised. We're focusing on doubling offerings listed year-upon-year through our increased marketing activity.



## **Account holders**

More account holders means more investors. More investors mean more developers and more revenue. We're also focusing on doubling our account holder base year-upon-year.



## **Scale**

Over the last year we've heard from increasingly larger developers seeking a community investment tool for in mega-projects. We're shifting from organic to targeting these developers. Larger developers and increased offering size increases revenue.





# Join us. Together we'll make some change.

- 1 If you believe our cities should be filled with greener, more innovative and equitable projects;
- 2 If you believe everyone should have equal access to capital;
- 3 If you believe that no matter where you live or what you earn, everyone should be able to build wealth...

[CLICK HERE](#)



Real  
estate  
mogul.



Wealth  
builder.



Change  
maker.