

Rethinking money,  
rethinking finance

*abundance.*

# Disintermediation = disinterest



...and responsibility disconnected

# Direct investment, direct engagement

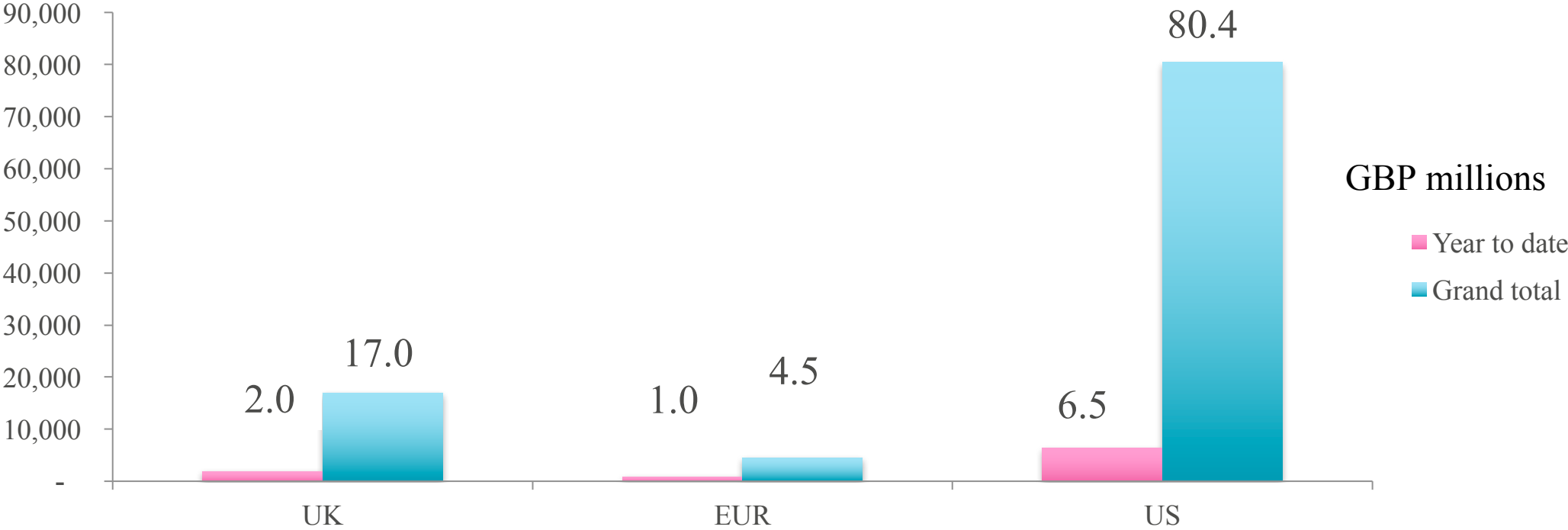


# Crowdfunding

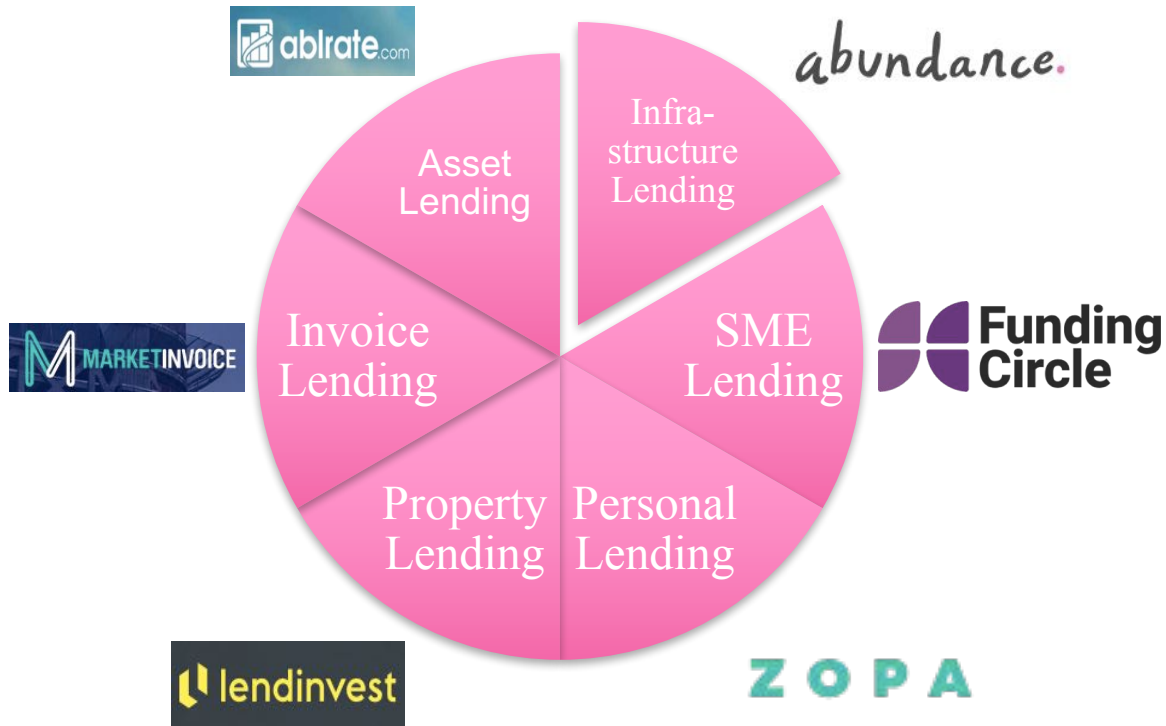
Investing or lending money direct to people or companies via an electronic platform

- donation or reward
- financial return

# European and US crowdfunding volumes



# Types of funding



- Abundance provides funding for infrastructure
  - Construction finance
  - Long-term project finance
- Cost of capital depends on risk/reward profile

# Swindon Borough Council – raising money

“I’d like to make a decent profit and a greener Swindon to spend it in.”

You can do both by investing in Swindon Borough Council’s first solar bond.  
Invest now at [abundanceinvestment.com/swindon](https://abundanceinvestment.com/swindon)

CAPITAL AT RISK. INVESTMENTS ARE LONG TERM AND MAY NOT BE READILY REALISABLE. ABUNDANCE IS AUTHORISED AND REGULATED BY THE FINANCIAL CONDUCT AUTHORITY (525432).

**abundance.**  
peer-to-peer investments

## Common Farm

£1.83m raised in 4 months  
£500k invested from campaign investors

## Chapel Farm

£2.45m raised in 7 weeks  
£600k invested from campaign investors

# A platform to engage

- Increased awareness of Council's Green Agenda
- Increased understanding of objectives behind the Council's Green Agenda
- Increased civic pride and connection



“We’re investing in the local community on their behalf, giving them a stake in the future of the town where they live.”

*Rob and Tina invested for their grandchildren*



# It does matter

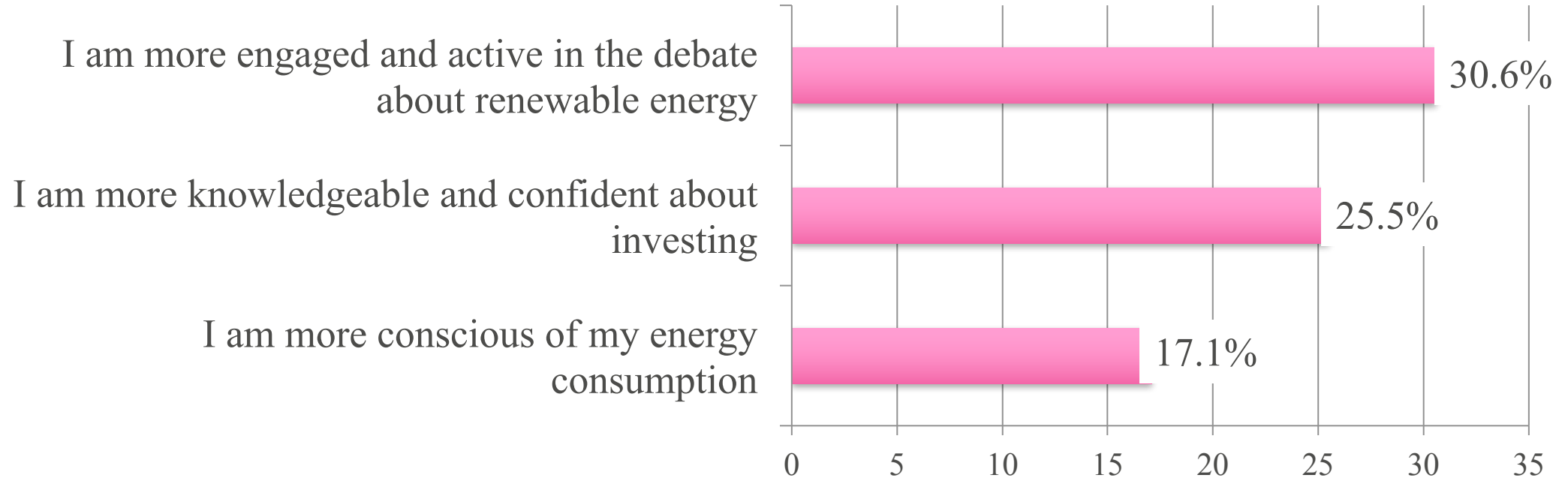


71% people want to know where their money is invested

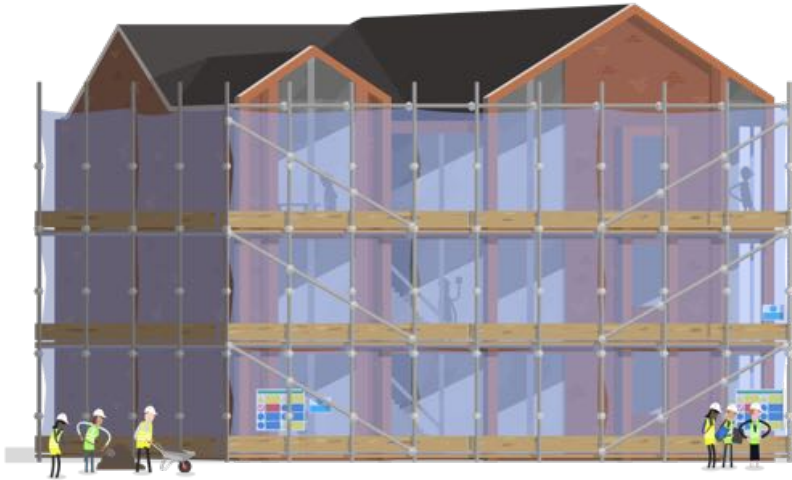


75% would be unhappy knowing it was invested in companies that damage the environment or unethical

# After one investment



# Housing and healthcare – more than money



*abundance.*

Making it possible for anyone to use their money  
to finance and participate in the next generation of sustainable,  
local and socially useful infrastructure