

MoolaHoop focuses on starting and growing businesses. Most other crowdfunding sites are designed for creative projects or philanthropic causes



We're Different!

MoolaHoop targets women entrepreneurs and women-led businesses.

**What about Equity Options?**

That is Phase 2 for MoolaHoop:

- President Obama signed the Jumpstart Our Business Startups (JOBS) act in April 2012.
- The JOBS act will allow equity to be offered via online crowdfunding sites.
- The SEC will be establishing implementation guidelines and requirements for equity offerings via crowdfunding.
- Once the SEC regulations are published, MoolaHoop plans to offer equity options on the site, as part of the "circle" of funding options available to women entrepreneurs..

**MoolaHoop Revenue Sources:**

- User fees for listing and funding
- Transaction fees on successful funding
- Referral fees from partner organizations
- Advertising and sponsored listings
- Consulting and other services
- Grants and awards

**MoolaHoop partners with organizations that:**

- Provide tools, resources and programs for pre- and post-funding support for women entrepreneurs and their businesses;
- Refer entrepreneurs with promising business ideas for listing on MoolaHoop. Often, they have screened the entrepreneur's business plan and capabilities ;
- and/or
- Offer additional funding opportunities to women entrepreneurs who have demonstrated success on MoolaHoop.

MoolaHoop understands women entrepreneurs and business owners and offers services in ways that appeal to them - referrals from trusted sources, comfortable social networks of peers, mentoring and advice.

**Disclaimer:**

MoolaHoop is not a financial institution and does not provide financial advice. All investments are subject to risk. MoolaHoop is not responsible for the success or failure of any investment made through the platform.

# The JOBS Act of 2012



[Thecasesolutions.com](http://Thecasesolutions.com)

Use the power of your social circle  
to spark your business ideas!

MoolaHoop is An Innovative  
Crowdfunding Model for Women  
Entrepreneurs

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# Crowdfunding for Women Entrepreneurs?

- MoolaHoop is a crowdfunding platform dedicated to women entrepreneurs who are starting and growing businesses.
- MoolaHoop's goal to improve access to capital for these women.
- MoolaHoop provides women entrepreneurs with a way to raise money through their personal network and the extended social networks of their supporters and "the crowd".
- Entrepreneurs offer non-monetary "rewards" to supporters in return for contributions, resulting in debt free funding and a built-in base of supporters for the new venture.
- Women entrepreneurs who demonstrate success with initial funds raised on MoolaHoop will be better positioned to compete for the next levels of investment such as loans, angel and venture funds.
- In order to improve the odds of success for every MoolaHoop funded business, we are partnering with organizations dedicated to business skills development and mentoring.

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(Moola = Funding  
Hoop = Friending)

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**MoolaHoop** will enable women to raise funds from their social "circle" as well as the larger "circle" of women helping women through a pay-it-forward feature that strongly encourages successful entrepreneurs to come back and provide mentorship and support to new ventures.

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(Moola = Funding  
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(Funding + Friending = Freedom)

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## Women Entrepreneurs receive a lower share of investment

- Women owned business startups continue to grow significantly, outpacing the total startup growth by nearly 100%.
- “Women led 28 percent of all U.S. businesses in 2002, employing more than 10 million and generating \$1.5 trillion in sales.
- Yet female entrepreneurs historically have received a disproportionately low share of available venture capital, as little as 4 to 9 percent.”
- Loans for women owned business are historically fewer and smaller than men owned businesses
- When evaluated over time, women owned businesses grew slower due in greater part to under-capitalization at the onset
- (The Kaufman Foundation and The Diana Project, 2011).



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So What is Crowdfunding?