



Equity Crowdfunding for Small Business

ideaPledge makes it easy to find amazing new start up and development phase companies that are offering investment opportunities. For nearly a century the SEC has made it difficult for anyone but millionaires to invest in startups. Imagine having gotten the opportunity to invest in Facebook or Google in the early stages!

Thanks to the new Reg A+ and Reg D offering rules, now everyone can get a chance to review and invest in startup companies through ideaPledge! ideaPledge does not review or recommend any company. ideaPledge simply makes an app available where entrepreneurs can communicate with potential investors, and investors can express interest in new projects at a very early stage.

3 Easy Steps To Start Investing

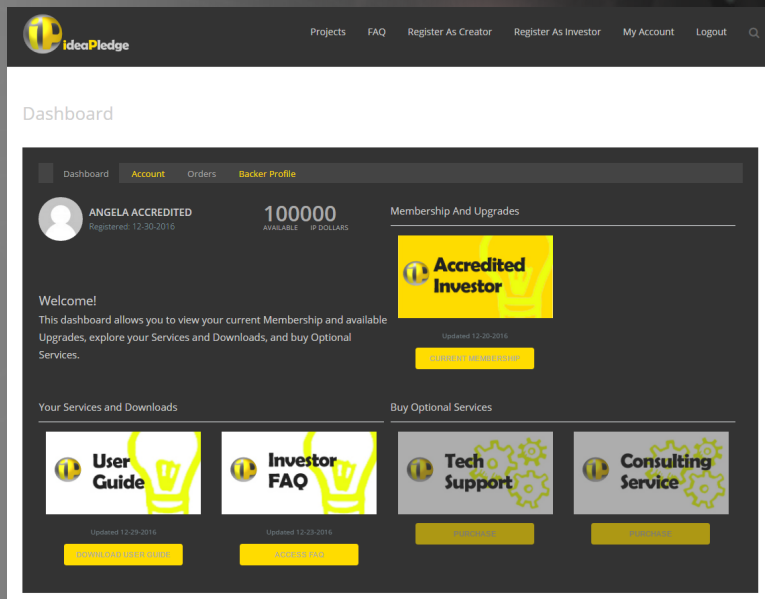
- #1 Review your friends Project
- #2 Make a pledge to invest - No commitment!
- #3 Choose to invest if the pledge goal is met

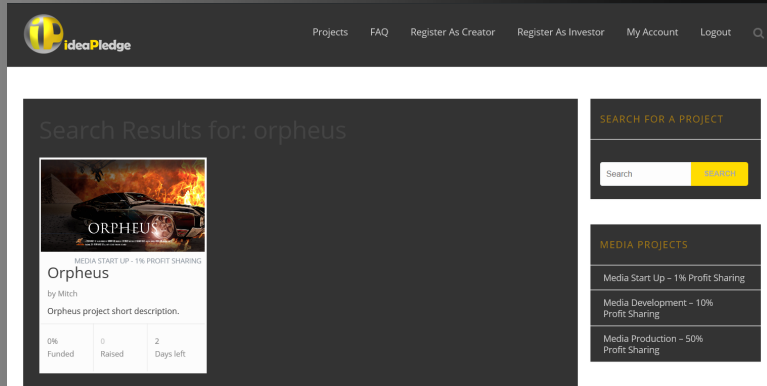
#1 Review Your Friends Project

To the left you see the investor Dashboard. This is the main area to find investment opportunities and communicate with entrepreneur members (called "Creators").

On your dashboard you will see a number next to your name. This is your "Pledge Account." Based on your investors level, you are assigned a given sum of iP Dollars to use to make pledges. Feel free to pledge these to any project you would like to invest in.

Click on "Projects" to find your friends project. The Projects tab is located in the upper Navigation bar on the left side. It becomes visible once you register as an investor.





Once on the Project Page, enter the name of your friends project in the Search box to the right side where it says "Search For A Project."

Click on the thumbnail view of your friends project under "Search Results" to the left.

Make a Pledge

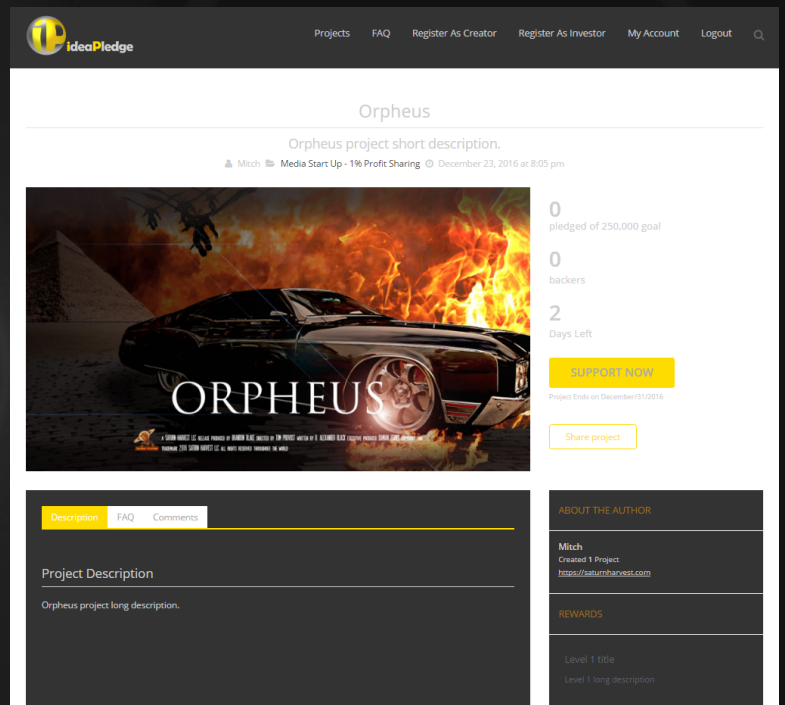
The Project Page has all the information you need to decide whether to make a pledge to invest in a project.

Profit Share - Listed at the top under the short description. This is the amount of profit your friend is willing to share with all of the investors. Your own share will depend on how many investors support the Project.

Project Description/ FAQ/ Comments - This is where you can find more details about the project, and review other investors comments.

Rewards - If your friend is offering other perks, in addition to the profit share, they will be listed here.

Support Now - Click here to make a pledge.





ideaPledge™

#2 Make A Pledge to Invest - No Commitment!

So here comes the fun part. If you think your friend's project looks pretty great and you want to invest in the project, you get to make a pledge to invest.

There is absolutely no risk because you can pledge with iP Dollars, a virtual currency, rather than with cash or credit card. By using iP Dollars to make a pledge absolutely nothing will be due until your friend reaches the Pledge Goal and you have received all necessary securities disclosures and documentation.

The **Contribution** pop-up will allow you to make a pledge.

#3 Choose to Invest If The Pledge Goal Is Met

Once your friend reaches the Pledge Goal, you will be notified and given the opportunity to invest in your friend's project.

You will get the chance to review all required securities disclosures. You will have time to review the terms of the investment and when you sign the Subscription Agreement, your pledge will then become a cash investment.

ideaPledge will contact you and give you the opportunity to fulfill your pledge by making agreeable arrangements for payment. All payments will be escrowed with a securities law firm until the offering closes. Because the project reached its Pledge Goal, you will know thousands of other investors think the project is a great idea too!

