

THE CROWD

Are you an enthusiast who wants to discover, connect with and support Alberta's up-and-coming entrepreneurs?

WHY SHOULD I SUPPORT AN ENTREPRENEUR'S ATB BOOSTR CAMPAIGN?

- **Unique Rewards:** You're essentially pre-ordering a product, service or special experience from Alberta businesses
- **Support Local:** You get to help grow Alberta's economy by boosting our entrepreneurs

IS THE ENTREPRENEUR GUARANTEED TO GET THE MONEY I BOOST THEIR BUSINESS WITH?

- A successful campaign is one that meets or exceeds its funding goal before the campaign end date. Your credit card is charged the day the campaign ends, funds are released to the entrepreneur and you receive your reward from that business
- If the business does not reach its funding goal within the time specified, they do not get the funds and your credit card is not charged

CONTACT

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ATB | boostr

WE'RE HERE FOR
THE MAVERICKS.

WHAT IS REWARDS-BASED CROWDFUNDING?

An online exchange between an entrepreneur and the crowd (everyday individuals). The entrepreneur raises funds for their business from the crowd (small amounts from a large volume of people). In return, the supporters (i.e. BoostRs) receive a product, service or unique experience from the business.

WHAT IS ATB BOOSTR?

BoostR is ATB Financial's local crowdfunding platform for Alberta entrepreneurs who want to:

- Raise funds and build awareness for their business or enterprising non-profit
- Validate/test a business, product or marketing idea
- Gain exposure and meaningful feedback
- Grow their presence and crowd of customers, fan and supporters

ATB BoostR also provides crowdfunding coaching, promotes businesses through ATB channels and holds live pitch events (BoostR Stage). We understand the challenges of starting something new and we want to support entrepreneurs and small businesses every step of the way.

Are you an Alberta entrepreneur looking for funding, marketing and feedback?

Have a crazy business idea and need some business validation?

WHAT'S THE BOOSTR BENEFIT?

- Using a crowdfunding platform designed exclusively for Alberta entrepreneurs gives local businesses more spotlight
- ATB provides supportive advisors entrepreneurs can reach out to for crowdfunding coaching or business banking expertise
- ATB hosts BoostR Stage live pitch events, a major opportunity for exposure and networking
- BoostR entrepreneurs are promoted through ATB's social media channels and at events across the province

WHAT'S CRITICAL TO SUCCESS IN CROWDFUNDING?

- Raise at least 20% of your crowdfunding goal in the first week
- Create engaging rewards
- Actively promote/market your campaign everyday across multiple marketing channels (online/offline)
- Engage your existing network to spread the word about your campaign
- Update your community regularly on what's happening with your business
- Make sure every element of your campaign ties back to your end goal

DO YOU HAVE...

A real and specific reason for the funds you're looking to raise?	
Appealing products, services or unique experiences to offer to individuals/the crowd? (these would be used for your rewards)	
Social media presence and an existing community that can be leveraged to promote your campaign?	
The willingness to work hard to launch your crowdfunding campaign and see it through to success?	

HOW DO I GET STARTED?

Take the first step by visiting www.albertaboost.ca, click on CREATE and submit an online application.

HOW DO I BOOST A BUSINESS?

1. Go to www.albertaboost.ca
2. Create a login
3. Browse through active campaigns
4. Choose your reward
5. Click "Boost this campaign"