

BUILDING A CASE FOR INVESTING IN STARTUPS

Diversification is the most basic, 'investment 101' strategy used to hedge risk in any type of investment. Spreading out your cash in multiple ventures can also statistically improve the return on your overall investment portfolio. This rule is especially pertinent when it comes to investing in startups. OurCrowd's **Portfolio Reserve** enables our investors to easily build diverse, robust startup portfolios that mitigate risk and boost the chances of profitability.

Outlined below are some visual stats about the rapid growth of our Portfolio Reserve product since it launched last year in October 2013.

Portfolio Reserve Definition

The Portfolio Reserve is like a mutual fund of startups, with a few important caveats. The minimum account size for a portfolio reserve is **\$100,000**. The funds sit in escrow and are allocated as the investor sees fit (\$10K in 10 companies, for example). With minimal paperwork, Portfolio Reserve helps investors to build a portfolio of startups, to reserve a spot in every investment (even the ones with the highest demand) and to retain the decision to opt out of an investment.

OurCrowd's Portfolio Reserve by the Numbers

Total Amount in the **Portfolio Reserve**

\$17,000,000

Average Individual Investment of **Portfolio Holders**

\$18,000

Average Amount in **each Portfolio**

\$235,000

Average number of companies Portfolio holders invest in: **13**



Number of Portfolio investors: **72**
Portfolios refilled: **55**



Portfolios above **\$500K**: **14**



Portfolio Reserves By Location

