

As at October 2024



Lend your support to courageous impact enterprises, help achieve the UN Sustainable Development Goals, and invest in a better world

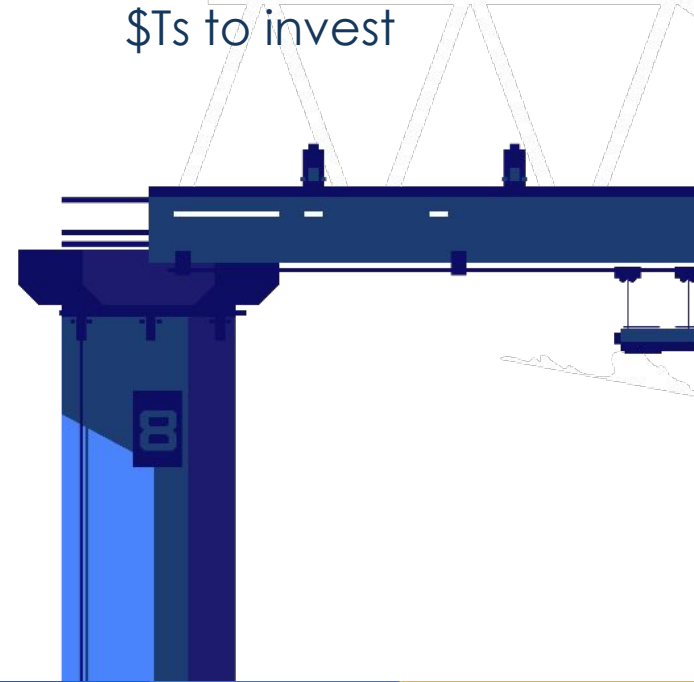
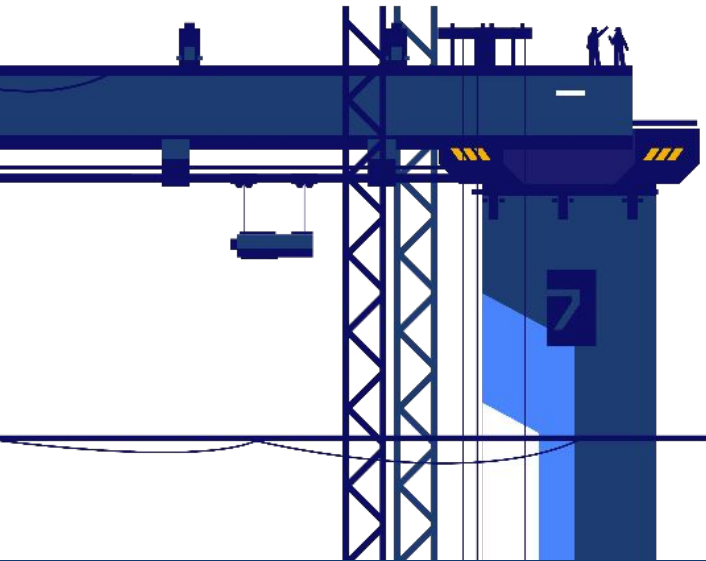
Briefing Deck for Potential Lenders

Impact Potential Of So Many Impact Enterprises is Trapped



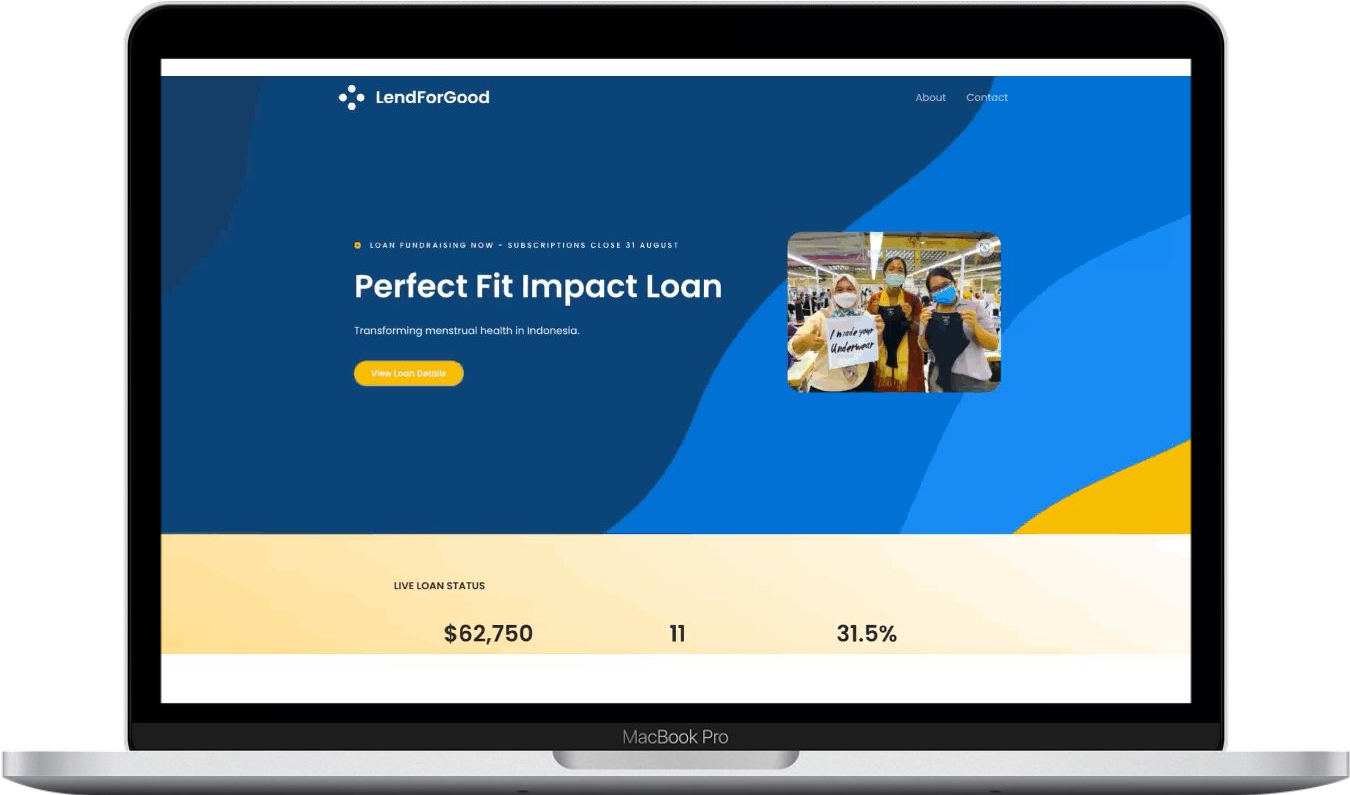
Great Impact Enterprises with
Real Solutions

Impact Investment Funds with
\$Ts to invest



This gap is a
global
phenomenon
called the
“Missing Middle”

Introducing LendForGood



We Partner with You to Bridge The Missing Middle & Support Impact Enterprises to Unlock Their Potential

Crowdfunding
Friends and Family

START UP

Loans

A universal instrument; shorter liquidity cycles; flexible use

Crowd

Largest untapped source of impact capital; citizen to citizen support

DeFi

Decentralised finance

Banks
Crowd Equity
Impact Equity Investors

MATURE

We Are An Impact Loan Syndication Platform

Borrowers

Global impact enterprises ready to scale



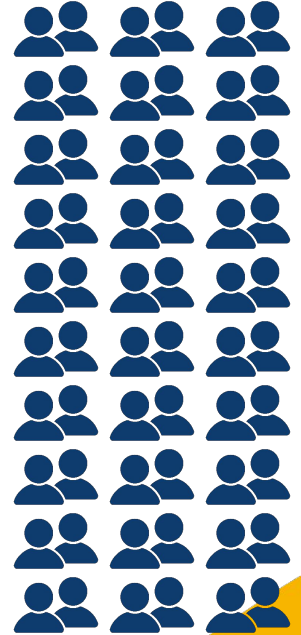
Syndicate Leads

e.g. entrepreneur support organisations, incubators, accelerators, early stage investor networks



Lenders

Individuals and organisations



Impact loan terms are agreed by Syndicate Leads & borrowers



Our platform connects Leads & Borrowers with a global community of lenders like you

How LendForGood Impact Loan Syndication Works



Short term growth capital needed



Syndicate lead + borrower co-design loan terms



Syndicate lead & LFG present loan terms to the lender community and secure EOs



LFG facilitates \$ transfers & contracting



Impact enterprise repays + shares regular updates to lenders



EVERYONE WINS

- Borrowers get their growth & impact funded
- Syndicate leads help their clients grow
- Lenders get impact-led returns
- The world wins by scaling impact solutions & making progress on the SDGs

Where Do The Borrowers Come From?

Syndicate Leads - who are Impact intermediaries from around the world - are able to list the loan needs of their impact enterprise clients

In addition to those in their existing portfolio, LendForGood refers all potential borrowers who approach us to syndicate leads signed up to use our platform - the [public, growing list of them is here](#)

Syndicate leads are diverse:

- Entrepreneur Support Organisations
- Accelerators and Incubators
- Financial institutions
- Ecosystem builders
- Community development organisations
- and probably entities we haven't thought of!

They likely have a particular focus - location, impact vertical - that give their loans a unique flavour

What Loan Information Is Available to Lenders?

Who

The intermediary listing the loan, the borrower, any relevant history, location, explanatory video, URLs for more information

Loan Terms

Amount, term, interest rate, security

Impact

Impact history of the borrower, proposed impact the loan will achieve, supporting information

Commercial

Commercial history of the borrower, proposed commercial impact the loan will achieve, supporting information

Repayment

Repayment plans, timing for lenders

Benefits of Using LendForGood



01

**Access to
Interesting,
Impactful Deals**

- Loan campaigns led by impact intermediaries from around the world
- Variety of impact propositions, locations & beneficiaries
- Different time frames, interest rate returns, etc

02

**Transparency &
Trust**

- Requires proof of identity, so all actors can be trusted
- Real time visibility on EOs from lenders
- Access to history of all loans, inc borrowers, syndicate leads, amounts, contracts

03

**Being Part of a
Movement**

- Modelling and building a powerful alternative capital movement that can address a current system failure
- Learn from and inspire each other - through events and other activities

Next Steps To Becoming a Lender



Decide to Join

If you are joining as an individual, you might like to talk to friends and family to help make a decision to join

For those looking to lend as an organisation, discuss it with your stakeholders and decision makers

You can attend one of our online events to learn more - see [our public events calendar](#)

Officially Sign Up

Review & sign your Lender Services Agreement

Complete the onboarding process, which includes all proof of identity (KYC/AML) requirements and beneficial owner checks for legal entities

Onboard to our Platform

Follow the links in your email to set up your profile on our digital lending platform

Participate in Impact Loans

Review loans on the platform

Submit your EOI, sign the loan agreement and transfer your funds

Watch the subscriptions roll in until the loan executes

Watch out for progress updates

Grow the Movement

Tell others about the impact enterprises you are backing and the impact they are creating

Introduce them to LendForGood

Share our LinkedIn posts and regular email newsletters

Join Us

Together can we unlock the potential of impact enterprises and enable them to deliver more positive impact in their communities so that we all benefit.



Get in Touch

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