



## OURCROWD RELEASES NEW SOCIAL INVESTOR APP AT FINOVATE SPRING 2016

*Launch of OurCrowd App provides investors with unprecedented access to deal-flow, real-time investment information and greater connectivity to OurCrowd's 12,000 strong global community*

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**Jerusalem/San Jose, May 11, 2016** - [OurCrowd](#), announces a significant expansion of its leading global equity crowdfunding platform with its new [social investor app](#) today at [FinovateSpring 2016 in San Jose](#), with a demo alongside some of the world's top Fintech startups. OurCrowd's new app gives investors the ability to make informed investment decisions ranging from \$10,000 to \$10M right from their mobile phone. Private deal rooms will harness the power of the crowd, providing access to OurCrowd's 12,000-strong (and growing) member community to collaborate and receive input on investments from friends and experts in their social networks.

*"Until now, private investing has been conducted in a very traditional, old fashioned and often inefficient way. We are bringing the benefits of connected mobile commerce to the start-up investing market," said OurCrowd's Founder and Chief Executive Officer, Jon Medved. "Accredited investors can review high-quality deal flow, professional due diligence and even participate in a live webinar with the company founder, all from the convenience of their mobile phone."*

App features include:

- **High quality, professionally-vetted dealflow:** Choose how deeply to dive into diligence material, including video, webinars, articles, and the OurTake report.
- **Personalized Deal Rooms:** All investment opportunities and diligence material are organized in your own private, secure deal rooms on the app.
- **Share, discuss and review:** Invite trusted contacts to join your deal room chat to rate and discuss opportunities.
- **New sources of insight:** Discover and curate insight, expertise and opinions from OurCrowd's investor community.
- **Real time updates:** push notifications that keep you up to date on new deal launches and major portfolio updates.

*"The OurCrowd App allows investors to make investment decisions that are more timely, insightful and informed than ever before," said OurCrowd's Chief Product Officer, Shai Ben Tovim. Our growing technology and product team will continue to innovate with social investing tools, thus cementing OurCrowd's position as the leading equity crowdfunding platform and a world-class technology company."*



*OurCrowd investor Brian Lemelman of the Quatron Group says, “Our Crowd’s innovative evolution of the equity crowdfunding model to include an interactive investor platform where we as investors can get together in a common place to discuss opportunities, give opinions, and send information to third parties who are able to help us give an opinion on whether it’s a good investment or not is a really exciting technological innovation. In today’s busy world, this can make a huge and positive difference to the way I and others invest.”*

**ABOUT OURCROWD:** OurCrowd is a leading equity crowdfunding platform for investors from around the world to invest in global startups. Managed by a team of seasoned investment professionals and led by serial entrepreneur Jon Medved, OurCrowd vets and selects opportunities, invests its own capital, and brings companies to its accredited membership of global investors. OurCrowd provides post-investment support to its portfolio companies, assigning industry experts as mentors and in some cases takes board seats. OurCrowd has raised over \$220M for its 100 portfolio companies, generating six exits in three years. The OurCrowd community of 12,000+ investors from over 110 countries, mentors and partners is comprised of a diverse makeup of backgrounds, professions, locations, and investing experience. Post-investment, OurCrowd provides support to its portfolio companies, assigning industry experts as mentors and taking board seats, and invites its membership to participate in crowdbuilding companies. To complete membership on OurCrowd as an accredited investor, visit [www.ourcrowd.com](http://www.ourcrowd.com) and click Join. To download the OurCrowd app: <https://www.ourcrowd.com/app/>.

**ABOUT FINOVATE SPRING:** FinovateSpring is a demo-based conference for innovative startups and established companies in the fields of banking and financial technology. Held in San Jose, the event offers an insight-packed glimpse into the future of money via a fast-paced, intimate, and unique format. FinovateSpring is organized by The Finovate Group. For more information on the event or to view videos of previous demos, please visit [finovate.com](http://finovate.com).

**For Press Materials:** <http://blog.ourcrowd.com/ocapp/>

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