

# CONFIDENTIAL BUSINESS PLAN

## CFEX Holdings, LLC

*Including its Wholly Owned Subsidiaries*

**CFEX Tech, LLC  
CFEX Management, LLC  
CFEX Investments, LLC**



## Community Funding Exchange

**All Real Estate is Local...**

**... All Real Estate Offices/Brokers are Local**

*So why would you rely on a Chicago Broker-Dealers property advice when the property is in Denver?  
You wouldn't!*

**<https://CFEX.co>**

**Updated**

**December 2017**

## Introduction

- **What is CFEX?**
  - *CFEX is the Platform connecting individuals needing capital to individuals looking to invest!*
- **Who should be investing in CFEX?**
  - Anyone looking to raise capital for their business or projects!
- **Who invests in CFEX? Those who are investing in themselves!!!!!!!!!!!!!!**



- Franchisors: to expand their franchise network
  - Franchisees: to fund their new business or expand their franchise network
  - New Businesses: to fund their start-up
  - Existing Businesses: to grow or expand the business
  - Real Estate Developers of all kinds: to raise capital for their projects
  - Urban Renewal Projects: to fund the revitalization of buildings and neighborhoods
  - Infill Development: to complete an existing development
  - Business Incubators: to provide access to the CFEX Platform for their clients looking to raise capital
  - Real Estate Offices/Brokers: Looking to syndicate their own projects or the projects of their clients
  - Your local Chamber of Commerce, yes we have an affiliate program specifically for you!!
- **What do you get by investing in CFEX?**
    - 50% off CFEX Platform Fees
    - Series B Equity Units in CFEX
    - Potential access to the Issuers Marketing Fund to promote your project
    - Potential substantial revenue from the Issuers Marketing Funds activities

## SUMMARY OF OFFERING

CFEX Holdings, LLC (“CFEX”) is a financial technology (“FINTECH”) holding company, which owns CFEX Tech, LLC an Investment Crowdfunding platform registered as a third party intermediary “Platform Operator” with DORA in the state of Colorado. CFEX’s web Platform is fully functional for use by Colorado companies (known as “issuers”), to raise capital from Colorado residents (the “investors”). CFEX can operate as an equity or debt platform customizing itself to the issuers needs. CFEX prefers ALL EQUITY NO DEBT issuers. This offering will be for CFEX Holding, LLC itself, as detailed in this plan.

CFEX Holdings, LLC & the related companies are currently operating in the state of Colorado. The product and service of providing equity Colorado CF funding to an issuer has already been field tested. CFEX Tech, LLC (The Platform) was the first Colorado CF platform to issue a Colorado CF project through DORA. The project known as the “Kirby Building”. The Kirby was an all equity NO debt issue submitted by Jeff Coutts.

*CFEX is the platform connecting individuals needing capital to individuals looking to invest!*

CFEX is seeking capital to extend and expand the platform’s capabilities while also reaching

out to new issuers and investors. Our offer has a minimum goal of \$50,000 and a maximum offering amount of \$1,000,000 and is being made through the Colorado Crowdfunding Act. Investors in CFEX will be receiving Series B units of ownership and discounted platform use fees. The investors are buying ***CFEX Platform Right to Use Services*** and if CFEX raises \$100,000 or more qualified participating investors will participate in the expected substantial profits of the Issuer Marketing Fund.

CFEX's main competitive advantage is the leveraging of the Real Estate Office/Broker community. CFEX is an equity funding platform "All Equity, No Debt". The real



estate community pushes "issuers" to CFEX and pulls "investors" to CFEX. This model works particularly well for real estate brokers looking to issue their own project, developers, redevelopers, Infill developers and franchisors looking to fund franchisees.

Another advantage is distributed ledger technology ("DLT") also known as a blockchain, built to enable significant scalability and transparency that is extremely secure, accurate and cost effective. This transformative technology when paired with a mobile application will improve current communications channels with issuers, and new voting and liquidity opportunities for investors. Blockchain is developed and owned by our Software as a Service (SAAS) partner Silicon Prairie Holdings Incorporated.

Money raised will be used to reinforce CFEX Holdings, LLC competitiveness by investing in the following:

- Platform Improvements
- Marketing to potential issuers, small companies, start-ups and franchisors
- Create an Internship program with CSU College of Business & Front Range Community College
- File as a Federal Crowdfunding Portal under Title III
- Establish an Issuer Marketing Fund
- Establish a Reserve account

The concept of the Issuer Marketing Fund is simple. The issuers need marketing services for

their offerings to be successful and most likely are underfunded therefore will need the Funds money and services for a successful offering. CFEX believes a reasonable markup for these services is a 100%. CFEX estimates the Fund can be reinvested every three months. It's important to note that CFEX will have a captive audience therefore CFEX has a unique and potentially very profitable business model.

Portal Services start at \$10,000 for issuers raising capital up to \$1,000,000 dollars or less. Additional fees may include document preparation \$1500 and a \$10 per subscription fee. Other options and add-ons are available and detailed in this plan. Revenue projections show the current commitment by Tekkeez of Colorado to pursue funding of 25 to 30 retail franchises in 2018 and commitments by Keller Williams Broker Bret Lamperes and PDQ Properties. CFEX expects to list 3 projects in January 2018 and has 30 more listings for 2018 already!

The CFEX offering has been filed with DORA under the Colorado Crowdfunding Act exemption that permits CFEX Holdings, LLC to make direct solicitation of both accredited and non-accredited investors and will be effective for up to twelve months from date of effectiveness unless terminated sooner if the offering reaches its subscription goals.

For more information see complete offering documentation at: <https://CFEX.co>

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