

**13-14 MARCH 2017**  
**ABU DHABI**  
ABU DHABI NATIONAL  
EXHIBITION CENTRE  
[WWW.MEFTECH.AE](http://WWW.MEFTECH.AE)

# MEFTECH

MEFTECH **LIVE DEMOS**



## DIGITAL BACK OFFICE FOR ONLINE INVESTING AND LENDING

**CROWD  
VALLEY**

**INNOVATOR: ALESSANDRO RAVANETTI, CROWD VALLEY**

[www.crowdvalley.com](http://www.crowdvalley.com)

### PROBLEM ADDRESSED BY THIS INNOVATION:

**Setting up and maintaining an investment and/or lending online platform is resource intensive and takes time.**

#### KEY BENEFITS:

- Proven technology platform to create, operate and manage your own online investing or lending marketplace
- Configurable user interface templates or open API access for building a unique user experience, including own domain, preferences, rules, branding, colors, and work flows;
- Secondary market support, sophisticated security, access rights management and deal room, audit logs, digital ledgers, multi-language and multi-currency support and more.

#### PREVIOUS AND EXISTING CUSTOMERS:

Over 100 customers from all over the world including:

- Private Equity Marketplaces
- Real Estate Crowdfunding Platforms
- Private Securities Marketplaces
- P2P Business Loans Platforms

### INNOVATION DESCRIPTION:



Crowd Valley is a **proven technology platform** to create, operate and manage your an online investing or lending marketplace. The **configurable user interface templates or open API** enables access for building a unique user experience including own domain, preferences, rules, branding, colors, and work flows. Included is secondary market support, sophisticated security, access rights management and deal room, audit logs, digital ledgers, multi-language and multi-currency support among others.

Crowd Valley **supports all online funding models** including real estate equity and debt, equity crowd investing, peer to-peer lending, business lending, solar and wind bonds, and other debt notes.

Typical **use cases** include: Manage investments for companies, real estate projects, funds, startups, energy developments or alternative asset classes.

Crowd Valley offers:

- powerful digital back office
- the backend also integrates various third party services, that partners can access via the API
- secure infrastructure including back-up of all platform data on a daily basis to a separate physical storage; All technology systems and data resources are being virtualized and globally distributed, there is no single office and no physical server whose disabling by natural or other disasters would affect Crowd Valley's services and the Backup and Disaster Recovery plan is available on demand.

Crowd Valley saves their clients time and money by enabling:

- quick and efficient platform creation (set-up)
- ongoing maintenance, and
- constant improvement of the platform.

## HOW DOES THIS INNOVATION ADD VALUE?



Crowd Valley is a digital back office for online investing and lending, bringing offline investing and lending processes online, featuring:

- proven and secure solutions
- future proof; add in new services, build on top of the API, data export
- no long term contracts, pay per use
- expanding list of integrated services, ranging from compliance and KYC / AML services, credit reports, transfer documents and e-sign services, payments and escrow, data and research and much more
- access to global experts and pioneers through the **Certified Partner Network** program
- sophisticated regulatory compliance support and workflows built based on best practices gathered through over 100 clients served
- world renowned fintech team, diligently working hard to support your business through our global product and partner network

The Crowd Valley API is used to build online platforms and marketplaces globally for managing private placements, securities, real estate, crowdfunding, peer-to-peer lending, and public stock trading.