



EquityX Announces Long Term Vision with OurCrowd

New Strategy Will Help Startups Find Top Talent by Using Equity as a Currency

Tel Aviv Israel, March 7, 2017 - [EquityX](#), the world's first marketplace where top-tier startups and expert service providers can find each other and collaborate, with equity used as currency, has today announced its long term vision with OurCrowd, the world's largest equity crowdfunding platform.

Tapping into the power of the 'Sharing Economy', EquityX's marketplace gives startups access to the world's best experts who are looking for high quality startup customers, enabling startups to pay top talent with equity, as opposed to their limited capital. The new term "Equity as a Currency" refers to a simplified approach of monetization for companies who use their equity and utilize it as a way to be able to pay directly in equity, without the extensive legal complexity.

Jon Medved, Founder and CEO of OurCrowd said, "*The EquityX marketplace is a complementary product to crowdfunding. While crowdfunding provides the funds needed, talent is still a challenge when trying to build your startup. The EquityX solution is a win-win for both experts and companies who want their key service providers and personnel to be motivated by the most important currency in today's market, which is equity.*"

With this partnership, CEO's who have raised their company's initial capital, will be provided an extended runway by using EquityX's marketplace. Through the platform they will now be able to save time and effort in finding the needed experts and compensate them properly, with Equity as a Currency. The marketplace is already working with over 40 top-tier startups and over a 1000 experts, and aims to triple these numbers in the coming few months.

Ran Oz, Founder and Executive Chairman of EquityX adds, "We see our partnership with OurCrowd as a great way to help open up opportunities for those promising startups, as well as offer a solution for CEO's who face the challenge of finding the right talent and being able to compensate them in a fair manner."

Ran Oz is a serial-entrepreneur that has Co-founded six companies in the last 20 years, including three IPOs (BigBand Networks, VCON and Optibase) and others that have been acquired, by various companies including Microsoft. He has been involved in many more startups as an angel investor and advisor, and through his involvement in venture capital firms and accelerators.

OurCrowd invests in hundreds of startups and facilitates investments for over 17,000 investors, all of whom can now offer more than capital to these startups by joining EquityX and offering their expertise. This partnership will leverage the power of equity crowdfunding combined with the knowledge of global experts in multiple fields to facilitate growth for OurCrowd's growing portfolio.

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About EquityX: EquityX is the world's first marketplace where startups and expert service providers meet and collaborate with equity used as currency. The EquityX marketplace allows startups to open a pool-based USD that will be converted to stock options at the next funding round. It then allows startups to use their pool money to buy services in micro transactions.

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About OurCrowd: OurCrowd is the leading global equity crowdfunding platform for accredited investors. 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, assigns industry experts as mentors, and takes board seats. The OurCrowd community of almost 17,000 investors from over 110 countries has invested over \$400M into 110 portfolio companies and funds. OurCrowd already has thirteen exits to date, two IPO's and eleven acquisitions. To join OurCrowd as an accredited investor visit <http://www.ourcrowd.com> and click "Join".

For OurCrowd Press Materials: <http://blog.ourcrowd.com/equityx/>

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