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News Events Partnerships

Focus On San Francisco & London, Bridges Of Technology & Finance

Webinar

Tuesday 29 September 2020





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A Word From Today's Chairman



**Professor Michael
Mainelli**

Executive Chairman

Z/Yen Group

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A QUICK POLL

Have you ever been to San Francisco?

1. Yes
2. No

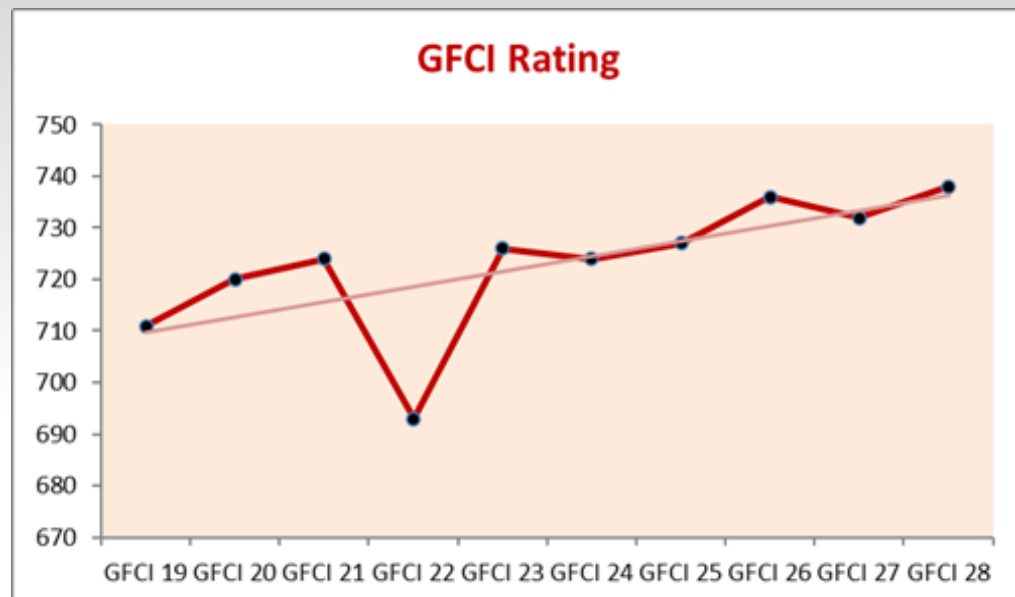
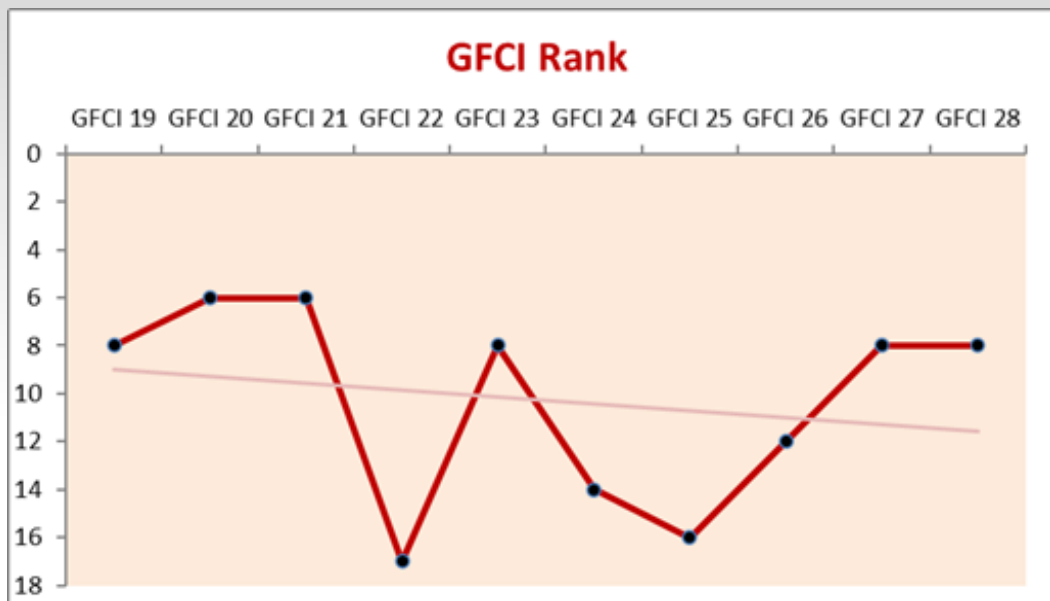


A SECOND POLL

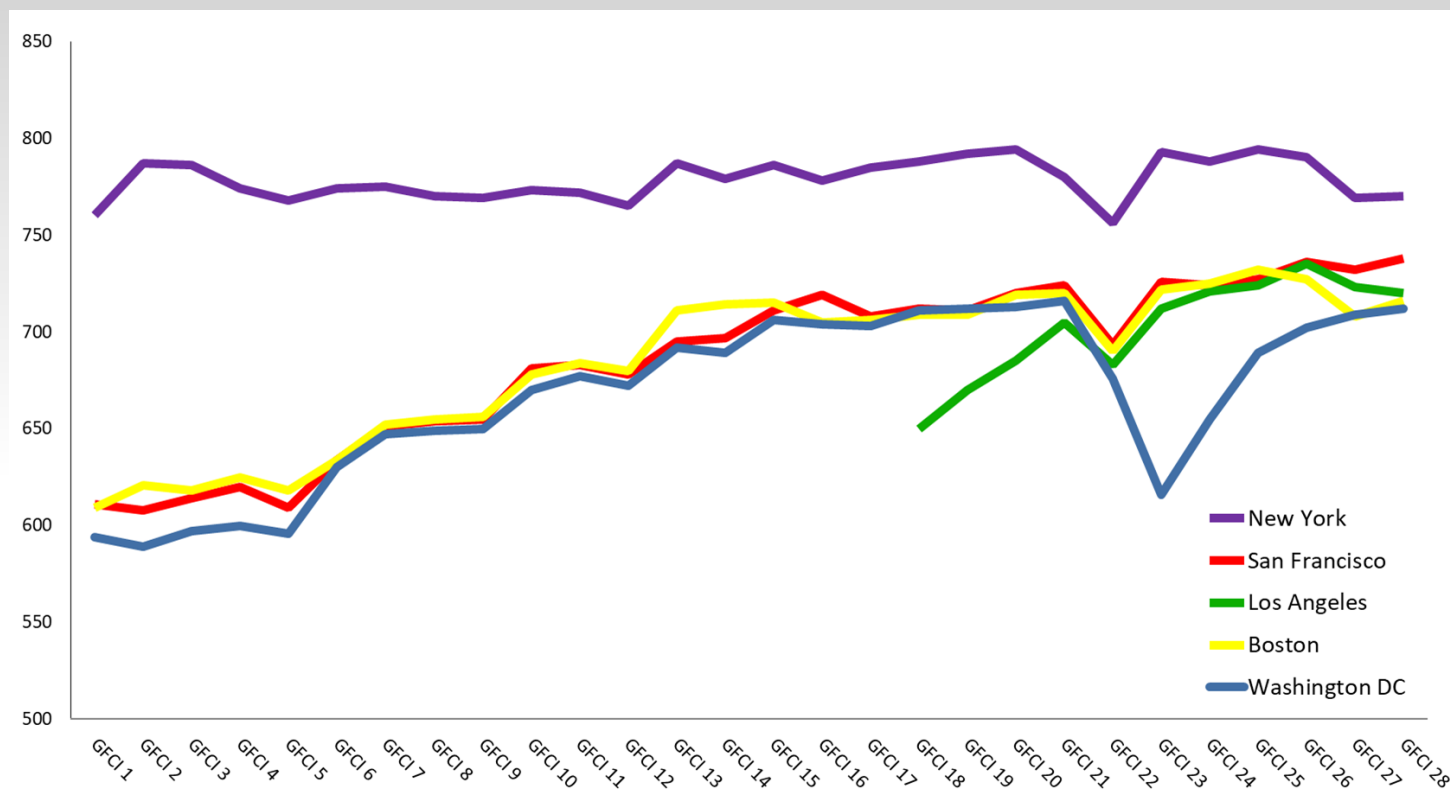
Have you or your company ever done business between London and San Francisco?

1. Yes
2. No

SAN FRANCISCO'S PERFORMANCE IN THE GLOBAL FINANCIAL CENTRES INDEX OVER TIME



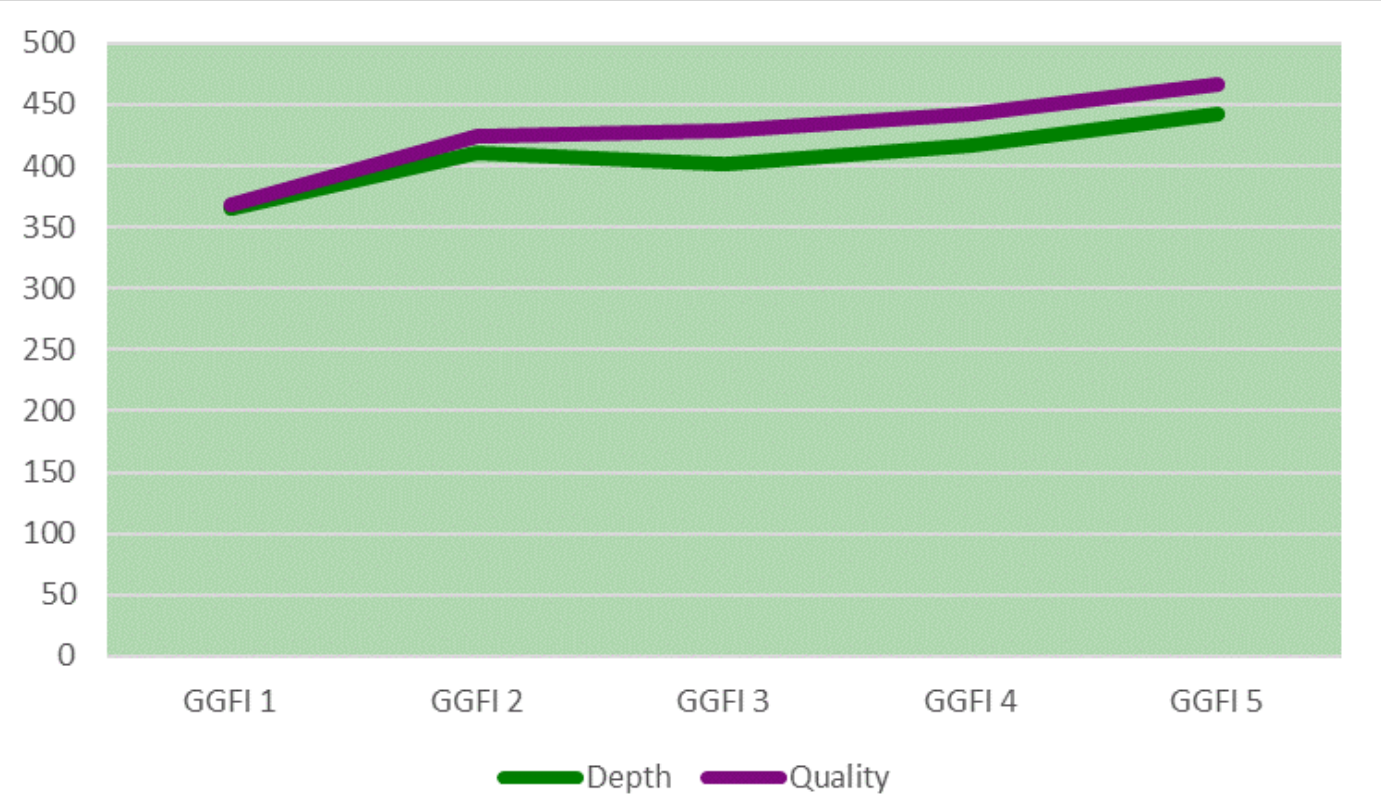
TOP FIVE NORTH AMERICAN CENTRES OVER TIME: GFCI



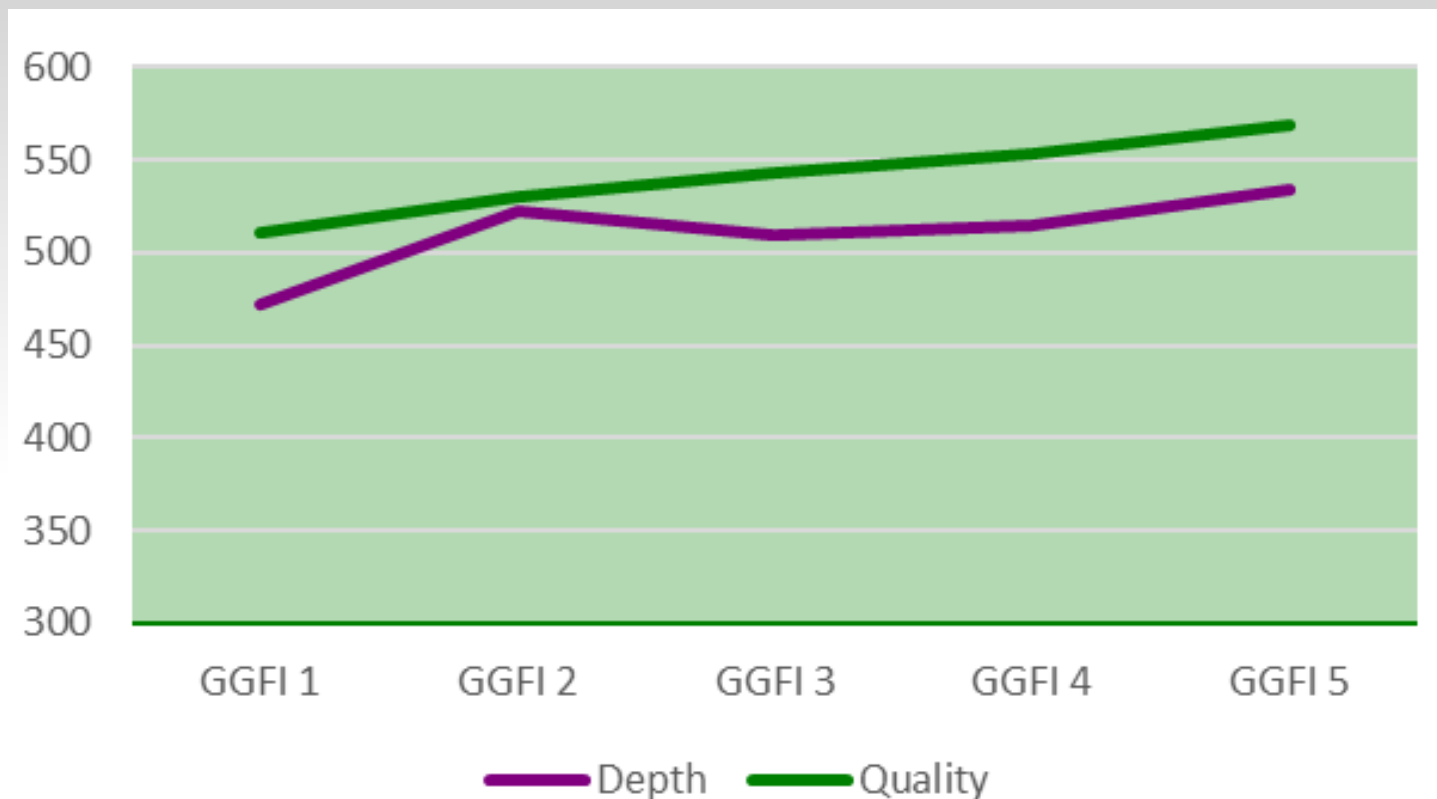
GFCI FINTECH RATING: TOP 15

Centre	GFCI 28		GFCI 27		Change In Rank	Change in Rating
	FinTech Rank	FinTech Rating	FinTech Rank	FinTech Rating		
New York	1	735	1	735	0	0
Beijing	2	725	2	729	0	▼4
Shanghai	3	719	3	722	0	▼3
London	4	716	4	719	0	▼3
Shenzhen	5	713	6	709	▲1	▲4
Hong Kong	6	707	7	705	▲1	▲2
San Francisco	7	706	9	701	▲2	▲5
Guangzhou	8	701	8	702	0	▼1
Singapore	9	698	5	714	▼4	▼16
Washington DC	10	696	11	697	▲1	▼1
Boston	11	694	20	676	▲9	▲18
Los Angeles	12	693	14	692	▲2	▲1
Chicago	13	685	15	691	▲2	▼6
Tokyo	14	677	10	698	▼4	▼21
Paris	15	674	18	678	▲3	▼4

GLOBAL GREEN FINANCE: RATINGS OVER TIME FOR SAN FRANCISCO



GLOBAL GREEN FINANCE INDEX: MEAN OF ASSESSMENTS FOR SAN FRANCISCO OVER TIME



NORTH AMERICAN CENTRES IN THE GLOBAL FINANCIAL CENTRES INDEX

Centre	Depth		Centre	Quality	
	GGFI 5			GGFI 5	
	Rank	Rating		Rank	Rating
Montreal	9	454	San Francisco	13	466
Toronto	14	444	Vancouver	17	455
San Francisco	16	442	Toronto	17	455
Vancouver	17	441	Montreal	19	453
Los Angeles	28	429	New York	28	438
Washington DC	32	415	Los Angeles	30	437
Boston	40	406	Washington DC	32	433
Calgary	43	399	Boston	40	419
New York	44	395	Chicago	41	418
Chicago	47	391	Calgary	49	395

SMART CENTRES INDEX: NORTH AMERICAN CENTRES

Centre	SCI Dimensions					
	Innovation Support		Creative Intensity		Delivery Capability	
	Rank	Rating	Rank	Rating	Rank	Rating
New York	2	256	2	251	2	248
San Francisco	7	243	4	241	5	233
Los Angeles	5	247	5	241	13	227
Chicago	4	247	7	238	8	228
Boston	7	243	13	233	8	228
Washington DC	9	242	23	227	18	225
Dallas / Fort Worth	16	237	16	231	19	224
Vancouver	23	235	9	234	28	220
Austin	22	235	20	228	22	222
Toronto	20	235	28	225	26	221



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Jeffrey Sweeney

Chairman & CEO

US Capital Global



US CAPITAL GLOBAL
ASSET MANAGEMENT & CORPORATE FINANCE



San Francisco & London: Bridges of Technology & Finance



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Webinar:
Tuesday, 29 September 2020

Jeffrey Sweeney

Chairman and CEO, US Capital Global

- 30+ years of investment experience, with particular expertise in small cap and middle market structured finance, investment banking services, and fund management
- Founder of US Capital Global, a global private financial group headquartered in San Francisco with over \$6 billion in funding opportunities reviewed annually
- Regular author in leading business journals, e.g. *The Secured Lender*, *The Fintech Times*, *ABF Journal*, *ABL Advisor*, and *Mergers & Acquisitions*
- Internationally renowned FinTech speaker and thought leader
- Keen supporter of technological innovations that can help to improve and grow the finance sector



"Security Tokens Realised" symposium



"ICOs Dead? Long Live STOs!"

About US Capital Global

US Capital Global is a globally regulated private financial services group with offices in San Francisco, Las Vegas, and London. The group provides sophisticated debt, equity, and investment products to lower middle market companies and investors. US Capital Global leverages technological innovation (FinTech) and regulatory developments (RegTech) to offer a wide array of customized products and services for its global clients.

DIVISIONS WITHIN THE US CAPITAL GLOBAL GROUP:

US Capital Global Securities:

The group's registered securities placement agent and broker-dealer, member FINRA/SIPC.

US Capital Global Partners:

The group's asset-based financing division and registered broker-lender.

US Capital Global Advisors:

Experienced advisory and diligence division, which leverages proprietary FinTech tools and processes for enhanced data analytics.

US Capital Global Investment Management:

US Capital Global's asset management and fund management division.

US Capital Global Wealth Management:

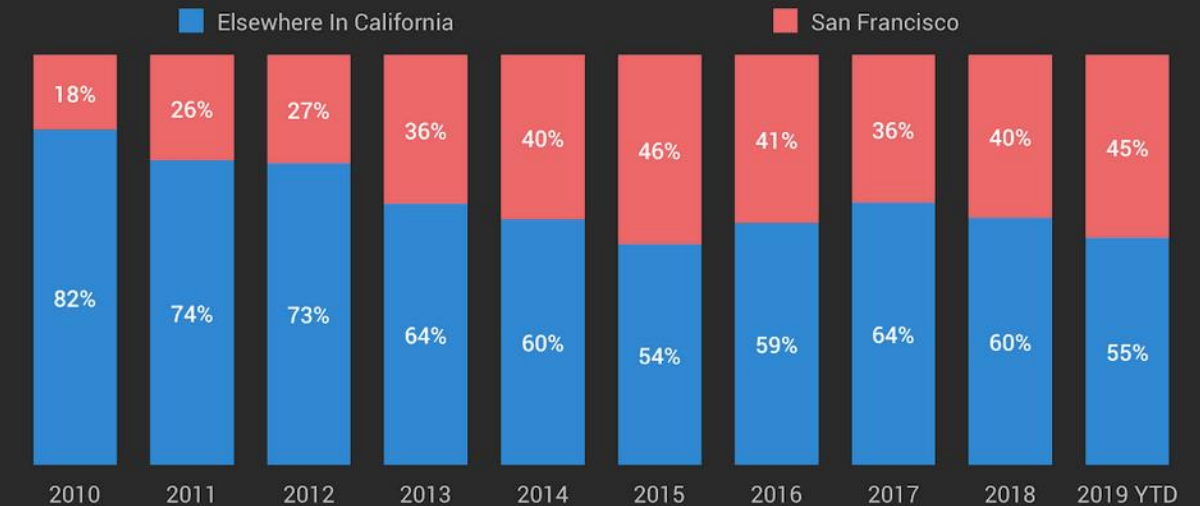
Wealth management division supporting clients with tax-efficient structures and a comprehensive suite of customized services.

San Francisco & The New Money

- San Francisco’s economy was ranked #1 in an analysis of local economies in the 40 largest metro areas in the United States, conducted last year by Business Insider.
- The “nouveau riche “ in San Francisco are largely a product of the city’s booming tech industry, its long history as an innovation hub and mecca for start-ups, and its proximity to Silicon Valley, considered the tech centre of the world.
- The city has the third-highest number of billionaires in the US, thanks to its technology sector, according to Wealth-X’s 2019 Billionaire Census report.
- There has been a recent exodus of tech workers from San Francisco, with tech companies shifting coding and lower-level operations to other States to cut costs.
- There is a lot of young, unsophisticated money in San Francisco —controlled by “single family offices” and the culmination of successful exits—now looking to allocate in growth.

California VC: Dollar Volume Split Between San Francisco & The Rest Of The State

Based on reported data in Crunchbase. Recent quarters are subject to reporting delays. 2018 San Francisco figures do not include \$12.8B Juul stake purchase by Altria that had characteristics of M&A. 2019 did not include a \$1B investment in Open AI, a nonprofit initiative. Data is current through mid-late September 2019.



crunchbase news

London Viewed from San Francisco

London as a Global Financial Hub and “Alpha City”

- London has been a global financial hub since the London Stock Exchange was founded in 1698.
- London as gateway to the world: sits at a convenient time zone for those looking to trade with both countries to the East and the West.
- US investors have largely shrugged off concerns about Brexit and continue to look to London as a leading global financial centre and tech hub.

Global Centre for the FinTech Industry

- American investors have been involved in \$4.4bn (£3.4bn) worth of deals into UK firms in 2019, with London businesses accounting for more than three-quarters of the investment, according to research from Pitchbook and London & Partners.
- London’s Lord Mayor, William Russell, visited San Francisco in December 2019 as new research showed that the UK is the first-choice overseas market for FinTech-focused North American venture capital firms.
- An analysis into the top ten cities for number of FinTech deals in 2019 shows that London has the most international investors, with 54% of total venture capital investment involving an investor from outside the UK. Only 11% of investors in San Francisco came from outside of North America, and 15% in New York.
- London’s FinTech sector includes not only high-value scale-up companies like Monzo (\$143m) and WorldRemit (\$175m), but a wide array of promising smaller FinTech businesses.



Lord Mayor of London, William Russell, said:

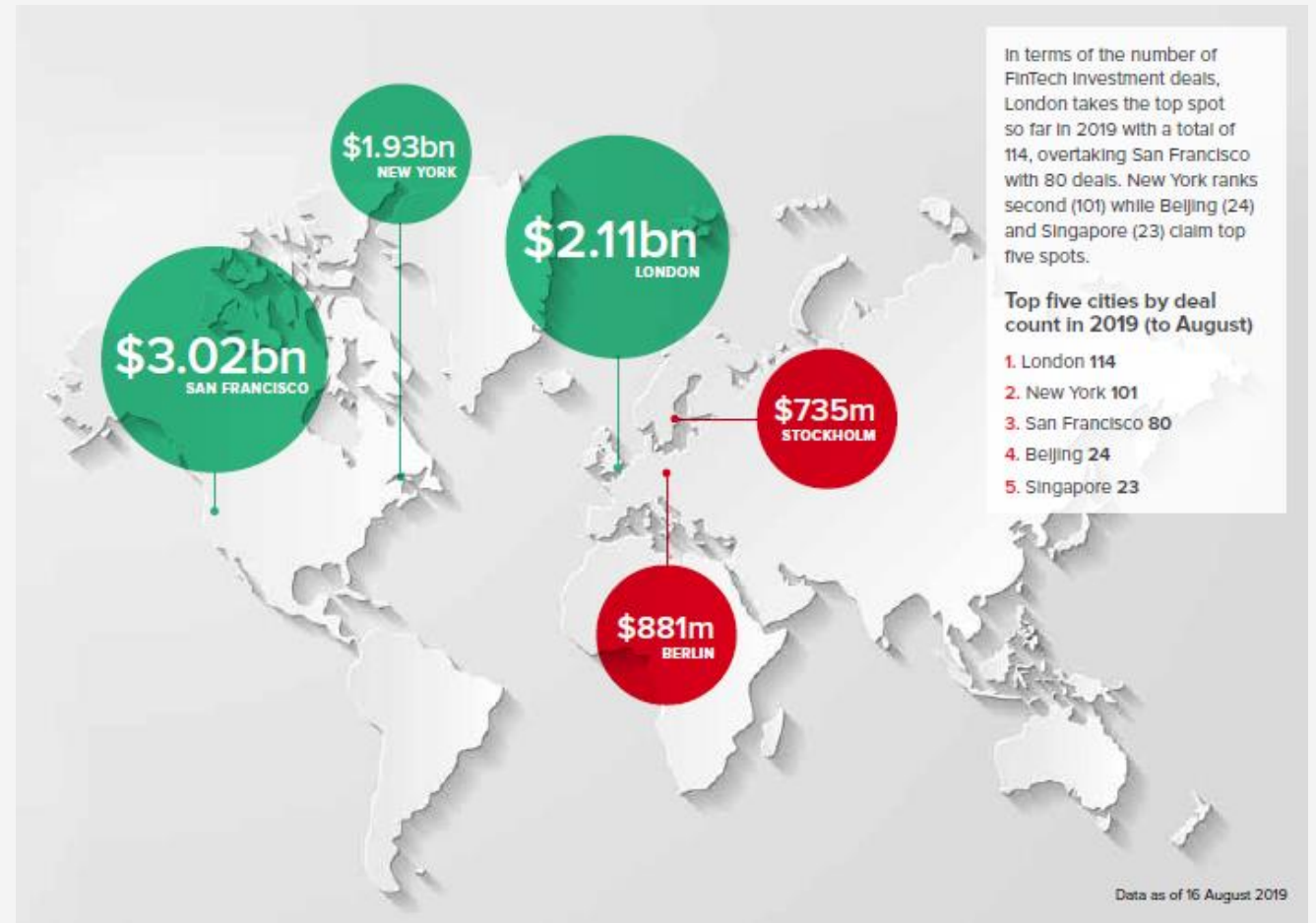
“There is still huge untapped potential in this partnership [between London and San Francisco]. That’s why the direct engagement that we will have with VCs in San Francisco will be so important – to raise awareness of UK expertise and foster the relationships that will lead to tomorrow’s deals.”

A City Comparison of Global FinTech Investment in 2019

San Francisco leads with the highest deal value of \$3.02bn, while London takes second place with \$2.11bn. London is the top city in the world by deal count.

Top five cities by deal value in 2019 (to August) (\$)

1. San Francisco **3.02bn**
2. London **2.11bn**
3. New York **1.93bn**
4. Berlin **881m**
5. Stockholm **735m**

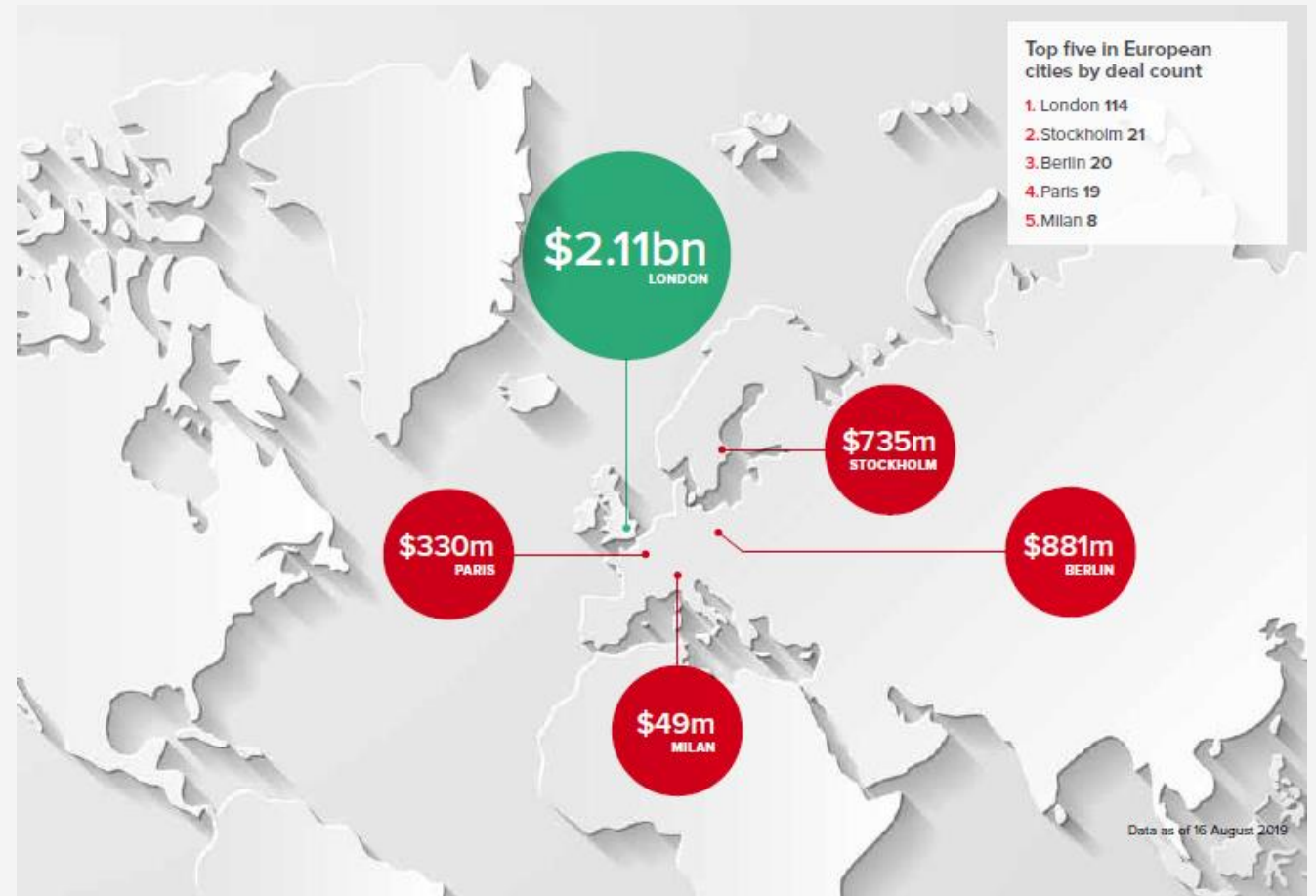


Source: London & Partners and Innovate Finance, *A Fine Year for FinTech: Global Trends from a UK Perspective*, Sep. 2019.

European Comparison of FinTech Investment in 2019

Top five in European cities by deal value (\$)

1. London **2.11bn**
2. Berlin **881m**
3. Stockholm **734m**
4. Paris **330m**
5. Milan **49m**



Source: London & Partners and Innovate Finance, *A Fine Year for FinTech: Global Trends from a UK Perspective*, Sep. 2019.

Example Technology and Early-Stage Financings by US Capital Global

TWO RECENT CASE STUDIES:

MIRIS AS



Company: Based in Norway, MIRIS is an innovative and disruptive technology-driven green real estate development company. The company's progressive real estate projects include the world's first energy-positive hotel, named Svart Hotel, to be located in the Arctic Circle and designed to produce 60% more energy than it consumes over the life of the building.

Financing: US Capital Global structured and provided MIRIS with a €10,000,000 bridge loan. US Capital Global is currently in the process of raising a further €100,000,000 for the company through a convertible green bond offering.

ClaraPhi Advisory Network, LLC



Company: ClaraPhi Advisory Network is a SEC-registered investment advisor that leverages technology in the financial markets to provide a unique suite of custom-tailored services for its clients. The company has developed turn-key programs designed to make it as easy as possible for CPAs, attorneys, and financial institutions to partner with a registered representative to provide financial or investment services to clients.

Financing: US Capital Global has structured and provided ClaraPhi Advisory Network with an acquisition term loan facility, repayable over 60 months.

Thank You

A panoramic view of the San Francisco skyline at dusk. The Golden Gate Bridge is visible on the left, and the city's skyscrapers are illuminated against a dark blue sky with scattered clouds. The water of the bay is in the foreground.

US Capital Global Partners, LLC
555 Montgomery Street, Suite 1501
San Francisco, CA 94111

T +1 415 889 1010
F +1 415 358 5665
www.uscapglobal.com

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An Exploration Of Future EU Economic Policies](#)
- Thursday 01 October (14:00) [Long Lessons – Can The Religions Of The Book Teach
Modern Finance? The History Of Abrahamic Lending](#)
- Tuesday 06 October (11:00) [Institutional Investors' Views On The Use Of Share Plans](#)
- Tuesday 07 October (19:30) [Tennis Around The Time Of Thomas Gresham](#)

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