

Hi <<First Name>>,

We are excited to announce [Hardbacon](#), a Canadian fintech who has been awarded the Startup of the Year award is now live on our platform.



Hardbacon is a financial technology firm that helps Canadians better manage their money invested in the stock market. Its mobile application connects to your investment accounts, analyzes your portfolio and presents you with all the financial data you need to make better investment decisions.

Hardbacon's mission is to make investing available to as many Canadians as possible. It does that with its mobile application, which Apple has featured in the App Store as a "New App We Love."

As a result, it is possible [to invest as little as \\$99 in the business and as much as a million dollars](#) in Hardbacon. However, a minimum investment of **\$ 2,500** is required to make an investment through an **RRSP or TFSA account**.

### The opportunity

Hardbacon offers a B2C service through its mobile application but recently made a B2B pivot, offering application licenses and lead generation services to financial institutions. The company's B2B clients include institutions such as Desjardins Online Brokerage, Questrade, and Wealthsimple.

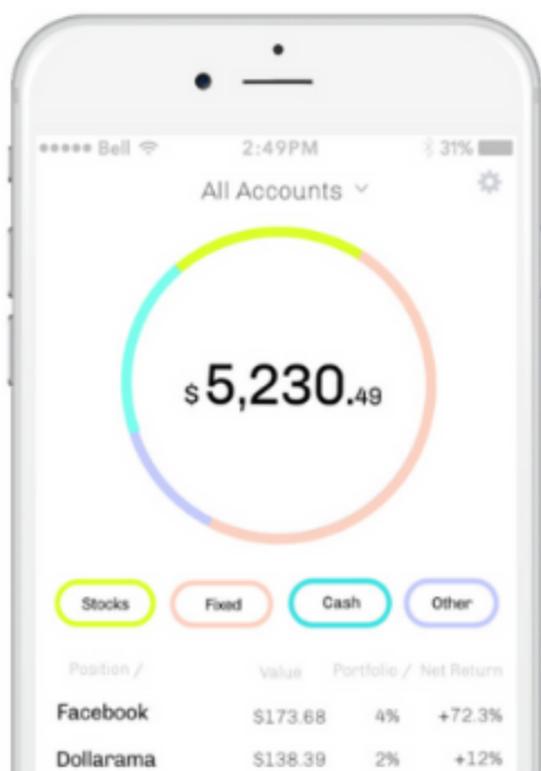
FINANCIAL POST

"Desjardins Group has partnered with fintech Hardbacon to boost the capabilities of its online brokerage as the interest in do-it-yourself investing and lower-fee investment options continue to rise."

*Armina Ligaya, Financial Post*

According to KPMG International, \$ 111.8 billion was invested in fintech in 2018, including \$ 1.2 billion in Canada. This interest is due to the fact that these companies are revolutionizing the financial services industry, which accounts for 7% of Canada's GDP. No less than 810,000 people work in finance in Canada; automation and artificial intelligence will help serve more customers with fewer human resources while providing them with

By investing in Hardbacon, you could own a piece of a company well positioned to benefit from this revolution, while changing the industry for the better. Indeed, the company aims to become the "family office" of Mr. and Mrs. Everybody, helping its users with all aspects of their financial life - not just invest: it wants to help people save on their insurance policies or their cell phone plan, help them with their taxes, eliminate their debts, etc.



**Invest like a pro**

We sync with all your investment accounts, analyze your portfolio and help you become a better investor

**DOWNLOAD HARDBACON**

GET IT ON Google Play

Download on the App Store

As the email is being written, they have raised \$108,928 from 115 investors. The round will remain open until August 8th or until the maximum goal of \$ 1,500,000 is reached.

*Full details of the offering can be found on the FrontFundr platform.*

## Learn More



*For informational purposes only. Investing in crowdfunding and exempt market offerings has significant risk. Investors may not be able to resell quickly or at all. An exempt market security holder may also receive limited ongoing issuer information. Only invest if you can withstand the loss of your entire investment. FrontFundr conducts a suitability assessment on all investments made through the platform.*

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