



Investor Update

December 18, 2019

Forward-Looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current beliefs and expectations of ValueSetters' management and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements. Factors that could cause ValueSetters' actual results to differ materially from those described in the forward-looking statements can be found in ValueSetters' Quarterly Report on Form 10-Q for the quarter ended October 31, 2019, which has been filed with the Securities and Exchange Commission and is available on ValueSetters' website (<https://valuesetters.com/sec-filings>) and on the Securities and Exchange Commission's website (www.sec.gov). ValueSetters does not undertake to update the forward-looking statements to reflect the impact of circumstances or events that may arise after the date of the forward-looking statements.

Alignment of Interests with Shareholders

Management is Paid in Stock

- CEO controls 37% of shares out through direct and beneficial interest
- CFO owns 5% of shares out
- Together, management owns/controls 42% of shares out through direct and beneficial ownership
- Management interests completely aligned with shareholders



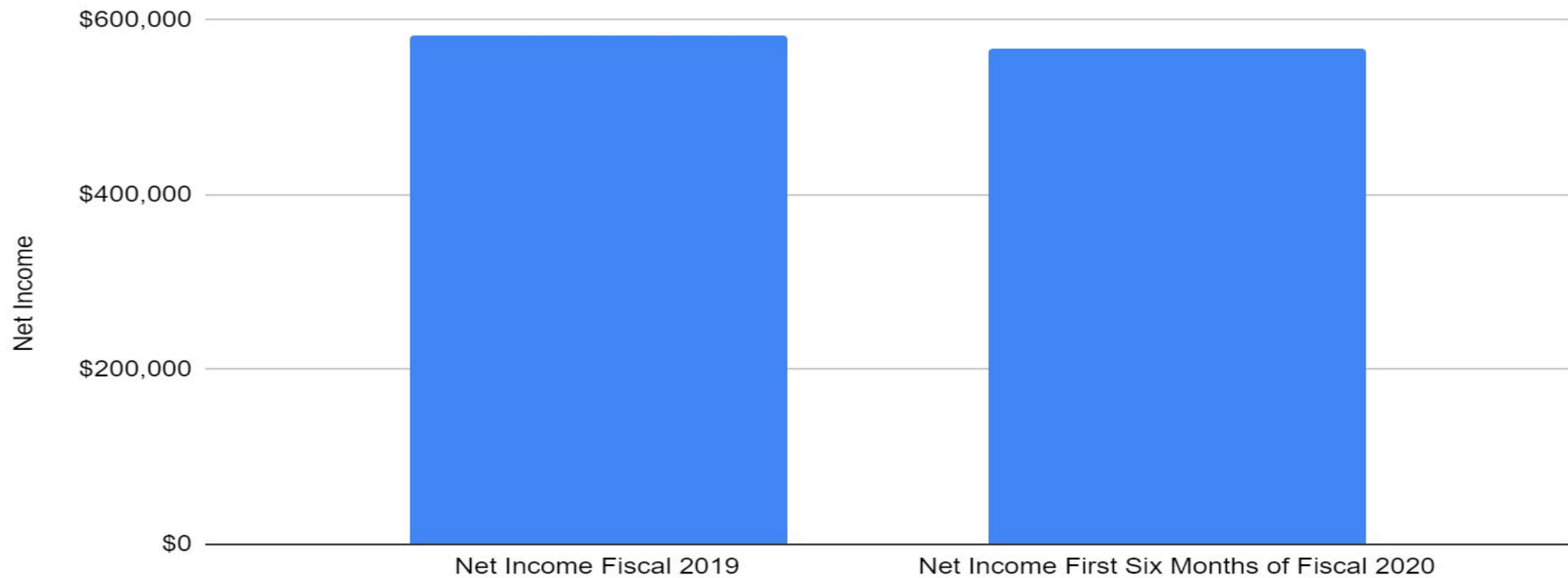
Success

Management Delivers Results for Shareholders

- Fourth consecutive quarter of profitability
- Revenue increase of 943%, higher than preannouncement
- Gross margin of 99.7%
- Positive book value
- Self-funded growth

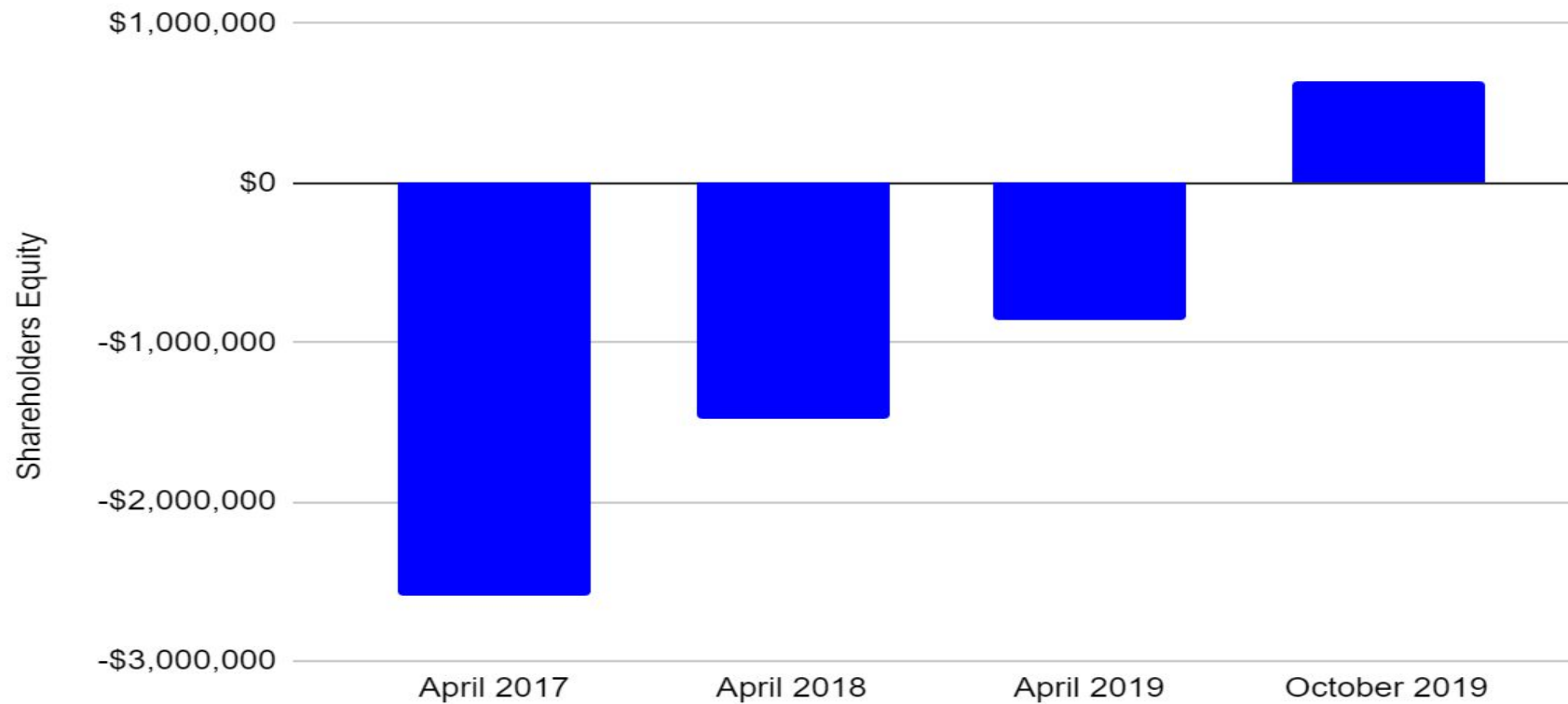
Income Growth

Net Income for First Six Months Almost Equal to Total Fiscal 2019 Earnings



Growth in Shareholders Equity

Dramatic Improvement in Shareholders Equity



Team

Experienced Team of Female Executives



Cecilia Lenk, Ph.D. CEO

Ph.D., Harvard
Angel Investor, Launchpad Venture Group



Coreen Kraysler, CFA CFO

S.M., MIT Sloan
Former Morningstar 5-star Rated Portfolio Manager



Kathy Kraysler, CMO

M.B.A., Yale
Former Director of Audience Analytics at MIT

Who We Are

ValueSetters is a Boutique Advisory Firm

- We work with companies at all stages to provide assistance with:
 - 1) Raising capital through private market portals
 - 2) Strategic advice
 - 3) Technology consulting

Business Model

Fee-Based Revenue Model Plus Equity Stakes

- Charge fixed fees for services provided
- Take equity stakes in select technology start-ups, including:



KINGSCROWD



Holler



Portfolio Company Success

KingsCrowd Showing Strength in Business Development

- #1 ratings/analytics provider for online private capital markets
- Announced acquisition of newchip aggregator platform
- Increased investor community by tenfold, to 100,000+



Client Drivers

Experience and Results Attract Clients

- Professional investor experience provides unique capabilities
 - Effective message crafting to all types of investors
 - Deep network of potential shareholders
- Experience in starting/selling/growing successful businesses
- Political and economic development expertise
- Marketing capabilities, including expert targeting and analytics

Track Record

Management Delivers Results for Clients

- Established strong [track record](#) in marketing private, online capital offerings
- Proven unique capabilities in targeted digital marketing to potential investors
- Successfully completed multiple multi-million \$ equity raises

Income Statement Review

2Q Income Statement Showed Continued Improvement

- 943% increase in revenues
- 99.7% gross margin, a 12 point improvement
- Net income of \$542,451
- Positive operating leverage of 829 points

Balance Sheet and Liquidity Review

Balance Sheet Continued to Improve vs. F2019

- Increased cash balances by 63%
- Grew investment balances by 101%
- Reported positive shareholders equity for the first time
- Achieved positive operating cash flow
- No converts

ValueSetters Pipeline Drivers

- Established track record driving referrals
- Potential clients taking notice of VSTR's digital marketing and investor outreach success
- Reciprocal referral agreements with Netcapital in place
- Existing clients providing referrals to new customers
- New verticals diversifying client mix



Summary

- Generated significant improvement in financial results
- Assets now exceed liabilities, generating positive book value
- Portfolio companies performing well
- Expansion of consulting practice opens new markets
- Expect further announcement regarding Logistics Tech in 3Q

Coreen Kraysler, CFA
ckraysler@valuesetters.com
781-925-1700

