

CROWDFUNDING ON STEROIDS



**Volume Thirteen: Private
Placement Handbook Series**

Crowdfunding Steroids Private Placement Handbook

Douglas Slain



Crowdfunding Steroids Private Placement Handbook:

Crowdfunding on Steroids Douglas Slain, 2014-04-07 The SEC has lifted an 80 year ban on general solicitation For the first time start ups can use public solicitation and public advertising including online to sell private offerings This handbook discusses these changes and how to take advantage of them [The Crowdfunding Handbook](#) Cliff Ennico, 2016-05-26 IPSs are expensive and venture capital nearly impossible to attract Crowdfunding is changing the game for private companies Are you taking full advantage Think Kickstarter is just for artists and people who don't really want to work for their success Think again In 2012 President Obama signed the JOBS act Jumpstart Our Business Startups empowering privately owned companies to raise capital from investors without going through the rigorous IPO and private placement processes Your private company can now crowdfund your way to success Now that the SEC has handed down the last regulations the floodgates will open and companies will be free to compete for funding Thankfully for you small business and legal expert Cliff Ennico has followed the equity crowdfunding story since its inception and has translated the regulations into a clear set of dos and don'ts for entrepreneurs and small business others looking to get in early In [The Crowdfunding Handbook](#) burgeoning crowdfunders can learn how to Decipher whether crowdfunding is their best bet Choose between funding platforms Pitch a project to the public Reach the most promising investors Figure out disclosure documents and report requirements The Crowdfunding Handbook reveals the tips and tools to help you raise money for your small business or startup with equity funding portals

Equity Crowdfunding for Investors David M. Freedman, Matthew R. Nutting, 2015-06-15 Learn the ins and outs of equity crowdfunding with this informative guide Equity Crowdfunding for Investors is a comprehensive objective and authoritative guide to the social and financial rewards of crowdfunding Before now angel investing and the spectacular returns possible in this asset class has been off limits to all but the wealthiest Americans Now equity crowdfunding portals allow the general public to buy shares in startups and fast growing private companies for the first time in generations This book provides the guidance individuals need to invest wisely tempering the excitement of leading edge technology innovative business models and exciting new brands with thorough practical know how including investor limits and requirements portfolio strategy deal terms and much more Readers will learn the pros and cons of investing in equity crowdfunding so they can make an informed investment decision as well as best practices for finding researching evaluating and buying into potentially profitable startups Digital components include tables graphs comparison charts screen captures checklists and other tools that further enable readers to make suitable investment choices Equity crowdfunding is a new exciting and evolving way for growing businesses to raise capital and for average investors to buy equity in those businesses It has been hailed as a game changer in the private capital markets particularly the angel investment asset class which includes angel investing This book shows readers how to take full advantage of this new avenue of investment without being taken advantage of themselves Make smarter investment decisions Avoid being ripped off Find

the best information available Understand the SEC rules and limits Equity crowdfunding can produce huge returns It also comes with huge risk Some companies will succeed but many will fail Everyday investors can mitigate some risk and increase their chance of profit with the fundamental insight provided in Equity Crowdfunding for Investors Regulation Crowdfunding Douglas R. Slain,2015-09-22 Regulation Crowdfunding refers to Title III of the JOBS Act of 2012 This handbook is an introduction of Title III especially Rule 506 c General Solicitation Under New Rule 506 Douglas Slain,2013-08-14 The new Rule 506 changes everything The SEC has lifted an 80 year ban on general solicitation pursuant to Section 201 a of the JOBS Act Issuers for the first time can use public advertising to sell private offerings Start ups and other companies are now able to use advertising and general solicitations to fund private placements The new Rule 506 may prove to be the answer to the prayers of some start ups frustrated with existing fund sourcing platforms It also has hidden dangers that will cause many issuers to use the old Rule 506 Among the new Rule 506 strengths observe The amount that can be raised is unlimited There is no requirement for review of the offering under any Blue Sky laws There is no review of the offering by the SEC Solicitations can be online or offline Solicitations can be made to anyone Sales as opposed to solicitations must be to accredited investors and issuers must be able to verify that any actual investor is accredited Also proposed rules will require issuers to send the SEC all marketing copy Now we will start to see the following Emails asking if you might be interested in learning about a stranger s project Videos of founders and entrepreneurs soliciting your interest in their projects Links on websites inviting you to click through to learn more about an investment Mobile apps with increasingly creative solicitations Q How have private offerings been sold historically Rule 506 of Regulation D establishes a safe harbor under Section 4 a 2 of the Securities Act of 1933 for sales of securities not involving a public offering Compliance with Rule 506 means an issuer does not need to register with the SEC or any state neither securities regulator nor does it need to file reports with the SEC other than a Form D within 15 days of the first sale of any offering Under the existing Rule 506 exemption which some issuers will opt to continue to use an issuer may sell an unlimited number of securities under the following conditions the issuer may not use general solicitation or general advertising the issuer may sell to an unlimited number of accredited investors but only up to 35 other investors who are sophisticated if non accredited investors are included in the offering additional disclosures are made to them and the securities issued are restricted Q How will most private offerings be sold in the future The new Rule 506 adds a new subsection c that says that an issuer may use general solicitation or general advertising when offering and selling securities as long as all purchasers turn out to be accredited investors or the issuer reasonably believed they are accredited at the time of sale the issuer takes reasonable steps to verify the accredited investor status of each purchaser and the issuer complies with other applicable provisions of Regulation D Q How has verification occurred until now Issuers have relied on the investor s representation that he or she is an accredited investor under one of the categories in Rule 501 a Q How will verification occur now Under the new rules issuers must take

reasonable steps to verify the accredited investor status New Rule 506 c 2 ii includes several non exclusive methods to satisfy the verification requirement *Summary of Clifford R. Ennico's The crowdfunding handbook* Everest

Media,2022-02-24T23:10:00Z Please note This is a companion version not the original book Sample Book Insights 1 The availability of capital from friends and family has always been extremely limited for entrepreneurs and in the past this has been the case because people were generally reluctant to lend money to strangers 2 Social media has changed the way we communicate and it has also changed the way we raise capital Social media allows people to expand their social networks which allows them to expand their business networks as well This is how crowdfunding works 3 The most basic definition of crowdfunding is raising money for a project or venture from a group of people who are large and undefined the crowd 4 There are three types of crowdfunding project accredited investor and social media **Crowdfunding in 2014** Douglas

Slain,2013-11-29 New Rule 506 c has changed everything when it comes to raising money for start ups Learn about Private Issuers Publicly Raising PIPRs and the Crowdfunding Intermediary Regulatory Advocates among much else **Accredited Investor Crowdfunding: A Practical Guide for Technology Executives and Entrepreneurs** Thomas E. Vass,2014-09-15 The purpose of this book is to describe how an established technology company or an entrepreneur can use crowdfunding to raise capital from accredited investors The book is targeted to small private technology companies usually with less than 10 employees and with more than 3 years of operational experience Within the category of equity crowdfunding there is a sub category called accredited investor crowdfunding characterized by investments made by investors who expect a profit and generally will continue to support the enterprise over a longer period of time than the venture capitalist Generally the goal for the amount raised would be around 1 million As is the case for most of the Reg D capital raised in 2012 the use of the capital is for business growth and expansion in such items as new staff sales and marketing and new capital equipment From a technological point of view the capital would generally be used to improve an existing product or service called a sustaining innovation The book covers the steps and executive or entrepreneur follows to prepare and execute a crowdfunding project It provides a detailed analysis of the 10 accredited investor crowdfunding websites currently in operation This book is not about donor based crowdfunding or its near cousin non accredited investor crowdfunding This book is intended for CEOs of technology companies and technology entrepreneurs who would like to learn more about this new technique of raising capital **Peer-to-Peer Lending and Equity Crowdfunding** Kim Wales, Written by an industry pioneer who has hands on experience in the brave new world of peer to peer lending and equity crowdfunding this book serves as a resource for investors and entrepreneurs alike and investigates how these alternative mechanisms will increase the financial and operational capacity of borrowers lenders buyers and sellers in the private markets More than 60 governments across the globe have established financial inclusion as a policy priority and are vying for access to and use of financial services by households and firms to boost economic growth A thought leader on securities based crowdfunding author Kim Wales

explores how women and the millennial generation the world's largest groups of people can influence crowd direct investment economic freedom and economic growth The book provides building blocks to instruct investors and entrepreneurs about how to leverage social networks and supplies tools to help retail investors the crowd to understand the language risks and rewards of this type of investment Providing an indispensable resource for investors and entrepreneurs Peer to Peer Lending and Equity Crowdfunding summarizes past theory as well as current schools of thought related to capital formation and economic growth explains why creating a secondary market for private placement offerings is essential to stimulating market liquidity and documents how public private partnerships using digital finance will enhance financial inclusion and positively impact investing The book not only describes how crowdfunding works but also explains investment approaches secondary markets governance and compliance transparency and risk models that are necessary for investors to make informed decisions

Show Me Your Money Idea Dwayne Anderson, 2017-03-26 Finding an angel investor to fund the next big idea has always been a daunting task The next difficult task is to gain marketing exposure Together these elements can make or break a startup Until recently these two were separate activities you first find investors raise money and then you would allocate your marketing spend The advent of crowdfunding has disrupted the way funding and marketing is done by combining these critical tasks and getting them done at the same time Crowdfunding Venture Capital on Steroids With crowdfunding you can set your terms retain your company's vision culture and bring several shareholders rather than just a handful and most importantly get promotional boost that comes with this Furthermore crowdfunding also allows you to offer shares and attract a lot more money Entrepreneurs usually raise hundreds of thousands and even millions This Book Is Your Blueprint on the HOW Crowdfunding has offer new avenues for startups and it is relatively easier to start a business than ever before But it is also attached with a steep learning curve Many ventures find themselves into deep waters without the real knowledge of choosing a platform crafting a pitch and attracting investors

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