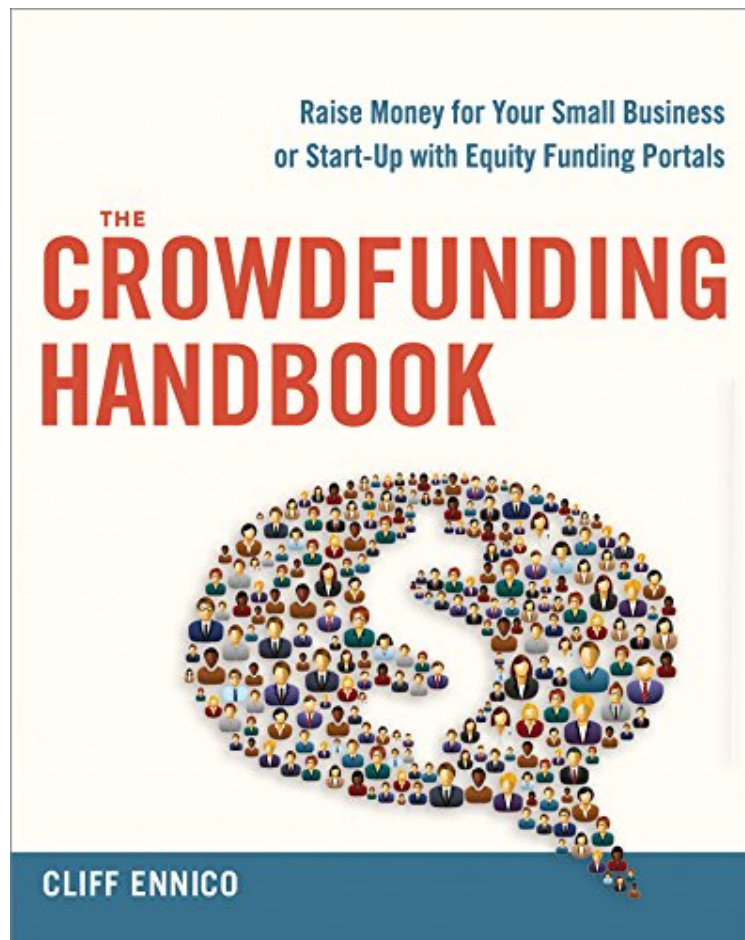


(Download pdf) The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals

The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals

Cliff Ennico

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Cliff Ennico : The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals:

0 of 0 people found the following review helpful. Five Stars By Eugene C. Helped me easily identify where my focus should be in the capital raise market 2 of 2 people found the following review helpful. Finally a great guidebook for crowdfunding! By Daniel B. Beaulieu Finally a great guidebook for crowdfunding! This book by Cliff Ennico who is an attorney by the way provides us with everything we need to know about crowdfunding. Sure you've all heard the stories; have a great idea? Put it on the Kickstarter web site and money will start pouring in! It's as easy as that. No big deal works every time. Well like everything else that sounds too good to be true it is. Sure these stories are real, certainly this can happen. But alas nothing is that simple. There is much more to crowdfunding than just

that. First of all there are a number of different crowdfunding sites all of them a bit different from the other. So you have to choose, you have to decide which one is best for you. Then there are the rules to each of these sites. Then what are the best ways to write up your product or service description, then there are all of the finite details that you have to understand before you, well before you just dive in. Let me give you some advice. Before you do anything read this book because it is without a doubt your personal GPS getting you entrance and passage into the world of crowdfunding. Author Ennico not only advises from the point of view of the person seeking capital from investors but also takes you to the other side of being an investor. From explaining exactly what crowdfunding is; then the history of crowdfunding to how to choose the right source, how to write your offer announcement coping with your new partners (yes this means you will have partners) to filing progress reports with the SEC (yes you have to do that, hell, does that sound like amateur hour?). You get my point? There is a lot more to this way of getting investors than meets the eye and if you're serious about getting involved in this new (old way) of getting to people to invest in your company then do not take another step without getting a hold of a copy of this book. Oh and by the way this book has an appendix that is loaded with all of the tools you are going to need in your new venture from yes that scary SEC form to an LCC operating agreement to a term sheet for crowdfunding offering to debt securities. In short everything you need but did not know enough to know you were going to need. **WARNING** do not enter these crowdfunding waters without this book!

Ever wish your company could raise capital the Kickstarter way? Equity crowdfunding is finally here, opening new funding avenues for small businesses and start-ups. In April 2012, President Obama signed the Jumpstart Our Business Startups or JOBS Act into law. This groundbreaking legislation empowers privately-owned companies to raise capital from investors without going through the rigorous IPO and private placement processes. When the SEC hands down the last regulations, the floodgates will open and companies will be free to compete for funding. Small business and legal expert Cliff Ennico has followed the equity crowdfunding story since its inception. Now, in *The Crowdfunding Handbook*, he explains the JOBS Act and translates the regulations into a clear set of dos and don'ts for entrepreneurs and small-business owners looking to get in early and do things right. Need help pricing your securities? Pitching a project to the public? Choosing between funding platforms? Figuring out disclosure documents and reporting requirements? This book delivers targeted answers whether crowdfunding is your best bet, picking the right legal entity, selecting types of securities to offer, reaching the most promising investors, keeping crowds under control, and more. IPOs are expensive, and venture capital nearly impossible to attract. Crowdfunding is changing the game for private companies . . . and this book will lead the way.

"Much more than an overview, this is a solid, nuts-and-bolts handbook that will be valuable to serious small-business entrepreneurs." --Library Journal, starred review

From the Back Cover Ready to finance your venture the Kickstarter way? With equity crowdfunding rules finalized by the Securities and Exchange Commission, the landmark 2012 JOBS Act has finally gone live, freeing small businesses to raise up to \$1 million without a lengthy, expensive IPO process. For many start-up companies and entrepreneurs, the "Regulation Crowdfunding" rules mean better access to small investors, less red tape, more capital for launching companies, and faster growth especially if you get in early and do it right. Legal and small business expert Cliff Ennico has followed the equity crowdfunding story since its inception. In *The Crowdfunding Handbook*, he explains the federal legislation and translates the 685-page SEC Regulation Crowdfunding document into a clear set of dos and don'ts, with targeted answers to all your questions: • Is crowdfunding my best bet for raising capital? • What types of securities should I offer, and how should I price them? • What's the best way to pitch a project to the public? • Which crowdfunding portal should I choose? • Which disclosure documents need to be filed? • What are my other legal requirements? • How can I set up my company to increase the odds of success? • Who are the most promising investors, and how do I reach them? • How do private securities offerings mix with crowdfunded options? • What are the "intrastate offerings" exemptions in my state? • How do I manage a "crowd" of investors and keep them happy? Equity crowdfunding moves beyond raising money for specific projects to offering stock, bonds, and other securities to nonaccredited investors the next level in the "friends and family" model, and a projected game changer for the way private companies get capital. *The Crowdfunding Handbook* guides you safely and smoothly through this exciting new funding arena, while helping you avoid potential costly mistakes. Cliff Ennico, a former Wall Street lawyer, is a leading expert on the legal and financial issues of entrepreneurial companies. Previously the host of PBS's *MoneyHunt*, he now writes the nationally syndicated "Succeeding in Your Business" column as well as a legal QA column for *Entrepreneur*. He is the author of several books, including *The eBay Seller's Tax and Legal Answer Book*. About the Author CLIFF ENNICO, a former Wall Street lawyer, is a leading expert on the legal and financial issues of entrepreneurial companies. Previously the host of PBS's *MoneyHunt*, he now writes the nationally syndicated "Succeeding in Your Business" column as well as a legal QA column for *Entrepreneur*.