



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

Cliff Ennico

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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 do's 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.

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Geraldine Matson:

Spent a free time and energy to be fun activity to try and do! A lot of people spent their spare time with their family, or their very own friends. Usually they performing activity like watching television, gonna beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your own free time/ holiday? May be reading a book may be option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of book that you should read. If you want to test look for book, may be the guide untitled The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals can be excellent book to read. May be it could be best activity to you.

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Typically the book The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals has a lot of knowledge on it. So when you read this book you can get a lot of advantage. The book was written by the very famous author. The writer makes some research ahead of write this book. This particular book very easy to read you will get the point easily after looking over this book.

Martin Williams:

In this age globalization it is important to someone to receive information. The information will make a professional understand the condition of the world. The fitness of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can see that now, a lot of publisher in which print many kinds of book. Typically the book that recommended to you is The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals this reserve consist a lot of the information from the condition of this world now. This specific book was represented how can the world has grown up. The language styles that writer use to explain it is easy to understand. The actual writer made some investigation when he makes this book. Honestly, that is why this book ideal all of you.

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