

## Crowdfunding: The Next Big Thing

*Ever since Kickstarter, Indiegogo, and others launched crowdfunding platforms, there has been great demand for crowdfunding to move beyond in-kind rewards to equity, so that a broader group of people might share in the returns of the “next big idea.” However, for the vast majority of people, getting in on the ground floor of an innovative, new startup via owning shares was not just out of reach, but out of bounds as well. To protect people from investing more than they could afford to lose and to guard against fraud, U.S. Securities laws made it illegal for early-stage startups to sell shares to regular people through online platforms. That is all about to change. Today, implementing rules for Title III go into effect, allowing for the first time, startups to solicit funds from anyone in exchange for shares via online platforms. However, the question remains, are equity crowdfunding platforms likely to attract the next “billion-dollar startup” and offer real opportunities for everyday investors to share in the profits? This policy brief considers this question through the emerging field of innovation science, applying a simple economic analysis to evaluate the likely impact and effect of the new equity crowdfunding rules. In short, the briefing finds: 1) Title III is not likely to provide either everyday investors or high-growth startup founders with significant new markets for funding the “next great idea”; 2) Title III could lead to novel opportunities for investment and experimentation, opening new avenues of funding for small businesses, means of building a committed user base, and vehicles for marketing and branding; 3) Through experimentation with new market design rules, data streams (e.g. integration with verifiable growth metrics) and milestone-based funding, equity crowdfunding platforms could improve the quality and type of startups they are able to attract; 4) Regulators should not lose sight of Title II -- the provision of the JOBS Act permitting accredited investors to use equity crowdfunding -- as an alternative pathway for achieving some of Title III's initial goals. While equity crowdfunding under Title III may not evolve as many may have originally hoped, it still may bring new forms of capital to small businesses and offer new and beneficial ways for people to connect with companies and causes about which they are passionate. This open access book presents a comprehensive and up-to-date collection of knowledge on the state of crowdfunding research and practice. It considers crowdfunding models and their different manifestations across a variety of geographies and sectors, and explores the perspectives of fundraisers, backers, platforms, and regulators. Gathering insights from a wide range of influential researchers in the field, the book balances concepts, theory, and case studies. Going beyond previous research on crowdfunding, the contributors also investigate issues of community, sustainability, education, and ethics. A vital resource for anyone researching crowdfunding, this book offers readers a deep understanding of the characteristics, business models, user-relations, and behavioural patterns of crowdfunding. Crowdsourcing funding is the new way to finance start-ups in a networked world Entrepreneurs, small business owners, investors, artisans, or those who merely have a good idea for a business venture have a new and attainable means of securing capital to grow their dreams. Gone are the days when the only options to raise funds for a new business were venture capitalists, angel investors, or Wall Street. Web-based crowdfunding services are now plentiful and offer a variety of options for the aspiring entrepreneur. However, these services are not typically as well-understood as the more traditional means of raising capital. In The Crowdsourcing Funding Services Handbook, author Jason R. Rich offers a step-by-step overview of the various crowdsourcing funding services available on the Web, as well as the necessary documentation required to launch a successful crowdfunding campaign. Contains details on how to evaluate and select the best online platform for crowdfunding efforts Provides details on creating a business plan to the specifications require to raise capital via crowdfunding Provides an*

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*overview of the financial projections that will be required for a crowdfunding initiative Proposes a specific approach to creating a "pitch video" to succeed with a crowdsourced funding campaign The Crowdsourced Funding Services Handbook is a thorough, well-developed resource for those seeking to raise capital to start a business or fund the development of an innovative idea. Author and crowdfunding expert Jason R. Rich provides this definitive, hands-on guide to raising capital in the new economy.*

*Crowdfunding is becoming an increasingly popular method to finance projects of every kind and scale. This contributed volume is one of the earliest books presenting scientific and research-based perspectives of crowdfunding, its development, and future. The European Crowdfunding Network (ECN) and its scientific work group, together with FGF e.V., invited both researchers and practitioners to contribute to this first state-of-the-art edited volume on crowdfunding in Europe. This book contributes to a better comprehension of crowdfunding, encourages further fundamental research and contributes to a systematization of this new field of research. The book also features expert contributions by practitioners to enhance and complement the scientific perspective. This book can be used as a guideline and shall advance classification in an emerging research field.*

*2019 Edition*

*The Crowdfunding Revolution: How to Raise Venture Capital Using Social Media*

*Theory and Best Practices*

*Know When to Quit Your Day Job*

*Crowdfunding - The Next Big Thing?*

*Real Estate Crowdfunding Explained*

*New Practical Guide To Start A Self-Fundraising, And Offer it As Side Gigs Business For Individuals, Without Startup Costs.*

The easy way to get started in crowdfund investing Crowdfund investing (CFI) is going to be the next big thing on Wall Street. U.S. investment banks, brokerage houses, and law firms are gearing up for the creation and regulation of new financial products that will be available to the general public starting in early 2013. The introduction of these products will revolutionize the financing of small businesses and startups for key reasons: Entrepreneurs and small business owners, who have had difficulty obtaining capital through traditional means (such as banks and angel investors) in recent years, will have access to investors around the world through social media. For the first time, investors (including unqualified investors) will be able to purchase an equity stake in a business or new investment vehicle. The Securities and Exchange Commission (SEC) is overseeing the creation of online portals that will allow entrepreneurs and small investors to connect. When these portals go live, Crowdfund Investing For Dummies will be on the front line to educate business owners, other entrepreneurs, and investors alike. Crowdfund Investing For Dummies will walk entrepreneurs and investors, like yourself, through this new investing experience, beginning with explaining what CFI is and why CFI developed and what the 2012 JOBS says about CFI. Entrepreneurs will find out how much funding they can realistically raise through CFI; how to plan and launch a CFI campaign; how to manage the crowd after a campaign is successful; and how to work within the SEC's regulations at every stage. Investors will discover: the benefits and risks of CFI ;how much they can invest; how a CFI investment fits into a broader investment portfolio; how to provide value to the business or project being funded; and how to bow out of an investment when the time is right. Crowdfund Investing For Dummies is an indispensable resource for long time investors and novice investors alike.

Fully updated in February 2014, this is the definitive book on equity crowdfunding for startups ie. selling shares in your company using the JOBS Act. Raising venture capital has become easier, with the passage of the JOBS Act. It's new, it's different, and it's big! The SEC

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to release its final restrictions over the next two months - so now is the time to get on-board. Selling shares in your startup through crowdfunding is a big deal. It's going to totally change the whole way venture capital is raised. Crowdfunding has been used for causes and projects, but the JOBS Act allowing you to crowdfund your startup takes it to a whole new level. This book is for entrepreneurs to quickly understand what the act means, how to know and where to find it. It's more than about using Kickstarter or IndieGoGo to collect the cash. You need to set up a real company with real customers and real cashflow. This book covers what you need to do to make crowdfunding your startup a success. The book has 5 sections: 1. Crowdfunding Works for Startups. After a quick explanation of how crowdfunding came to be, the book looks at how crowdfunding fits into the current field of venture capital. Then it addresses how the JOBS Act has changed things, with a detailed commentary on the 10 most important changes. The chapter ends with suggestions for where crowdfunding would be best used, and perhaps not so well suited. 2. Setting up a Company for Crowdfunding. You have to get the dogs to eat the dog food (i.e. will customers buy?), and you have to do it better than the competition. Invest in your company to make money. You can't wait forever; you have to lift off quickly. And you need to get the boring stuff, like legal documents and company status, right. 3. Raising the cash. Making the company attractive to investors - means understanding how crowdfunding works for them. The readers are taken through the critical part of putting a value on the company and pricing its shares. Get this wrong and you will work hard for nothing, or you won't get funded. Then you have to build trust, reach investors and collect the money! 4. You have the cash - now what? Now you have the money, you have to perform and build all that value your promised! You are going to have to spend a lot of time talking to investors. Since few companies raise all they need the first round, you have to spend time looking for investors for the second round. A company is critically, for your investors, you will have to reach the liquidity event, when investors can cash out. 5. The Future of Crowdfunding for Startups. It could all go horribly wrong (but we don't think so) and you need to be ready to answer criticisms. Here the book helps you figure out how to respond. The book then speculates on the possible bright future for crowdfunding for startups. It is all so new that many possibilities are outlined that makes sense to see them before others do. The full text of the JOBS Act and the CROWDFUND Act are appended. Rupert Hart is uniquely positioned to write this book, with experience in venture finance and running, startups. He worked with Hermann Hauser, founder of ARM, a company that designs the chips for the iPhone. He worked with IDEO on new ventures. He helped set up E\*Trade UK. He has run several startups. He is the author of "Recession Storming: Thriving in Downturns through Superior Marketing, Pricing and Product Strategies" which was #1 in books to do with "Recession" on Amazon.com for 3 years. He has appeared in the International Herald Tribune and BBC TV's Breakfast. He holds an MBA from INSEAD, one of the world's top business schools. This is the book to buy! Please note that the SEC is still weighing in on some aspects of the JOBS Act, restricting certain aspects; Please check [www.sec.gov](http://www.sec.gov) for latest rulings. You are advised to seek legal advice before starting your crowdfunding campaign.

In Crowdfunding: The Next Big Thing, money-raising expert Gary Spierer reveals the secrets of raising capital in the digital age. He outlines the pros and cons of the five major capital-raising strategies, including how the current Kickstarter type crowdfunding differs from crowdfunding for equity. The new world of crowdfunding equity can be hard to navigate due to numerous regulations, and the challenge of keeping crowdfunding start-ups is a platform made possible thanks to the recent JOBS Act. Now even the small guy can invest in early stage companies and potentially strike it rich with the crowdfunding platform and the investing and business-building tools provided in Crowdfunding. Spierer guides readers through the seven steps that any start-up business can employ to ensure success in raising money and building a business. A great idea and design, a start-up needs to thoroughly and repeatedly research and pretest its product in the marketplace until the idea is narrowed down in order to attract the most customers. Spierer points out that too many entrepreneurs believe that if you build a field

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they will come. He shows in detail how to drive traffic, get them to come to your field of dreams, and stay. In CrowdFunding, entrepreneurs learn about successful pitches and how to pitch concepts in person or on crowdfunding websites. They will learn how and when to use each of the five money-raising strategies in the digital age. According to Spierer, "The perfect pitch comes from refining and distilling core ideas and over." They will also learn about the new SEC regulations imposed to protect investors. Spierer lays out all of the exciting new platforms for marketing a product or service start-up interactively via the infinite possibilities and fluctuations of social media, mobile, and the web. It shows how to work with the savvy consumer of today, who expects to be part of the marketing conversation. Spierer's book shares the secrets that venture capitalists have employed to identify potential blockbuster investments and how the same approaches can be deployed in analyzing crowdfunding opportunities.

While crowdfunding is still in its infancy, there are several different reasons why it could become the next big thing in the market. One reason I think about it, is how much of the world has already been done for decades worldwide. Generally, the concept of crowdfunding has been used in many different ways, relief efforts after natural disasters and scientific research among many others. Now with the great buzz about it lately, many individuals who are not necessarily business-oriented are becoming interested in getting involved in crowdfunding real estate. In as much as they can afford, they get to have a share in real estate projects such as retail stores and construction. The idea of crowdfunding has been around for a long time, but the recent rise in crowdfunding has to do with many factors.

CaringCrowd Edition of Crowdfunding for Social Good Workbook

WORKBOOK: Hacking Kickstarter, Indiegogo: How to Raise Big Bucks in 30 Days: Secrets to Running a Successful Crowdfunding Campaign on a Budget

An Insider's Guide to Investing Online

Sell Crowdfunding Products on TV: Fast Track to Retail Using Crowdfunding

Quick Steps to Direct Selling Success

Crowdfunding - A successful Way of New Venture Financing?

Real Estate Crowdfunding: An Insider's Guide to Investing Online introduces the reader to basic real estate investment concepts and then takes a deep dive into how to invest passively yet wisely in real estate syndications. This book will teach the reader how to: • invest in crowdfunded real estate syndicates • understand key financial concepts used in the industry • diversify their investment portfolios • read between the lines of investment contracts • maximize profit while minimizing losses This book is a guide to the foundational financial concepts upon which all real estate projects are based and explains the language of real estate from an insider's perspective. It provides a road map of what to watch for and how to win at the game of passive real estate investing.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Why Staying Small is the Next Big Thing for Business. If someone asked you to think of a successful business, you might think about companies like Amazon, Google, Apple, and Starbucks. But using these companies as a vision of success can be a bit overwhelming. I mean, how can you build a business that successful? Well, it's time to change your definition of success.

Companies like Amazon and Google are big. But with big companies comes big problems, you need more profit, more employees, more

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infrastructure, and more bureaucracies. Is building something that big worth the stress? Instead, this "bigger is better" mentality is wrong. Success means building something small, where you work a limited number of hours per year, and enjoy spending quality time with your family, traveling, or even pursuing the hobbies you love. So rather than building a company that requires more, you should focus on building one that requires less: a company of one. As you read, you'll learn why staying small should be your end goal, how to find purpose in your work, and how to start your business without needing large investments or investors.

"Neil Young's Pono campaign was the third most successful hardware campaign of all time, and Alex deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono  
"Owning The Crowdsourceress is like having Alex Daly's 'special sauce' right at your fingertips."--Jesse Reed, cofounder, Standards Manual  
In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail. Enter Alex Daly, a crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest album, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep inside her most successful campaigns, showing you how to Get fans and influencers excited about your launch Build an appealing and powerfully designed campaign Access proven video tips, pitching tactics, press releases, and rewards ideas Avoid the most common headaches and pitfalls Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

This book focuses on various types of crowdfunding and the lessons learned from academic research. Crowdfunding, a new and important source of financing for entrepreneurs, fills a funding gap that was traditionally difficult to close. Chapters from expert contributors define and carefully evaluate the various market segments: donation-based and reward-based crowdfunding, crowdinvesting and crowdlending. They further provide an assessment of startups, market structure, as well as backers and investors for each segment. Attention is given to the theoretical and empirical findings from the recent economics and finance literature. Furthermore, the authors evaluate relevant regulatory efforts in several jurisdictions. This book will appeal to finance, entrepreneurship and legal scholars as well as entrepreneurs and platform operators.

The Crowdfunding Handbook

CrowdFund Your StartUp!

How Power Works in Our Hyperconnected World--and How to Make It Work for You

Real Estate Crowdfunding

Equity Crowdfunding

Startup Opportunities

Wise Guy

*Irrespective of your current financial status or career path you choose, either as startups, stay-at-home mom, Unemployed, working-class with little earnings, College students, or single-parents; having a Crowdfunding as a side hustle creates incredible, exciting opportunities that will inevitably makeover your financial life and Maximize Your Income. Every individual requires*

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more than one source of earnings, and self-fundraising for startups isn't that difficult as you might have thought. Starting a profitable side hustle gigs may seem like an overwhelming task, but it is effortless, rewarding, and life-changing if you can follow the practical guide listed in this book. Starting fundraising to generate extra income for beginners, churches, dummies, large, non-profits, social change, schools, Authors, Equity, Filmmakers, Musicians, or personal use has been made simpler by Meaghan O'Brian. Having a side hustle business that aligns with your passion and interest can be phenomena; however, to begin offering a crowdfunding campaign for others as side gigs have been decoded in this guide book. Are you planning to launch Crowdfunding for your next big idea or creating a side hustle around fundraising? Look no further, "Advanced Crowdfunding Side Hustle Made Easy For Beginners" has covered! Meaghan O'Brian shows her 12 years of expertise as a crowdfunding consultant, who has helped hundreds of individuals and organizations raise funds for their projects or revive their failing business. She has trained many on creating successful fundraising for themselves and helping other campaign creators through their side hustle business. WHAT YOU ABOUT TO LEARN IN THIS BOOK?—Why your crowdfunding side hustling may not be successful as planned, and what you need to fix now!—Crowdfunding tricks to raise above your target funds.—Fundraising platforms and how they work.—9 Days Editable Crowdfunding campaign Email templates to get started.— How to triple the Revenue from Your Next Fundraising Event?— A cost-effective place to promote your Crowdfunding for more visibility?— The crowdfunding goldmine techniques 90% of campaign creators neglected.— Well-tested Crowdfunding websites for debt relief and seeking financial help.—Must consider factors before choosing backers.— How to start offering Crowdfunding as a side gig for others?— Tips to spreading the Word about Your Crowdfunding Campaign for quick results.— Hot in-demand service to begin offering crowdfunding campaign creators.—What should you charge your clients?—Kind of people to target as your backers and donors?—The rewards for providing if you want more donations from your supporters.— How to find a potential campaign creator that will be eager to pay?—Uncover where the real money is in 3 stages.—List of startups accelerator programs for acquiring free funds.— Post-Covid-19 Side Hustling Jobs Ideas for College Students. And much more well-detailed information on starting profitable crowdfunding and side hustle jobs with free tools to get started. You're free to choose on own convenient time to do the side hustling aspect of the Crowdfunding. You only need to take a bold step to gain complete financial freedom and total money transformation. The bold-step is to Click the "BUY NOW" Button and invest your

future now!

The Jumpstart Our Business Startups (JOBS) Act was passed by Congress with bipartisan support and signed into law in 2012. Many regulators and investor advocates opposed the new law because the securities it was enabling the sale of were very risky, and the public at large was unlikely to fully understand these risks, which include over-promotion, misrepresentation, mispricing and manipulation of prices in aftermarket trading. The first IPO under the new crowdfunding rules, a U.S.\$17 million issue by Elio Motors, has now been completed successfully. Between the SEC's new rules and new procedures developed in the market, a different way to access investors in start-up companies has been created that could provide an alternative pathway for many companies to raise early state capital. If it catches on, then much of what we know about start-up financing could be changed forever; the new pathway could disintermediate the risk capital industry, just as Uber has done to taxis, and Amazon has done to retailing. The change could be very big. Paired with Crowdfunding for Social Good this workbook will help you plan your next crowdfunding campaign, to raise more money for doing good! You will learn: -Three different types of crowdfunding -How to plan and prepare to raise more money -To assess your cause's potential for funding -Step by step plans for your campaign -Social media strategy -How to raise 30 percent of your goal on the first day -How to make a compelling video -To write compelling fundraising emails -How to have a party that launches the campaign's success -To use investment crowdfunding This workbook paired with Crowdfunding for Social Good will help you raise money via crowdfunding. Remember, even though crowdfunding is not a complete development plan, no development plan is complete without it. Champion of Social Good Author, Devin Thorpe was a finance guy until he realized life wasn't all about the money. As a new-media journalist and founder of the Your Mark on the World Center, Devin has been recognized internationally as a crowdfunding thought leader. As a Forbes contributor, with 400 bylines and over one million unique visitors, he has become a recognized name in the social impact arena. His YouTube show, Your Mark on the World, featuring over 800 celebrities, CEOs, billionaires, entrepreneurs and others who are out to change the world, features frequent crowdfunding guests. Praise for Devin's training. "Personally, I appreciated your expertise, humor, down-to-earth approach, focus on helping participants understand the basic concepts, and giving attendees the tools to be successful with their own crowdfunding efforts." Chris Bray, CEO of Utah Nonprofits Association "Devin's speech, followed by his panel discussion on Crowdfunding for Social Good

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was one of the absolute highlights of the Crowd Invest Summit West 2016 and was praised by attendees and sponsors alike. Devin knows how to work a room and deliver high-quality content." Josef Holm "Great to be here!! You were awesome as usual!!" Joy Case "@devindthorpe THANK YOU! You are a big part of #CIS16 success & LOVED your presentation! I WILL CHANGE THE WORLD!" Alon Goren

Raise Money Without a Bank Or a VC, Through The Crowd! For many startups and growing companies, gaining marketing exposure and raising external funding from investors are #1 and #2 on their priority list. But, until recently, they were always separate activities - first you would raise the money, and then you would spend it on marketing. The advent of equity crowdfunding means these two critical tasks can be done at the same time. This is a game-changer. Equity Crowdfunding - A Hybrid of Venture Capital and Kickstarter. Unlike venture capital, the company founders get to set their own offer terms, retain their company culture, and bring on dozens, or even hundreds of shareholders rather than just a tiny handful - and gain all the promotional benefits that come with this. And unlike the crowdfunding offered by sites like Kickstarter and Indiegogo, equity crowdfunding allows a company to offer shares in itself, instead of a pre-ordered product. This means equity crowdfunding can be used by far more types of businesses, and typically attracts a lot more money. Companies regularly raise hundreds of thousands, or even millions of dollars through equity crowdfunding. This Book Will Show You How! Equity crowdfunding offers amazing potential for startups and growing companies, but it is also a very steep learning curve. Many companies begin with no real idea of how to choose a platform, how to craft their pitch, or what they should be doing to drive people to their offer page and invest. In this step-by-step guide, you will learn: The forces which have brought equity crowdfunding to where it is today How to tell whether equity crowdfunding will be a good fit for your company The biggest mistakes that can kill an offer before it has even begun How to build critical momentum - one company raised 1 million in 96 seconds! How to construct a marketing plan to get people literally counting down to your launch How to salvage an offer which is "stuck," and re-ignite the momentum What past campaigns wished they had known before they had started The incredible impact equity crowdfunding can have on your business and profile The World's First Comprehensive Resource Featuring the very best strategies from 20 real companies who have used equity crowdfunding to raise millions of dollars, euros and pounds. And the expert advice from 12 market-leading platforms at the forefront of the equity crowdfunding revolution. This book is

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*truly global in scope, featuring contributions from the United Kingdom, the United States, France, the Netherlands, Germany, Sweden, Finland, Estonia, Canada, the Middle East, Australia and New Zealand. This is THE complete guide, with no prior knowledge assumed, and will teach you equity crowdfunding from the ground up. "*

*Raising Venture Capital Using New Crowdfunding Techniques*

*Turn Your Relationships into Money*

*Crowdfunding in the Public Sector*

*Crowdfunding in Europe*

*ICO Crowdfunding: a Self-Assessment Guide of How to Evaluate, Invest and Store Initial Coin Offerings*

*Sell Crowdfunding Products on TV*

*Raise Money for Your Small Business or Start-Up with Equity Funding Portals*

In recent years, crowdfunding has become important and it has been enthusiastically used not only by commercial organizations but also by the public sector. This alternative source of financing in times of constrained government budgets enables citizens to vote with their dollars online to bring ideas into reality. This book sheds light on the developing concept of crowdfunding in the public sector, with an overview of current academic discussions and best practices on crowdfunding in the public sector. The volume approaches crowdfunding in the public sector from an integrated perspective, addressing the dearth of publications on the subject. The book gathers a wealth of theoretical information, ideas, best practices and lessons learned in the context of executing concrete crowdfunding projects, and assess methodological approaches to integrating the topic of crowdfunding in public organizations curricula. The book provides definitions, insights and examples of this managerial perspective resulting in a theoretical framework of crowdfunding in the public sector. The contributors also explore different crowdfunding applications in public sectors such as local government, higher education, schools, arts & culture organizations, healthcare, energy sector, and police services, which are presented in several case studies. This is a unique book in the field that points the way forward both for policymakers and for the research community in terms of thinking about crowdfunding in the public sector and the complex issues surrounding its development.

Quick Steps to Direct Selling Success tells you everything you need to know about direct selling, including network marketing. Discover how Jimmy Smith, a former butcher of 40 years earning \$10,000 a year, at age 74, transformed his life. Now, at 82, Jimmy earns \$15,000 a day and has a downline of 400,000 people growing at 400 plus people a day. In Jimmy ' s rags-to-riches story, you learn Jimmy ' s secrets of network marketing success that has made him over \$5 million per year and over \$20 million in the last 4 years. You are shown step-by-step how he followed the same path of other top successes. What you ' ll hear will tear down conventional wisdom on how to make money, especially in direct selling. Gary Spierer, the author, compares Jimmy ' s strategies and techniques to other great wealth builders, revealing how achieving wealth is predictable and achievable. Discover the steps to the 7 Steps to Wealth all successful entrepreneurs take, Choose the right direct selling company, Implement top distributors ' secrets, Reach a worldwide audience who wants to buy what you have, Expand your downline using the Internet, social media, and vague connections, Pick 5 superstar sellers who ' ll explode the growth of your

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downline, Choose companies with the best compensation plans, and Master the Jimmy Smith 3-Step System to close any sale.

Silicon Valley icon and bestselling author Guy Kawasaki shares the unlikely stories of his life and the lessons we can draw from them. Guy Kawasaki has been a fixture in the tech world since he was part of Apple's original Macintosh team in the 1980s. He's widely respected as a source of wisdom about entrepreneurship, venture capital, marketing, and business evangelism, which he's shared in bestselling books such as *The Art of the Start* and *Enchantment*. But before all that, he was just a middle-class kid in Hawaii, a grandson of Japanese immigrants, who loved football and got a C+ in 9th grade English. *Wise Guy*, his most personal book, is about his surprising journey. It's not a traditional memoir but a series of vignettes. He toyed with calling it *Miso Soup for the Soul*, because these stories (like those in the *Chicken Soup* series) reflect a wide range of experiences that have enlightened and inspired him. For instance, you'll follow Guy as he . . .

- Gets his first real job in the jewelry business--which turned out to be surprisingly useful training for the tech world.
- Disparages one of Apple's potential partners in front of that company's CEO, at the sneaky instigation of Steve Jobs.
- Blows up his Apple career with a single sentence, after Jobs withholds a pre-release copy of the Think Different ad campaign: "That's okay, Steve, I don't trust you either."
- Reevaluates his self-importance after being mistaken for Jackie Chan by four young women.
- Takes up surfing at age 62--which teaches him that you can discover a new passion at any age, but younger is easier!

Guy covers everything from moral values to business skills to parenting. As he writes, "I hope my stories help you live a more joyous, productive, and meaningful life. If *Wise Guy* succeeds at this, then that's the best story of all."

There's a Secret World of Investing Controlled by Angel Investors and Venture Capital One investment has been the secret of the wealthy for more than 80 years. It accounts for nearly a fifth of the wealth for million-dollar investors and nearly four-times the return compared to stocks. For more than eight decades, anyone with less than a million dollars was locked out of this investment. Government regulators reasoned that investors like you and me weren't smart enough to handle the high risk and higher return. That all changed in 2016, when for the first time in a century investment in startup companies became open to everyone. Investing in startups has led to an average 27% return for wealthy investors, nearly four times the average 7.4% annual return on stocks over the decade to 2013. When asked where they invested their money, investors with an average of \$7.6 million told BNP Wealth Management those alternative investments like venture capital and startups were their second-largest investment after their own business. But the government is right in that the risks are high for startup investors. A study by Willamette University of 1,200 investments by angel investors found that more than half of startups fail to return even the original investment. Just a fraction of those investments accounted for the vast majority of gains. But those gains in startup investing can be spectacular. Consider Peter Thiel's 2004 investment of \$500,000 in Facebook as its first outside investor. Most of us weren't able to invest in the social media giant until it went public in 2012. By then, Thiel had already made \$1.7 billion for a 340,000% return on his investment. Welcome to the World of Startup Investing and Equity Crowdfunding!

I've spent nearly a decade analyzing startup investments for venture capital firms and angel investors. I set up the research department for one venture capital investor and managed a team of six analysts, pouring over pitch material and market research to find the best startups in which to invest. When equity crowdfunding became popular in 2012, I knew it held the potential to break the 80-year ban on startup investing for everyday investors. I refined my proven methodology for venture capital investing and waited for the law to be changed. Investing in startups is like nothing you've ever seen in the stock market. These companies aren't covered by analysts, and you won't find a P/E value on Yahoo Finance. You won't hear other venture capital investors or angel investors sharing their process or picks on TV either. They don't want you stealing those

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27% annual returns. That's what this book is all about, using a process I have developed over years as a venture capital analyst to avoid the risks in startup investing and find the best deals. It's not an easy process. It involves research and strategic planning on your part. I'm ready to share it with you if you're ready for the challenge. In this book you'll learn: My quick checklist of what to look for in a startup to weed out the losers before wasting your time on valuation (Page 53) The process I use to value startup companies for venture capital firms, including how to research the market and understanding deal terms (Page 63) Three different valuation methods I use with every deal that gives me more certainty in the upside (Page 83) A startup investing strategy that puts your money in the best deals and avoids chasing the losers. (Page 107) Tired of being stuck with roller-coaster risk in the stock market and mediocre returns? If you want in on the investments that make angel investors and venture capital firms billions of dollars, scroll back up and click buy now.

Lessons from a Life

Build a Better Business by Building Community

Investing in the Next Big Thing

Startups, Portals and Investor Behavior

The Book on Real Estate Crowdfunding

Crowdfunding for Social Good Workbook

How to Get in on the Explosive Growth of the Real Estate Crowdfunding Industry

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 through the rigorous IPO and private placement processes. Your private company can now crowdfund your way to success! Now that the government 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 entrepreneurs and 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
- And more!

IPSOs are expensive, and raising venture capital nearly impossible to attract. Crowdfunding is changing the game for private companies. Are you taking full advantage? So you want to produce a short film. Or design a new line of jewelry. Or manufacture a revolutionary solar-powered garden sprinkler. There's just one catch: You need \$100,000 to bankroll your dream, and your checking account has barely enough to cover the rent. Enter Kickstarter.com—the phenomenal “crowdfunding” website launched in 2009 that brings venture capital to the masses. At Kickstarter, it's not uncommon for entrepreneurs to raise \$50,000, \$100,000, \$250,000, or more. All you need is a great idea—and *The Kickstarter Handbook*. Business journalist Don Steinberg has interviewed dozens of artists and inventors who launched their passion projects online. Through their voices, you'll explore all the strategies of a successful Kickstarter campaign. You'll learn the elements of a compelling Kickstarter video, innovative ways to market your projects, tips for getting donors onboard, and the secrets of irresistible Kickstarter “rewards.” You'll also discover what to do in a best-case scenario—when your project goes viral and the cash starts flowing in. On Kickstarter, it happens to the lucky visionaries every week. Here's how to be one of them.

Learn the ins and outs of equity crowdfunding with this informative guide *Equity Crowdfunding for Investors* is a comprehensive, objective

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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 researching, evaluating, and buying into potentially profitable startups. Digital components include tables, graphs, comparison charts, screenshots, 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*.

From two influential and visionary thinkers comes a big idea that is changing the way movements catch fire and ideas spread in our highly connected world. For the vast majority of human history, power has been held by the few. "Old power" is closed, inaccessible, and leader-driven. Once gained, it is jealously guarded, and the powerful spend it carefully, like currency. But the technological revolution of the past few decades has made possible a new form of power, one that operates differently, like a current. "New power" is made by many; it is open, participatory, often leaderless, and peer-driven. Like water or electricity, it is most forceful when it surges. The goal with new power is not to hoard it, but to channel it. New power is behind the rise of participatory communities like Facebook and YouTube, sharing services like Uber and Airbnb, and rapid-fire social movements like Brexit and #BlackLivesMatter. It explains the unlikely success of Barack Obama's 2008 campaign and the unlikelier victory of Donald Trump in 2016. And it gives ISIS its power to propagate its brand and distribute its violence. Even old power institutions like the Papacy, NASA, and LEGO have tapped into the strength of the crowd to stage improbable reinventions. *New Power*, the business leaders/social visionaries Jeremy Heimans and Henry Timms provide the tools for using new power to successfully spread an idea or lead a movement in the twenty-first century. Drawing on examples from business, politics, and social justice, they explain the new world we live in--a world where connectivity has made change shocking and swift and a world in which everyone expects to participate.

A New Disruptive Technology?

The Next Big Thing

Get Smart, Get Funded, and Kickstart Your Next Big Idea

The Crowdsourceress

Equity Crowdfunding Explained

Crowdfunding

Advances in Crowdfunding

**In CrowdFunding: the next big thing, you will discover: how launching a new product and captivating a crowd is similar to understanding the business models of American Idol, The Voice, The X Factor, and Shark Tank; the pros and cons of the five major capital-raising strategies to get the most money on the most favorable terms; the critical seven steps all start-up businesses must take and investors MUST know to become successful; the top three reasons most start-ups fail from the beginning and how to avoid them; how to successfully pitch investors on crowdfunding sites and in person to venture capitalists and angel investors; why relationships are the new currency, and how to turn them into a large responsive list that buys more and more of your products and services; the four levels of conversation you must engage your prospects and customers in to get the winning edge in marketing and sales.**

**When Facebook went public on the Nasdaq in 2012, many of Facebook's 3,000 employees became millionaires, and many more were handsomely rewarded for their dedication, commitment, and appetite for risk. The same is true of countless IPOs throughout history from Google to Microsoft. The investors, employees, and partners that "got in early" reached a height of financial abundance that many ordinary folk only dream of. Until recently, these types of startup investments were only accessible by the ultra-wealthy. They were hidden from ordinary investors, like you and me. Put simply, the government prohibited you from investing in early-stage startup companies. You couldn't just log onto an online marketplace and buy shares in the next hot startup, that is, until everyone already knew about it. For a while, investors found these traditional regulations to be satisfactory. It helped protect them from risky companies with experimental prototypes. But, as time went on, that assent turned into outrage. The world watched as companies, like Oculus, created the next generation of virtual reality technology and then got acquired by Facebook for \$3 billion dollars. It might sound like a big win, but in reality, none of the 9,522 backers that pledged a total of \$2.4 million to the Oculus Kickstarter campaign actually had any equity stake from the transaction. They were pledging or donating money, not investing it. They didn't really get a piece of the action. There's no doubt that the world that we live in has been transformed by companies like Facebook, Uber, Tesla, Google, Amazon, and many more. Now, for the first time in history, you can not only be a part of that change, but you can also profit from it. You can become the next stakeholder in a fast-growing startup company that's on the path for an IPO or major acquisition. This book is your passport into the new world of equity crowdfunding, where startups are raising money online from investors all over the world. You'll quickly learn about all the major platforms, what goes into an offering, tips for investors, and finally, you'll get a simple easy-to-understand breakdown of all of those confusing regulations.**

**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.**

**Start strong with essential early-stage guidance from the VC perspective Startup Opportunities is the go-to guide for anyone with a great business idea. Whether it's your first business or your fifth, realistic assessment from the outset can save you a lot of time and money; why pour your heart and soul into a venture that is doomed to fail? Instead, position yourself to win from the very beginning. In this book, accomplished venture capitalists share their insight on startups and entrepreneurs: who will fail, who will succeed and why, and what you should do to give your business the very best shot at becoming a global success story. You'll learn how to evaluate your business with a critical eye, and how early customer development can be key in turning a good idea into a great opportunity. If you're serious about building a business that lasts, this book provides invaluable guidance that you really cannot miss. More than five million people will launch a business this year, and many of them will be great ideas—yet few will be around in five years, and even fewer in ten years. A great idea is not enough to build a successful business. You need to fortify your idea with the proper foundation, and a scaffolding of good planning and early action. This book shows you how. Assess your business's viability using the 10x Rule Learn when you can quit your day job—or not Take the key steps to making your business succeed Discover the opportunities worth selling everything for This expert author team has witnessed more than 30,000 pitches over two decades, and have participated in over 500 startup launches. Startup Opportunities gives you the benefit of their experience to help you start strong and stay strong.**

**Real-Life Crowdfunding Success Stories**

## **A Crowdfunder's Strategy Guide**

### **The Complete Guide for Startups and Growing Companies**

### **Crowdfund Investing For Dummies**

### **New Power**

### **Can Equity Crowdfunding Democratize Access to Capital and Investment Opportunities?**

### **Advanced Crowdfunding Side Hustle Made Easy For Beginners.**

Crowdfunding is not only interesting for entrepreneurs who want to raise money, but also for the "crowd", people who are attracted by this phenomenon and for future investors.

Being an entrepreneur is exciting and crowdfunding seems to be a fantastic option of financing a new venture. Therefore the following question occurs: Start-up + Crowdfunding = The next Big Thing? Katharina Wolfrat first gives an overview of the crowdfunding scene in Germany. Then she interviewed experts in this area and presents the results of the conversations. In the end there are many advices for entrepreneurs, who think about using crowdfunding as financing model for their start-up.

More Than Money Jamey Stegmaier knows crowdfunding. He's a veteran of seven successful Kickstarter campaigns (and counting) that have raised over \$1.4 million, and he's the proprietor of the widely read Kickstarter Lessons blog. In this book he offers a comprehensive guide to crowdfunding, demonstrating that it can be a powerful way for entrepreneurs to grow their businesses by building community and putting their customers first. This book includes over forty stories of inspiring successes and sobering disasters. Stegmaier uses these examples to demonstrate how to (and how not to) prepare for a campaign, grow a fan base, structure a pitch, find new backers, and execute many other crucially important "nuts and bolts" elements of a successful crowdfunding project. But Stegmaier emphasizes that the benefits of crowdfunding are much more about the "crowd" than the "funding." He shows that if you treat your backers as people, not pocketbooks—communicate regularly and transparently with them, ask their opinions, attend to their needs—they'll become advocates as well as funders, exponentially increasing your project's chances of succeeding.

I've watched the emergence and quick rise of real estate crowdfunding and I have to tell

you, I've been dying to write this book. So many of my readers have reached out with questions about this growing new industry. Whether you are an investors, real estate developer, or entrepreneur, this new sector is a game changer. My name's Salvador Briggman and I've been blogging about crowdfunding since 2012. On my main website, CrowdCrux.com, I bring awareness to crowdfunding success stories and demystify this alternative financial tool. I'm lucky enough to have impacted over 1 million website visitors in the past year and have been cited by the New York Times, Wallstreet Journal, and more. In this ebook, my co-author Krystine Therriault and I bring tremendous clarity to real estate crowdfunding. We break down everything you need to know to get started raising money for a new property or investing in real estate online. Along with answering many of your questions, our biggest hope is that this comprehensive guide will get you pointed you in the right direction. We want you to succeed in this changing industry. If you enjoy this ebook, please take a second to leave a review on Amazon. Now...it's time to get ready to dive into the world of real estate crowdfunding!

There are plenty of crowdfunding platforms and all of them seem to provide a great possibility for inventors, entrepreneurs and creatives to reach out to their audience for financial support for their new projects or ideas. "Crowdfunding - A successful Way of New Venture Financing?" is providing an overview over the main elements of the new venture creation process, with a special focus on crowdfunding, the different crowdfunding models and their success factors. Who is an entrepreneur? Are there different types of entrepreneurs? Which are the important resources for a new venture and how can entrepreneurs use crowdfunding as a tool to successfully fund a new venture? What are common funding possibilities for a new venture and what role plays crowdfunding? What was the main difference between crowdfunding financed new ventures that failed after the crowdfunding campaign and the new ventures that managed to become a successful operating company? This book, written by Alexander Pascal Borner, combines everything and is focused on identifying the key elements for the success of crowdfunding-financed new ventures.

Fast Track to Retail Using ?As Seen on TV?, DIY, Kickstarter and Indiegogo

Show Me Your Money Idea

Equity Crowdfunding for Investors

The Next Big Thing : Money-raising Secrets of the Digital Age

A Guide to Risks, Returns, Regulations, Funding Portals, Due Diligence, and Deal Terms

How Crowdfunding Is Evaluated by Different Expert Groups as a Future Model of Financing

New Ventures in Germany

Handbook of Research on Crowdfunding

Paired with Crowdfunding for Social Good this workbook will help you plan your next crowdfunding campaign, to raise more money for doing good! You will learn: \* Three different types of crowdfunding\* How to plan and prepare to raise more money\* To assess your cause's potential for funding\* Step by step plans for your campaign\* Social media strategy\* How to raise 30 percent of your goal on the first day\* How to make a compelling video\* To write compelling fundraising emails\* How to have a party that launches the campaign's success\* To use investment crowdfunding This workbook paired with Crowdfunding for Social Good will help you raise money via crowdfunding. Remember, even though crowdfunding is not a complete development plan, no development plan is complete without it. Champion of Social Good Author, Devin Thorpe was a finance guy until he realized life wasn't all about the money. As a new-media journalist and founder of the Your Mark on the World Center, Devin has been recognized internationally as a crowdfunding thought leader. As a Forbes contributor, with 400 bylines and over one million unique visitors, he has become a recognized name in the social impact arena. His YouTube show, Your Mark on the World, featuring over 800 celebrities, CEOs, billionaires, entrepreneurs and others who are out to change the world, features frequent crowdfunding guests. Praise for Devin's training. "Personally, I appreciated your expertise, humor, down-to-earth approach, focus on helping participants understand the basic concepts, and giving attendees the tools to be successful with their own crowdfunding efforts." ~Chris Bray, CEO of Utah Nonprofits Association "Devin's speech, followed by his panel discussion on Crowdfunding for Social Good was one of the absolute highlights of the Crowd Invest Summit West 2016 and was praised by attendees and sponsors alike. Devin knows how to work a room and deliver high-quality content." ~Josef Holm "Great to be here!! You were awesome as usual!!" ~Joy Case "@devindthorpe THANK YOU! You are a big part of #CIS16 success & LOVED your presentation! I WILL CHANGE THE WORLD!" ~Alon Goren

THE GROUNDBREAKING NEW METHOD FOR RAISING VENTURE CAPITAL THROUGH SOCIAL NETWORKS “ The declaration of independence for our industry! ” —MAT DELLORSO, WealthForge Inc. “ The Crowdfunding Revolution should be on the mandatory reading list for everybody active in the industry or for everyone who ’ s planning to be. ” —CROWDFUND NEWS “ Kevin Lawton and Dan Marom have done a great job. . . . A must-read for everybody entering the field of crowdfunding! ” —GIJSBERT KOREN, Smarter Money “ We recommend this book highly to anyone who is fascinated by this new methodology for funding projects and endeavors. . . . A wonderful read. ” —BRIAN MEECE, RocketHub “ Read this book if you want to catch the next wave! ” —FRED BRYANT, WealthForge Inc. “ A must-read for anyone interested in the early stage funding process. ” —MANDAR KULKARNI, pluggd.in “ The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs. ” —BUSINESS2COMMUNITY “ The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs. ” —SMALL BUSINESS TRENDS YOUR POOL OF INVESTORS JUST INCREASED BY 2 BILLION . . . Since the day the first human being approached a prospective investor, the province of capital allocation has been controlled by a small and entrenched minority. All this has

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changed. Now, the power of the Internet—particularly social media—enables anyone to connect with more investors in less time than it used to take to connect with one. The investing pool is open, everyone is in—and The Crowdfunding Revolution shows how to get to the forefront of the new world of venture financing. This groundbreaking guide explains how the explosive growth of connectivity is obviating human-to-human networks and centralized planning of capital allocation—and describes how crowdfunding can be used to tap into a “ collective intelligence ” for far superior results. Providing a wealth of information that will make your crowdfunding efforts more efficient and productive, the book is organized into three thematic sections: THE ROAD HERE: A thorough overview of what crowdfunding is—and how and why this radical new approach is replacing traditional means of venture financing THE CROWDFUNDING CAMPAIGN: Proven methods for marketing to the crowd, setting clear objectives, building a crowdfunding team, and communicating in a way that inspires action THE ROAD AHEAD: The crowdfunding ecosystem, intellectual property issues, mining collective IQ, new investment models, and regulations More than 2 billion people globally are now active online—and that number is guaranteed to grow at an extraordinary rate. The Crowdfunding Revolution explains all the ins and outs of raising investment capital by using social media and new technologies to draw small sums of money from an almost countless number of sources. Organic. Transparent. Decentralized. This is crowdfunding. This is the future. Read The Crowdfunding Revolution and become the first expert in your crowd on this radical new approach poised to supplant age-old venture financing methods.

Crowdfunding is a hot topic and this Handbook provides a service to the research community by codifying, discussing and examining research in this area. It will be a starting point for researchers seeking high quality research in this new and important area.

**WORKBOOK VERSION OF BEST-SELLING HACKING KICKSTARTER BOOK** Workbook Includes: Brainstorming Sessions, Quizzes, Exercises, Campaign Pricing Formula, Dos and Don'ts of Using Headshots and Press Releases, etc. Links are verified, updated and expanded for 2019. (Exclusive to the Workbook). This Workbook will take your campaign to the next level with the same materials used as handouts during Patrice Williams Marks' crowdfunding seminars which cost \$497 to attend. **WARNING: DO NOT LAUNCH YOUR CROWDFUNDING PROJECT BEFORE USING THIS WORKBOOK** **FACT:** Over 65% of crowdfunding projects fail. Why? Top 5 Reasons For Failure: 1) Campaign Missing Key Elements 2) Launched Before Gathering Your Tribe 3) Expected That if You Build It, They Will Come 4) Poor Advertising/Social Media Strategy 5) Lack of Partners Hacking Kickstarter, Indiegogo (or any other crowd-funding site) How to Raise Big Bucks in 30 Days walks you step by step into the process of creating, launching and wrapping your crowdfunding (crowdfunding) project. Learn: – How Curated Communities Can Give You Added Exposure – How to Get Featured in Kickstarter and Indiegogo ' s Newsletters (solid gold) – How to Grab Funders Attention the Moment They Land on Your Page – How to Generate Traffic to Your Project – How to Easily Find and Target Bloggers and Journalist Who Want to Publicize Your Project – How to Relaunch a Failed Campaign – Websites to Post Your Projects to For Added Exposure – Comprehensive List of Popular and Niche CrowdFunding Sites – NEW: Press Release Dos and Don'ts Quiz – NEW: Formula to Calculate How Much You Should Ask For – NEW: Headshots Dos and Don'ts – NEW: Surefire Way of Selecting Winning Incentives For Your Backers – and Much More! Tried and true tactics, tips and secrets that work.

Raising the Money You Need to Fund Your Business, Project, or Invention

The Kickstarter Handbook

The Crowd Funding Services Handbook

State of the Art in Theory and Practice

Company of One by Paul Jarvis (Summary)

The Economics of Crowdfunding

***I have a big passion for cryptocurrencies as it is the next big thing, which will change the way we interact in daily basis for example the way we buy our morning coffee or how we place an order in Amazon. The good part is that we are early in the crypto revolution. The bad part is that we are also early in the crypto revolution. Despite the fact that Bitcoin reached historical highs the last few weeks (above \$ 8,000), that is only the beginning as less than 1% of the global population holds any type of cryptocurrency. The popularity of Bitcoin coming from the rise of a new technology, which is called Blockchain. Blockchain will change the way we conduct financial transactions and it will create opportunities for early investors. Of course in every new technology, there are a few people who want to take advantage of the uneducated investors and promise them that they will be rich fast. The purpose of this book is to highlight that scams are everywhere and it is our job to evaluate them, before we place our funds in a specific cryptocurrency with the form of ICO - Initial Coin Offering. I will present the criteria for evaluation of an ICO, where to find them and where to store them if you decide that they worth your money.***

***Learn from the horror stories of others. Don't make the mistake of a wildly successful crowdfunding campaign that results in personal financial failure. Gain product launch insights and market testing secrets that overcome knock-offs and maximize Kickstarter, Indiegogo, and Do It Yourself results. Don't spend thousands of dollars on patents, prototypes and manufacturing too early in the invention sequence. Choose the best "As Seen On TV" category partner to fast track products onto the retail shelves of Walmart, Walgreens, CVS, Bed, Bath & Beyond and internationally. Learn to pitch your ideas with no patent, using a simple hand-made prototype and smartphone demo video. Work with trusted licensees, who thrive using a confidential speed to market strategy. Get a sneak peek on the other side of the table, with industry insider, Carrie Jeske. The key is working with the right company to complete early stage market viability testing privately, before putting your idea on crowdfunding sites or other public domain sources. If your ideas meet the narrow criteria of the "As Seen On TV" you could have the next big winner in the \$350 billion dollar DR-TV industry. As Seen On TV is not Crowdfunding. It's a home run, direct to consumer, business shot with hit products selling a whopping 5-8 million pieces a year for a short product life cycle of 1-5 years. Each product must solve and everyday problem in a visually appealing way. Since the cost of TV media is high, products much have mass appeal to the widest market segments. Inventing is a gamble. Whether you're rich or poor, business savvy or an independent inventor, big company or small, we are all at the mercy of the elusive mass market consumer. No human can guarantee success. That's why it's so important to use low-cost, high-return inventing strategies and stay within***

***the sequence you're about to learn. Inventing is both an art and a science; the two combinations don't always give us a guaranteed formula for success. Whatever the source of your dream or your motivation. This book will deliver a path to the fastest, low-cost/high-return inventing strategy on the planet. There are spiritual and physical laws of reaping and sowing. If you plant beans, you harvest beans. Want corn? Plant corn. So it is with inventing. If you want great wealth, start investing your money in education and your time either helping others succeed or being genuinely happy for them when they do. Stroll by the ASOTV shelves at retail and realize there is no other place in the entire store where so many independent inventors' products are available to be purchased. Some inventors are making millions. You can be next.***