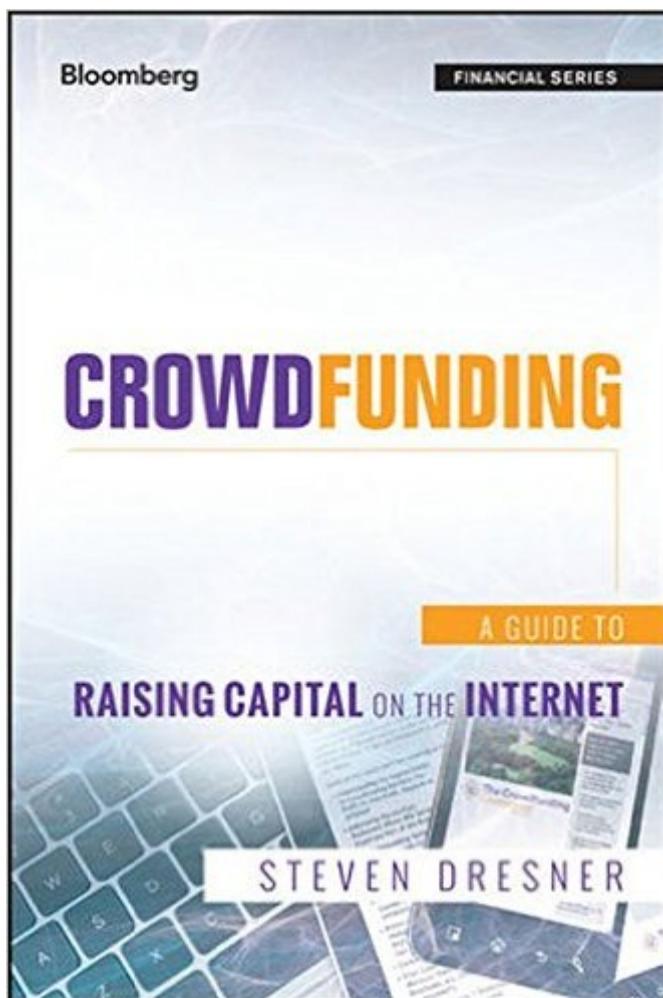


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# Crowdfunding: A Guide To Raising Capital On The Internet (Bloomberg Financial)



## Synopsis

A groundbreaking book on the growing trend of crowdfunding. Crowdfunding has gained considerable traction over the last few years. By combining the Internet/social media with equity-based financing, it is poised to usher in a new asset class that will change how early stage and small business financing transactions are consummated. Author Steven Dresner, Founder and CEO of Dealflow.com, understands the nuances of how crowdfunding can help companies gain much needed access to capital, and now he shares those insights with you. Engaging and informative, this book will serve the needs of a global audience comprising entrepreneurs, financiers, and other professionals. It skillfully addresses the market dynamics that are catapulting crowdfunding into the mainstream and explores essential issues ranging from planning an online campaign, post-transaction management, and business planning to securities law and tax issues. Puts the business of crowdfunding in perspective with a look at the current marketplace, overview of important data, and legitimate concerns. Examines effective techniques for communicating with the crowd. Details equity-based financing and other sources such as debt instruments. Contains contributions from a wide array of individuals involved in the worlds of finance, law and accounting, social media, marketing, as well as DealFlow Media's own staff. Crowdfunding affords start-ups and other smaller businesses better access to capital via the Internet/social media. It also allows an investor of any size to back a business of their choosing. This new book will show you what this process entails and how it can benefit everyone involved.

## Book Information

Series: Bloomberg Financial

Hardcover: 272 pages

Publisher: Wiley; 1 edition (March 10, 2014)

Language: English

ISBN-10: 1118492978

ISBN-13: 978-1118492970

Product Dimensions: 6.3 x 0.9 x 9.3 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars (See all reviews) (8 customer reviews)

Best Sellers Rank: #945,636 in Books (See Top 100 in Books) #94 in Books > Business & Money > Finance > Crowdfunding #157 in Books > Business & Money > Finance > Corporate Finance > Venture Capital #6629 in Books > Business & Money > Investing

## Customer Reviews

Equity crowdfunding has been around in the UK for a few years and is rapidly emerging in the USA as a source of early stage startup capital. This book includes contributions by many industry players and the book goes into considerable detail. It's probably too heavy for a casual reader that's just flirting with crowdfunding. But for an entrepreneur, investor or advisor who wants to take the investment crowdfunding space seriously, then this book is perfect.

As I hear and read about more and more financing deals being featured online I felt that it was finally time to educate myself on the topic. This book stood out to me because I recognized the names of several contributors. It is an easy read and what I learned is extremely valuable. For anyone looking to understand more about this new world, this book is a great way to start.

Let me start with a disclaimer that I'm biased here. I've known Steve for the past year or so and am a big fan of what he's accomplished at Dealfow.com. He was kind enough to allow my partner and me to contribute the Afterword of *Crowdfunding: A Guide to Raising Capital on the Internet*. But it's that very familiarity with Steve and his work that makes it so easy to recommend Dresner's *Crowdfunding*. Steve understands the business of using new tools and technologies to raise money over the Internet. Crowdfunding, may be the newest, most transformative, and most efficient way for companies to raise money in today's environment, but it isn't the only way. Dresner assembled an all-star team of contributors that give their insight into the different aspects of crowdfunding that they know intimately. Readers of this book will get the opinion of hands-on experts in their field and understand core trends in the crowdfunding market. You'll learn about the tools and techniques employed by successful crowdfunding campaigns and the changes underfoot at the regulatory level that promise to unlock the true potential of crowdfunding. In short, if you're serious about participating or learning more about crowdfunding, this book belongs on your shelf.

I picked this book up to get a clearer understanding of the what it takes for growing companies to raise capital and the rules that go along with that. Whether you are a company raising money, a new firm looking for start-up capital, an investor considering investing in a company, or an internet funding portal looking to launch, this book is indispensable to know the rules and regulations that need to be followed, in addition to techniques to improve your chances of getting funded. This book helped me immensely. Detailed... yet easy to read and understand, it gave me deep insight into the growing trend of raising capital on the internet, The Jobs Act, general solicitation rules, equity

crowdfunding, using fundraising portals, and anything else related to these trends. A really practical guide whether you are a start-up company, investor, investment banker, or an established company looking to grow.

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