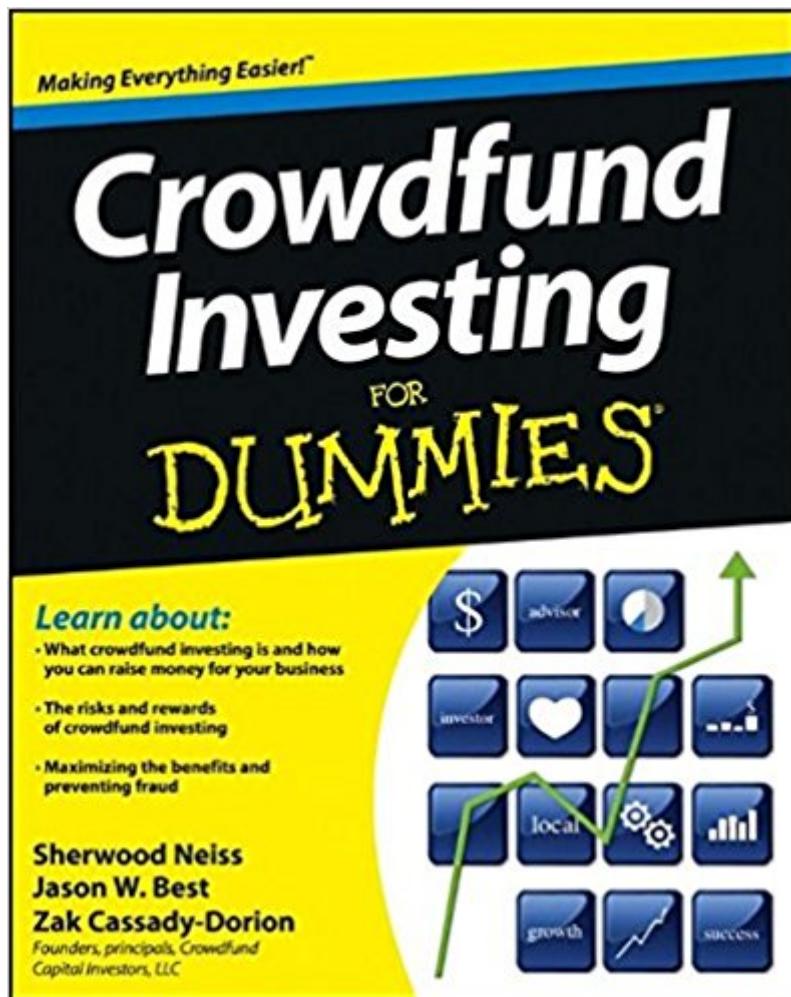


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# Crowdfund Investing For Dummies



## Synopsis

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 these key reasons: Entrepreneurs and small business owners, who have had difficulty obtaining capital through traditional means (such as bank loans and angel investors) in recent years, will have access to investors around the world through social media. For the first time, investors (so-called 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 in 2013, Crowdfund Investing For Dummies will be on the front line to educate business owners, other entrepreneurs, and investors alike. A Crowdfund Investing For Dummies will walk entrepreneurs and investors, like yourself, through this new investing experience, beginning with explaining how 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 may fit 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. A Crowdfund Investing For Dummies is an indispensable resource for long time investors and novice investors alike.

## Book Information

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## Customer Reviews

Learn about: What crowdfund investing is and how you can raise money for your business The risks and rewards of crowdfund investing Maximizing the benefits and preventing fraud Want to rise above the crowd in crowdfund investing? Are you an investor or entrepreneur looking to get in on the newest big thing on Wall Street? *Crowdfund Investing For Dummies* walks you through this new investing experience, explaining everything you need to know about crowdfund investing: how much funding you can realistically raise; how to plan and launch a campaign; how to manage the crowd after a campaign is successful; and how to work within the SEC's regulations at every stage. *Crowdfund Investing 101* ; get an overview of how this form of private equity or debt investment works and what the potential benefits are to entrepreneurs, small businesses, and investors Make a plan ; find out how to present a solid business plan, define your financial needs, and prepare for a crowdfund investing campaign Manage your campaign ; discover how to market your pitch, tap into your social networks, prepare for potential problems related to your campaign, and successfully complete a crowdfund investing campaign Run with it ; grasp how to communicate clearly and regularly with your crowd, avoid mistakes that could lead your investors to revolt, and keep your investors happy even when your plans are delayed Put the "I" in investor ; get the 4-1-1 on how to measure risk and thoroughly examine opportunities available to you as a personal investor Open the book and find: How the crowdfund investing concept evolved Why crowdfund investing gained bipartisan support Advice on planning your crowdfund investing campaign How to evaluate crowdfund investing opportunities Best practices in crowdfund investing SEC regulations you need to know Tips for building your crowd and your team Online links to informative videos

Sherwood Neiss, Jason W. Best, and Zak Cassady-Dorion are the founders of Startup Exemption (developers of the crowdfund investing framework used in the 2012 JOBS Act). They deeply understand the process, rules, disclosures, and risks of capital formation from both the entrepreneur's and the investor's points of view.

A lot of the stuff is just repeating chapter after chapter. Summary of the book: 1. Use social media network to connect with people so you can advertise to them and linked them to your campaign

from a site that satisfy the requirement of crowdfunding.2. Follow the SEC guidelines and get an attorney to make sure everything you do is okay3. Get funded4. Keep your investors updated regularly via forum or group5. Repeat if necessaryToo much of the general investing stuff that seems like a filler for the book. Most of the readers are well-knowledge about business so reading on business 101 is just wasting time. You literally can do a search online and find more useful info than this book.

We purchased a few books on Crowdfunding and Kickstarter because as we considered launching a raise ourselves using crowdfunding."Crowdfunding Investing for Dummies" gives a good soup-to-nuts overview of what crowdfunding is and how to formulate a plan to raise funds for your idea, startup or business. It's the place to start for all levels of entrepreneur interested in this kind of funding.This book provides interesting history on the origins of crowdfunding (I had no idea about Yunus, Grameen Bank and the Nobel Prize roots of crowdfunding) and gives good examples of successful ventures.I recommend this book for beginners wanting to know more about crowdfunding and for experienced entrepreneurs looking to round out their knowledge on the subject.

This book was somewhat helpful but lot of what is in it is obvious. I was disappointed there wasn't more nuts and bolts about how to do this, where are the vendors or online financial firms that help with the process. But I haven't read past Chapter 20 and I guess things are changing so fast that more detail might not have been available when this was published

The authors lived through the process of creating the JOBS act and this is more useful as a perspective on that process than a guide to the current state of the crowdfund industry. It is a worthwhile background but not exactly what I was looking for. Since it is written such that individual sections can stand alone there is a bit of redundancy within those sections and a some of the generic startup advice gets in the way of communicating specifically what is important about crowdfunding.In fairness to the authors equity based crowdfunding barely exists so other than speculating on how it will be different from kickstarter there isn't much else to write about right now.

This is a great read and covers more than expected. Authors Sherwood Neiss, Jason W. Best, and Zak Cassidy-Dorion provide in great detail how this revolutionary model for raising capital online came to being and the instrumental and historical role they played in changing an 80 year old

process of raising capital. They pour their hearts out in this book sharing anecdotal stories and providing context for would be investors or issuers. Must read.

Not worth 14 bucks. I expected a lot more here. Very repetitive don't risk your money, lots of links to sites and a lot of common sense here. There were a few ideas here hence 2 stars, still pretty disappointed.

Ready to borrow \$10k !!!

Great book. Very helpful.Williamsburg Garment Company

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