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Early-stage companies that

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are perfect for equity crowdfunding have a few characteristics in common: A good supply of “marketing dollars.” All “viral” and successful crowdfunding campaigns generally have a good amount of... There is a

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market for the product.

Prior successful Kickstarter
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Nathan's Equity Crowdfunding

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guide is an incredibly resourceful piece that covers everything you need to know from the concept, comparison of various crowdfunding platform, how to craft pitch, solid marketing plan, and step-by-

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Crowdfunding has proven

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extremely popular in raising money for projects of all shapes and sizes. Fundera claims that there were more than six million crowdfunding campaigns in 2018, while Statista reports crowdfunding will raise USD

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8.5bn through 2020. The
millions of people who
contribute to crowdfunding
usually do it for fun, or to
help out their fellow human.

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How to Conduct an Equity
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Prepare for Capital Raising.

The large majority of
startups will operate out of
a proprietary limited (i.e
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An Australian company can only conduct an equity crowdfunding campaign through... Legal ...

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According to Evan, companies suited to equity crowdfunding generally share a couple of key characteristics: 1. A very large user/customer base, as these people already use and love your product, and will

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be excited to become... 2. A
successful Kickstarter or
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Equity-based crowdfunding enables people to become part owners of the project or venture – sharing both the risks and rewards. The investor can also sell their share of the company in the future. Crowdfunding sites

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Companies
like Crowdfunder, CircleUp,
and OurCrowd allow
businesses to partner with
their investors. A great
example is Dubuc Motors.

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Equity crowd-funding is an exciting and innovative area, but filled with pitfalls. Methodical, informative and clear, this book maps out the territory with calm pragmatism and

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shrewd judgement, cutting out the hyperbole. Every page is well-written, thoughtful, easy-to-understand and actionable in the real world.

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Equity crowdfunding tends to be based on purchasing equity in particular small companies which you believe in and reckon could turn your small amount of money

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...~~

With equity crowdfunding,
the money is instead being

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exchanged for a stake in the company itself. It's like the difference between receiving a crowdfunded backpack (Kickstarter), or becoming a shareholder in the backpack company (Equity Crowdfunding).

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Equity crowdfunding is better for raising larger amounts than you could get through rewards-based crowdfunding. Because of the

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large amounts at stake,
equity crowdfunding
platforms - often called
portals - are government
regulated. There are rules
around how much can be
raised, how much can be
invested, and how often you

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use them.

~~How Crowdfunding Works |
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...

As an example, if you pay 2
times Seller's Discretionary
Earnings of \$200k, then your

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capital structure might be \$200k bank debt, \$80k seller note, and \$120k equity. If interest rates were, say, 7% for the bank debt and 9% for the seller note, then interest expense would be about \$21k, easily covered

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by SDE (you might be able to
do more debt . . .

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In late 2011, the JOBS Act,
the first equity

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crowdfunding bill, was introduced into the House of Representatives. Its goal was to drive job growth and create increased access to capital for small businesses. In April of 2012, it was signed into law

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by President Obama. This new
legislation was a
revolutionary departure.

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equity crowdfunding is a great way to raise funds for your startup. You must be following all the crowdfunding campaign best practices, especially marketing, to succeed with this working model. Here's

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how equity crowdfunding works.

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An equity crowdfunding is not just a case of putting

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your campaign on the sites
and waiting for the internet
to shower you with money.

There's typically a two or
three months process that
goes on behind that to put
together all the author
material, the video, drum up

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your supporters. It's a launch, it's a marketing campaign.

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The book is informative, apt

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details for both beginners
and experienced Fundraisers.
This book covers the basic
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Based Crowdfunding. The main
headlines of this book are:-

- Reward-based crowdfunding:

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This type of Crowdfunding is also known as the non-equity way of funding your project. It has been widely used for funding campaigns like supporting ...

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