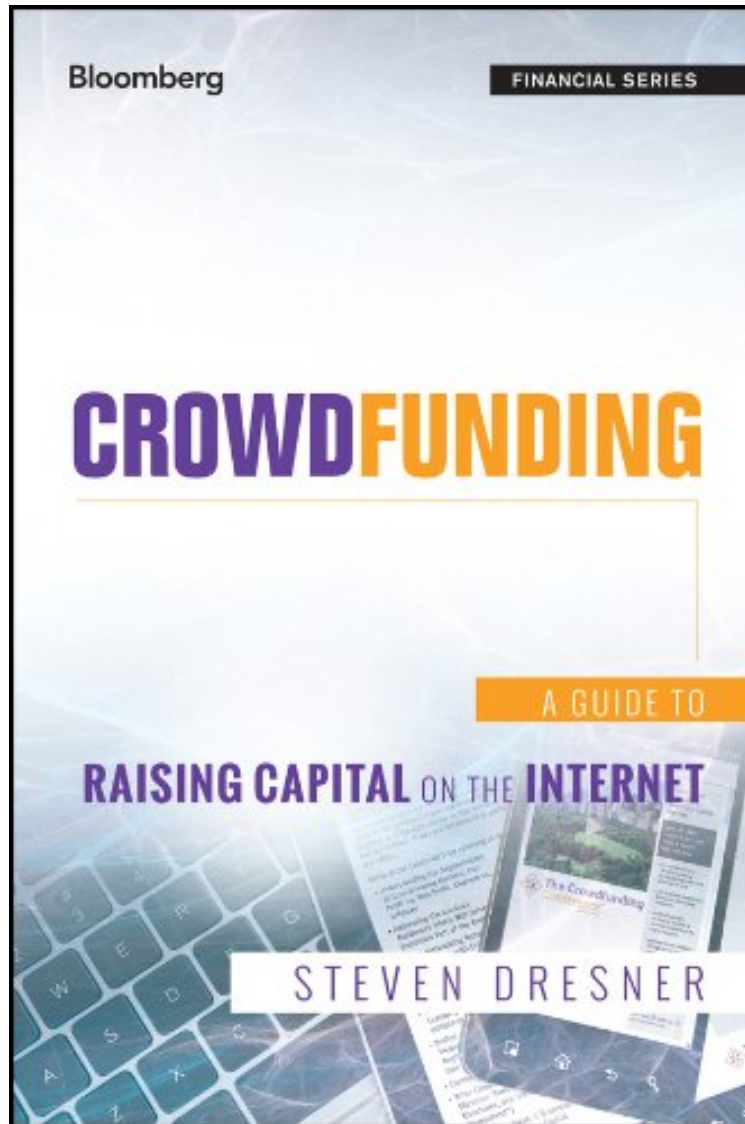


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Crowdfunding: A Guide to Raising Capital on the Internet (Bloomberg Financial)

Steven Dresner

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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.

From the Inside Flap Do you have an idea for a project or business but aren't sure how to get funding? Or maybe you've tried talking to donors and have failed to secure the capital you need. In the same way that social media has changed how we allocate time, crowdfunding will change how we allocate capital. As part of the Bloomberg Financial Series, *Crowdfunding: A Guide to Raising Capital on the Internet* explains the history and practices of crowdfunding from the perspective of experts. The book gives modern entrepreneurs a solution to long-standing funding challenges, and helps aspiring business owners and non-profit entities pool smaller sources of capital to successfully bring their ideas to life. Beginning with an in-depth look at the history of crowdfunding, the book then moves into a detailed discussion of business funding processes and current market dynamics. It teaches readers how to prepare a successful crowdfunding campaign, how to understand the different investor options, and how to communicate well with investors once contact is made. It also provides a full explanation of legal and compliance issues and dives deep into current rules and regulations, including global jurisdiction as it impacts local laws. Crowdfunding is the only resource you need for creating a crowdfunding campaign that works — from understanding your options, to planning and strategy, to selecting an optimal deal portal. Gone are the days when the only options to raise funds for a new business were venture capitalists, angel investors, or Wall Street. With crowdfunding, any entrepreneur, financier, or non-profit professional can raise funds for their enterprise using smart networking and modern technology. From the Back Cover PRAISE FOR CROWDFUNDING "Dresner leads the crowdfunding revolution with this comprehensive book to help understand how to raise money or invest money on the Internet. Dive in and learn to run with the crowds!" — Tim Draper, Founding Partner, Draper Fisher Jurvetson "If you're a company looking to raise money or if you're an investor, crowdfunding can be a powerful force. Steven is helping to explain how you can benefit from the disruptive power of crowdfunding." — Ryan Caldbeck, CEO, CircleUp "This book is an informative collection of stories from finance leaders and a colorful read for those who wish to better understand the dynamic universe of crowdfunding." — Congressman Patrick McHenry "Written by some of the leading crowdfunding experts, this book is sure to be an indispensable resource for entrepreneurs." — Amy Cortese, author, *Locavesting* About the

Author STEVEN DRESNER is the founder and CEO of Dealflow.com which provides software for deal marketing and transaction analysis. Steven's experience includes managing businesses in the areas of software development, financial databases, and media. Steven has a BS in psychology and both an MBA in finance and a graduate degree in computer communications and networks. Steven is co-author and editor of two prior books on financing strategies and is frequently quoted in the media on ways companies can successfully raise capital.