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CrowdFund Your StartUp!: Raising Venture Capital using New CrowdFunding Techniques

Rupert M Hart

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Fully updated in January 2016, and detailing the changes going live on May 16 2016, this is the definitive book on equity crowdfunding for startups i.e. selling shares in your company over the Internet. The process started several years ago with Title III of the JOBS Act and has morphed over time to the final rules on Regulation Crowdfunding from the SEC. This book, updated several times over the last few years, was the very first book on Equity Crowdfunding in the USA and was the #1 book on Amazon in its category for over a year. Raising venture capital has become easier, with the passage of the JOBS Act. It's new, it's different, and it's big! Selling shares in your startup through crowdFunding is a big deal. It's going to totally change the whole way venture capital is raised. This book is for entrepreneurs and business owners to quickly understand what they need to know and where to find it. It's more than collecting the cash; you need to set up a real company with real customers and real cash flow. And sell shares in it. This book covers what you need to do to make crowdfunding your startup a success, in a concise and clear way. The book has 5 sections: 1. How Crowdfunding Works for Startups. After a quick explanation of how crowdfunding came to be, the book looks at how crowdfunding fits into the field of venture capital. Then it addresses how Regulation Crowdfunding has changed things, with a detailed commentary on the 12 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 Worth Funding. 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. Investors expect you 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. Then 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 for years 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? Well, 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. And then, 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 what to say. The book then speculates on the possible bright future for crowdfunding for startups. It is all so new that many possibilities are opening up. It makes sense to see them before others do. 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, the 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 Business Breakfast. He holds an MBA from INSEAD, one of the world's top business schools. This is the book to buy! Please check www.sec.gov for latest rulings. You are advised to take legal advice before starting your crowdfunding campaign.

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