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Early-stage companies that are perfect for equity crowdfunding have a few characteristics in common: A good

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supply of “marketing dollars.” All “viral” and successful crowdfunding campaigns generally have a good amount of... There is a market for the product. Prior successful Kickstarter campaigns ...

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Nathan's Equity Crowdfunding 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-step guidelines.



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Leading Equity Crowdfunding  
Platforms for 2020. Crowdfunding has  
proven extremely popular in raising  
money for projects of all shapes and  
sizes. Fundera claims that there were

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more than six million crowdfunding campaigns in 2018, while Statista reports crowdfunding will raise USD 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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An Australian company can only  
conduct an equity crowdfunding  
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According to Evan, companies suited  
to equity crowdfunding generally share

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a couple of key characteristics: 1. A very large user/customer base, as these people already use and love your product, and will be excited to become... 2. A successful Kickstarter or Indiegogo campaign in the past, as it ...

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Equity Crowdfunding Platforms. If you want to raise capital through selling equity, recent changes in securities law are making it possible to sell shares through crowdfunding platforms. Here are two notable

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platforms. Gust. Startups seek investors. Investors seek startups.

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Equity-based crowdfunding enables people to become part owners of the project or venture – sharing both the

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risks and rewards. The investor can also sell their share of the company in the future. Crowdfunding sites like Crowdfunder, CircleUp, and OurCrowd allow businesses to partner with their investors. A great example is Dubuc Motors.



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~~The Complete Guide to Crowdfunding:  
The What, Why, Where ...~~

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 shrewd judgement, cutting out the hyperbole.

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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

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Small companies which you believe in  
and reckon could turn your small  
amount of money into a larger amount  
of money.

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With equity crowdfunding, the money

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is instead being 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 large amounts at stake, equity crowdfunding platforms – often called portals – are

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government regulated. There are rules  
around how much can be raised, how  
much can be invested, and how often  
you use them.

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As an example, if you pay 2 times

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Seller's Discretionary Earnings of \$200k, then your 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 by SDE (you might be

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able to do more debt ... For

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In late 2011, the JOBS Act, the first equity crowdfunding bill, was introduced into the House of Representatives. Its goal was to drive



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job growth and create increased access to capital for small businesses. In April of 2012, it was signed into law by President Obama. This new legislation was a revolutionary departure.

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? Equity Crowdfunding Seemingly complicated, 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.

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Here's how equity crowdfunding  
works.

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An equity crowdfunding is not just a  
case of putting your campaign on the  
sites and waiting for the internet to

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

~~Equity Crowdfunding Interview with~~

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The book is informative, apt details for both beginners and experienced Fundraisers. This book covers the basic idea of Reward Based Crowdfunding and Donation Based Crowdfunding. The main headlines of this book are:-

- Reward-based

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crowdfunding: 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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