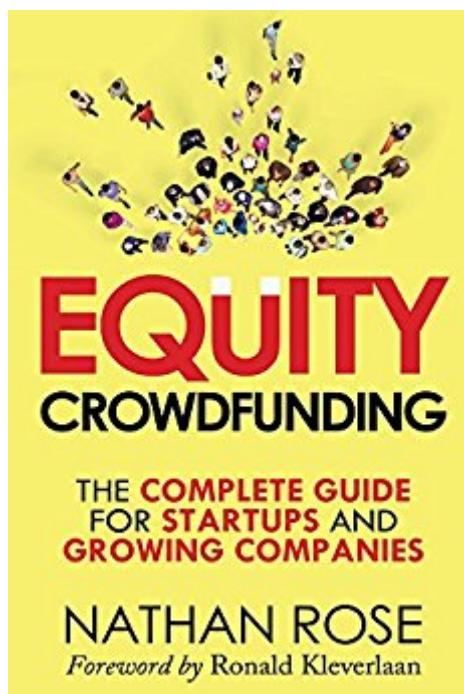


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# Equity Crowdfunding: The Complete Guide For Startups And Growing Companies



## Synopsis

Raise Money & Gain Exposure At The Same Time!Tired of fruitless pitch meetings with investors and the limitations of trying to grow a business through bootstrapping?Equity crowdfunding is a new, fresh alternative to Silicon Valley venture capital. Hundreds of thousands, or even millions of dollars, can be raised by offering shares in your startup to members of the public.Gaining marketing exposure and raising business funding are #1 and #2 on the priority list for many entrepreneurs. But they were always separate activities - first raise the money, then spend it on marketing. Until now!A New Hybrid of Venture Capital & Kickstarter.Equity crowdfunding is a new form of investment banking for startups, small business and new business, enabled by advances in fintech.The entrepreneurs set their own offer terms, retain their company culture, and bring on dozens, or even hundreds of shareholders and gain all the promotional benefits that come with a larger 'crowd'.And unlike the "rewards" crowdfunding offered by sites like Kickstarter and Indiegogo, equity crowdfunding allows a company to offer shares, instead of a pre-ordered product. This means it can be used by more varied business models, and typically attracts a lot more money. If you are successful at equity crowdfunding, your days of bootstrapping your product launch will be over!This Book Will Show You How.Equity crowdfunding offers amazing potential for startups and growing companies, but it is also a very steep learning curve. Many companies begin with no real idea of how to choose a platform, how to craft their pitch, or what they should be doing to drive people to their offer page and invest.The author, Nathan Rose, comes from an investment banking background, advising companies on initial public offerings. Now, he brings the same practical experience to new business, small business, and startups.In this step-by-step guide, you will learn: The forces in fintech which have brought equity crowdfunding to where it is today A comparison with business funding through bootstrapping, family & friends, incubators, Silicon Valley venture capital, and Kickstarter. The biggest mistakes that can kill an offer before it has even begun How to build critical momentum - one company raised £1 million in 96 seconds! How to construct a marketing plan to get people literally counting down to your launch How to salvage an offer which is "stuck", and re-ignite the momentum What past campaigns wished they had known before they had started The incredible impact equity crowdfunding can have on your business and profile The World's Most Comprehensive Resource The very best strategies from 20 real companies who have used equity crowdfunding to raise millions of dollars, euros and pounds. And the expert advice from 12 market-leading platforms at the forefront of the equity crowdfunding revolution.Featuring contributions from the United

Kingdom, the United States, France, the Netherlands, Germany, Sweden, Finland, Estonia, Canada, the Middle East, Australia and New Zealand. The only book necessary for startups, incubators, accelerators, co-working spaces, universities, education institutions, and business networks. Buy this book to learn everything about equity crowdfunding... from the ground up.

## **Book Information**

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## **Customer Reviews**

We have all seen Kickstarter and similar product reward crowd funding platforms sprout up. The next step is direct crowd investment in companies - crowdfunding for equity or debt. The allure of fast equity raising without the high costs, delays and hassles of investment banking gatekeepers is powerful. But how to do it? What are the best platforms? What are the disastrous mistakes to avoid? This book answers all that and more. I like that it is written by a former investment banker who has become an expert advisor and speaker on crowdfunding. And that the author includes examples, case studies, and actual fund raiser quotes from around the world, not just one country. Crowdfunding is an alternative to traditional IPO, angel investors, and VCs. Chapter topics include:  
\* Background - Understand the equity crowdfunding phenomenon  
\* Is it for your company?  
\*

How to choose the best crowdfunding platform\* Craft your pitch\* Develop your marketing plan\* Execute on your plan during the days their offer is live\* What you must do next? Downloadable resources and templates add extra value to the book. If you are considering crowdfunding your start-up, are involved in the regulation of investments in your country, write about investing or are just curious to understand this next funding phenomenon then this book is recommended.

I have led two successful crowdfunding campaigns before I got behind-the-mind of Nathan Rose. Rose really nails down the topic of crowdfunding. This is a new movement for business in today's world and in many ways revolutionizing thought around traditional business. The author really digs into the possibilities that can take a business to another level. I really appreciate how he has done the research to cover all areas of crowdfunding. What is also incredible about crowdfunding today, is it lets investors become a part of the project/business in ways that weren't possible in the past. Investors can see the project grow with ease and investors can feel like they are apart of something unique. Rose really understands this. He understands the importance of this movement and where it is heading. He understands that with the internet and globalization this is a huge change for business and he has become the go-to-expert for equity crowdfunding in today's world. I also enjoyed how Rose used specific examples of crowdfunding campaigns. This helps readers to actually see how people are using this as a viable method for attracting investors today.

I was fortunate enough to have Nathan Rose on one of my podcasts and he broke down the message of equity crowdfunding so clearly - one of my most popular episodes - so it is about time he came out with the book! It helped me to understand in depth the policies and future of crowdfunding internationally. Even though I'm American myself, I am annoyed with the bias of many authors to only address the entire world from the American perspective - Nathan gives us a global outlook of equity crowdfunding not just the typical US centric.

If you're looking to raise capital, then this book is a one stop shop on how to do it. Nathan Rose knows what he is talking about. He elucidates a pathway through the minefield that is raising capital, while keeping the reader engaged. It's a book with global reach, giving examples from the United Kingdom, the Netherlands, and little New Zealand. As a Co-Founder of a start-up that has raised successful capital from angels, VCs, and more recently an IB, I wish I had been able to access this book earlier. Mr Rose's traditional capital markets background combined with his entrepreneurial endeavours and charisma make this a book that's not only helpful, but you won't be able to put it

down. A must read for every start up looking to raise capital.

Prior to reading this book I had been actively involved in kick starter and GoFundMe campaigns, yet had no real understanding of equity crowdfunding. This book provided me with the information and the motivation to recommend equity crowdfunding as a very viable option for a product that a friend had developed for the construction industry. What I loved about this particular book, is that it is a COMPLETE guide to crowdfunding. The author clearly explains each aspect in detail and in an easy to follow manner. I was definitely impressed with this crowdfunding guide and would recommend choosing this if you're looking for an in-depth guide to crowdfunding. Personally, I am considering crowdfunding for a business startup here in New Zealand, and will be keeping this book at my side as my crowdfunding bible.

While trying to raise money for my own startup, the new and exciting channel of Equity Crowdfunding came up as an option. As I am trying to educate myself on the topic, I came across this book which is probably the best on the topic of equity crowdfunding, and hands down the most updated one I have came across. While this investment channel, just like anything that is startup related is experimental and might not be for everyone, the book itself provides you with a balanced view so you are able to make a clear decision on your next steps while trying to crowdfund for equity. Knowing the amounts of time and resources needed to raise investment, I think that anyone who is considering this path should prepare themselves in the best way possible, and this book is perfect for that.

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