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Nota di contenuto	Crowdfunding: A Guide to Raising Capital on the Internet; Copyright; Contents; Acknowledgments; Introduction; Part 1: The Business of Crowdfunding; Chapter 1: Crowdfunding: A Historical Perspective; Crowdfunding Isn't New; Why Crowdfunding Disappeared; Regulation D, Sarbanes-Oxley, and Regulatory Reform; The Modern Era; Chapter 2: Understanding the "Crowd"; Quality Entrepreneurs and Ideas; Working on the Fundamentals for Crowdfunding: First Things First; Finding a Solution, Filling a Need; What They Did Right; What They Did Wrong; How Small Business Owners Can Prepare for Crowd Investing A Radically Transformed Environment Chapter 3: A Statistical View of Crowdfunding; The Marketplace; The Crowdfunding World Map; Crowdfunding Models; Financial versus Nonfinancial Return Crowdfunding; Donation-Based Crowdfunding; Rewards-Based Crowdfunding; Lending-Based Crowdfunding; Equity-Based Crowdfunding; The Market Outlook; Chapter 4: Current Market Dynamics; Rewards-Based Crowdfunding; Investment Crowdfunding; Equity Crowdfunding; Debt-Based Crowdfunding; Charity/Donation Crowdfunding; Niche Crowdfunding Platforms; Real Estate; Alternative Energy; Hardware; Film; Concerts/Events

Book Publishing Beer; Apps; Education; Market Testing with Rewards-Based Crowdfunding; Pretail: The Consumer Comes First; Crowdsourced Feedback; The Pitfalls of Crowd Wisdom; Managing the Crowd's Feedback; Examples: Pretail in Action; Broker-Dealers Entering the "Accredited" Crowdfunding Space; Crowdfunding as a Political Tool; Fraud in Noninvestment Crowdfunding; Defining Fraud; The Risks of Fraudulent Crowdfunding; Examples of Rewards-Based Crowdfunding Fraud; How to Protect Yourself; No Fraud in Investment Crowdfunding? (Not Yet at Least); Additional Resources

Part 2: Preparing for Your Crowdfunding Campaign Chapter 5: Business Planning in Preparation for a Crowdfunding Campaign; Writing a Business Plan Disclosure Document; Basic Information; Description of the Business; Description of Financial Condition; Use of Proceeds and Offering Amount; Valuing Your Company: Pricing Securities and Understanding Capital Structure; Reviewed versus Audited Financial Statements; Budgeting, Projections, and Forecasting; Conclusion; Chapter 6: Protecting Your Intellectual Property; The Importance of Protecting IP on Crowdfunding Platforms; Patents: Protecting Ideas The Nuts and Bolts of Patents Crowdfunding Risks and the Provisional Patent Application; The America Invents Act; Copyright: Protection of Creative Works; Crowdfunding Risks with Copyrightable Material; Trademark: Designations of Source or Origin; Crowdfunding Risks with Trademarks; Trade Secret Protection; Crowdfunding Risks with Trade Secrets; IP Portfolio Management: A Best Practice; Chapter 7: Understanding Your Investor Options; The Decision to Bring on Investors; Benefits; Drawbacks; General Obligations to Investors; Regulatory Obligations; Nonaccredited versus Accredited Investors Investor Education Obligations

Sommario/riassunto

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 Media, 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
