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and campaign planning, we ask them to read: Equity Crowdfunding: The Complete Guide for Startups by Nathan Rose. Nathan's writing style is very accessible and he cuts through complex concepts to make investment crowdfunding best practices easy to digest.

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And unlike the crowdfunding offered by sites like Kickstarter and Indiegogo, equity crowdfunding allows a company to offer shares in itself, instead of a pre-ordered product. This means equity crowdfunding can be used by far more types of businesses, and typically attracts a lot more money.

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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

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doing to drive people
to their offer page and
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On episode #133 of
the Crowdfunding
Demystified podcast, I
brought on Nathan
Rose, the director of
Assemble Advisory and
the author of the new
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In late 2011, the JOBS
Act, the first equity
crowdfunding bill, was
introduced into the

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House of Representatives. Its goal was to drive 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 tends to be based on purchasing equity in particular 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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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 platforms. Gust. Startups seek investors. Investors seek startups.

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crowdfunding opportunity is a good investment . The author of the bestselling book Equity Crowdfunding: The Complete Guide for Startups & Growing Companies, Nathan Rose, says that two critical factors define whether a business is worthy of funding or not. Solving a real problem intelligently. Typically, investors flock to companies that

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address real-life
problems with
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Nathan's Equity
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an incredibly
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covers everything you
need to know from the
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platform, how to craft

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pitch, solid marketing plan, and step-by-step guidelines.

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equivalent) Understand why they need to raise capital, and have a good plan for what to spend the money on

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the rules must be supportive for this new form of company financing to really take root.

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2020. ... Yes, and it's important to remember that some forms of crowdfunding - for example reward and donation-based crowdfunding - aren't regulated by the Financial Conduct Authority (FCA).

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Equity crowdfunding allows anyone to invest in early-stage startups.

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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 shower

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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.

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WILMINGTON, Del.,
Sept. 16, 2020

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equity crowdfunding platform that delivers vetted, early-stage investment opportunities, is launching a Regulation Crowdfunding offering for New World Savings, Inc (d.b.a. "Guac"), a lifestyle banking app for millennials that helps achieve short-term savings goals. "We're proud to announce the launch of a Reg-CF offering for New

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