



# **The Crowdfunding Handbook: Raise Money for Your Small Business or Start-Up with Equity Funding Portals**

*Cliff Ennico*

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Ever wish your company could raise capital the Kickstarter® way? Equity crowdfunding is finally here, opening new funding avenues for small businesses and start-ups.

In April 2012, President Obama signed the Jumpstart Our Business Startups—or JOBS—Act into law. This groundbreaking legislation empowers privately-owned companies to raise capital from investors without going through the rigorous IPO and private placement processes. When the SEC hands down the last regulations, the floodgates will open and companies will be free to compete for funding.

Small business and legal expert Cliff Ennico has followed the equity crowdfunding story since its inception. Now, in *The Crowdfunding Handbook*, he explains the JOBS Act and translates the regulations into a clear set of do's and don'ts for entrepreneurs and small-business owners looking to get in early—and do things right.

Need help pricing your securities? Pitching a project to the public?  
Choosing between funding platforms? Figuring out disclosure documents  
and reporting requirements?

This book delivers targeted answers—whether crowdfunding is your best bet, picking the right legal entity, selecting types of securities to offer, reaching the most promising investors, keeping crowds under control, and more.

IPOs are expensive, and venture capital nearly impossible to attract. Crowdfunding is changing the game for private companies . . . and this book will lead the way.

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