

Crowdfunding The Next Big Thing

There's a Secret World of Investing Controlled by Angel Investors and Venture Capital One investment has been the secret of the wealthy for more than 80 years. It accounts for nearly a fifth of the wealth for million-dollar investors and nearly four-times the return compared to stocks. For more than eight decades, anyone with less than a million dollars was locked out of this investment. Government regulators reasoned that investors like you and me weren't smart enough to handle the high risk and higher return. That all changed in 2016, when for the first time in a century investment in startup companies became open to everyone. Investing in startups has led to an average 27% return for wealthy investors, nearly four times the average 7.4% annual return on stocks over the decade to 2013. When asked where they invested their money, investors with an average of \$7.6 million told BNP Wealth Management those alternative investments like venture capital and startups were their second-largest investment after their own business. But the government is right in that the risks are high for startup investors. A study by Willamette University of 1,200 investments by angel investors found that more than half of startups fail to return even the original investment. Just a fraction of those investments accounted for the vast majority of gains. But those gains in startup investing

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can be spectacular. Consider Peter Thiel's 2004 investment of \$500,000 in Facebook as its first outside investor. Most of us weren't able to invest in the social media giant until it went public in 2012. By then, Thiel had already made \$1.7 billion for a 340,000% return on his investment. Welcome to the World of Startup Investing and Equity Crowdfunding! I've spent nearly a decade analyzing startup investments for venture capital firms and angel investors. I set up the research department for one venture capital investor and managed a team of six analysts, pouring over pitch material and market research to find the best startups in which to invest. When equity crowdfunding became popular in 2012, I knew it held the potential to break the 80-year ban on startup investing for everyday investors. I refined my proven methodology for venture capital investing and waited for the law to be changed. Investing in startups is like nothing you've ever seen in the stock market. These companies aren't covered by analysts, and you won't find a P/E value on Yahoo Finance. You won't hear other venture capital investors or angel investors sharing their process or picks on TV either. They don't want you stealing those 27% annual returns. That's what this book is all about, using a process I have developed over years as a venture capital analyst to avoid the risks in startup investing and find the best deals. It's not an easy process. It involves research and strategic

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planning on your part. I'm ready to share it with you if you're ready for the challenge. In this book you'll learn: My quick checklist of what to look for in a startup to weed out the losers before wasting your time on valuation (Page 53) The process I use to value startup companies for venture capital firms, including how to research the market and understanding deal terms (Page 63) Three different valuation methods I use with every deal that gives me more certainty in the upside (Page 83) A startup investing strategy that puts your money in the best deals and avoids chasing the losers. (Page 107) Tired of being stuck with roller-coaster risk in the stock market and mediocre returns? If you want in on the investments that make angel investors and venture capital firms billions of dollars, scroll back up and click buy now.

In *CrowdFunding: The Next Big Thing*, money-raising expert Gary Spierer reveals the secrets of raising capital in the digital age. He outlines the ins and outs of the five major capital-raising strategies, including how the current Kickstarter type crowdfunding differs from crowdfunding equity. The new world of crowdfunding equity can be hard to navigate due to numerous regulations, and the challenge of keeping crowds engaged.

Crowdfunding start-ups is a platform made possible thanks to the recent JOBS Act. Now even the small guy can invest in early stage companies and

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potentially strike it rich with the crowdfunding platform and the investing and business-building tools provided in CrowdFunding. Spierer guides readers through the seven steps that any start-up business can employ to ensure success in raising money and building a business. With a great idea and design, a start-up needs to thoroughly and repeatedly research and pretest its product in the marketplace until the ideal niche is narrowed down in order to attract the most customers. Spierer points out that too many entrepreneurs believe that if you build a field of dreams they will come. He shows in detail how to drive traffic, get them to come to your field of dreams, and stay. In CrowdFunding, entrepreneurs will learn about successful pitches and how to pitch concepts in person or on crowdfunding websites. They will learn how and when to use one or more of the five money-raising strategies in the digital age. According to Spierer, "The perfect pitch comes from refining and distilling core ideas over and over." They will also learn about the new SEC regulations imposed to protect investors. Spierer lays out all of the exciting new platforms for marketing a product or service start-up interactively via the infinite possibilities and fluctuations of social media, mobile, and the web. He explains how to work with the savvy consumer of today, who expects to be part of the marketing conversation. Spierer's book shares the secrets that venture capitalists have employed to

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identify potential blockbuster investments and how the same approaches can be deployed in analyzing crowdfunding opportunities.

The best market in the world, for equity crowdfunding, is the UK. This is a useful review of the top 23 equity crowdfunding platforms in UK in 2017. It will help you to scan all the possibilities, save time, and quickly decide which is the best platform to raise funds for your project.

Bold is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' *Abundance* (2012).

Business systems undergo a number of transitions as the needs and demands of society change. With heightened connectivity driven by the development of the Internet, new opportunities for venture development and creation have become available to business owners and entrepreneurs. *Crowdfunding for Sustainable Entrepreneurship and Innovation* is a pivotal reference source for the latest scholarly research and business practices on the opportunities and benefits gained from the use of crowdfunding in modern society, discussing its socio-economic impact, in addition to its business implications.

Featuring current trends and future directions for crowdfunding initiatives, this book is ideally designed for students, researchers, practitioners,

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entrepreneurs, and policy makers. New financing models such as crowdfunding are democratizing access to credit, offering individuals and communities the opportunity to support, co-create, contribute and invest in public and private initiatives. This book relates to innovation in its essence to anticipate future needs and in creating new business models without losing revenue. There are tremendous unexplored opportunities in crowdsourcing and crowdfunding; two sides of the same coin that can lead to a revolution of current social and economic models. The reading of this book will provide insight on the changes taking place in crowdfunding, and offer strategic opportunities and advantages.

Crowdfunding is not only interesting for entrepreneurs who want to raise money, but also for the “crowd”, people who are attracted by this phenomenon and for future investors. Being an entrepreneur is exciting and crowdfunding seems to be a fantastic option of financing a new venture. Therefore the following question occurs: Start-up + Crowdfunding = The next Big Thing? Katharina Wolfrat first gives an overview of the crowdfunding scene in Germany. Then she interviewed experts in this area and presents the results of the conversations. In the end there are many advices for entrepreneurs, who think about using crowdfunding as financing model for their start-up.

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The Routledge Companion to Arts Management contains perspectives from international scholars, educators, consultants, and practitioners sharing opinions, exploring important questions, and raising concerns about the field. The book will stimulate conversations, foster curiosity, and open pathways to different cultural, philosophical, ideological, political, national, and generational insights. Four broad thematic areas are used to organize current topics in the field of arts and culture management. Part I introduces a mixture of perspectives about the history and evolution of the practice and study of arts management, the role of arts managers, and how arts management is being impacted by the digital age. Part II focuses on the dynamics of entrepreneurship, change processes, and leadership practices. Part III includes globally focused topics on cultural policy, cultural rights, and community building. Part IV examines a sampling of topics related to functional activities that are common to arts and culture organizations around the world such as marketing, planning, increasing diversity, hiring, fundraising, and sustainability. This book builds a comprehensive understanding of what arts management can mean in an international context creating an essential resource for students, scholars and reflective practitioners involved at the intersection of business and the arts.

The easy way to get started in crowdfund investing

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Crowdfund investing (CFI) is going to be the next big thing on Wall Street. U.S. investment banks, brokerage houses, and law firms are gearing up for the creation and regulation of new financial products that will be available to the general public starting in early 2013. The introduction of these products will revolutionize the financing of small businesses and startups for these key reasons: Entrepreneurs and small business owners, who have had difficulty obtaining capital through traditional means (such as bank loans and angel investors) in recent years, will have access to investors around the world through social media. For the first time, investors (so-called unqualified investors) will be able to purchase an equity stake in a business or new investment vehicle. The Securities and Exchange Commission (SEC) is overseeing the creation of online portals that will allow entrepreneurs and small investors to connect. When these portals go live in 2013, Crowdfund Investing For Dummies will be on the front line to educate business owners, other entrepreneurs, and investors alike. Crowdfund Investing For Dummies will walk entrepreneurs and investors, like yourself, through this new investing experience, beginning with explaining how and why CFI developed and what the 2012 JOBS says about CFI. Entrepreneurs will find out how much funding they can realistically raise through CFI; how to plan and launch a CFI campaign; how to manage the

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crowd after a campaign is successful; and how to work within the SEC's regulations at every stage. Investors will discover: the benefits and risks of CFI ;how much they can invest; how a CFI investment may fit into a broader investment portfolio; how to provide value to the business or project being funded; and how to bow out of an investment when the time is right. Crowdfund Investing For Dummies is an indispensable resource for long time investors and novice investors alike.

Leading economists discuss how economic policy can stimulate technological innovation.

The book focuses on smart computing for crowdfunding usage, looking at the crowdfunding landscape, e.g., reward-, donation-, equity-, P2P-based and the crowdfunding ecosystem, e.g., regulator, asker, backer, investor, and operator. The increased complexity of fund raising scenario, driven by the broad economic environment as well as the need for using alternative funding sources, has sparked research in smart computing techniques. Covering a wide range of detailed topics, the authors of this book offer an outstanding overview of the current state of the art; providing deep insights into smart computing methods, tools, and their applications in crowdfunding; exploring the importance of smart analysis, prediction, and decision-making within the fintech industry. This book is intended to be an authoritative and valuable

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resource for professional practitioners and researchers alike, as well as finance engineering, and computer science students who are interested in crowdfunding and other emerging fintech topics. Raise Money Without a Bank Or a VC, Through The Crowd! For many startups and growing companies, gaining marketing exposure and raising external funding from investors are #1 and #2 on their priority list. But, until recently, they were always separate activities - first you would raise the money, and then you would spend it on marketing. The advent of equity crowdfunding means these two critical tasks can be done at the same time. This is a game-changer. Equity Crowdfunding - A Hybrid of Venture Capital and Kickstarter. Unlike venture capital, the company founders get to set their own offer terms, retain their company culture, and bring on dozens, or even hundreds of shareholders rather than just a tiny handful - and gain all the promotional benefits that come with this. 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. Companies regularly raise hundreds of thousands, or even millions of dollars through equity crowdfunding. This Book Will Show You How! Equity crowdfunding offers amazing potential for startups

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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. In this step-by-step guide, you will learn: The forces which have brought equity crowdfunding to where it is today How to tell whether equity crowdfunding will be a good fit for your company 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 First Comprehensive Resource Featuring 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. This book is truly global in scope, featuring contributions from the United Kingdom, the United States, France, the Netherlands, Germany, Sweden, Finland, Estonia, Canada, the Middle East, Australia and New Zealand. This is THE complete guide, with no prior knowledge assumed, and will teach you

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equity crowdfunding from the ground up. "

What if the real key to a richer and more fulfilling career was not to create and scale a new start-up, but rather, to be able to work for yourself, determine your own hours, and become a (highly profitable) and sustainable company of one? Suppose the better--and smarter--solution is simply to remain small? This book explains how to do just that.

Company of One is a refreshingly new approach centered on staying small and avoiding growth, for any size business. Not as a freelancer who only gets paid on a per piece basis, and not as an entrepreneurial start-up that wants to scale as soon as possible, but as a small business that is deliberately committed to staying that way. By staying small, one can have freedom to pursue more meaningful pleasures in life, and avoid the headaches that result from dealing with employees, long meetings, or worrying about expansion.

Company of One introduces this unique business strategy and explains how to make it work for you, including how to generate cash flow on an ongoing basis. Paul Jarvis left the corporate world when he realized that working in a high-pressure, high profile world was not his idea of success. Instead, he now works for himself out of his home on a small, lush island off of Vancouver, and lives a much more rewarding and productive life. He no longer has to contend with an environment that constantly

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demands more productivity, more output, and more growth. In *Company of One*, Jarvis explains how you can find the right pathway to do the same, including planning how to set up your shop, determining your desired revenues, dealing with unexpected crises, keeping your key clients happy, and of course, doing all of this on your own.

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Why Staying Small is the Next Big Thing for Business. If someone asked you to think of a successful business, you might think about companies like Amazon, Google, Apple, and Starbucks. But using these companies as a vision of success can be a bit overwhelming. I mean, how can you build a business that successful? Well, it's time to change your definition of success. Companies like Amazon and Google are big. But with big companies comes big problems, you need more profit, more employees, more infrastructure, and more bureaucracies. Is building something that big worth the stress? Instead, this "bigger is better" mentality is wrong. Success means building something small, where you work a limited number of hours per year, and enjoy spending quality time with your family, traveling, or even pursuing the hobbies you love. So rather than building a company that requires more,

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you should focus on building one that requires less: a company of one. As you read, you'll learn why staying small should be your end goal, how to find purpose in your work, and how to start your business without needing large investments or investors. 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.com, 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 needs of a global audience comprising entrepreneurs, financiers, and other professionals. It skillfully addresses the market dynamics that are catapulting crowdfunding into the mainstream and explores essential issues ranging from planning an online campaign, post-transaction management, and business planning to securities law and tax issues. Puts the business of crowdfunding in perspective with a look at the current marketplace, overview of important data, and legitimate concerns Examines effective techniques for communicating with the crowd Details equity-

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based financing and other sources such as debt instruments. Contains contributions from a wide array of individuals involved in the worlds of finance, law and accounting, social media, marketing, as well as DealFlow Media's own staff. Crowdfunding affords start ups and other smaller businesses better access to capital via the Internet/social media. It also allows an investor of any size to back a business of their choosing. This new book will show you what this process entails and how it can benefit everyone involved.

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Start strong with essential early-stage guidance from the VC perspective. Startup Opportunities is the go-to guide for anyone with a great business idea.

Whether it's your first business or your fifth, realistic assessment from the outset can save you a lot of time and money; why pour your heart and soul into a venture that is doomed to fail? Instead, position yourself to win from the very beginning. In this book, accomplished venture capitalists share their insight on startups and entrepreneurs: who will fail, who will succeed and why, and what you should do to give your business the very best shot at becoming a global success story. You'll learn how to evaluate your business with a critical eye, and how early customer development can be key in turning a good idea into a great opportunity. If you're serious about

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building a business that lasts, this book provides invaluable guidance that you really cannot miss. More than five million people will launch a business this year, and many of them will be great ideas—yet few will be around in five years, and even fewer in ten years. A great idea is not enough to build a successful business. You need to fortify your idea with the proper foundation, and a scaffolding of good planning and early action. This book shows you how. Assess your business's viability using the 10x Rule Learn when you can quit your day job—or not Take the key steps to making your business succeed Discover the opportunities worth selling everything for This expert author team has witnessed more than 30,000 pitches over two decades, and have participated in over 500 startup launches. Startup Opportunities gives you the benefit of their experience to help you start strong and stay strong. This new volume familiarizes readers with the very relevant concepts of human resources and finance in Industry 4.0. The book looks at the adoption of current fast-moving computers and automation in the workplace and its impact on the financial aspects of human resources and how HR can be enhanced with smart and autonomous systems fueled by data and machine learning. The chapters offer case studies that provide firsthand knowledge of real-life problems, solutions, and situations faced by the industry. The volume highlights the thought process

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in resolution of the complex problems. Topics include HR management approaches, global HR challenges, behavioral finance for financial acumen, corporate social responsibility, women empowerment in the HR industry, emotional intelligence in the era of Industry 4.0, and more. China is currently the front-runner on the global crowdfunding market, even though this form of financing originated in the USA. Crowdfunding in China, however, differs significantly from its counterpart in the West. This book reveals that Chinese crowdfunding is a product of the country's dynamic internet sector, which is based on mobile internet, e-commerce, and online/mobile payments, together with significant government support. The author presents a comprehensive theoretical, empirical and field-based work on crowdfunding in China. Adopting a new institutional economics approach, it maps and deciphers the origins and paths of informal finance that have led to internet finance and the rise of crowdfunding platforms. In addition, three case studies are analyzed and their implications for crowdfunding stakeholders in China are discussed.

This book on fintechs shows an international comparison on a global level. It is the first book where 10 years of financing rounds for fintechs have been analyzed for 10 different fintech segments. It is the first book to show the Canvas business model for

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fintechs. Professionals and students get a global understanding of fintechs. The case examples in the book cover Europe, the U.S. and China. About the author: Matthias Fischer is professor of finance and banking at the Institute of Technology Nuremberg Georg-Simon-Ohm in Germany. His research has focused on strategy and M&A in the banking sector, value-based management, robo-advisory and fintechs. Dr. Fischer also serves as a member of the Groupe de Recherche en Management at the IAE Nice Graduate School of Management, Université Côte d'Azur in France. He is internationally active as a strategy and financial advisor. Reviews of the book: FinTech is not the next 'big thing.' It is the big thing now! FinTech is the new business model for the global financial sector, offering clear and enormous potential for vast economies of scale and scope, massive cost savings and efficiency gains, significant risk reduction, and opening the door to banking for literally billions of currently unbanked people. Professor Fischer has done a masterful job of expertly and informatively taking us through all aspects of the revolutionary new FinTech business models. Using state-of-the-art research techniques, he insightfully shows us how FinTech firms are financed and how they aspire to create value. His in-depth case studies unlock the keys to success in the FinTech sector. His fascinating book is a 'must read' for all financial professionals. Dr. Stephen Morrell,

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Professor of Economics and Finance, Andreas School of Business, Barry University, Miami, USA Matthias Fischer's latest book offers a comprehensive overview of Fintech business models around the world. With a very pedagogical approach, and in a particularly fluid style, the author takes us into the strategic logics of these new entrants to finance, who are carriers of innovation and sometimes of disruption, and whose strategies are focused on the need to always meet the emerging expectations of their customers. This precise and well-documented analysis should enable banks to reposition themselves in their ecosystem by studying these new business models, which will enable them to boost their growth. Professor Dr. Nadine Tournois, Dean of IAE Nice Graduate School of Management, Université Côte d'Azur, France, Chevalier de la Légion d'honneur *Fintech Business Models* is a must-have book to understand the rapid and intense changes occurring in the financial sector. New technologies have allowed the birth of new financial species, such as Fintech, more adapted to the new digital economy. The content dedicated to the application of blockchain technology helps to understand its opportunities in the financial sector, not only in the means of payment and cryptoactives, but also in how blockchain can make multiple internal processes improve, allowing to optimize the management, efficiency and even security of

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operations. Without any doubt, this book offers an extraordinary vision of how the fintech sector has become a catalyst for change in banking in the context of the current Digital Society. Phd. Ricardo Palomo, Full Professor of Finance, Deputy Chancellor for Digital Transformation at Universidad CEU San Pablo, Madrid, Spain and member of the Board of Alastria Blockchain Ecosystem This book provides a detailed and original overview of the most important fintech business models in the major global markets. Through a savvy use of the well-known Business Model Canvas methodology, the author explores the unique ecosystem, business model's components, and sources of competitive advantage of successful fintech firms. The book, in particular, offers an insightful and comprehensive analysis of the winning and losing strategies and performances of fintech firms by segment of activity such as, instant digital payments, crowd-funding, robo-advisory, alternative finance, credit & factoring, social trading, personal finance management, blockchain and cryptocurrencies. It is indeed a very unique and valuable study on the fintech industry, its trends, and its emerging business models. Prof. Ivo Pezzuto, The International School of Management, Paris, France and Adjunct Professor of International Business and Strategic Management Università Cattolica del Sacro Cuore, Department of Business Management, Milan, Italy The emergence of fintechs

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is one of the most relevant drivers of change in the financial services industry. The book presented here delivers an impressive overview of fintechs' activity areas, business models and funding patterns. The book reflects the state of the art of the current fintech world. Prof. Dr. Jürgen Moormann, Professor of Bank and Process Management at Frankfurt School of Finance & Management, Germany

Nadine Scholz shows that crowdfunding potentially shortens the development cycle of new products, thus enabling an earlier market entry. Hence, crowdfunding serves as a multifaceted early-stage support instrument for innovation implementation facilitated by the crowd's resources. It not only provides upfront cash for product development and production, more importantly it enables a firm to show traction through the validation of the market demand that is based on the crowd's function as information multiplier generating public exposure and feedback.

As featured on The Today Show The definitive guide for aspiring product entrepreneurs – packed with important new resources Written specifically for people seeking to turn their ideas into marketable products, this new edition of The Mom Inventors Handbook takes you step by step through the process, covering the latest, most innovative ways to create, fund, manufacture, and successfully sell products on a wide scale. A great deal has changed

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since the original publication in 2005. This edition covers everything novice entrepreneurs need to succeed in today's business landscape. New materials include: Detailed steps on prototyping, manufacturing, and safety Updated information on patents and trademarks New chapter covering crowdfunding, microloans, peer-to-peer loans, SBA loans, and angel investors New chapter on creative, alternative sales channels, including Groupon, Living Social, QVC Sprouts, Zulily In-depth coverage of video marketing and DIY Public Relations Simple steps for licensing "I am asked every day for advice about how to get products onto the shelves of our clubs. The answer to this question is in your hands." -- from the foreword by Julie Martin-Allen, Senior Director of Showcase Events, Sam's Club "We could not have done this without The Mom Inventors Handbook . . . our 'business bible.'" -- Lisa Hoskins-Holmes and Karen Wildman, creators of The Bheestie Bag "I'm not a mom--or a woman--but I used The Mom Inventors Handbook to bring my [product] to market, and it won Best New Product awards at our first two national tradeshow!" -- Tony Deitch, creator of Sasquatch! Pet Beds "I used The Mom Inventors Handbook at the beginning of my journey. My product was selected as one of the winning products on the TV Show Shark Tank and is now distributed internationally." -- Tiffany Krumins, creator of Ava the Elephant "When I had the idea for

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Carry-Her Doll Carriers and found The Mom Inventors Handbook, I couldn't put it down! I'm on track to sell 85,000 units this year with my new placements in Toys "R" Us, FAO Schwartz, and Walmart!" -- Roberta Wagner, creator of Carry-Her Doll Carriers

While crowdfunding is still in its infancy, there are several different reasons why it could become the next big thing in the market. If one really thinks about it, the phenomenon of crowdfunding has already been done for decades worldwide. Generally, the concept of crowd funding has long been used in investment, such as in the form of angel investing, relief efforts, and after the 9/11 attacks and scientific research among many others. Now with the great buzz about it lately, even individuals who are not entirely business-oriented are becoming interested in getting involved in crowdfunding real estate. In as much as they are afforded, they get to have a share in the profits such as retail stores and corporate buildings. The idea of crowd funding has been a little bit different than that of real estate. Part of the risk in crowd funding has to do with meeting investment?

PLEASE NOTE: This is a summary and analysis of the book and not the original book. If you'd like to purchase the original book, please paste this link in your browser: <https://amzn.to/2l4Z4K5> Writer and web designer Paul Jarvis shares his insightful

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wisdom and experience on how to set up and run a successful company that plays big but stays small. His premise is simple – bigger is not always better! What does this ZIP Reads Summary Include? - Synopsis of the original book - Key takeaways from each chapter - What is a company of one and how does it work? - Tips on mindset and personality to help you succeed - Why your existing customers matter more than new ones - How to start a company of one - Editorial Review - Background on Paul Jarvis About the Original Book: Every entrepreneur dreams of starting a company and scaling it in record time. However, this strategy has proved to be the downfall of many startups as well as established brands. Paul Jarvis provides a different and fresh approach to building a brand. He explains how a business can stay small, focus on customer experience, and launch products quickly while still reaping massive success and profits. If you have ever wanted to quit your job and start your own one-man show, build a business on the side, or simply maintain the success your company has achieved so far, this book will show you how to do it! **DISCLAIMER:** This book is intended as a companion to, not a replacement for, *Company of One: Why Staying Small Is the Next Big Thing for Business*. ZIP Reads is wholly responsible for this content and is not associated with the original author in any way. Please follow this link: <https://amzn.to/2I4Z4K5> to

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Post-Capitalist Entrepreneurship: Startups for the 99% details the implications of the post-capitalist society on entrepreneurship around the globe, and it challenges many of our underlying assumptions about how entrepreneurs form startups and the objectives and roles, or lack thereof, of startup investors in a post-capitalist society. The author explores real emerging stories about different forms of post-capitalist entrepreneurship (PCE) with chapters dedicated to subjects such as platform cooperatives, alternative currencies (local, crypto, and time banking), and the emergence of blockchain-enabled Distributed Autonomous Organizations (DAOs). This book will help aspiring and current entrepreneurs, investors and policymakers to:

- Understand emerging trends in new forms of economic activity that will shape the future of entrepreneurial opportunities
- Discover new approaches to business modeling in the post venture-capital opportunity space
- Embrace Lean startup and collaborative startup approaches that can accelerate startups in these new markets
- Recognize new spaces and avoid being disintermediated by new forms of startups and financing
- Know why and how

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local governments should reshape entrepreneurship policy to support post-capitalist entrepreneurship for the 99%

Disrupt The Way Money Is Raised, Through the Crowd! Finding an angel investor to fund the next big idea has always been a daunting task. The next difficult task is to gain marketing exposure. Together, these elements can make or break a startup. Until recently, these two were separate activities - you first find investors & raise money, and then you would allocate your marketing spend. The advent of crowdfunding has disrupted the way funding and marketing is done - by combining these critical tasks and getting them done at the same time. Crowdfunding - Venture Capital on Steroids. With crowdfunding, you can set your terms, retain your company's vision & culture, and bring several shareholders rather than just a handful - and most importantly get promotional boost that comes with this. Furthermore, crowdfunding also allows you to offer shares and attract a lot more money! Entrepreneurs usually raise hundreds of thousands, and even millions! This Book Is Your Blueprint on the "HOW"!

Crowdfunding has offer new avenues for startups and it is relatively easier to start a business than ever before. But it is also attached with a steep learning curve. Many ventures find themselves into deep waters without the real knowledge of choosing a platform, crafting a pitch and attracting investors. In this book, you will learn: - The power of crowdfunding today - Finding the next big thing and running your campaign - Designing your idea and funding it through the crowd - Crafting an irresistible pitch

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and getting them to say YES - Building a powerful marketing strategy - Accelerating the conversation with the crowd and re-igniting the momentum - Building a powerful marketing strategy - The biggest mistakes that can kill your business before it has even begun - The powerful impact of crowdfunding on your business and profile

Introducing Your First Comprehensive Resource on Crowdfunding This book is powered with the best strategies from real companies who have used crowdfunding to raise millions of dollars, pounds, and euros. Furthermore, it provides expert advice on leading platforms that are at the peak of the crowdfunding revolution. This book is a genuine attempt on providing a global resource on crowdfunding with stories from the United States, United Kingdom, France, Germany, Canada, Middle East, Australia, New Zealand, among others. Finally, this is THE complete guide, which will help you kick start with your crowdfunding campaign from ground up, with no prior knowledge assumed.

Learn Effective Bitcoin Strategies today to start reaching your investing and money-making goals! Learn everything there is to know about Bitcoins and the insider strategies to help you make money! Do you want to learn more about Bitcoins and its tested strategies investing with Bitcoin, but aren't sure where to start? Is it overwhelming when you look at all the information that's available online about Bitcoins and Bitcoin strategies? Well, if your answer was yes to the questions mentioned above, then in such a case this Definitive Guide is perfect for you! Bitcoin is a form of digitized currency and is considered the hottest investment on the block at

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present. Bitcoins have been in existence since 2009. However, they have gained popularity recently. Bitcoins are the future of currency systems and investment opportunities as well. Therefore, it is essential that you are thoroughly informed about Bitcoins before you decide to make smart investment choices. In this book, you will learn about: ? How to implement an effective Bitcoin strategic plan when investing ? Bitcoin Investing strategies you can use today ? Bitcoin trading strategies you can implement right away ? Bitcoin mining strategies and not be left out on its inner workings ? Buy and hold strategy with Bitcoin in order to avoid costly mistakes ... and much, much more! Other benefits of owning this book: ? Understanding the crowdfunding concept as another option in your investment ? Learn more about Bitcoin exchanges to make smarter transactions ? Overview of the importance in risk management strategies to save you money Take action today to reach your investing and money-making goals. Scroll to the top of the page and select the "Buy now" button.

UnBranding breaks through the noise of disruption. We live in a transformative time. The digital age has given us unlimited access to information and affected all our traditional business relationships – from how we hire and manage, to how we communicate with our current and would-be customers. Innovation continues to create opportunities for emerging products and services we never thought possible. With all the excitement of our time, comes confusion and fear for many businesses. Change can be daunting, and never have we lived in a time where change came so quickly. This is the age of

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disruption – it's fast-paced, far-reaching and is forever changing how we operate, create, connect, and market.

It's easy to see why brand heads are spinning.

Businesses are suffering from 'the next big thing' and we're here to help you find the cure. UnBranding is about focus – it's about seeing that within these new strategies,

technologies and frameworks fighting for our attention, lay the tried and true tenants of good business –

because innovation is nothing but a bright and shiny new

toy, unless it actually works. UnBranding is here to remind you that you can't fix rude staff, mediocre

products and a poor brand reputation with a fancy new

app. We are going to learn from 100 branding stories

that will challenge your assumptions about business today and teach valuable, actionable lessons. It's not

about going backwards, it's about moving forward with

purpose, getting back to the core of good branding while

continuing to innovate and improve without leaving your values behind. Some topics will include: Growing and

maintaining your brand voice through the noise How to focus on the right tools for your business, for the right

reasons Maintaining trust, consistency and connection through customer service and community The most

important question to ask yourself before innovation The

importance of personal branding in the digital age How to successfully navigate feedback and reviews It's time for a

reality check. It's time to solve problems, create connections, and provide value rather than rush strategy

just to make headlines. UnBranding gives you the guidance you need to navigate the age of disruption and

succeed in business today.

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Learn the ins and outs of equity crowdfunding with this informative guide. *Equity Crowdfunding for Investors* is a comprehensive, objective, and authoritative guide to the social and financial rewards of crowdfunding. Before now, angel investing – and the spectacular returns possible in this asset class – has been off-limits to all but the wealthiest Americans. Now equity crowdfunding portals allow the general public to buy shares in startups and fast-growing private companies for the first time in generations. This book provides the guidance individuals need to invest wisely, tempering the excitement of leading-edge technology, innovative business models, and exciting new brands with thorough, practical know-how – including investor limits and requirements, portfolio strategy, deal terms, and much more. Readers will learn the pros and cons of investing in equity crowdfunding so they can make an informed investment decision, as well as best practices for finding, researching, evaluating, and buying into potentially profitable startups. Digital components include tables, graphs, comparison charts, screen captures, checklists, and other tools that further enable readers to make suitable investment choices. Equity crowdfunding is a new, exciting, and evolving way for growing businesses to raise capital and for average investors to buy equity in those businesses. It has been hailed as a "game changer" in the private capital markets, particularly the angel investment asset class, which includes angel investing. This book shows readers how to take full advantage of this new avenue of investment, without being taken advantage of themselves. Make smarter

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investment decisions Avoid being ripped off Find the best information available Understand the SEC rules and limits Equity crowdfunding can produce huge returns. It also comes with huge risk. Some companies will succeed, but many will fail. Everyday investors can mitigate some risk and increase their chance of profit with the fundamental insight provided in Equity Crowdfunding for Investors.

"An examination of the efficacy of investor protection regulations"--

"Neil Young's Pono campaign was the third most successful hardware campaign of all time, and Alex deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono "Owning The Crowdsourceress is like having Alex Daly's 'special sauce' right at your fingertips."--Jesse Reed, cofounder, Standards Manual In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail. Enter Alex Daly, a crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest album, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep inside her most successful campaigns, showing you how to Get fans and influencers excited about your launch Build an appealing and powerfully designed campaign Access proven video tips, pitching tactics, press releases, and rewards ideas Avoid the most common

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headaches and pitfalls Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

This book examines the concepts of open innovation, crowdsourcing and co-creation from a holistic point of view and analyzes them considering their suitability to the tourism industry. Methods, theories and models are discussed and examined regarding their practical applicability in tourism. The book illustrates the theoretical mechanisms and principles of Open Innovation, Crowdsourcing and Co-creation with case studies and best practices examples. In addition to the scientific target group, the book is a useful resource for managers of the entire tourism industry. First, the book presents the theoretical fundamentals and concepts in 11 specific chapters. This basis is then enriched by three parts with case studies, focusing on information, creation and provision respectively. Finally in a concluding part the editors sum up the book and give an outlook on the implications, learnings and future perspectives of open innovation, crowdsourcing and collaborative consumption in the tourism industry.

I have a big passion for cryptocurrencies as it is the next big thing, which will change the way we interact in daily basis for example the way we buy our morning coffee or how we place an order in Amazon. The good part is that we are early in the crypto revolution. The bad part is that we are also early in the crypto revolution. Despite the fact that Bitcoin reached historical highs the last few weeks (above \$ 8,000), that is only the beginning as less

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than 1% of the global population holds any type of cryptocurrency. The popularity of Bitcoin coming from the rise of a new technology, which is called Blockchain. Blockchain will change the way we conduct financial transactions and it will create opportunities for early investors. Of course in every new technology, they are a few people who want to take advantage of the uneducated investors and promise them that they will be rich fast. The purpose of this book is to highlight that scams are everywhere and it is our job to evaluate them, before we place our funds in a specific cryptocurrency with the form of ICO - Initial Coin Offering. I will present the criteria for evaluation of an ICO, where to find them and where to store them if you decide that they worth your money.

Do you know where your money is? More importantly, do you know what your money is doing? Most of us feel confident that we know what money is. But few of us feel confident in taking responsibility for what our money does. We hand over the power of money to banks and mainstream finance with real, often damaging, consequences for people and planet. A unique collaboration between an academic and a practitioner, this book tells the story of money, from ancient Athens to the Bitcoin revolution, to explain how crowdfunding is the way for people to reclaim the power of their money in pursuit of a fairer and greener society.

This book explains how investor behavior, from mental accounting to the combustible interplay of hope and fear, affects financial economics. The transformation of portfolio theory begins with the identification of

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anomalies. Gaps in perception and behavioral departures from rationality spur momentum, irrational exuberance, and speculative bubbles. Behavioral accounting undermines the rational premises of mathematical finance. Assets and portfolios are imbued with “affect.” Positive and negative emotions warp investment decisions. Whether hedging against intertemporal changes in their ability to bear risk or climbing a psychological hierarchy of needs, investors arrange their portfolios and financial affairs according to emotions and perceptions. Risk aversion and life-cycle theories of consumption provide possible solutions to the equity premium puzzle, an iconic financial mystery. Prospect theory has questioned the cogency of the efficient capital markets hypothesis. Behavioral portfolio theory arises from a psychological account of security, potential, and aspiration.

Finding an angel investor to fund the next big idea has always been a daunting task. The next difficult task is to gain marketing exposure. Together, these elements can make or break a startup. Until recently, these two were separate activities – you first find investors & raise money, and then you would allocate your marketing spend. The advent of crowdfunding has disrupted the way funding and marketing is done – by combining these critical tasks and getting them done at the same time. Crowdfunding – Venture Capital on Steroids. With crowdfunding, you can set your terms, retain your company’s vision & culture, and bring several shareholders rather than just a handful – and most importantly get promotional boost that comes with this.

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Furthermore, crowdfunding also allows you to offer shares and attract a lot more money! Entrepreneurs usually raise hundreds of thousands, and even millions! This Book Is Your Blueprint on the “HOW”!

Crowdfunding has offer new avenues for startups and it is relatively easier to start a business than ever before. But it is also attached with a steep learning curve. Many ventures find themselves into deep waters without the real knowledge of choosing a platform, crafting a pitch and attracting investors.

Be an InventHER is a complete guide to inventing, geared toward any woman who wants to bring her invention, innovation, or creation from idea to the marketplace. Authors Mina Yoo and Hilary Meyerson offer practical advice to any woman looking to take an invention from idea to market. Walking you through the entire process, they offer encouragement, success stories of other female inventors, and concrete guidance to help readers realize their dreams of invention.

Inventing and innovation is a hot topic, and this book--coauthored by a woman who created a successful business that started as a sketch on a cocktail napkin--offers a helping hand through the invention process without intimidation or undue complication.

Discover how Jimmy Smith, a former butcher of 40 years earning \$10,000 a year, transformed his life and now earns \$15,000 a day and has a down line of 400,000 people growing at 400 plus people a day. In Jimmy's Rags to Riches story, you'll learn Jimmy's secrets of Network Marketing success that follow the same steps of the richest 1% in the world and tear down conventional

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wisdom on how to make money, especially in Network Marketing. Gary Spirer, the author, compares Jimmy's strategies and techniques to other great wealth builders and reveals how achieving wealth is predictable and any person has a chance to be a multi – millionaire following the secrets and principles outlined by Jimmy and other top network marketers.

Real Estate Crowdfunding: An Insider's Guide to Investing Online introduces the reader to basic real estate investment concepts and then takes a deep dive into how to invest passively yet wisely in real estate syndications. This book will teach the reader how to:

- invest in crowdfunded real estate syndicates
- understand key financial concepts used in the industry
- diversify their investment portfolios
- read between the lines of investment contracts
- maximize profit while minimizing losses

This book is a guide to the foundational financial concepts upon which all real estate projects are based and explains the language of real estate from an insider's perspective. It provides a road map of what to watch for and how to win at the game of passive real estate investing.

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