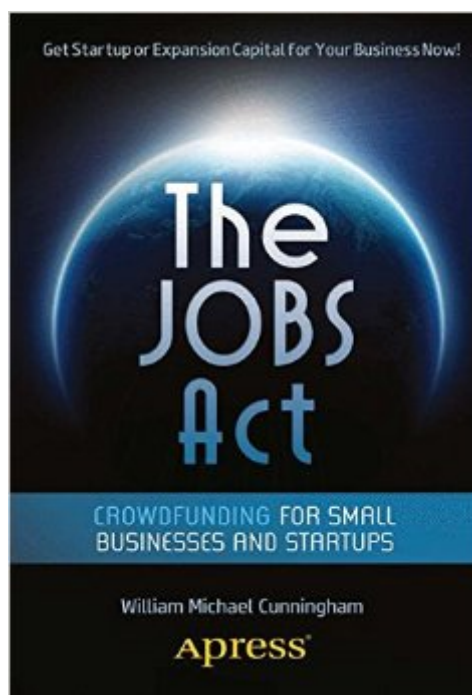


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# The JOBS Act: Crowdfunding For Small Businesses And Startups



## Synopsis

This book describes how small businesses and startups can raise up to \$1 million in equity (or debt) funding online via what are called "Crowdfunding Platforms" - online communities and websites. On May 16, 2012, the US Securities and Exchange Commission implemented Title III of the JOBS Act, a law signed by President Barack Obama and formally known as the Jumpstart Our Business Startups Act. The act is designed to "reopen American capital markets to small companies." This is one of the most significant legislative initiatives in finance since the Securities and Exchange Acts of 1933 and 1934, and it opens up funding to a slew of companies previously shut out of the capital markets. Here's the good news: Small businesses and startups will be able to raise up to \$1 million in equity (or debt) funding online via what are called Crowdfunding Platforms - online communities and websites. Imagine an eBay-like site that allows you to post your idea for a commercial venture online and then allows investors to purchase equity shares or stakes in it. As one journalist put it, it's "social media meets venture capital." How can you use these new funding opportunities? That's what *The JOBS Act: Crowdfunding for Small Businesses and Startups* is all about. Investment expert William Michael Cunningham shows how the new law will enable you to use the internet to raise significant amounts of capital funding for your startup. After discussing briefly the development and implementation of the law, what it means, and how it will impact the business startup marketplace, he delivers the nuts and bolts of how to take advantage of the JOBS Act to access new sources of capital for your small business or startup. As you'll see, the act has the power to unleash a new wave of innovation, increase employment, and set many more average entrepreneurs and investors on the road to wealth. Not just for entrepreneurs, *The JOBS Act: Crowdfunding for Small Businesses and Startups* will benefit investors, securities lawyers, community development specialists, educators, venture capitalists, and those offering services in the new crowdfunding arena. It is, simply, the most current and most comprehensive compendium of information on the law and its impact on this new market.

## Book Information

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## Customer Reviews

Must read for anyone looking to use crowd funding. This is one of the first books that attempted to teach people who don't have an accountant or financial advisor the history of crowd funding and how to use this incredible funding tool.

If you are an entrepreneur looking to raise capital for your project via crowdfunding... then this is a must read for you to understand how the SEC will view your fund raising campaign. Lot's of easy to understand information over a wonky regulation laden script.

This is a must read for entrepreneurs and small business owners who are looking for alternative ways to raise capital through crowdfunding. The author demonstrates his knowledge by making the book simple to read, to the point, with good examples.

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