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Accredited Investor Crowdfunding A Practical Guide for Technology Executives and Entrepreneurs

By Thomas E. Vass

Paperback. Condition: New. 163 pages. The purpose of this book is to describe how an established technology company or an entrepreneur can use crowdfunding to raise capital from accredited investors. The book is targeted to small private technology companies, usually with less than 10 employees, and with more than 3 years of operational experience. Within the category of equity crowdfunding, there is a sub-category called accredited investor crowdfunding, characterized by investments made by investors who expect a profit, and generally will continue to support the enterprise over a longer period of time than the venture capitalist. Generally, the goal for the amount raised would be around 1 million. As is the case for most of the Reg D capital raised in 2012, the use of the capital is for business growth and expansion, in such items as new staff, sales and marketing, and new capital equipment. From a technological point of view, the capital would generally be used to improve an existing product or service, called a sustaining innovation. The book covers the steps and executive or entrepreneur follows to prepare and execute a crowdfunding project. It provides a detailed analysis of the 10 accredited investor crowdfunding websites currently in...



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