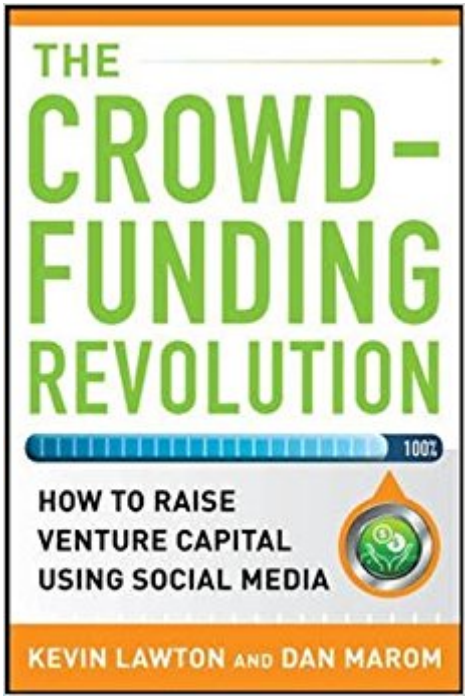
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The Crowdfunding Revolution: How To Raise Venture Capital Using Social Media (Professional Finance & Investment)



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Synopsis

THE GROUNDBREAKING NEW METHOD FOR RAISING VENTURE CAPITAL THROUGH SOCIAL NETWORKS Ã¢â ¬Å“The declaration of independence for our industry!Ã¢â ¬Â•Ã¢â ¬â ¢MAT DELLORSO, WealthForge Inc. Ã¢â ¬Å“The Crowdfunding Revolution should be on the mandatory reading list for everybody active in the industry or for everyone whoÃ¢â ¬â„¢s planning to be.Ã¢â ¬Â•Ã¢â ¬â ¢CROWDFUND NEWS Ã¢â ¬Å“Kevin Lawton and Dan Marom have done a great job. . . . A must-read for everybody entering the field of crowdfunding!Ã¢â ¬Â•Ã¢â ¬â ¢GIJSBERT KOREN, Smarter Money Ã¢â ¬Å“We recommend this book highly to anyone who is fascinated by this new methodology for funding projects and endeavors. . . . A wonderful read.Ã¢â ¬Â•Ã¢â ¬â ¢BRIAN MEECE, RocketHub Ã¢â ¬Å“Read this book if you want to catch the next wave!Ã¢â ¬Â•Ã¢â ¬â ¢FRED BRYANT, WealthForge Inc. Ã¢â ¬Å“A must-read for anyone interested in the early stage funding process.Ã¢â ¬Â•Ã¢â ¬â ¢MANDAR KULKARNI, pluggd.in Ã¢â ¬Å“The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs.Ã¢â ¬Â•Ã¢â ¬â ¢BUSINESS2COMMUNITY Ã¢â ¬Å“The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs.Ã¢â ¬Â•Ã¢â ¬â ¢SMALL BUSINESS TRENDS YOUR POOL OF INVESTORS JUST INCREASED BY 2 BILLION . . . Since the day the first human being approached a prospective investor, the province of capital allocation has been controlled by a small and entrenched minority. All this has changed. Now, the power of the InternetÃ¢â ¬â ¢particularly social mediaÃ¢â ¬â ¢enables anyone to connect with more investors in less time than it used to take to connect with one. The investing pool is open, everyone is inÃ¢â ¬â ¢and The Crowdfunding Revolution shows how to get to the forefront of the new world of venture financing. This groundbreaking guide explains how the explosive growth of connectivity is obviating human-to-human networks and centralized planning of capital allocationÃ¢â ¬â ¢and describes how crowdfunding can be used to tap into a Ã¢â ¬Å“collective intelligenceÃ¢â ¬Â• for far superior results. Providing a wealth of information that will make your crowdfunding efforts more efficient and productive, the book is organized into three thematic sections: THE ROAD HERE: A thorough overview of what crowdfunding isÃ¢â ¬â ¢and how and why this radical new approach is replacing traditional means of venture financing THE CROWDFUNDING CAMPAIGN: Proven methods for marketing to the crowd, setting clear objectives, building a crowdfunding team, and communicating in a way that inspires action THE ROAD AHEAD: The crowdfunding ecosystem, intellectual property issues, mining collective IQ, new investment models, and regulations More than 2 billion people

globally are now active onlineÃ¢â ¬â ¢and that number is guaranteed to grow at an extraordinary rate. The Crowdfunding Revolution explains all the ins and outs of raising investment capital by using social media and new technologies to draw small sums of money from an almost countless number of sources. Organic. Transparent. Decentralized. This is crowdfunding. This is the future. Read The Crowdfunding Revolution and become the first expert in your crowd on this radical new approach poised to supplant age-old venture financing methods.

Book Information

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Customer Reviews

KEVIN LAWTON is a progenitor of PC virtualization, many-time start-up entrepreneur, trend-caster, and business/technical blogger. He contributes to VentureBeat, SeekingAlpha, and Huffington Post. DAN MAROM is a PhD candidate in finance at the Hebrew University of Jerusalem and a strategic consultant to leading institutions and companies.

This book is bursting with ideas, tied together brilliantly. The authors are not content to lay out the past, present and future of crowdfunding, including the architecture of platforms to support it, They also busily being iconoclasts, breaking down rigid "incumbent" attitudes, technologies and practices, and identifying the flaws and frauds that the old world of technology and finance contain and encourage. This is also a book of "futurism", predicting near- and even long-term innovations and change. I highly recommend this to technologists of all sorts... this is how your next successful

venture will be run and funded, and the brave new world may be better than the "Dilbert" world we are leaving behind. Forget "execute, execute, execute"... now it is "pivot, pivot, pivot". Thank you, Kevin and Dan.

This nicely researched book provides a good analysis into the next generation of funding and startups that uses the connections through social media to raise funds and reach customers. It covers the limits of current VC system - especially the inefficiency of VC’s meeting and reviewing all the entrepreneurs. Through crowdfunding, the entrepreneurs build an interested community and customer base and develop symbiotically with their businesses. The newer economic model supports a full scale of potential new businesses from very small to larger than any existing today.I especially liked Ch. 7 "The Artful Ask" and Chs. 13-14 about regulation. These chapters thoughtfully address a lot of the nagging doubts that build as you read through the book about personal transfer of money between un-official, un-incorporated groups. Yeah, corporations have their downsides, but they are tangible and can be held accountable in today’s legal system - how do I know these homegrown entities will be enduring and/or accountable? These chapters address the built-in accountability that is developed while the community of funders/customers is developed. They also tell you how to get started if you genuinely want to build your own business.A good read or instruction manual.

these guys are on to something, the book is full of eye opening, paradigm shifting substance. the transition of financing and investment from the controlled, self-absorbed big business monopoly to the crowedfunding model is nothing less than revolutionary, Dan and Kevin show us the horizons of a new world and a new dawn. Moreover it is a good read too with lots of background information to give real base for understanding the environments and the evolution of processes. An idea that it’s time has come no army can stop - well crowedfunding is that timely idea and this book is an instant classic for any person that is involved in impacting the world.i love it.yossi ghinsberg

Starting a crowd-funding strategy for the non-profit I work for I looked at all of the books out there and this book was the top of the market. Kevin and Dan do a detailed job of explaining the history of crowd-funding, why it will take over many industries as the new and only way to bring communities together around certain causes and go through strategy and future. It’s so well written, very detailed and incredibly socially innovative. They are fair in their assessments of platforms, strategies and campaigns. Can’t wait to see what else they come out with!

Again, another term paper padded out to be a book. The usable information could have filled no more than five double=spaced pages.

A cottage industry has arisen around crowdfunding campaigns. Having purchased and read 6 of the leading ones on ’s site, I can say that this is, hands down, the best one out there. In addition to the most useful advice I’ve found on doing a crowdfunding campaign, the author sets this advice in the fuller context of how companies get funding. His insights into the world of venture capital and its inevitable demise are eye-opening.

This book gives an excellent big picture perspective of crowdfunding on par with books from Malcom Gladwell or Clay Shirky! I recommend reading it if you’re looking for funding or want to be an investor in startups.

great product, fantastic price

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