PRAISE FOR CROWDFUNDING

Dresner leads the crowdfunding revolution with this comprehensive book to help understand how to raise money or invest money on the Internet. Dive in and learn to run with the crowds!
Tim Draper, Founding Partner, Draper Fisher Jurvetson

If you’re a company looking to raise money or if you’re an investor, crowdfunding can be a powerful force. Steven is helping to explain how you can benefit from the disruptive power of crowdfunding.
Ryan Caldbeck, CEO, CircleUp

This book is an informative collection of stories from finance leaders and a colorful read for those who wish to better understand the dynamic universe of crowdfunding.
Congressman Patrick McHenry

Written by some of the leading crowdfunding experts, this book is sure to be an indispensable resource for entrepreneurs.
Amy Cortese, author, Locavesting

Contents:

Acknowledgments ix
Introduction xi

Part I. The Business of Crowdfunding 1
Chapter 1 Crowdfunding: A Historical Perspective 3
Jason Best and Sherwood Neiss

Chapter 2 Understanding the Crowd 15
Karen Kerrigan

Chapter 3 A Statistical View of Crowdfunding 31
Carl Esposti

Chapter 4 Current Market Dynamics 47
Andrew Dix and Charles Luzar

Part II. Preparing for your Crowdfunding campaign 81
Chapter 5 Business Planning in Preparation for a Crowdfunding Campaign 83
David Feldman

Chapter 6 Protecting Your Intellectual Property 97
Michael J. Allan and Tremayne M. Norris

Chapter 7 Understanding Your Investor Options 111
Reginald Chambers

Chapter 8 Communicating with Your Investors or Backers 127
Joy Schoffler

Chapter 9 Alternatives to Crowdfunding 145
David R. Burton
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.


Web Address: http://www.researchandmarkets.com/reports/2508991/

Office Code: SC

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Hard Back):</td>
<td>USD 98 + USD 30 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.
* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ______________________ Last Name: ______________________
Email Address: * ______________________
Job Title: ______________________
Organisation: ______________________
Address: ______________________
City: ______________________
Postal / Zip Code: ______________________
Country: ______________________
Phone Number: ______________________
Fax Number: ______________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: _______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World