What Every CFO Should Know About Crowdfunding

In What Every CFO Should Know About Crowdfunding, ExecSense examines crowdfunding and the benefits and risks associated with it for CFOs and their companies. Take the 60 minutes to view this webinar (on your computer, mobile phone, iPad, Kindle, or printed out) to learn how CFOs of all sized companies are utilizing crowdfunding for their companies, what specific types of projects they are using it for, and how to decide if it's right for your company.

This webinar is led by an expert in crowdfunding, Manolis Sfinarolakis (Founder & Creator - Reality Crowd TV), and focuses on:

- What every CFO should know about the difference between donation based funding and investment crowdfunding, the benefits of the different crowdfunding models, and determining which is best for your company
- Easy-to-implement tips and best practices that other CFOs are using to vet crowdfunding sites, as well as strategies for determining which sites will yield the greatest return for your company
- Top 10 questions asked by CFOs (and their CEOs) about crowdfunding, general solicitation, and the JOBS Act
- Case studies of other CFOs who have successfully used crowdfunding, how they determined which programs were best for their company, the most common questions asked by their CEOs and Board of Directors, what worked best for them, and important lessons learned

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