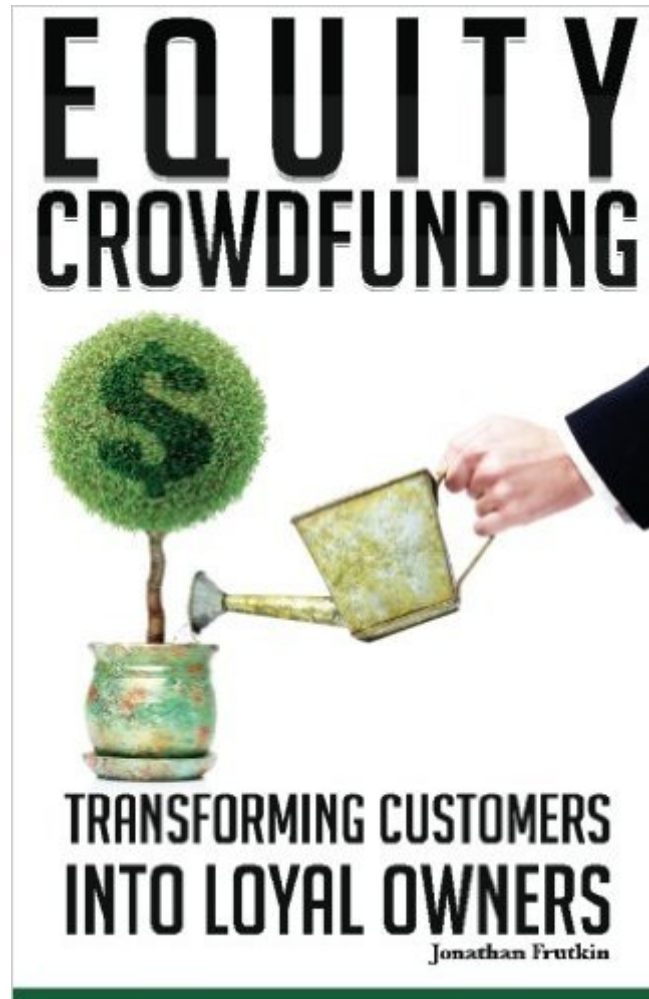


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# Equity Crowdfunding: Transforming Customers Into Loyal Owners



## Synopsis

Equity crowdfunding is going to change our view of capitalism. This book is about more than raising money for a company. It is a book about how business owners can turn their customers into loyal owners. Smart leaders will further transform their investing customers into evangelists for the business. With its ability to leverage social networks to gain market share, crowdfunding offers established local businesses the largest marketing opportunity of all time. Transforming Customers into Loyal Owners

Last year, I wrote an article for a local business magazine about the JOBS Act. What I thought was a relatively benign article for people to flip through while sitting in local doctors' waiting rooms generated a ton of calls to my office. I realized business owners were thirsting for a new avenue to raise money for their company. Upon some reflection on the response that the article created, I decided that I missed the mark entirely. The opportunity to raise capital using crowdfunding isn't exciting. What is exciting is that local businesses can make their customers into owners. This marketing opportunity is huge! Crowdfunding is the collective effort of individuals to pool relatively small amounts of money into a much larger amount for a specific purpose. Crowdfunding almost always refers to online efforts to get financial backers, but the projects themselves range from disaster relief to political campaigns to arts projects to just about anything else that can be imagined. My book focuses on equity crowdfunding – where a collection of individuals invest in a business with the hope of future financial return. Experienced Wall Street hands believe that equity crowdfunding has little utility. They believe that while some small amounts of money will flow to help startup companies, the opportunity will be very limited. This sort of small-minded thinking misses the true opportunity offered by this innovative funding model. Equity crowdfunding is the single largest marketing opportunity for local businesses to transform mere customers into loyal owners. By resetting the relationship between corporation and patron, the new rules for crowdfunding are going to fundamentally shift the way entrepreneurs think about both raising capital and creating long-term engagements with their customers. For the startup entrepreneur who believes that the new laws will solve their undercapitalization woes, crowdfunding will prove to be a disappointment. While there will be a limited opportunity to equity crowdfund a startup, that window will soon close. In a few years, the only companies that will be able to capture the imaginations and dollars of the investing public are solid companies that generate consistent investment returns. Once investors realize that betting on a clever idea with an untested business founder is a losing proposition, crowdfunded money for startups will dry up. The good news is that the quickest-growing job creators are profitable companies that generate \$1 to \$10 million in revenue. These companies are the ones that stand to gain the most from the new equity

crowdfunding rules. And the American economy will benefit from having more investment dollars in the hands of companies that will create the most new jobs.

## **Book Information**

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## **Customer Reviews**

Jonathan Frutkin provides a detailed history of crowdfunding, its current status, and the future potential of equity crowdfunding once the SEC finally promulgates rules and regulations under the JOBS Act. This book has something for everyone, including attorneys, investors, business owners and entrepreneurs. As the title suggests, Mr. Frutkin envisions equity crowdfunding as being most successfully used, not by start-ups, but by existing businesses, and not as a means to raise money, but as a means to increase customer loyalty by giving customers a stake in the success of the brand. This is a must-read for any small business owner or entrepreneur who is interested in conducting an equity crowdfunding offering.

As a business author myself, I appreciated the clear and well written style of this book. As previous head of marketing at Europe's leading equity crowdfunding platform and the current lead of digital marketing at the USA's leading equity crowdfunding platform, this book is absolutely fundamental to how our industry will evolve. If you are thinking of investing in a business through equity crowdfunding or of raising capital from the crowd, then this book is a must read. The fundamental idea of turning customers into investors will disrupt the nature of capitalism and society more in the next decade than any other change in the last hundred years. A powerful book.

This is a must read for any entrepreneur or investor interested in crowd funding. The book is a smooth read filled with insightful real world examples on how to take ordinary people, and make them owners in your company no matter how large or small. The book gives a detailed history of where crowd funding began, and where it has evolved today giving the reader all tools necessary to navigate through this revolutionary product. With the stock market crash still fresh in people's minds, crowd funding benefits both the small investor with an opportunity to invest in real companies with real profits, and the entrepreneur the opportunity to circumnavigate the frozen credit markets to raise capital for endeavours both new and old.

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