# 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  
*Michael J. Allan and Tremayne M. Norris*

CHAPTER 7
Understanding Your Investor Options  
*Reginald Chambers*

CHAPTER 8
Communicating with Your Investors or “Backers”  
*Joy Schoffler*

CHAPTER 9
Alternatives to Crowdfunding  
*David R. Burton*

PART III. UNDERSTANDING THE FRAMEWORK OF RULES AND REGULATIONS

CHAPTER 10
The Legal Aspects of Crowdfunding and U.S. Law  
*Joan MacLeod Heminway*

CHAPTER 11
Crowdfunding Laws Based on Global Jurisdiction  
*Jeff Lynn and Kristof De Buysere*

CHAPTER 12
Living with the New Reg D and Its Impact on Pitch Events and Demo Days  
*Kiran Lingam, Trent Dykes, and Megan Muir*

Afterword

About the Author

About the Contributors

Author’s Disclaimer

Index