



## The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention (Hardback)

By Jason R. Rich

John Wiley Sons Inc, United States, 2014. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Crowdsourcing is the new way to finance start-ups in a networked world. Entrepreneurs, small business owners, investors, artisans, or those who merely have a good idea for a business venture have a new and attainable means of securing capital to grow their dreams. Gone are the days when the only options to raise funds for a new business were venture capitalists, angel investors, or Wall Street. Web-based crowdfunding services are now plentiful and offer a variety of options for the aspiring entrepreneur. However, these services are not typically as well-understood as the more traditional means of raising capital. In The Crowdsourcing Funding Services Handbook, author Jason R. Rich offers a step-by-step overview of the various crowdsourcing funding services available on the Web, as well as the necessary documentation required to launch a successful crowdfunding campaign. \* Contains details on how to evaluate and select the best online platform for crowdfunding efforts \* Provides details on creating a business plan to the specifications required to raise capital via crowdfunding \* Provides an overview of the financial projections that will be required for...



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