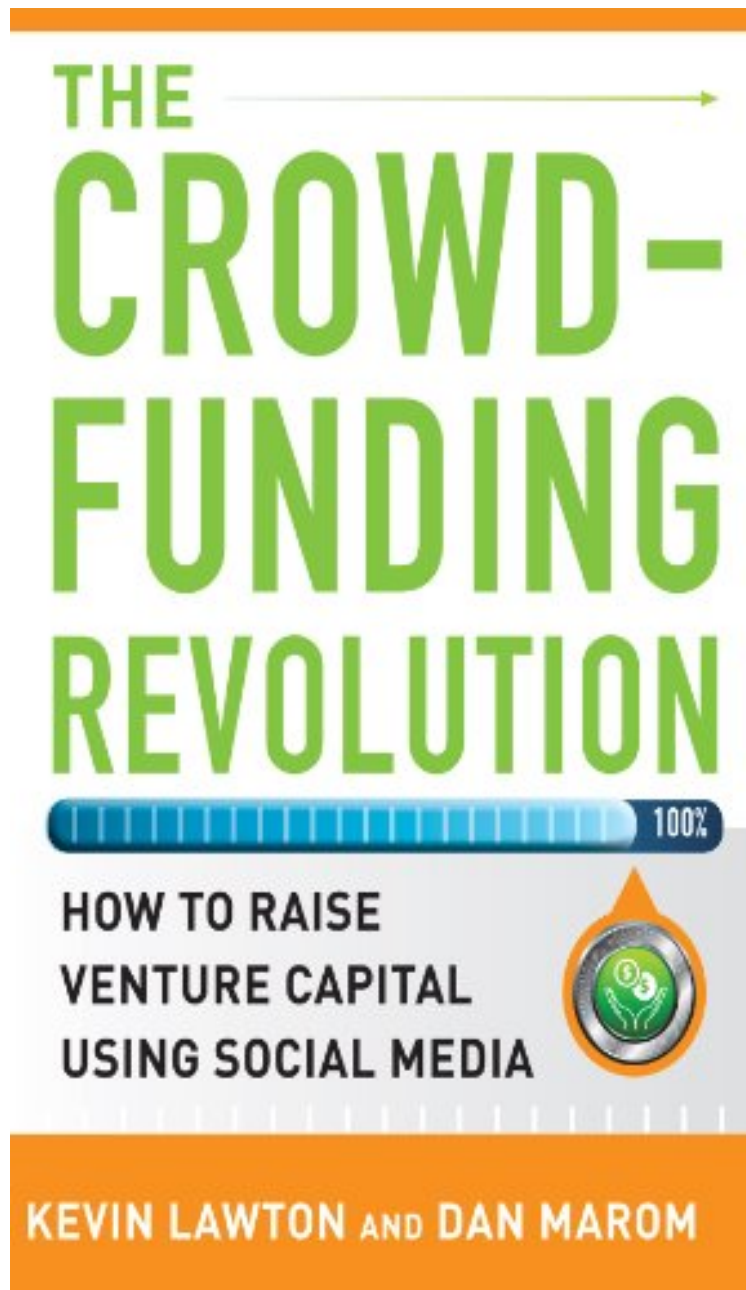


# The Crowdfunding Revolution: How to Raise Venture Capital Using Social Media

*Kevin Lawton, Dan Marom*

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**Kevin Lawton, Dan Marom : The Crowdfunding Revolution: How to Raise Venture Capital Using Social Media** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Crowdfunding

## Revolution: How to Raise Venture Capital Using Social Media:

4 of 4 people found the following review helpful. THE book on Crowdfunding, the future of startups, and the Tech Economy in general  
By tjn7  
This book is bursting with ideas, tied together brilliantly. The authors are not content to lay out the past, present and future of crowdfunding, including the architecture of platforms to support it, They also busily being iconoclasts, breaking down rigid "incumbent" attitudes, technologies and practices, and identifying the flaws and frauds that the old world of technology and finance contain and encourage. This is also a book of "futurism", predicting near- and even long-term innovations and change. I highly recommend this to technologists of all sorts... this is how your next successful venture will be run and funded, and the brave new world may be better than the "Dilbert" world we are leaving behind. Forget "execute, execute, execute"... now it is "pivot, pivot, pivot". Thank you, Kevin and Dan.  
2 of 2 people found the following review helpful. Eye opening introduction to crowd funding  
By Customer  
This nicely researched book provides a good analysis into the next generation of funding and startups that uses the connections through social media to raise funds and reach customers. It covers the limits of current VC system - especially the inefficiency of VC's meeting and reviewing all the entrepreneurs. Through crowdfunding, the entrepreneurs build an interested community and customer base and develop symbiotically with their businesses. The newer economic model supports a full scale of potential new businesses from very small to larger than any existing today. I especially liked Ch. 7 "The Artful Ask" and Chs. 13-14 about regulation. These chapters thoughtfully address a lot of the nagging doubts that build as you read through the book about personal transfer of money between un-official, un-incorporated groups. Yeah, corporations have their downsides, but they are tangible and can be held accountable in today's legal system - how do I know these homegrown entities will be enduring and/or accountable? These chapters address the built-in accountability that is developed while the community of funders/customers is developed. They also tell you how to get started if you genuinely want to build your own business. A good read or instruction manual.  
1 of 1 people found the following review helpful. break through material  
By yossi ghinsberg  
these guys are on to something, the book is full of eye opening, paradigm shifting substance. the transition of financing and investment from the controlled, self-absorbed big business monopoly to the crowdfunding model is nothing less than revolutionary, Dan and Kevin show us the horizons of a new world and a new dawn. Moreover it is a good read too with lots of background information to give real base for understanding the environments and the evolution of processes. An idea that it's time has come no army can stop - well crowdfunding is that timely idea and this book is an instant classic for any person that is involved in impacting the world. i love it. yossi ghinsberg

THE GROUNDBREAKING NEW METHOD FOR RAISING VENTURE CAPITAL THROUGH SOCIAL NETWORKS  
"The declaration of independence for our industry!"  
—MAT DELLORSO, WealthForge Inc.  
"The Crowdfunding Revolution should be on the mandatory reading list for everybody active in the industry or for everyone who's planning to be."  
—CROWDFUND NEWS  
Kevin Lawton and Dan Marom have done a great job. . . . A must-read for everybody entering the field of crowdfunding!"  
—GIJSBERT KOREN, Smarter Money  
"We recommend this book highly to anyone who is fascinated by this new methodology for funding projects and endeavors. . . . A wonderful read."  
—BRIAN MEECE, RocketHub  
"Read this book if you want to catch the next wave!"  
—FRED BRYANT, WealthForge Inc.  
"A must-read for anyone interested in the early stage funding process."  
—MANDAR KULKARNI, pluggd.in  
"The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs."  
—BUSINESS2COMMUNITY  
"The Crowdfunding Revolution offers fundraising inspiration for small business owners and aspiring entrepreneurs."  
—SMALL BUSINESS TRENDS  
YOUR POOL OF INVESTORS JUST INCREASED BY 2 BILLION . . . Since the day the first human being approached a prospective investor, the province of capital allocation has been controlled by a small and entrenched minority. All this has changed. Now, the power of the Internet—particularly social media—enables anyone to connect with more investors in less time than it used to take to connect with one. The investing pool is open, everyone is in—and The Crowdfunding Revolution shows how to get to the forefront of the new world of venture financing. This groundbreaking guide explains how the explosive growth of connectivity is obviating human-to-human networks and centralized planning of capital allocation—and describes how crowdfunding can be used to tap into a "collective intelligence" for far superior results. Providing a wealth of information that will make your crowdfunding efforts more efficient and productive, the book is organized into three thematic sections: THE ROAD HERE: A thorough overview of what crowdfunding is—and how and why this radical new approach is replacing traditional means of venture financing THE CROWDFUNDING CAMPAIGN: Proven methods for marketing to the crowd, setting clear objectives, building a crowdfunding team, and communicating in a way that inspires action THE ROAD AHEAD: The crowdfunding ecosystem, intellectual property issues, mining collective IQ, new investment models, and regulations More than 2 billion people globally are now active online—and that number is guaranteed to grow at an extraordinary rate. The Crowdfunding Revolution explains all the ins and outs of raising investment capital by using social media and new technologies to draw small

sums of money from an almost countless number of sources. Organic. Transparent. Decentralized. This is crowdfunding. This is the future. Read *The Crowdfunding Revolution* and become the first expert in your crowd on this radical new approach poised to supplant age-old venture financing methods.

About the Author KEVIN LAWTON is a progenitor of PC virtualization, many-time start-up entrepreneur, trend-caster, and business/technical blogger. He contributes to *VentureBeat*, *SeekingAlpha*, and *Huffington Post*. DAN MAROM is a PhD candidate in finance at the Hebrew University of Jerusalem and a strategic consultant to leading institutions and companies.