< 55 SHARES



Crowdfunding Platform StartEngine will Enter Initial Coin Offering Space

Emai	I Addres	ss		

Subscribe

Subscribe to our weekly email

August 24, 2017 @ 2:29 pm By JD Alois



in

StartEngine Hops Aboard the ICO Freight Train.

StartEngine is one of the more active investment crowdfunding platforms in the United States. A full stack crowdfunding platform, StartEngine offers securities under Reg CF, Reg A+ and Reg D (506c). StartEngine seeks to cater to early stage companies whatever their funding requirements may be. Debt, equity, convertibles or SAFEs, StartEngine can handle the offering. But now StartEngine is entering a new funding vertical: The red-hot Initial Coin Offering sector.

Initial Coin Offerings, or ICOs, have experienced hockey stick like growth. Offering bespoke "Tokens" tied to cryptocurrencies like Bitcoin or Ether, issuers have raised incredible sums online. Tezos, based in Switzerland, raised an astounding \$232 million. FileCoin, listed on AngelList backed Coinlist, has raised over \$200 million with an offer that is still live.

Recently, the ICO sector hit a bit of a speed bump in the US. The Securities and Exchange Commission announced it would regulate ICOs that it deemed securities. Using the DAO offering as an example, the SEC said that any ICO marketed to US investors must file for an exemption. If not, expect an enforcement action. Some issuers have decided to pass on US investors. Others, like FileCoin, filed with the SEC to become compliant with existing regulations. Regardless, ICOs are here and quite active with new issuers cropping up by the day.

Now some issuers are creating Tokens they believe are not securities and thus are not required to file an exemption. But many, if not most, have tied their tokens to the crypto-freight train giving investors a speculative rush when they participate. StartEngine, one of the largest FINRA approved Reg CF portals, has raised in excess of \$37 million since platform launch. Co-founded by CEO Howard Marks and Chairman Ron Miller, the pair are no strangers to early stage companies and the challenges of entrepreneurship. Miller has founded and sold five different companies. Marks founded both Acclaim Games and Activision (think Call of Duty). When Marks left Activision it reportedly had a \$20 billion market cap. Acclaim was sold to Disney.

Sponsored Links by DQ Promote

Investment #Crowdfunding Platform

@StartEngineLA expects first #ICO to list before



Recently Crowdfund Insider contacted Marks about regarding his perspective on the emgering ICO market and discovered he was, indeed, planning to launch an ICO vertical. Really, this should not come as any surprise. Marks' long history of operating in the digital realm and his coding experience, coupled with the rise of ICOs, is a clear equation for opportunity matching demand. Crowdfund Insider communicated with Marks to better understand his expectations for ICOs and his investment crowdfunding platform. Our discussion is below.

I understand you will be launching an Initial

Coin Offering (ICO) vertical at StartEngine. How soon do you expect this portion of your platform to go live?

Howard Marks: We hope to have our first ICO launch in the last quarter of the year. ICOs have been very hot lately but the SEC has stated they will regulate some as securities. Which exemptions (IE D,A+,CF) will you be using for listed ICOs?

Howard Marks: We are interested in using the Regulation A+ rule or Regulation Crowdfunding in combination with Regulation D 506(c).

What about non-security ICOs? Will you be offering those as well?

Howard Marks: If an ICO is not considered a security then we will not be offering it. However, keep in mind that the SEC considers most them a security due to the nature of the buyers who purchase these coins with the hope to make a profit in the future.

Will issuers be US only or will you be

empowering a global audience of issuers and accepting global investments?

Howard Marks: We will accept US and non US investors subject to the country's securities regulation.

What type of issuers do you expect to list? Have you queued up any in advance of your launch?

Howard Marks: We are hoping to attract any US based company that would like to offer a fully compliant ICO to investors.

Are you concerned at all about the rapid rise in price of Cryptocurrencies? (IE BTC, ETH etc.). Is there a risk of a bubble?

Howard Marks: We have been watching carefully the success of ICOs who have raised a considerable amount of capital and very quickly. Our concern has been how these offerings are regulated we now feel the SEC has settled that question. Predicting a bubble is hard because you only know there was a bubble when it bursts.

Do you expect ICOs to become a larger segment of StartEngine's services than more traditional offers?

Howard Marks: It is hard to predict how successful we will be with ICOs, however, judging from the demand that exists today, we think it will be a big opportunity.

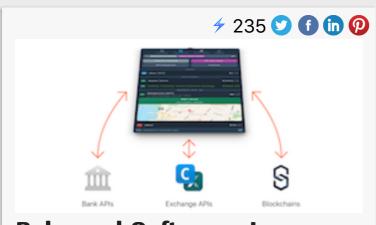
Can you provide an update on StartEngine's

progress in the crowdfunding sector and your expectations for the coming year?

Howard Marks: StartEngine has made a lot of progress in the last 7 months. We produce a monthly report on the industry at large, called the **StartEngine Index**, which indicates we account for 28% of the Regulation Crowdfunding (Reg CF) market. For Regulation A+ we have had many offerings with a total of over \$25 million in capital raised. In total, companies have raised over \$37 million on StartEngine.

Invest Now

or promote your offering.



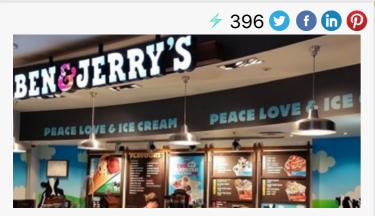
Balanced Software, Inc.

Is offering up to **\$1,000,000.00**

under Section 4(a)(6)/Reg CF of Other at \$50.00 each

on WEFUNDER

Closing on February 02, 2018



BOARDWALK HOSPITALITY INC.

Is offering up to \$500,000.00 under Section 4(a)(6)/Reg CF of Debt at \$50.00 each

on WEFUNDER

Closing on **November 23, 2017**

You may also like...



Don't Panic! US
Securities
Exemptions for
Initial Coin
Offerings



StartEngine: Our Goal is to Help 5000 Companies Raise Capital in Next 5 Years



StartEngine
Comps All
Campaign
Production Costs
for Crowdfunding
Entrepreneurs



Free of Charge:
StartEngine
Eliminates Fee to
Crowdfund Under
Reg CF



Here is the SEC Investigative Report on ICOs that Will Squelch Emerging ICO Market



SEC Issues
Investigative
Report on ICOs.
Cautions
Investors that
Issuers are
Subject to Federal
Securities Law



Smoked: Reg CF Doesn't Work for Marijuana Industry Entrepreneurs



The SEC ICO &
DAO
Announcement
Decoded &
Explained in
Simple, Layman's
English



Storm Sondors
Files Two Reg A+
Offers: One for
Electric Cars, One
for Electric Bikes



Protocol Labs
Raises \$52 Million
in Filecoin
"Advisor Sale"
ICO, Public
Offering is
Available Now on
CoinList



Warning!
Singapore tells
Consumers to
Exercise Due
Diligence on Initial
Coin Offerings



Sondors Electric
Car Lists Reg D
Offer to Raise \$20
Million on
StartEngine



CoinList
Attempting to
Standardize &
Self-Regulate
ICOs



Singapore
Concurs with US
SEC: ICOs May
Be Regulated as
Securities by MAS



50,000+ Apply for KyberNetwork Whitelist. Creates Largest Slack Community Ever as ICO Expected to Hit \$65 Million

















This entry was posted in Blockchain & Digital Currency, Crowdfunding Portals and Marketplaces, Featured Headlines and tagged howard marks, ico, initial coin offerings, regulation a, regulation cf, regulation d, startengine. Bookmark the permalink.



Recent Reg A Filings

1. StreamNet, Inc.

oc

2. Denim.LA, Inc.

3. Mobodexter Inc.

oc

oc

4. American Energy Partn...

oc

5. ARC287BC CORP

oc

Recent **Reg CF** Filings

1. Full Circle Brewing, Co....

2. Photog LLC

3. JGL Enterprises LLC

4. JustHuynh Inc.

5. MySwimPro, Inc.

Promote a filing now

Recent Reg D (506b) Filings

1. AQR Multi-Strategy Fu...

2. Trinity Lane BC Investo...

3. AQR Global Risk Premi...

4. EQT Avatar Parent L.P.

5. Credly, Inc.

Recent Reg D (506c) Filings

1. Gettin The Band Back ...

2. Entrex Capital Market

3. IIFL GLOBAL WEALTH ...

4. IIFL OPPORTUNITIES F...

5. IIFL OPPORTUNITIES F...





☑ Share

Join the discussion...

Sort by Best ▼



LOG IN WITH









OR SIGN UP WITH DISQUS (?)

Name



Melissa Styles • 5 days ago

Anything for a quick buck;)



Sam Guzik → Melissa Styles • 5 days ago

The real risk to investment crowdfunding generally - when (not if) the ICO bubble bursts, this negative PR will place a cloud over traditional types of equity crowdfunding offerings.

Upcoming Events

BrewDog USA Open Day Party - Columbus

August 27 @ 12:00 pm - 10:00 pm EDT

'FINTEGRATION' -**Connecting the Dots -Singapore**

August 31 @ 6:00 pm - 9:30 pm SGT

Disruption Summit Europe – London

September 5

Pirate Summit - Cologne

September 6 - September 7

CrowdInvest Summit 2017 – Los Angeles

September 6 - September 7

Marketplace Lending & **Crowdfunding 2017 – New York City & Live Stream**

September 7 @ 9:00 am - 5:00 pm EDT

ComCap17 - Monterey, **California**

September 10 - September 13

View All Events



Funderbeam,
BlockchainPowered Global
Startup Stock
Exchange

Floyd
Mayweather will
make a \$hit T\$n
of Money in Fight
with McGregor.
But Will He Make
a \$hit T\$n in this
ICO?

Q&A with Head of Alternative Lending at Fintech Marqeta

Crowdfunding
Platform
StartEngine will
Enter Initial Coin
Offering Space

Ahead of the Curve: Opportunities that Deliver

Extraordinary Returns for Investors

Startwise, a New Crowdfunding Platform using Reg CF Goes Live with Revenue Sharing Offerings

Cambridge
Centre for
Alternative
Finance Offers
Last Call for
European
Platform
Participation in
Benchmarking
Report

Don't Panic! US
Securities
Exemptions for
Initial Coin
Offerings

Contact Us

Crowdfund Insider

Fintech Insider

Disclosure Quest

C/O Crowded Media Group, LLC

PO Box 221196

Beachwood OH 44122 USA

Info: info@crowdfundinsider.com

Support: support@crowdfundinsider.com

Advertising: advertising@crowdfundinsider.com

CI on Twitter CI on Facebook CI on LinkedIn

CI on Google+

Categories

Featured Headlines

General News

Crowdfunding Portals

Politics Strategy Offerings Global Fintech Real Estate

Women Changing Finance

Services

Asia

Submit a Tip

Advertise on Crowdfund Insider

About Us

Privacy & Cookies: This site uses cookies.

To find out more, as well as how to remove or block these, see here: Our Cookie Policy









