



EQUITY CROWDFUNDING 101

THE GLOBAL GUIDE TO A FINANCIAL REVOLUTION

OSCAR A. JOFRE JR.



KoreconX



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BOOK ONE: THE GLOBAL PHENOMENON

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PRAISE FOR THE BOOK

This truly is a Crowdfunding 101. What I like is how it seamlessly integrates the very important due-diligence aspects of a raise so that the reader realizes the importance of following the rules but provides the answers to how you do it!

Paul Niederer, CEO, ASSOBS



@paulniederer

As I reflect on the emergence of Crowdfunding I am constantly impressed by the individuals whom I have met over the last several years and their commitment to establishing a professionally organized and operated industry that will not only seek to live up to the lofty aspirations of the democratization of capital formation and investing but to apply a higher standard of governance than we have seen in our traditional exempt securities marketplace -- KoreConX is the very of evidence of this reflection.

Douglas Ellenoff



@douglasellenoff

Crowdfunding in general and equity crowdfunding in particular is set to become the primary way in which small companies will finance themselves in the 21st century. It is crucial for all entrepreneurs to understand how to raise funds in this manner.

Gil Michel Garcia, CEO of WAFU ,

first Canadian company to complete an equity crowdfunding round over the internet in the United States.



@GMichelGarcia

Being educated before you launch a crowd-funded offering is critical, Equity Crowdfunding 101 provides readers with a great base of knowledge to build their crowds.

Joy Schoffler, Crowdfunding Industry Leader and Principal of Leverage PR.



@joyschoffler

Oscar's book takes equity crowdfunding from a buzzword into the real world: the process, the players, the legal framework, the tools. A great resource!

David Berliner, CEO CoPower



@daveberliner

I have known Oscar since he started KoreConX in 2004. In that timeframe, he has become an expert in corporate governance best practices, in particular helping and enabling Board Members and Corporate Officers to safely navigate the intricate securities regulations governing public and private companies. He has been at the forefront of the global Equity Crowdfunding movement and this new book will be a welcome primer for investors and issuers alike.

Calvin McElroy, Prs

 @calvin_mcelroy

We are witnessing a drastic change in the allocation of private equities through the internet. A domain once only available for institutional and other sophisticated investors is - depending on national legislation - being more or less opened to the general public. This brings large opportunities, but also carries significant risks. Early-stage private equities, venture capital and business angels, are usually associated with the flair of positive disruption and success, but are in fact high risk assets that have overall burned more funds than they have returned. In some legislations - especially in Europe maybe - these sectors have had exceedingly difficult times to establish themselves, often because of the lack of reliable and comparable data that would allow institutional investors to make efficient asset allocations. For equity crowdfunding it is imperative to avoid the mistakes made by others in the past. Transparency and customer protection - especially in the form of information and comparable standards and data - will be key in developing a sustainable and trustworthy equity crowdfunding sector. Oscar Jofre takes a first important, if small, step in addressing common features of equity crowdfunding for the interested public. In the future, one can only hope to see a sector that is open and transparent in building common standards and data sets in order to help policy makers and regulators to further enable the growth of equity crowdfunding with private and institutional investors alike, across legislations and continents.

Oliver Gajda,

Co-founder and Chairman, European Crowdfunding Network and Executive Committee Member of CF50 Inc., the global crowdfunding think tank.

 @olivergajda

Mr. Jofre offers a much needed practical guide and great resources to accessing the emerging crowdfunding marketplace. The democratization of investing is indeed underway!

James R. Simpson, CEO LM2 Network, LLC.

 @jportal4crowding

Crowdfunding shall take on a crucial role in global economy: bring democracy to capital allocation. It shall give power to individuals to better distribute capital in nowadays global society and eliminate inefficiencies created by hierarchical structures like banks and other financial institutions. Everybody is now called to be the arbiter of the of wealth distribution and actively contribute to get rid of stream bottlenecks. I think we are facing the outset of a major change in the entire financial sector.

Gianluca Valentini, CEO Equidam

 @luckyvalentini



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FORWARD

Equity Crowdfunding is considered by most to be the holy grail of the crowdfunding phenomenon that is sweeping the globe. For the past 24 months there has been a frenzy of tweets, chatter, blogs, articles, and news reports about how entrepreneurs, companies can access capital via equity crowdfunding.

Many people have grown very frustrated waiting for equity crowdfunding to become available in their local jurisdiction. Unlike all other types of crowdfunding, equity financing is a highly regulated industry, requiring regulators to develop appropriate rules and regulations for equity crowdfunding but without over regulating. This has caused much debate among regulators, investor protection groups, government, corporations and other lobby groups as to what is the appropriate amount of regulation. Regulators have struggled globally to provide a good balanced solution but has for this reason caused delays in the launch in some regions. That being said, regulators globally are moving very rapidly to release equity crowdfunding. I am excited to work on this Equity Crowdfunding Book series, since so many entrepreneurs, investors, broker/dealers, professionals are looking to get the basic answers about equity crowdfunding and how they can enter the industry? The purpose of this eBook is to give you basic fundamentals so you can navigate your way through this crowd.

I hope you enjoy the eBook and you walk away with a basic understanding of equity crowdfunding on a global level, the present relevant roadmaps and some tools to get you started.

Regards,



Oscar A. Jofre Jr.
President, CEO and Founder

Happy Equity CrowdFunding

TO MY TU TU

*who has believed in me and supported
my passion as an entrepreneur*



LET'S GET STARTED WITH THE BASICS

WHAT ARE THE 4 MAIN TYPES OF CROWDFUNDING?

What is Crowdfunding? On the most basic level, Crowdfunding is the aggregation of small amounts of capital from a large group of people, usually via the Internet, in order to fund a business, project or organization. There are four types:



EQUITY BASED CROWDFUNDING

Investors receive a stake (usually common or preferred shares or units) in the company (issuer). The idea being that the investor is either looking to make a return from dividends or capital gains on the growth in value of their stake in the company (or both).



DONATION BASED CROWDFUNDING

Contributions go towards a charitable cause. For example you pay for a charity in a poverty stricken area to receive much needed medication. In Donation Based Crowdfunding, funds are collected from a community for a publicly disclosed initiative but there is no financial return to the people putting money in. The return for contributors is usually the satisfaction that comes with helping others in need.



LENDING BASED CROWDFUNDING

Investors are repaid for their investment in a business over a period of time and receives a stipulated return (interest) for the use of their money.



REWARD BASED CROWDFUNDING

Contributors receive a predefined product or service in return for their funds provided to the company or individual. A contributor advances funds with the promise of receiving a prescribed reward at a later date (ie. Paying now for the development of a new smart phone and receiving the phone after it is developed, manufactured, tested and shipped).

Whether it is in Canada, Brazil, Chile, China, Italy, Japan, Ireland, Israel, Russia, Sweden the United Kingdom, Australia, New Zealand, Singapore, Thailand, Mexico, Spain, the Netherlands or the United States, Equity Crowdfunding is changing the global landscape to give everyone (the 'crowd') an opportunity to invest/contribute in variety of initiatives.

By the end of September (2014), U.S. stats for Equity Crowdfunding \$118 Billion in offerings were filed with the SEC, \$18 Billion have closed as of November 2014.

The numbers around the globe are growing at a very fast pace as more equity portals launch to bring together the investors and companies.



WHAT IS EQUITY CROWDFUNDING?

With equity crowdfunding the investors become a shareholder in the company (issuer). An investor owns shares in a company that may provide the investor with benefits such as the right to vote at shareholder meetings, entitlement to dividends out of the company's profits (if declared), and the investors get to share in the value in the company when shares are sold. Of course, you also run the risk that any investor face with owning shares of a company, in that the company may fail or its value significantly declines. Equity Crowdfunding offers investors and companies (issuers) incredible new options to investing in and funding new business ventures. Till now there has been no precedent for non-professional investors to invest in innovative ideas and potentially receive great returns.

The following image provides an overview of the equity crowdfunding eco-system



LET'S EXAMINE THIS ECO-SYSTEM

The first important understanding is that Equity Crowdfunding works in a highly regulated environment determined by the country or state/province involved.

Securities Commissions are charged by the local government to implement laws providing detailed regulations, monitor and provide oversight and intervene when necessary with fines, penalties and sanctions. In short, to keep things on the straight and narrow – to regulate who can invest and how a qualified company (issuer) can participate. The primary goal is to protect investors and ensure a straight forward market place.

A great example is the Jobs Act Title II & Title III in the United States. It provides a clear path who can invest, how to invest, how an equitycrowdfunding portal needs to operate and how the issuer can access capital.

THERE ARE TWO TYPES OF INVESTORS THAT CAN INVEST IN EQUITY CROWDFUNDING:

1 ACCREDITED INVESTORS

These investors are deemed by the securities commissions to be high net worth individuals who would not be catastrophically impacted financially if an investment in a company seeking funds through Equity Crowdfunding fails. Each country has its own parameters but roughly the top 3-5% of a country's population would qualify. Typically, issuers and the Portal must confirm qualification with the local securities rules.

2 NON-ACCREDITED INVESTORS

The “rest-of-us”, the rest of the country's population that do not meet the requirements to be registered as an accredited investor.

Equity Crowdfunding portals bring companies and investors together in a secure cloud computing platform. There are portals providing investment opportunities for accredited investors and non-accredited investors. Equity Portals will also vary on size of offerings and vertical industry sectors.

Issuers (i.e. the company) exchanges shares (securities) for investors' money via a selected Equity Crowdfunding portal. Currently in most North American jurisdictions only accredited investors can invest in Equity Crowdfunding (with some exceptions).

3rd Party Providers

The service providers in the background providing technology and services to the entire eco-system to facility the process of Pre-During-Post equity crowdfunding transaction are integral for the intertie eco-system.

The service providers include; lawyers, accountants, social media, communications firms, compliance, governance, shareholder communications, shareholder management, background checks, investor accreditation, and due diligence reports.

Regulators

Each country around the globe has securities regulators who oversee the activities of issuers, investors, ECFP and 3rd party providers. Currently in most North American jurisdictions only accredited investors can invest in Equity Crowdfunding (with some exceptions).

In a nutshell, equity crowdfunding is a new method of seeking financing that allows companies of all sizes (including startups) to raise funds through secured online platforms, giving them access to large numbers of qualified investors.

Equity Crowdfunding gives companies (issuers) an attractive option for raising funds, and provides investors with the possibility of a return on their investment.

WHAT ARE THE RISKS & REWARDS?

Like any investment made today there are Risks and Rewards for all parties involved:

Investor Risk: Many companies (issuers) raising funds via equity crowdfunding are typically small private companies and will likely require additional capital as they mature. If such additional capital cannot be raised in the future this could negatively impact the going concern of a company. If the companies are not successful in achieving their goals, the companies could fail or downsize, significantly depreciating the value of the initial investment made by the investors.

Investor Rewards: If the companies (issuers) are successful in achieving their business plan, they could pay investors dividends, or seek a public listing, or be acquired.

Issuer (Company) Risk: Using Equity Crowdfunding to raise capital exposes your company to your competitors, customers and could put your company at risk from losing control of intellectual property assets and market secrets. This risk is especially compounded if the information is sent via email or other non-secure means to the equity portal (see Appendix C for the benefits of KoreConX's secure information sharing).

Issuer (Company) Rewards: Equity Crowdfunding gives companies an often more attractive and realistic option for attracting investment.






Officers/Directors Risk: It is important that Directors and Officers review all the materials they will be sharing with investors with legal counsel to understand liabilities associated with the disclosures and the dissemination of the information. Directors should know the securities regulators rules of the jurisdictions they are in, and where they will be Equity Crowdfunding in, before they apply at any Equity Crowdfunding portal.

The rules in foreign jurisdictions are not going to be the same as the country you are from, so it is important to speak with advisors (i.e. legal, accounting, and directors & officers insurance provider) that are knowledgeable about that jurisdiction.

Like any risk management situation, risks can be mitigated by understanding them and applying the right measures to protect the company, its officers and directors. **Officers/Directors Rewards:** For officers/directors the access to capital in most cases far outweighs the issue of risk, so long as they have good advice on how to mitigate these risks.

AN EXAMPLE

By investing in a company through equity crowdfunding, the investors can derive the following benefits:

-  An equity holding in the funded company.
-  A return on investment, if/when the company is listed on a stock exchange, is sold or pays a dividend.
-  A chance to fund the next big thing (i.e. the next Google, Facebook, Twitter, etc.).
-  A way to directly support someone who following their dream of starting up and building a business which will bring innovation and jobs to a community.
-  The opportunity to support the development of the business by contributing expertise.

WHERE CAN YOU GO TO EQUITY CROWDFUNDING?



There are Equity crowdfunding portals all over the world who offer the opportunity for you to post your opportunity and raise capital.

You will need to make sure the jurisdiction of your company. What jurisdiction the equity crowdfunding portal operates in. Once you have the above information you can then determine which jurisdiction and equity crowdfunding portal is right for your company.

Appendix B provides you a list of all the equity crowdfunding portals operating worldwide. The portals are broken down by Country and types of investors that they serve. Keep in mind that this information is being updated daily and what we are showing you here today will change very rapidly.

To keep yourself updated www.CrowdLanding.com provides a comprehensive listing of all the crowdfunding portals in the world, including industry related service providers.

WHO'S IS INVOLVED IN EQUITY CROWDFUNDING?

Issuer (the company)

Is the legal entity who is seeking capital.

Investor

Who are seeking an investment opportunity and expecting a return on their investment (ROI).

Shareholder

Once you have invested in a company, the relationship with the issuer changes from Investor to Shareholder. The company will be required to be transparent to its shareholders and provide whatever information as required by their jurisdiction.

Corporate Secretary

Most issuers who will be equity crowdfunding will find themselves requiring the use of a corporate secretary to help them manage their minute book, shareholder communications and register.

Securities Regulators

They provide the rules, guidance, oversight, fines/penalties and sanctions to the issuers, investors, portals and any parties involved in equity crowdfunding who have breached the rules in their jurisdiction.

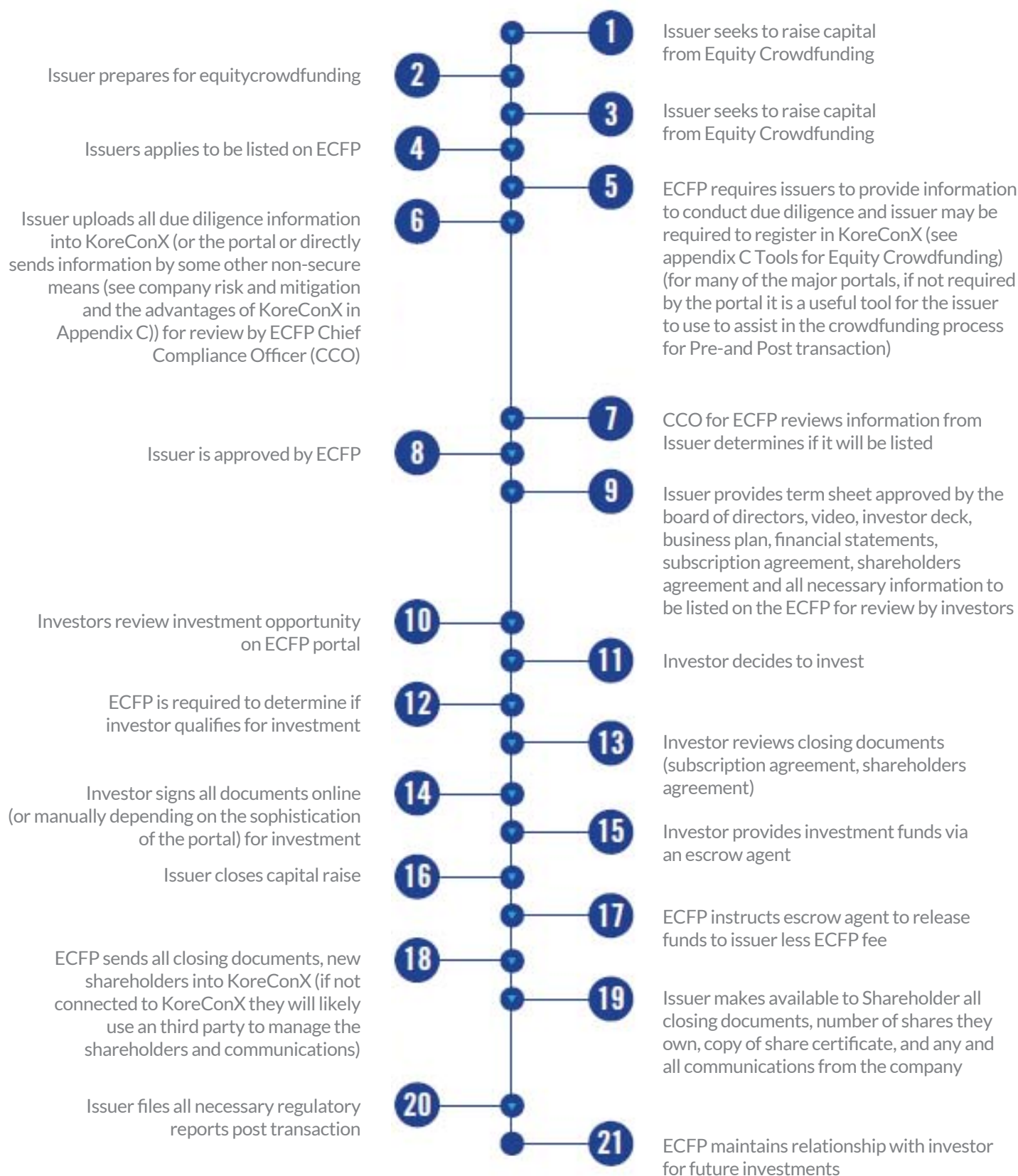
Equity Crowdfunding Portal (ECFP)'s

ECFP bring the investor and issuers together. The ECFP will be required to perform due diligence on the investor and all those involved with the issuer (the amount of due diligence depends on the jurisdictions and type of equity crowdfunding portal). Depending on the jurisdiction the ECFP will also be required to provide reports to regulators.



THE PROCESS OF EQUITY CROWDFUNDING

The equity crowdfunding eco-system has many different frameworks to operate efficiently and successfully while complying with local securities regulations. Below you can see an example of the Eco-System Infrastructure Platform (ESIP) (www.koreconx.com) for Equity Crowdfunding.



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HOW TO PREPARE FOR EQUITY CROWDFUNDING



I am interested in equity crowdfunding, what should I do first to get the ball moving?

The first thing you need to do is get your corporate information in order.

You can use a tool from KoreConX (see Appendix C) to help you capture and manage all the information the equity crowdfunding portal will require from you, fellow directors and officers and your company.

Advisors

Before you consider any equity crowdfunding speak with your advisors to make sure your company is suited for equity crowdfunding.

Depending where you do equity crowdfunding you might have tax issues or require corporate restructuring. It is important that you involve your legal counsel and accountants in the process from the beginning.

Since equity crowdfunding is evolving in jurisdictions around the world, you may find your current advisors, lawyers, and/or accountants are not as knowledgeable with current equity crowdfunding rules. You may need to consider finding specialists in this field.

You will find, you will need all these professionals who support your company to be involved in the process for you to be successful.

Due Diligence

This is a very strenuous exercise so it is important that your company has all the necessary information ready for the Equity Crowdfunding portal to conduct its due diligence with you in the most effective secure manner. Have your minute book, corporate and financial records up to date. You may also need to provide background checks on officers, directors and any shareholders who own 10% or more of your company.

Documents

Have all the necessary documents ready such as the Business Plan, Term Sheet, Subscription agreement, Shareholders agreement, and investor deck.

Social Media

Start working on building your social media footprint - [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and others. You want to make sure you are seen by the world and the key ingredient in crowdfunding is SOCIAL MEDIA. Begin to engage your online audience to support your equity crowdfunding campaign. Lastly, build relationships with high reach bloggers who can help market your campaign.

Video

There is not a single success story on crowdfunding that does not emphasize the importance of the video. The video is the key of your Equity Crowdfunding campaign.

PR (Public Relations)

This is very important! You will need to make sure you have a good PR person on board. You will be on a 30-45 day sprint when you get listed on the equity crowdfunding portal. A good PR person will make sure stories are being written about your company, bringing positive exposure, more hits to your landing site and ultimately more investment.

Once you have all of the above ready you can now approach an equity crowdfunding portal to be listed.

It is highly recommended that you learn as much as you can for proper preparations. If you prefer there are several companies that provide pre-crowdfunding readiness support.

HOW DO EQUITY CROWDFUNDING PORTALS WORK?

An equity crowdfunding portal (ECFP) provides an issuer with a secure portal, with social media presence, to raise equity capital in exchange for a success fee on the closing of the financing.

The equity crowdfunding portal enables investors and issuers to use social media extensively as the best way to get in touch with the people who they might know already or who would be interested in their investment offering.

Interestingly, equity offerings are usually listed in an un-curated fashion on these portals meaning that after proscribed due diligence a business can list their equity offering. Portals do not make judgments and/or recommendations.

Rules for posting and due diligence requirements can vary as to jurisdiction. The issuer should post all the required information so the crowd can make the appropriate investment decision.

The goal of the best portals is to bring private equity and angel style investments to every individual (subject to the legal investing limits), something which has previously been reserved for only a select few. ECFPs offer qualified investors an alternative source of investment return to traditional public shares, bonds and mutual fund investments.

Although this new type of investment is riskier in nature, the returns can potentially be higher investing in early stage companies.

WHAT DO EQUITY CROWDFUNDING PORTALS REQUIRE BEFORE LISTING AN OPPORTUNITY FOR INVESTMENT?

Equity Crowdfunding portals today are receiving 1,000 applications per month and turning down 70%. Only the most promising make it to be listed on equity crowdfunding portals.

The reason for most of the rejections are simply that the companies are not ready for equity crowdfunding. The companies have not done their homework and have not prepared the appropriate and complete corporate records, financial information, PR campaign, social media presence, or potentially they are just not viable business. The portals require quality so they have the right to refuse businesses they determine do not meet all their standards.

The world's first equity crowdfunding portal ASSOBS from Australia has been operating for 8 years and have raised \$135 Million through their portal. Their high standards are apparent in the results they have achieved. To date they have had zero fraud and 85% of businesses invested in through their portal are still operating and successful.

Below are what every equity crowdfunding portal wants in order to attract more companies (issuers) and investors:

1

CORPORATE RECORDS

Your minute book is up to date

No minute book deficiencies

Capital table up to date (shareholder information, share capitalization structure)

Related party transactions are documented

2

FINANCIAL DILIGENCE

Financial Statements Audited, Reviewed, Notice To reader (requirements vary by jurisdiction)
Projected Revenues, costs, profits, cash flows and balance sheets

3

BACKGROUND CHECKS

Officers and directors and any shareholders with 10% or more of the company

4

BUSINESS PLAN

Company (issuer) business plan
Executive Summary
Term Sheet for Offering

5

INVESTMENT DOCUMENTS

Term Sheet
Subscription Agreement
Shareholders Agreement (if needed)
Investor Deck (Offering Memorandum or Private
Placement Memorandum, depending on jurisdiction)
Crowdfunding Video

6

SOCIAL MEDIA

Make sure you have a substantial social media footprint (LinkedIn, Twitter, Facebook, YouTube, etc.)
Have a PR strategy for your Equity Crowdfunding campaign

7

30% RULE

Have 30% of the capital you are seeking raised in advance

Remember, with equity crowdfunding, the principals of raising money has not changed, only the speed of raising the funds and the breadth of qualified investors you can attract. You can not afford to skip steps!

HOW WOULD AN INVESTMENT WORK?

After creating an investor account, the investor may browse the offerings posted by issuers. They can follow interesting offerings to ask questions from the issuers seeking funding and observe online discussions on the portal between the issuers and other investors that follow their equity offering.

Once an investor has found an opportunity in which they would like to invest, they confirm their interest by partaking in the offering. Depending on what country and jurisdiction you are in, the portal will either need to qualify the investor, or the issuer, or both.

When the investor decides to invest in an offering, they do it by specifying the amount to be invested. Depending on the country and jurisdiction, the investor will be asked to send funds to be held in escrow by the portal, the issuer or a third party escrow agent. The funds will be held in escrow with instruction that the funds are not to be released to portal or issuer until the company has completed its minimum offering requirements.

After a successful equity offering, the portal will send an email to the investor with the information of their investment and let them know they can now access all their closing information (via KoreConX or whatever other method that particular portal is using).

Once an equity offering ends successfully, the investor's investment portfolio is updated on the ECFP. Depending on portal, country and jurisdiction there will be interactions between the investors and issuers after the transaction has been completed.

HOW DOES IT WORK FOR ISSUERS?

After establishing an "issuer account" with the Equity Crowdfunding portal, the issuer must supply all the necessary documents to support their equity offering. First, the issuer will be required to provide information to the ECFP for due diligence. The ECFP will review the information on the issuer to determine if the issuer meets the ECFP requirements to be listed on their portal. Once the issuer has been selected to post their listing the issuer will need to have their investment opportunity and relevant information ready to be posted on the ECFP. Creating the equity offering should take between forty five and ninety days, depending on the skills of the issuer's team.

When the equity offering is ready for launch, the issuer will need to specify the minimum and maximum capital requirements are for their company, and what they intend to do with the funds received.

Once an investor has found an opportunity in which they would like to invest, depending on the jurisdiction, the investor will need to be qualified. The investor will have access to all the investment documents from the company and be required to acknowledge risk undertakings.

The equity offerings are live on the crowdfunding site depending on country and jurisdiction from 30-90 days. During this time, the portal will market its platform and describe equity offerings listed on its platform. It is crucial that the issuers conduct their own marketing through their own social networks, and be responsive and active on the crowdfunding portal's discussion section. Issuers with the most active contribution and weekly updates are more likely to be successful with their fundraising campaigns. Like all social media it is about actively building a community of interest.

Most portals provide a range of social media tools that allow the issuer to socialize and share their equity offering more easily. The issuer can add updates to their equity offering while it is live on the site. They can also talk about the offering with potential investors through the Offering Social Media (OSM) area. During the Equity Crowdfunding process the OSM is open to any investor that follows the offering. It is important for the issuer to seek the appropriate advice and guidance from their advisors (Legal) on what they can and cannot say in their correspondence as securities regulators have strict guidelines and keep a watchful eye.

Once the issuer has reached their minimum goal on their Equity Crowdfunding offering they can choose to close the offering. The issuers closing documents will be automatically updated in KoreConX (or by the portal or another third party) and the new shareholders will be invited to KoreConX (or provided access another way or receive them manually) to access all their closing documents related to their investment.

If the minimum amount is not reached within the listing period, the funding round has not succeeded. In this case, nothing will happen, all funds in escrow are returned to investors.



CLOSING

I am excited to be part of the world-wide Equity Crowdfunding phenomenon. As we closely follow this rapidly emerging investment sector we know that it will be a huge game changer nurturing great products and services, innovative companies and a new generation of entrepreneurs and investors who want a truly new way to invest.

Stay tune for my next book for Equity Crowdfunding in North America.

Regards,

Oscar A. Jofre Jr.

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A Chilean-born entrepreneur and technology innovator, Oscar brings a background of 25 years in senior management, marketing, investor relations and sales with a proven pattern of results-focused leadership.

Oscar is currently Founder, President/CEO KoreConX a secure eco-system infrastructure platform (ESIP) providing an essential utility to the crowdfunding sector, it organizes and manages an organization's critical corporate information and provides it to selected stakeholders – securely, quickly, effectively and inexpensively. ESIP creates efficiencies, reduces costs, lowers risks and enhances communications. Issuers in over 44 countries are using KoreConX's platform. KoreConX partners with equity crowdfunding portals to provide them a seamless solution from A-Z, by utilizing our "Eco-System Infrastructure Platform (ESIP)".

Oscar's leadership has transformed KoreConX into the Global leader as a Eco-System Infrastructure Platform (ESIP)

www.KoreConX.com

Oscar is also a member of the Crowdfunding Intermediary Regulatory Advocates in the USA (www.CFIRA.org) and the co-founder, member of the Equity Crowdfunding Alliance of Canada (ECFA Canada) www.ECFACanada.ca He also sits on the Executive Council of the Midmarket Alliance in the United States (www.midmarketplace.com).

Oscar has been recognized as one of the 10 most influential Hispanic Leaders in Canada. In May 2010, Oscar A. Jofre Jr. was recognized by the Rt. Hon. Stephen Harper for his accomplishments.

www.marketwired.com/press-release/boardsuiter-corp-president-ceo-oscar-a-jofre-jr-recognized-rt-hon-stephen-harper-1272320.htm

Oscar was awarded the [Vision 2012 Business Man of the Year](#) by the Toronto Hispanic Chamber of Commerce in September 2012.

APPENDIX A: RESOURCES

These are some great resources to get the latest information on equity crowdfunding. As you can imagine this is evolving, if I have missed anyone my apologies but please send me an email so I can update the information.

LINKEDIN GROUPS TO JOIN

Equity Crowdfunding

<http://www.linkedin.com/groups/CrowdFunding-Equity-3580495>

ASSOCIATIONS

CFIRA.org

CFPA.org

EMDACanada.com

EQUITY CROWDFUNDING MEDIA

Media plays an important role for equity crowdfunding.

CROWDFUNDBEAT

The leader in the latest news for equity crowdfunding

<http://www.Crowdfundbeat.com> USA

<http://www.Crowdfundbeat.ca> Canada

<http://www.Crowdfundbeat.com.au> Australia

<http://www.Crowdfundbeat.com.uk> UK

EQUITIES

<http://www.Equities.com>

CROWDFUNDINSIDER

<http://www.crowdfundinsider.com>

CROWDINSIDER

<http://www.crowdinsider.com>

THE CROWDCAFE

<http://www.thecrowdcafe.com>

ESIP BLOG

www.koreconx.com/blog

We ask that if you are going to tweet or post blogs use the proper terms so people can take notice: [#equitycrowdfunding](#)

APPENDIX B: EQUITY CROWDFUNDING PORTALS

Equity Crowdfunding Portals brought to you by CrowdLanding <http://www.crowdlanding.com> this list is as of December 2013. If your name is missing please contact me asap so your portal can be listed.

CrowdLanding also provides aggregation of investment offerings from multiple platforms and aggregation of crowdfunding services.

40 Billion	40billion.com	USA
99Funding	99funding.com	USA
AbundanceGeneration	abundancegeneration.com	United Kingdom
Acumen	acumen.org	USA
AgFunder	agfunder.com	USA
Angel.me	angel.me	Belgium
ASSOB	assob.com.au	Australia
Bank To The Future	banktothefuture.com	United Kingdom
Becovillage	becovillage.com	USA
Bolstr	bolstr.com	USA
BragFund	bragfund.com	USA
Broota	broota.com	Chile
C-Crowd AG	c-crowd.com	Switzerland
California Stock Exchange	calstockexchange.com	USA
Cielex	cielex.com	USA
Cinema Shares	cinemashares.com	USA
Circle Up	circleup.com	USA
CivilisedMoney	civilisedmoney.com	United Kingdom
CloudFunded	cloudfunded.com	USA
Cofolio	mycofolio.com	USA
Collaperty	collaperty.com	USA
CommunityLeader	communityleader.com	USA
Companisto	companisto.de	Germany
ConfidentCrowd	confidentcrowd.com	USA
Conzortia	conzortia.com	USA
Copower	copwer.co	Canada
CraftFund	craftfund.com	USA
Crowd Equity	crowdequity.com	Sweden
Crowd2IPO	crowd2ipo.com	United Kingdom
Crowdahouse	crowdahouse.com	United Kingdom
Crowdbaron	crowdbaron.com	Hong Kong
Crowdbnk	crowdbnk.com	United Kingdom
Crowdcube Ltd	www.crowdcube.com	United Kingdom
CrowdEats	crowdeats.com	USA
Crowdfunder	crowdfunder.com	USA
Crowdfunder Co-op	crowdfundercoop.com	USA
Crowdfunding Services	crowdfundingservices.net	USA
CrowdfundingBank	crowdfundingbank.com	USA
CrowdMason	crowdmason.com	USA
CrowdMission	crowdmission.com	United Kingdom
CrowdPad	crowdpad.co	USA

CrowdStreet	crowdstreet.com	USA
Dragon Innovation	dragoninnovation.com	USA
EarlyShares	earlyshares.com	USA
Endurance Lending Network	enduranceln.com	USA
Equidy	equidy.co	USA
Equitynet	www.equitynet.com	USA
EquityShack	EquityShack.com	USA
eRaise	eraise.com	USA
Eureeca	Eureeca.com	United Arab Emirates
Exploration Funder	explorationfunder.com	USA
FilmFunder	filmfunder.com	USA
Fsquare	fquare.com	USA
Fund Room	fundroom.com	USA
Fund Saint Louis	fundstlouis.org	USA
Fundable	fundable.com	USA
Fundacity	fundacity.com	Chile
FundARealty	fundarealty.com	USA
FundedByMe	fundedbyme.com	Sweden
Funders Club	thefundersclub.com	USA
Funding LaunchPad	FundingLaunchPad.com	USA
Fundington	fundington.com	USA
FundRise	fundrise.com	USA
FundRoom	fundroom.com	USA
FundTheGap	fundthegap.com	United Kingdom
Globerex	globex.com	USA
Go 4 Funding	go4funding.com	USA
Grofolio	grofolio.co	USA
GrowthFunders	growthfunders.com	United Kingdom
GrowVC	www.growvc.com	Hong Kong
Gust	Gust.com	USA
Health Tech Hatch	healthtechhatch.com	USA
Healthfundr	healthfundr.com	USA
HealthiosXchange	healthiosxchange.com	USA
Hyperfund	hyperfund.com	USA
Hyperfund	hyperfund.com	USA
I-Bankers Direct	ibankersdirect.com	USA
iCrowd	icrowd.com	USA
Investiere	investiere.com	Switzerland
IPO Village	ipovillage.com	USA
IRAvest	iravest.com	USA
Joinvestor	joinvestor.com	USA
JumpStartFund	http://www.jumpstartfund.org/	USA
Klondike Strike	http://www.klondikestrike.com	Canada
LendSquare	lendsquare.com	USA
Liifmed	liifmed.com	USA
Local Stake	localstake.com	USA
Lumni	lumni.net	USA
Main Street Crowd	mainstreetcrowd.com	USA
Maker Staker	makerstaker.com	USA
McKenson Invest	mckenson-invest.com	France
MediaShares	mediashares.com	USA

Microgenius	microgenius.org.uk	United Kingdom
MicroVentures	microventures.com	USA
Monetarex	monetarex.com	USA
Mosaic	joinmosaic.com	USA
OffeBoard	www.OfferBoard.com	USA
OpenAvenue	openavenue.com	Canada
OurCrowd	www.ourcrowd.com	Israel
Pave	pave.com	USA
Peoples VC	PeoplesVC.com	USA
PetroPlata	http://www.petroplata.com	Canada
Poliwogg	poliwogg.com	USA
Primarq	primarq.com	USA
Prodigy Network	prodigynetwork.com	USA
Property Peers	propertypeers.com	USA
Prosper	prosper.com	USA
Pushfunder	pushfunder.com	USA
Racing Shares	racingshares.com	USA
Realty Mogul	realtymogul.com	USA
Realty Shares	realtyshares.com	USA
Rebirth Financial	rebirthfinancial.com	USA
RelayFund	relayfund.com	USA
Return on Change	returnonchange.com	USA
Rock the Post	rockthepost.com	USA
SecondMarket	secondmarket.com	USA
SeedInvest	seedinvest.com	USA
SeedMatch	seedmatch.com	Germany
Seedrs	seedrs.com	United Kingdom
SeedUps	seedups.com	Ireland
SeedUps Canada	seedups.ca	Canada
Silver Maple Ventures	www.frontfundr.com	Canada
Slated	slated.com	USA
SmartMarket.net	smartmarket.net	Russian Federation
Spark.Exchange	http://www.Spark.Exchange	USA
Sprowd	sprowd.com	Netherlands
Start Crunch	startcrunch.com	Nigeria
Startups.co	startups.co	USA
StartupValley	startupvalley.com	USA
Sterling Funder	sterlingfunder.com	USA
SunFunder	sunfunder.com	USA
Symbid	symbid.com	Netherlands
Syndicate Room	syndicateroom.com	United Kingdom
ThrillCapital	thrillcapital.com	New Zealand
UFOstart	ufostart.com	Germany
Uinvest	uinvest.com.ua	Ukraine
Up and Funding	upandfunding.com	United Kingdom
VentureHealth	venturehealth.com	USA
WeFunder	wefunder.com	USA
Wesparkt	wesparkt.com	USA
WiSeed	www.wiseed.fr	France

APPENDIX C: TOOLS FOR EQUITY CROWDFUNDING

Additional Tools for Equity CrowdFunding

KORECONX

KoreConX offers solution for Issuers to assist with PRE crowdfunding and Post crowdfunding.

Issuers, can register to use KoreConX to help them manage their corporate information, share with their Board members and help them organize all the requirements for Due Diligence for equity crowdfunding in a secure environment. Issuers can manage their board meetings, committees and most important their shareholders information and share registrar.

KoreConX provides to issuers the ability to communicate with all their shareholders in a secure platform

Visit <http://www.koreconx.com> to get started

EQUITY CROWDFUNDING PORTALS

To learn more about what KoreConX can do to assist you're your portal for Pre-During and Post Transaction.

<http://www.KoreConX.com>

EQUIDAM

Equidam provides the leading tool to help companies understand the value of their start up.

<http://www.equidam.com>

EARLYIQ

delivering a comprehensive, unbiased, and easy to understand Diligence Report on companies seeking investment. Companies benefit by establishing transparency, investors gain unprecedented visibility, and partner markets are facilitated.

<http://www.earlyiq.com>

KOREPLATFORMS

KorePlatforms provides the leading white label equity crowdfunding portal for those who are serious about equity crowdfunding.

<http://www.KorePlatforms.com>