

Direct Public Offering Boot Camp

Project

Execution of a 5-week boot camp for start-ups and small businesses.

Goal

To provide companies with information to file a Direct Public Offering (DPO), a financial tool that allows businesses seeking capital to legally accept investments from unaccredited investors, including their customers and local communities, as opposed to venture capitalists.

Role

As Director of Operations at Cutting Edge Capital, a start-up legal and financial consulting company, I was responsible for daily operations and management of special projects and initiatives.

Challenge

Provide the DPO legal filing requirements in such a way that the average business owner could understand and file on their own.

Solution

Facilitate check-ins with participants after each session, answer any questions offline, and schedule one-on-one mentoring with our consultants and attorneys as necessary.

Outcome

All participants had the information needed to file their DPO documents, and implement their investment marketing plans. Cutting Edge Capital had a successful framework for subsequent boot camps.

Some of my responsibilities:

- create and implement marketing plan to ensure a sold-out boot camp which included a press release, newsletters, and social media posts.
- design marketing flyer and work with a graphic designer to create digital marketing card that was on message.
- establish the participant application process, create an application, and interview and approve appropriate applicants based on established guidelines.
- secure location for weekly sessions.
- test the technology needed for each session (WiFi, participant laptops, speaker access to projector).
- prepare speaker slides to include session outline, schedule, and course content in an easy to understand format.
- manage budget to ensure the boot camp was profitable for the business.
- manage the use of additional consultants, attorneys, and operations staff as needed.
- confirm the participants' completion of weekly milestones by following up after each session.



Inaugural Cutting Edge Capital DPO boot camp - 2014

LAUNCHING IN SEPTEMBER

enroll now to get started on the pre-work!

DIRECT PUBLIC OFFERING BOOT CAMP

cutting edge capital
NEW CAPITAL FOR A NEW ECONOMY

Learn How to Legally Raise Capital
from the Crowd in Massachusetts

Why compete
for this?

PRIVATE EQUITY 4%

PUBLIC
EQUITY
96%

WHEN YOU COULD HAVE ACCESS TO THIS?

cutting edge capital
NEW CAPITAL FOR A NEW ECONOMY
510-834-4530
info@cuttingedgecapital.com
www.cuttingedgecapital.com

Course Fees

- Course fee: \$12,500
- Enroll before July 31, 2014 to receive a \$1,000 Early-Bird Discount
- Initial deposit of half the course fee is due at time of registration- or pay the full fee and receive a \$500 discount
- Once the first six have enrolled, all participants will receive a \$100 discount for each additional enrollment

The Boot Camp includes

- Group sessions that take you through the step-by-step process to launch your DPO
- Forms, templates, tools, and checklists to help you through the process
- Legal document drafting

Two bonuses:

- Membership in our DPO Alumni Club
- Free listing on our DPO platform, CuttingEdgeX

Join our community
of social entrepreneurs
and launch your
DPO in 2014!

You will learn to

- Design an offering that fits your goals
- Make sure your offering is legally compliant
- Create the documents you need to raise capital

Requirements

- Have up-to-date financials and basic projections
- Have formed a legal entity and have clean legal documents (our sister law firm, K2 Law Group, can help with this if needed)
- Commitment to disclose all material information to potential investors

ADDITIONAL INFORMATION

- State filing fees are not included in the course fee.

Interested? Click [here](#) to apply.

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APPLICATION FOR DIRECT PUBLIC OFFERING BOOT CAMP PILOT

TO APPLICANT: Thank you for your interest in Cutting Edge Capital's Direct Public Offering Boot Camp Pilot. This information is necessary to assist us in selecting participants for the Boot Camp. *Please provide all requested information.*

APPLICANT INFORMATION		
Name:	Title:	
Phone:	Email:	
Mailing Address:		
City:	ST:	Zip Code:
BUSINESS INFORMATION		
Business Name:		
Physical Address:		
City:	ST:	Zip Code:
What type of entity is your business? <i>Check all that apply</i>		
<input type="checkbox"/> C - Corporation <input type="checkbox"/> S - Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> LLP		
<input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input type="checkbox"/> Cooperative <input type="checkbox"/> Nonprofit		
<input type="checkbox"/> Benefit Corporation <input type="checkbox"/> Certified B Corporation® <input type="checkbox"/> Flexible Purpose Corporation		
Under which state's law is your entity formed?	How long have you been in business?	
Brief description of your business		
Please describe your current equity investors (including founders)?		
CAPITAL RAISE INFORMATION		
How much would you like to raise?	What is your approximate annual revenue (if any)?	
What have been your challenges so far in raising capital?		
Describe your level of commitment to completing a successful DPO?		