



FINANCIAL POISE WEBINAR ONE SHEET CROWDFUNDING 2020

ABOUT THIS SERIES

Since the passage of the Securities Act of 1933 and the Exchange Act of 1934, no regulatory change has had such an impact on the capital markets and flow of capital for investors and entrepreneurs alike as the JOBS Act. Originally intended to encourage the funding of small businesses, and passed under the Obama Administration, Title III of the Act, or the CROWDFUND Act, has become a major source of opportunity and stress. This Series explores the numerous titles of the JOBS Act, expanding from the legal definition of crowdfunding, meaning only Title III, to the more common use, meaning capital raising by public solicitation. This includes components of Title II, Title III and Title IV. This webinar spends little time discussing the legal nuances, and focuses more on the practical application and use cases, along with the opportunities and pitfalls of the new legislation.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

Crowdfunding from the Investor's Perspective

March 17, 2020 at 2:00 p.m.

This webinar focuses on the opportunities that crowdfunding makes available to the investor, and how the investor should go about navigating this new world. We begin with a basic overview of the new regulatory regime, the requirements to invest, and the on-boarding process one should expect. We then dive deeper into the market opportunity, including how to access and select investments, and expectations investors should set for themselves and the projects they select. This is not intended to



support any specific deal selection, but instead sheds a light upon the basic selection criteria available, the method to go about investing and what to avoid.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

Crowdfunding from the Start-Up's Perspective

April 14, 2020 at 2:00 p.m.

How can businesses use the tools created by the JOBS Act to access capital? This webinar compares raising money online to traditional methods of capital raising. It also compares each of the different titles available under the JOBS Act. Finally, we discuss and compare the differences between security based crowdfunding and rewards based crowdfunding, exploring those instances where such a method would make sense.

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About Episode #3

Securities Crowdfunding for Intermediaries

May 12, 2020 at 2:00 p.m.

This webinar addresses crowdfunding portals and intermediaries. This episode begins with a basic overview of the various methods of crowdfunding, from donation and rewards based, to intra-state equity, debt, and finally securities based crowdfunding under Titles II, III and IV of the JOBS Act. Once those differences are understood, the webinar focuses on the need for intermediaries, the role that they can and sometimes must play, followed by a discussion on how the market has matured and where we see the market going in the online capital space. This webinar also discusses the risks and future of these intermediaries with the advent of the ICO and token distribution events.



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