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Innovative Businesses Strategies Grant Associates Educates Businesses About Crowdfunding

One element in the JOBS Act up for debate is the equity Crowdfunding legislation, which would allow start-ups to raise seed capital from online investors. Some legislators are concerned about the potential risks posed by equity sharing in Crowdfunding, while others argue this bill can offer investors increased protections and hold start-ups and Crowdfunding platforms accountable.

As many venture capitalists and start-up companies tap into Crowdfunding as a new fundraising source, last month Grant Associates hosted a seminar through the NYC Business Solutions Center to educate businesses and entrepreneurs about raising capital through social networking. Grant Associates has a reputation in the industry for developing innovative strategies to assist businesses, from Fortune 500 corporations to start-up companies.

“In this difficult lending market, Crowdfunding is an alternative way to access funding in a non-traditional way,” said Brad Seader, Director of the NYC Business Solutions Center in Queens. “An online campaign gives you the ability to connect with thousands of potential investors and opens up opportunities to create unique partnerships.”

On February 9, the NYC Business Solutions Center, operated by Grant Associates under a contract with the New York Department of Small Business Services (SBS), hosted a Crowdfunding seminar at LaGuardia Community College in Queens, NY. The seminar featured guest speakers Slava Rubin, CEO and Co-founder of IndieGoGo, and Vlad Vukicevic, CTO and Co-founder of RocketHub. IndieGoGo and RocketHub are online Crowdfunding platforms. During the session, attendees learned the basics about how to use technology to obtain contributions from large audiences via online campaigns.

Douglas Ochoa, who owns a construction company in Yonkers, NY, attended the seminar to learn about new ways to attract investors for a low-income housing project. “I am putting all the pieces together and Crowdfunding could be a great resource to get the project underway.”

“As a business owner you have to take advantage of all the workshops that are available,” said William Amely, who also attended the seminar. Mr. Amely has been out of work for three and half years after being displaced from the banking industry. He started an online retail business selling plastic models and other memorabilia and he is interested in starting a Crowdfunding campaign in order to raise money to increase his inventory.

Mr. Ochoa and Mr. Amely joined 75 business owners and entrepreneurs at the seminar, with 60 percent of the attendees looking to start new businesses and 40 percent seeking financing for existing businesses. The attendees represented non-profit organizations, creative arts firms, as well as technology, food service and retail companies.

Through NYC Business Solutions, Grant Associates, in partnership with the New York City Department of Small Business Services, offers an array of services to businesses, including assistance in hiring qualified employees, designing in-demand training, finding incentives, securing financing and more.

By Laura Postiglione