

New Economy New Rules: Crowdfunding Is Legal. Now What?

DATE

August 1, 2014

On July 1, Indiana became one of the first states to legalize equity investment crowdfunding -- or "crowdfunding" -- enabling entrepreneurs to solicit investment from any Indiana resident, not just accredited investors (individuals with more than \$1MM in net worth or making more than \$200k in each of the last two years). Now any Indiana resident can invest up to \$5,000. This opens up investing to everybody; standard investor accreditation is not required. Starting a company used to cost so much money that \$5,000 from a single investor wouldn't really help. Today, however, the barriers are remarkably low and many tech startups can bring a minimum viable product (MVP) to market for as little as \$25,000.

Crowdfunding might not impact everybody, and it may increase the risk of potential fraud and loss statewide, but in a world where startups -- tech startups in particular -- can raise the amount needed to achieve MVP from a handful of Hoosiers with \$5,000, this new local investing model could be a game-changer.

Join us August 1, to learn more about the new law, the rules and regulations governing crowdfunding investment, and the potential impact on Indiana startups and the startup ecosystem at large.

When: August 1, 2014, from 8 - 9:30 a.m. (ET)

8 a.m.: Registration and continental breakfast

8:30 a.m. - 9:30 a.m.: Presentation

Where: Barnes & Thornburg LLP, 5th Floor | 11 S. Meridian St. | Indianapolis, IN 46204

Other Barnes & Thornburg offices in Elkhart, South Bend and Fort Wayne; sometimes available in B&T offices in Chicago, Grand Rapids, Washington DC, Atlanta (GA), Minneapolis, and Columbus (OH).

Also cooperating facilities in Evansville, Kokomo, Merrillville, and Scottsburg.

Registration: btrsvp@btlaw.com

****Note**** If you register but are unable to attend this event please email jodie.daugherty@btlaw.com.

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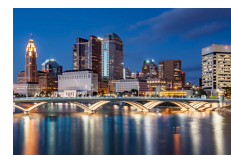


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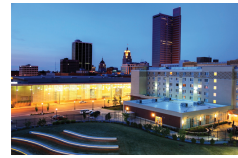


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