**EXECUTIVE SUMMARY**

**12 STEPS TO SUCCESSFUL SME CAPITAL RAISING**

This webinar offers an overview of the Crowd Sourced Funding Equity Raising Journey and includes a review of the Crowd Sourced Funding Equity Raising Scorecard that ESS BIZTOOLS is updating on a monthly basis and introduces the Crowd Sourced Funding Eligibility Matrix which will assist accountants to identify clients who may be interested in attempting to raise capital as a Crowd Sourced Funding Equity Raising Company **(Step 1).**

**Step 2:** Considered basic information relative to information on Crowd Sourced Funding and a company eligibility questionnaire.

**Step 3:** Pose the question “Is your client ready to proceed?” and if so, it is time to start considering what has to be included in the Crowd Sourced Funding Offer Document.

**Step 4:** Assist directors and senior managers to have an understanding of the law as it relates to protection of retail investors – including the investment limit, cooling off period, requirements for the Intermediary to operate a “Communication Facility”.

**Step 5:** We now introduce you to Intermediaries and what are their role, powers, responsibility and duties. It is very important that your team has a clear understanding of what the Intermediary’s role is so that this can be communicated to your clients.

**Step 6:** Make some suggestions on approaching a number of Intermediaries to obtain an insight into the types of services that the individual Intermediary offers. The important point is made that each Intermediary is a separate independent business and they are all doing “their own thing”.

Included in the material is a form to collate information on the Intermediary to assist your client to make a decision as to which Intermediary will be appointed.

**Step 7:** The important document that has to be prepared before any capital is raised is the Crowd Sourced Funding Offer Document – this is a de facto prospectus. The legislation demands answers to a significant number of questions that particularly will relate to anyone who has had any sort of problem with Australian Security Investment Commission in the past. Whilst there is no prohibition on anyone other than a current bankrupt from serving as a director of a company attempting to raise capital as a crowd sourced funding company, your clients need to realise that if there has been any problems with ASIC in the past that these items have to be identified in the Crowd Sourced Funding Offer Document. This could cause some clients to change their mind about trying to raise capital as a Crowd Sourced Funding Equity Raising Company.

**Step 8:** The *Corporations Act* provides in the sections that relate to crowd sourced funding that approval should be given by any person or organisation that has any report, statement, email or letter included in part or whole in the Crowd Sourced Funding Offer Document and has given their permission for that document to be published. The product package includes appropriate templates for these consents and also a register of consents so that if an enquiry is made about any reports etc that those reports can be quickly found.

**Step 9:** When the Crowd Sourced Funding Offer Document is finalised the final document then needs to be submitted to the Intermediary so that the Intermediary can conduct their final check and then upload the Crowd Sourced Funding Offer Document and other information supplied by the offer or company.

**Step 10:** As soon as the Crowd Sourced Funding Offer Document is uploaded to the Intermediary’s website the Intermediary must commence operations of the “Communication Facility”. Directors and senior managers are required to be available on virtually a continuous basis to supply answers to any questions raised by potential investors.

**Step 11:** The legislation and the guidelines produced by ASIC contain specific rules relating to closing the CSF Offer. The Offer is closed when the specified maximum amount of money has been raised or the period that the company specified for the offer to be available on the Intermediary’s website occurs or 90 days has expired.

**Step 12:** The product package includes some information on what needs to be done at the end of the capital raising process. On the assumption that the company was successful and has raised capital beyond the minimum subscription specified in the Crowd Sourced Funding Offer Document the Intermediary will have transferred the net amount of money raised from the share issue to the company’s bank account and would have sent to the company a list of the new shareholders. It is the company’s responsibility to prepare the Share Certificates and within thirty days to lodge a return of allotment of shares to ASIC.

The next step was to consider your Action Plan – What are you going to do now?

You could subscribe to the ESS BIZTOOLS’ Crowd Sourced Funding Equity Raising Product Package and start the journey by utilising the Crowd Sourced Funding Eligibility Matrix to identify those clients who you believe might be interested in Crowd Sourced Funding Equity Raising.

You could utilise the marketing material to promote a special webinar that you are presenting to your clients/prospects on Crowd Sourced Funding Equity Raising. Material is included to guide you on the presentations at that seminar.

Our suggestion is that you then have a one-on-one discussion with those clients and prospects to determine whether they are reasonably interested in commissioning you to give them a detailed understanding of Crowd Sourced Funding Equity Raising operates. This could then lead to you being commissioned to prepare or assist in the preparation of the Crowd Sourced Funding Offer Document.

Your investment is $999 including GST for the Crowd Sourced Funding Equity Raising Product Package or you could subscribe to ESS BIZTOOLS’ Gold Package which includes the Crowd Sourced Funding Package for a discounted upfront payment of $2,970 including GST.

If you require any further information on Crowd Sourced Funding Equity Raising, the most significant change for business finance for small and medium sized enterprises in Australia in the last 35 years, please do not hesitate to visit [www.esssmallbusiness.com.au/crowd sourced funding/learn more](https://www.esssmallbusiness.com.au/index.php?option=com_content&view=article&id=2075&Itemid=1126) or contact us on email: [peter@essbiztools.com.au](mailto:peter@essbiztools.com.au).

Thank you for attending the webinar or reading the webinar material.

Kind regards.