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Crowdfunding – A Conversation on Developments Impacting Technology Transfer

Welcoming remarks will begin at
11:55 a.m. Eastern Time.

The formal presentation will begin at Noon Eastern

FOR AUDIO:

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Crowdfunding – A Conversation on Developments Impacting Technology Transfer

Moderator:

Christopher D. McKinney, *Augusta University*

Speaker:

Jeffrey A. Bekiares, *Sparkmarket*

January 20, 2016



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Questions?

We will be taking questions at the conclusion of the presentation.



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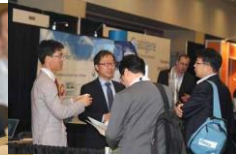
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Christopher D. McKinney,
Augusta University



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Jeffrey A. Bekiares,
Sparkmarket



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Crowdfunding – A Conversation on Developments Impacting Technology Transfer

Jeffrey A. Bekiares, *SparkMarket*
Christopher D. McKinney, *Augusta
University*



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This is a *timely* topic!!

- WHO - This webinar will be ideal for technology transfer professionals eager to learn more about crowdfunding, entrepreneurs, beginning-to-intermediate business persons (operations and strategic), legal practitioners, development officers, and sales/marketing professionals.
- WHAT - Crowdfunding is a developing area of capital raising with wide-ranging implications for enterprises from small, to emerging, to mature. We will discuss some of the key developments in the regulatory and industry landscape related to crowdfunding and educate on a must-have lexicon for conversation in the space.



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What are we discussing today?

- Which companies can benefit most from crowdfunding?
- What types of crowdfunding are appropriate?
- What are legal and regulatory implications of various types of crowdfunding?
- What are some best practices in constructing and executing a campaign, as well as investor management following closing of a campaign?



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Why do I care?

- Invention drives innovation.
- Innovation drives impact and income.
- But...funding drives invention and innovation!
- And, crowdfunding provides a whole new vista of funding opportunities!!



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Crowdfunding basics

- Raising money
- Engaging new investors
- Key legislation / SEC rules



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Which companies (or others!) can benefit from crowdfunding? Why?

- University tech transfer offices!!
- Potential newco's
- Newco's needing more capital



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What types of crowdfunding are most appropriate?

- Philanthropic
- Equity-based
- Mix?



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Legal and regulatory considerations?

- Federal legislative context
- State legislative context
- SEC rules



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Best practices – from conception to execution and the aftermath...

- Stories!
- Future trends...



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Wrap-up

- Crowdfunding...a terrific emerging (exploding!) tool for funding innovative new initiatives
- Details matter!
- Yet, YOU can benefit from learning about --- and DOING --- this!



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Questions? Comments?



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Discussion and Q&A

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Webinar Recordings

Basics of Technology Transfer for Licensing Professionals

Basic Patenting 101

Copyright Law and Content/Software Licensing

Equity Based License Agreements

Financial Conflicts of Interest

Marketing: Whether By Traditional or Social Media, the Value

Need to Know Basics of Technology Transfer for Support Staff

Negotiation of License Agreements

Nuts and Bolts for Compliance Under Federal Funding Awards

The Basics of Open Source Licensing

Tips for Managing MTAs

Triage

Valuation of Inventions and Patents

(More Added Monthly)

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- **An Insider's Guide to Effective Partnering with AUTM Connect – FREE**
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AUTM Region Meetings



AUTM Central Region Meeting

July 18 - 20, 2016
The Pfister Hotel
Milwaukee, WI USA



AUTM Eastern Region Meeting

Sept. 29 - 30
The Westin Philadelphia
Philadelphia, PA

Registration Open Soon!




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AUTM Partnering Forums

Communication Technologies

Hosted by Georgia Tech Research Corporation
 April 19-20, 2016
 Georgia Tech Global Learning Center
 Atlanta, GA USA



Registration
is open!

Agriculture Technologies

Hosted by University of Saskatchewan
 September 28-29, 2016
 Radisson Hotel Saskatoon
 Saskatoon, Canada



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Date!



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 for potential webinars.



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Get Involved

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Interested? Please contact Melinda Briggs – mbriggs@autm.net



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AUTM Annual Meeting



AUTM 2016 Annual Meeting

Feb. 14 – 17
San Diego, CA USA



Registration
Now Open!

