

# FUNDED

2013 MARCH • EARNSHAW.S.COM

**EAGER ENTREPRE-NEURS** AS well as manufacturers and retailers seeking to learn a bit more about crowdfunding attended *Earnshaw's* seminar at NYIGF in January, moderated by Editor-in-Chief, Jennifer Cattau. Attendees got a wealth of information from the expert panel, which included Mitchell Littman, founding partner of Littman Krooks LLP, Alex Larsen, owner of Larsen Toy Lab, which makes eco-friendly and educational blocks and Mariquel Waingarten, co-founder of Hickies, a company that's patented a snazzy alternative answer to shoe laces. Both companies raised money for their ventures through successful Kickstarter campaigns. The panel also included Talia Handler, an intrepid senior at Parsons School of Design, who used crowdfunding to fund her six-look senior thesis project, a fanciful childrenswear collection.

Littman demystified the Jobs Act, which was passed nearly a year ago, and the additional opportunity it affords, namely, the ability of companies to raise capital for equity (something that today's Kickstarter model does not include). Although the nuts and bolts of the regulations' application have not been established by the SEC, more direction is expected later this year or early 2014. Larsen, Waingarten and Handler gave several tips on making the most of a non-equity crowdfunding campaign. Recommendations included producing a great video and promoting heavily to friends and family through your social media channels.