

I am ready to raise capital and want to put out an offering.

What do I do?

Whoa there! Take a deep breath. You may think you're ready, but chances are there are a few things not quite finished. A ready company will have:

- A solid business plan (with numbers!), reviewed by a technical service provider
- A concise but complete offering document with a clear description of the business, the team, and the offering, including the terms (debt? equity? convertible note?).
- All 'material information' written into the prospectus. Include risk disclosure documentation. (Recently bankrupt? In trouble for employing children? Full time student? These are things that potential investors need to know.)
- All relevant documentation ready to be sent to the Department of Commerce, along with the \$200 filing fee
- A large network of allies and supporters, ready to spread the word
- A comprehensive marketing and outreach plan
- A solid understanding of what you can legally say and do under this exemption. It may help to consult an attorney on the dos and don'ts.
- The willingness to dedicate up to a year to raising capital!