



## In this Newsletter

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We want to hear from you! Let us know if you have any questions or comments about this newsletter by emailing us at:

[AGESS.WEALTH@RAYMONJAMES.COM](mailto:AGESS.WEALTH@RAYMONJAMES.COM)



# The Rebirth of Entrepreneurship: Crowdfunding

Entrepreneurship is a cornerstone of the American economy. It allows anyone with a good idea, dedication, and a small bit of capital to gain financial freedom and work on their own time.

Traditionally, entrepreneurs had to attain capital from family, friends, or angel investors. However, with the advent of the internet, new opportunities arose; the foremost of these being crowdfunding.

Crowdfunding is defined as “the use of small amounts of capital from a large number of individuals to finance a new business venture” by Investopedia.com. People can contribute amounts as small as ten dollars to startups of their choice. Sites such as Kickstarter have allowed the masses to invest in an idea with the hope that it comes to fruition. Just like any other investment, investors expect something in return. In the case of crowdfunding, investors usually receive early access to products or the greater dream of seeing it go public.

The traditional method of rallying support around a startup doesn't apply to crowdfunding. The essence of a crowdfunding campaign is driven by a social media presence. Word of mouth can only draw so much attention. On the other hand, an aesthetically pleasing social media page full of quality content, combined with targeted advertising



can easily draw the attention of hundreds, if not thousands of potential investors. Roy Morejon (a marketing professional who specializes in crowdfunding) highlighted this when he said: “Before you even start building your crowdfunding page, start building a crowd first.” This is an essential piece of advice when it

comes to crowdfunding. Just like a Wall Street IPO, investors must have a reason to believe that your startup will be successful. Some great examples of companies that initially used crowdfunding to start are Oculus Rift, Pebble Wearable Devices, and Tile Locator.

“Before you even start building your crowdfunding page, start building a crowd first.” -Roy Morejon

About a year after Oculus Rift was started by Palmer Luckey using Kickstarter, Facebook bought the company for a whopping two billion dollars. This is a testament to the sheer power of crowdfunding and the possibility of cashing out big.

While regular crowdfunding is not heavily regulated, equity crowdfunding is regulated by the SEC (Securities and Exchange Commission).

Equity crowdfunding works using the same principle as normal crowdfunding, but investors receive equity in return for their investment. This is extremely attractive to startup companies because it allows them to retain control of the company while still raising capital that institutional investors usually provide.

Crowdfunding has forever changed entrepreneurship. It has elevated opportunities to build a dream with little access to capital. It has made virtual reality a reality itself (Oculus Rift), revolutionized wearable tech (Bragi Headphones), and brought 3D printing to the masses (M3D). The future holds a lot of promise for crowdfunding and those who take advantage of it; no doubt there will be exciting innovation to come, offset by an equal number of failures.



# AGESS Community Spotlight: Bucktown Farmer's Market

New Orleans has always been known as a premier food destination in the Gulf South, but not many people know about the city's exquisite farmer's markets. In this newsletter, the AGESS Wealth community spotlight is highlighting the Bucktown Harbour Farmer's Market. Below are some of the vendors.



Started in 2008, LA Serendipity Vineyards offers both red and white wine.

From vine to bottle, this native wine is both grown and processed on a 24-acre farm in Bush, LA.

Website:  
<http://www.laserendipityvineyards.com/home.html>

Based out of Dusan, Louisiana, Josey's Goods has a delicious selection of homegrown goods ranging from vegetable preserves to fruit jams. (The Mayhaw jam is especially tasty).

Facebook Page:  
<https://www.facebook.com/joseysgood/>



The Bucktown Harbor Farmer's Market is open Fridays from 3-7 PM year-round, rain or shine. If you are in the mood for great food and people (not to mention the live music), make sure to stop by.



AGESS Wealth Advisors team is proud to announce that the team is growing!

AGESS Wealth Advisors' Managing Director Lenny Alsfeld is a new grandfather.

His son, Dr. Clark Alsfeld, and daughter-in-law, Ashlyn Blanchard Alsfeld welcomed their new family member, George Isaac Alsfeld.

George was born on September 12th, 2019, weighing 8 pounds 1 ounce. Both mom and baby are doing fantastic!

We are excited to help the Alsfeld family celebrate the start of the next chapter in their lives. Please join us in congratulating the Alsfeld family!



AGESS Wealth Advisors is proud to announce that Leo and Lyssa Barros have welcomed a healthy baby boy!

Lucas Apollo Barros was born on August 14th, 2019, weighing 8 pounds 5 ounces. Mom and baby are doing great!

We are thrilled to have a new member of our team! Please join us in congratulating the Barros family!

Click the icons to follow us on social media

