Equity Crowdfunding: Transforming Customers into Loyal Owners

Jonathan Frutkin

Equity crowdfunding is going to change our view of capitalism. This book is about more than raising money for a company. It is a book about taking customers and turning them into much more than just patrons. Smart leaders will transform their customers into loyal owners who become evangelists for the business. By leveraging social networks to gain market share, crowdfunding is the largest marketing opportunity of all time.

About the Author

Jonathan Frutkin is the CEO of Cricca Funding, LLC, a consultancy that works with profitable locally owned businesses to take advantage of equity crowdfunding. As an entrepreneur who has led companies in diverse areas including software, digital marketing, food service and real estate, he understands the unique challenges facing business owners. He has most recently been the managing partner of The Frutkin Law Firm, a leading law firm in Phoenix, where he has been recognized by AZ Business Magazine as one of the top business attorneys in Arizona.

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