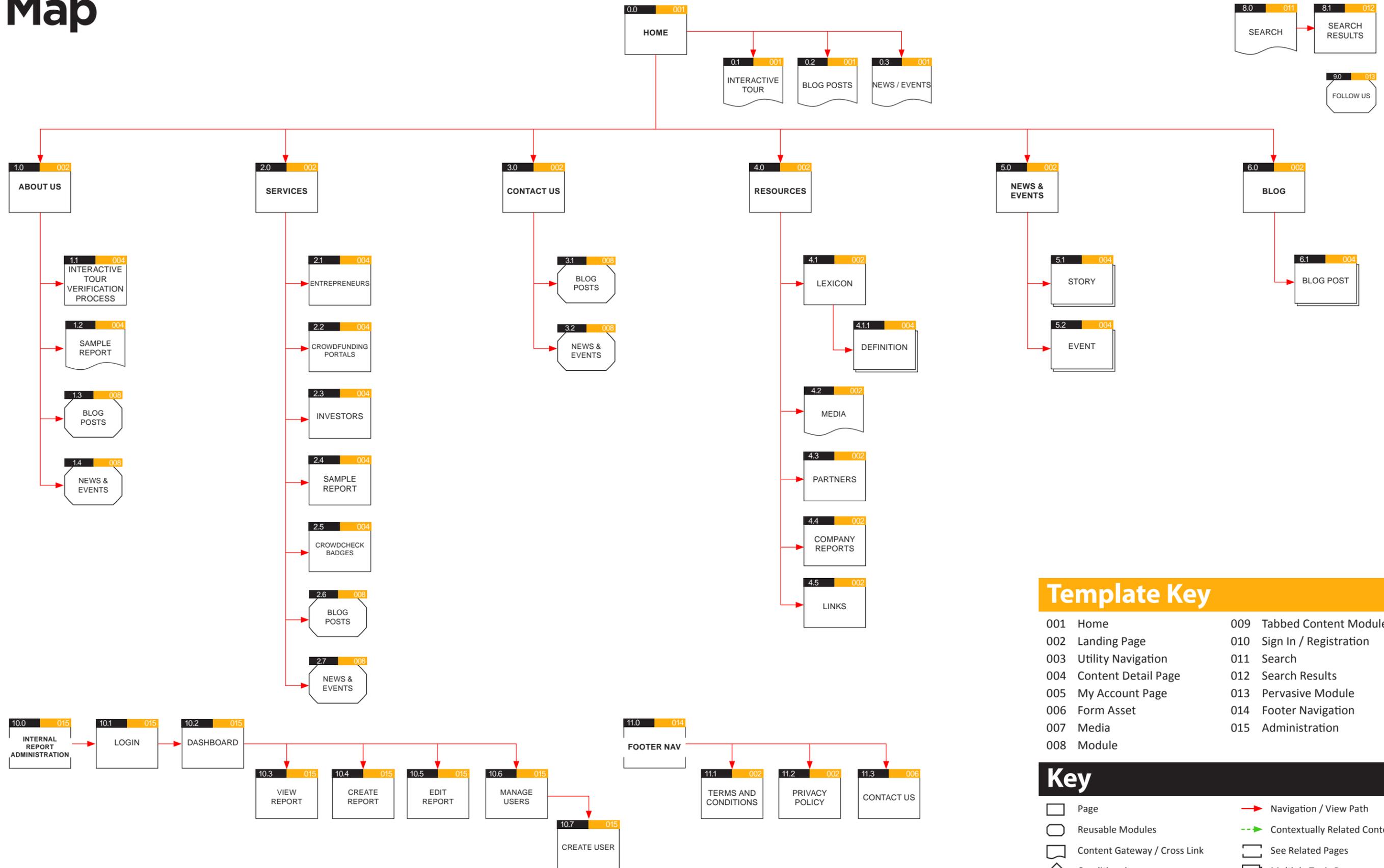


Persona Profiles

	Brandon. Networker, Maverick	Roland. Influencer, Champion	Maryann. Benefactor, Pundit
Profile	Entrepreneur Motivated, Innovator	Crowdfunding Portal Organized, Marketeer	Investor Interested, Impacted
Profile Narrative	<p>As a recent college graduate Brandon decided to take his social networking skills to the next level he was determined to create a social app, crowdfunding was the next logical step.</p> <p>Approaching the crowdfunding community came naturally for Brandon. Socially engaged, he'll often proactively consult with his social network and online community resources for help in his career, ambitions, and personal interests.</p> <p>Brandon has prioritized his project and looks to crowdfunding to help him finance his vision. As long as Brandon isn't weighed down in red tape, he feels better about his chances for receiving investor contribution by demonstrating his legitimacy on the crowdfunding site via Crowdcheck.</p>	<p>Roland took to creating a platform for Crowdfunding promptly after leaving an extensive and successful venture capitalist career.</p> <p>Each day Roland sees a half-dozen crowdfunding requests. In the brief time working within the crowdfunding business he has seen many success stories come true for entrepreneurs. Producing the stage for flourishing new ideas to come to life has been a motivator for him to find concepts for improving crowdfunding.</p> <p>Roland's objective is to provide leading edge online enhancements to his company site to engage investors. He values his entrepreneurial clients and wants to provide as frictionless experience as possible when offering any third party service. Badges seem enticing to Roland as everyone understands them.</p>	<p>Maryann became interested in crowdfunding after friends told her about all the micro-funding opportunities that are springing up online.</p> <p>She finds that perusing the crowdfunding sites is more engaging than typical online investing. Reading through projects that are near and dear to her is what drives her to consider contributing to the innovative ideas that people are dreaming up.</p> <p>Once Maryann lands on a project that interests her, she wants to dig deeper to see who the creative people are, to know more about their background, and to learn more about the company. As a new investor, she searches for information starting at the crowdfunding site to find some guidance when choosing.</p>
Goals	<ul style="list-style-type: none">• <i>To stay focused on producing his "project"</i>• <i>Wants an uncomplicated "crowdfunding" process</i>• <i>Needs timely updates and feedback</i>	<ul style="list-style-type: none">• <i>Attract new entrepreneur customers</i>• <i>To provide service options for their "clients"</i>• <i>Prefers painless B-to-B technical synchronization</i>	<ul style="list-style-type: none">• <i>Find inspiring, credible investments</i>• <i>Wants to see the in-depth project backstory</i>• <i>Needs resources to understand her investment</i>

Site Map



Template Key

- | | |
|-------------------------|----------------------------|
| 001 Home | 009 Tabbed Content Module |
| 002 Landing Page | 010 Sign In / Registration |
| 003 Utility Navigation | 011 Search |
| 004 Content Detail Page | 012 Search Results |
| 005 My Account Page | 013 Pervasive Module |
| 006 Form Asset | 014 Footer Navigation |
| 007 Media | 015 Administration |
| 008 Module | |

Key

- | | |
|------------------------------|------------------------------|
| Page | Navigation / View Path |
| Reusable Modules | Contextually Related Content |
| Content Gateway / Cross Link | See Related Pages |
| Conditional | Multiple Topic Pages |

Crowdcheck ~ crowdcheck.biz

Wireframes

“Home” Wireframes & Functional Specifications

September 6, 2012

Version 3.0



Table of Contents

Home page ~ Default View	3
Home page ~ Open Tour View - First Frame	4
Home page ~ Open Tour View - Second Frame	5
Home page ~ Open Tour View - Third Frame	6
Home page ~ Open Tour View - Forth Frame	7
Home page ~ Open Tour View - Fifth Frame	8

HOME PAGE ~ DEFAULT VIEW

1024 px

[What is Crowdcheck](#) [Services](#) [Contact Us](#) [Resources](#) [News & Events](#) [Blog](#)

1

Crowdcheck verifies companies seeking crowdfunding

2

Take the tour

3

Entrepreneurs:
Show you're a smart investment

[Secure one of four levels >](#)

4

Crowdfunding Portals:
Display the levels of checks

[See our services >](#)

5

Investors:
See how our checks can reduce fraud

[Learn More >](#)

6

[Latest Blog Posts](#)

[Recent News & Events](#)

[See all Blog Posts](#)



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672 px

PAGE SPECIFICATIONS

1. Home page primary value proposition

- Display Key Value Proposition
- Clicking "Take the tour" link:
 - Closes left panel by sliding it to the left out of view
 - Opens an AJAX overlay which covers entire area of 1 and 2
 - See next wireframe page

2. CTA Opens Tour within this window

3. Links to services for entrepreneurs page

4. Links to services for crowdfunding portals page

5. Links to services for investors page

6. Latest Blog Post

- Display blog post tabbed content upon page open by default
- Use AJAX smooth transition for display of content
- Initial state has grayed out left arrow (inactive state)
- Slide content one frame right with right arrow click
 - Holding down arrow would scroll content smoothly
- Slide content one frame left with left arrow click
 - Holding down arrow would scroll content smoothly
- Swiping content would cause frames to move left or right as well - snap to each frame with swipe action
- Clicking "See all Blog Posts" link opens Blog landing page

1024 px

What is Crowdcheck Services Contact Us Resources News & Events Blog Search

1 Crowdcheck offers four verification options

2 Option 1

3 The BasicCheck

4 **5** A BasicCheck's focus is on "Compliance"

6 The BasicCheck Badge 7

8 [Read more about the BasicCheck >](#)

9 Things we check

Name Legal Status Physical Address	Website	Founders Identities
Capital Structure	Background Checks	Ownership Terms of Securities Securities Price
Business Plan Financial Condition	Use of Proceeds	Progress to target

10 x

4 >

11

Entrepreneurs:
Show you're a smart investment

[Secure one of four levels >](#)

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Latest Blog Posts
Recent News & Events
See all Blog Posts

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[Read more](#)

1. **Home page Tour overlay**
 - Tour replaces the home page hero content
 - Tour / hero opened state
 - Tour frames auto-rotate with seven second intervals
 - Stop auto-rotate on fifth frame
 - Administrators can edit all text in the tour overlay within the CMS
2. **Option 1**
 - Display this graphically subtle suggestive copy: "Option 1"
 - Same size as the label above it without the same prominence
3. **Message ~ First Frame**
 - Title of this frame: "The BasicCheck"
 - The check number (#1) sits near this title
4. **Carousel Navigation Interaction**
 - Clicking left arrow scrolls frame to the right
 - Clicking right arrow scrolls frame to the left
5. **Secondary Message ~ First Frame**
 - A BasicCheck's focus is on "Compliance"
6. **BasicCheck Badge Title**
7. **BasicCheck Badge Graphic**
8. **CTA**
 - Clicking this link opens the BasicCheck content detail page
9. **Persistent Title**
 - "Things we check" appears on all four frames
10. **Close button**
 - Clicking the close button:
 - Causes the tour content overlay to fade / close
 - See "Fade" at <http://jqueryui.com/demos/effect/>
11. **Carousel frame indicator and navigation**
 - Clicking this control:
 - Causes auto-rotation to stop
 - Slides frames left or right based on current frame position
 - Highlights control with a visually active state

672 px

1024 px

What is Crowdcheck Services Contact Us Resources News & Events Blog Search

Option 2

The BlueCheck

A BlueCheck's focus is on "who, what, where"

Things we check

7 Includes the BasicCheck plus: Date Founded		List of officers, directors, key personnel	Previous Employment
Previous History, Background Checks	Paid Federal Taxes	Directors appointments, Tax ID and Bank Accounts, Leases, Inconsistencies/errors	
Educational Background, Auditors, Funds Trail, Contacts, Previous Capital Raising History		Employment Agreements, Litigation, Material Liabilities	Business Registration Details, Insurance

The BlueCheck Badge

[Read more about the BlueCheck >](#)

1. **Option 2**
 - Display this graphically subtle suggestive copy: "Option 2"
 - Same size and same prominence as the "Option 1"
2. **Message ~ Second Frame**
 - Title of this frame: "The BlueCheck"
3. **Secondary Message ~ Second Frame**
 - A BlueCheck's focus is on "who, what, where"
4. **BlueCheck Badge Description**
5. **BlueCheck Badge Graphic**
6. **CTA Read more...**
 - Clicking "Read more about the BlueCheck" opens landing page located at Services > Entrepreneurs
7. **Copy: "Includes the..."**
 - Display this copy visually distinctive from the other text copy (in boxes)

672 px

Entrepreneurs:
Show you're a smart investment

Crowdfunding Portals:
Display the levels of checks

Investors:
See how our checks can reduce fraud

[Secure one of four levels >](#)

[See our services >](#)

[Learn More >](#)

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1024 px

What is Crowdcheck Services Contact Us Resources News & Events Blog Search

Option 3

The YellowCheck
 A YellowCheck's focus is on "process"

Includes the BasicCheck and BlueCheck plus:		Customers, Suppliers, Vendors, Expenditures	Any Patents, Conflicting Patents
Liens	Patent Protection Required	IP Protection	
Need for Special Tools		Permits Needed	Primary Raw Materials

The YellowCheck Badge

[Read more about the YellowCheck >](#)

1. **Option 3**
 - Display this graphically subtle suggestive copy: "Option 3"
 - Same size and same prominence as the "Option 1" text
2. **Message ~ Third Frame**
 - Title of this frame: "The YellowCheck"
3. **Secondary Message ~ Third Frame**
 - A YellowCheck's focus is on "process"
4. **YellowCheck Badge Description**
5. **YellowCheck Badge Graphic**
6. **CTA Read more...**
 - Clicking "Read more about the YellowCheck" opens landing page located at Services > Entrepreneurs

672 px

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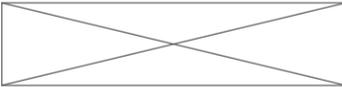
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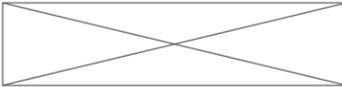
[See our services >](#)

[Learn More >](#)

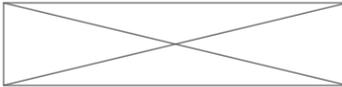
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1024 px

What is Crowdcheck Services Contact Us Resources News & Events Blog Search

Option 4

The PurpleCheck
 A PurpleCheck's focus is on "progression"

The PurpleCheck Badge

[Read more about the PurpleCheck >](#)

Things we check

<i>Includes the BasicCheck, BlueCheck, and YellowCheck plus:</i>		Are there customers	Formal Business Plan
Material Contracts	Crucial Primary Suppliers and Vendors	Employees: number, promotions, plans to add	
Employee Background Checks	Competition	Risk Factors	

1. **Option 4**
 - Display this graphically subtle suggestive copy: "Option 4"
 - Same size and same prominence as the "Option 1"
2. **Title ~ Forth Frame**
 - Title of this frame: "The PurpleCheck"
3. **Subtitle ~ Forth Frame**
 - A PurpleCheck's focus is on "progression"
4. **PurpleCheck Badge Description**
5. **PurpleCheck Badge Graphic**
6. **CTA Read more...**
 - Clicking "Read more about the PurpleCheck" opens landing page located at Services > Entrepreneurs

672 px

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Display the levels of checks

Investors:
See how our checks can reduce fraud

[Secure one of four levels >](#)

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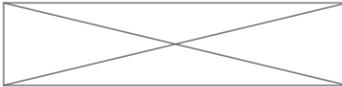
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1024 px

What is Crowdcheck Services Contact Us Resources News & Events Blog Search

1 The Results
 2 The CrowdCheck report
 3 A comprehensive look at the entrepreneur's business

4 The Report

- Is aut que laute solorpore it
- Atemolu ptatia debis volorem
- Ignis ditiusa debis istoritectus
- ratum que voluptur, tecabor
- sequiatquo ipsae natetur
- restiae amendi sunt omnienis

5 See a sample report >

1. Title ~ Fifth Frame
 - Title of this frame: "The Results"
2. Subtitle ~ Second Frame
 - "The CrowdCheck Report"
3. Description copy
4. Graphic of Report Sample
5. CTA
 - Clicking "See a sample report" opens landing page located at Services > Sample Report

672 px

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Crowdcheck ~ crowdcheck.com

Wireframes

“Services ~ Pages” Wireframes & Functional Specifications

October 3, 2012

Version 1.0



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CrowdCheck Badges BlueCheck ~ Content Detail Page	8
CrowdCheck Badges YellowCheck ~ Content Detail Page	9
CrowdCheck Badges PurpleCheck ~ Content Detail Page	10

1024 px

672 px

Home > Services

1 Services

2 CrowdCheck verifies business entrepreneurs in the crowdfunding space

Ensuring that investors can support their favorite crowdfunding projects and capture the potential that entrepreneurs are creating... Whether you're an entrepreneur, an investor, or a crowdfunding platform, in the ever changing online micro-investing landscape you need a reliable and dependable assessment which conveys the integrity of the entrepreneur's business. Crowdcheck has the expertise to confirm that entrepreneurs are meeting their legal requirements within the crowdfunding field.

3 Entrepreneurs

You want crowdfunding? We show people that you are who you say you are, you're doing what you say you're doing, you're running a real business.

See how >

Investment Platforms

Ensure that your portal displays exemplary investments where entrepreneurs have a better chance for success and investors feel confident about their funding.

Read more >

Investors

Want to find that ideal crowdfunding project? We've got your back. We help you get a grip on the fast-changing crowdfunding space with resources and our CrowdCheck badges.

Learn more >

4



See a sample CrowdCheck report >

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Home > Services > Entrepreneurs

1 **Entrepreneurs**

2 **How do you get people to feel comfortable investing in you?**

CrowdCheck gives entrepreneurs a quick, easy, and private appraisal of their business.

There are four levels of "due diligence" checks we offer entrepreneurs:

3

[BasicCheck](#) [BlueCheck](#) [YellowCheck](#) [PurpleCheck](#)

Here's how we'll show that you are what you claim to be, a legitimate business.

4 **Background**

- Perform background checks
- Provide full disclosure
- Present full transparency
- Confirm the company good standing

Planning

- Establish the business description and business plan
- Show business financial condition
- Help describe the terms of securities offered
- Assist with writing the disclosure of investor's securities

Organization

- Insure the correct financial statements are provided and audited
- Assuring that the CPA is legitimate
- Help write the use of proceeds description required by statute
- Compose a description of capital structure required by statute
- Assist in disclosure of ownership of the company

Understanding

- Provide easy to understand explanation of terminology
- Additional resources of securities definitions
- Create explanation describing minority shareholder
- Explain how the company's securities will be held

5 **Call us and let's get going**

6 **See our Sample Report**

A comprehensive look at the entrepreneur's business



[View the Report >>](#)

7 **Latest Blog Posts** **A Recent News & Events**



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2. Main Messaging
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3. Embedded Links
 - Clicking on these opens respective Badges Content Pages
4. Category Bulleted List
 - Unordered bulleted list
5. CTA
 - Clicking Call us... Opens the Contact Page
6. See our Sample Report
 - Graphic design
 - Call to Action: "View the Report" opens the Sample Report Page
7. Latest Blog Post & Recent News & Events
 - Display four blog posts within tabbed content upon page open by default
 - A. Recent News & Events

672 px

Home > Services > Investment Platforms

1 Investment Platforms

2 Want to take the risk out of CrowdFunding?

Platforms can now publicize the fact that their entrepreneurs have the integrity that verification brings.

CrowdCheck helps platforms comply with the SEC minimum statutory and regulatory requirements.

You'll want to go beyond the regulatory minimum and contract with us to take advantage of our four levels of checks:

- 3 [BasicCheck](#) [BlueCheck](#) [YellowCheck](#) [PurpleCheck](#)

Here's how we'll show the integrity of the entrepreneurs on your platform:

4 Background

- Perform background checks
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672 px

Home > Services > Investors

1 Investors

2 Early stage micro-investing can be very risky.

We're here to find out whether the entrepreneurs are doing what they say they are. We make sure that the company exists, that the managers are who they say they are, and that they are operating their business legitimately.

Here are the four levels of "due diligence" checks we offer investors:

- 3 BasicCheck
- BlueCheck
- YellowCheck
- PurpleCheck

Here's how we check entrepreneurs, so you have the confidence to make an informed decision:

4 Background

- Perform background checks
- Provide full disclosure
- Present full transparency
- Confirm the company good standing

Planning

- Establish the business description and business plan
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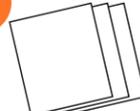
Home > Services > CrowdCheck Badges

1 CrowdCheck Badges

2 BasicCheck	BlueCheck	YellowCheck	PurpleCheck
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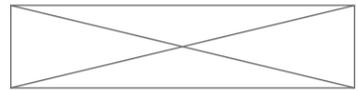
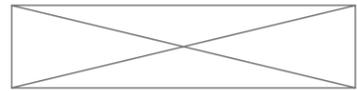
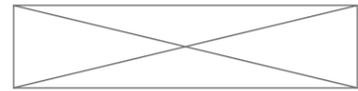
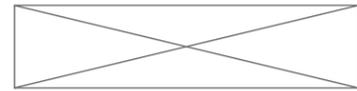
3 What we check

- | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>4</p> <ul style="list-style-type: none"> • Amount sought • Auditor identity • Background checks: Control Persons • Background checks: securities regulatory • Business description • Business plan • Capital structure • Corporate form: which corporate form are you using • Deadline for reaching target • Description of financial condition • Financial statements • How and where will investments be recorded • How securities can be limited, diluted, modified | <ul style="list-style-type: none"> • Identities of founders and Control Persons • Legal status • Name • Ownership • Physical address • Price of securities, or method for determining price • Relationship with CrowdCheck • Terms of securities • Updates regarding progress in meeting target • Use of proceeds • Website address • Website determination • What it means to be a minority shareholder |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

5  See a sample CrowdCheck report >

672 px

6

Latest Blog Posts		Recent News & Events		See all Blog Posts
				
<p>Putting the fun in Crowdfunding [We asked our brand-new assistant Andrew, who graduated a few days ago from theElliot School at George Washington...</p>	<p>Three things the SEC would like you to know right now As we all know, the SEC is in the process of putting together its crowdfunding rules. Various...</p>	<p>Good Article in FOX News about Crowdfunding Kate Rogers at Fox Business has a good article on what small businesses should be doing in...</p>	<p>The 5 Ws of Due Diligence WHAT is Due Diligence? Due diligence is the legal term for kicking the tires before you make an investment. We do ...</p>	

1. Page Title
2. Tabs
 - Hyperlinks open respective tab (BlueCheck link opens BlueCheck tab)
3. Tab subtitle
4. List of BasicCheck
 - Unordered list sorted alphabetically
5. See our Sample Report
 - Graphic design
 - Call to Action: "View the Report" opens the Sample Report Page
6. Latest Blog Post & Recent News & Events
 - Display four blog posts within tabbed content upon page open by default

1024 px

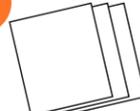
Home > Services > CrowdCheck Badges

1 CrowdCheck Badges

- 2 **BasicCheck**
- BlueCheck**
- YellowCheck**
- PurpleCheck**

3 **What we check** Includes everything in the BasicCheck

- 4
- Auditor independence
 - Background checks: beyond Control Persons
 - Bank account
 - Building lease
 - Burn rate
 - Contact Person
 - Date founded
 - Educational background
 - Employee Identification Number
 - Escrow
 - Existing employment or non-compete agreements
 - Federal and state taxes paid
 - Insurance
- List of officers, directors, key personnel
 - Litigation
 - OFAC check
 - Previous capital-raising history
 - Previous employment
 - Previous history: Control Persons
 - Properly appointed directors
 - Registered to do business in the state, county or municipality
 - Related party transactions
 - Review promotional video
 - State and city Tax ID

5  See a sample CrowdCheck report >

672 px

1. Page Title
2. Tabs
 - Hyperlinks open respective tab (BlueCheck link opens BlueCheck tab)
3. Tab subtitle
4. List of BasicCheck
 - Unordered list sorted alphabetically
5. See our Sample Report
 - Graphic design
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6. Latest Blog Post & Recent News & Events
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6 Latest Blog Posts Recent News & Events See all Blog Posts

<



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The 5 Ws of Due Diligence
WHAT is Due Diligence? Due diligence is the legal term for kicking the tires before you make an investment. We do ...

>

1024 px

Home > Services > CrowdCheck Badges

1 CrowdCheck Badges

2

BasicCheck	BlueCheck	YellowCheck	PurpleCheck
-------------------	------------------	--------------------	--------------------

3 **What we check** Includes everything in the BasicCheck and BlueCheck

- 4
- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • Customers • Intellectual Property protection and audit • Liens • Necessary permits and licenses • Patents: conflicted | <ul style="list-style-type: none"> • Patents: existing • Patents: needed • Primary raw materials • Primary suppliers/vendors • Special tools |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

5  See a sample CrowdCheck report >

672 px

1. Page Title
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6 **Latest Blog Posts** **Recent News & Events** [See all Blog Posts](#)

	 <p>Putting the fun in Crowdfunding [We asked our brand-new assistant Andrew, who graduated a few days ago from theElliot School at George Washington...</p>	 <p>Three things the SEC would like you to know right now As we all know, the SEC is in the process of putting together its crowdfunding rules. Various...</p>	 <p>Good Article in FOX News about Crowdfunding Kate Rogers at Fox Business has a good article on what small businesses should be doing in...</p>	 <p>The 5 Ws of Due Diligence WHAT is Due Diligence? Due diligence is the legal term for kicking the tires before you make an investment. We do ...</p>	
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1024 px

Home > Services > CrowdCheck Badges

1 CrowdCheck Badges

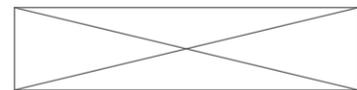
2

BasicCheck	BlueCheck	YellowCheck	PurpleCheck
<p>3 What we check Includes everything in the BasicCheck, BlueCheck, and YellowCheck</p> <p>4</p> <ul style="list-style-type: none"> • Competition and trends • Debtors • Employee: background checks • Employees: existing, experience, additions • Entrepreneur's investment • Existing customers • Formal business plan <ul style="list-style-type: none"> • Investors • Marketing materials • Material contracts • Premises • Property, plant and equipment • Risk factors • Shareholders <p>5  See a sample CrowdCheck report ></p>			

1. Page Title
2. Tabs
 - Hyperlinks open respective tab (BlueCheck link opens BlueCheck tab)
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672 px

6

Latest Blog Posts	Recent News & Events	See all Blog Posts	
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Crowdcheck ~ crowdcheck.com

Wireframes

"Events" Wireframes & Functional Specifications

November 13, 2012

Version 1.0



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EVENTS LANDING PAGE

1024 px

[What is Crowdcheck](#)

[Services](#)

[Contact Us](#)

[News & Events](#)

[Blog](#)

[Home](#) > [News & Events](#) > [Events](#)

1 **Events** ^B [View Past Events](#)

2 **Government-Business Forum on Small Business Capital Formation**

3 Tuesday, November 15, 2012 at 9:00am

SEC Headquarters in Washington, DC

4 On November 15th the SEC will be hosting a forum on small business capital formation, including a breakout session on crowdfunding with our own Sara Hanks on the panel. Details are here and the deadline to register to attend is November 12th.

Hope to see you there...

5 [Read more >>](#)

6 [Like](#) 12 [Tweet](#) 16

CrowdFunding Bootcamp

Tuesday, December 9, 2012 at 5:00pm - Thursday, December 11, 2012 at 12:00pm (PDT)

Ravella Resort & Spa At Lake Las Vegas in Henderson, NV

Does your business need capital?

The laws have changed in your favor—will you be ready?

At the Crowdfunding Bootcamp we will give you a roadmap to raising capital using crowdfund investing, so you can leave with a plan in hand and the connections to make it happen...

[Read more >>](#)

[Like](#) 21 [Tweet](#) 11

First National Crowdfunding Conference

Thursday, December 14, 2012 at 12:00pm

Hotel George in Washington, DC

CrowdCheck will be hosting DC's first national crowdfunding conference where experts from different industries, representatives from Capitol Hill, think tanks, and a slew of startups will be coming together to discuss the role crowdfunding will play in the future. The conference will broach topics such as how small businesses (not just startups) can use crowdfunding to help grow their organizations, as well as how to avoid fraud in the emerging funding markets.

For those of you unfamiliar with CrowdCheck, they are a company created by lawyers and finance experts with backgrounds in startups that help entrepreneurs with gaining access to capital, as well as guidance on navigating through the legal minefield of agreements, contracts, and financing. Sara Hanks, securities attorney and co-founder of CrowdCheck, weighed in on this exciting new conference and what it holds for the future of using crowdfunding to finance businesses, saying that...

[Read more >>](#)

7

8

November 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

9

Featured Events

Government-Business Forum on Small Business

Sep 21, 2012

SEC Headquarters in Washington, DC

CrowdFunding Bootcamp

Sep 9-11, 2012

Ravella Resort & Spa At Lake Las Vegas in Henderson, NV

First National Crowdfunding Conference

Dec 14, 2012

Hotel George in Washington, DC

First National Crowdfunding Conference

Dec 14, 2012

Hotel George in Washington, DC

PAGE SPECIFICATIONS

Display events in ascending order with closest event (to the current date) appearing at the top of list

1. Page Title

- 1B Clicking "View Past Events" link shows:
 - Landing page of past events sorted by most recent first
 - "View Current Events" replaces "View Past Events"

2. Event Headline Title - Link

- Clicking the title opens blog post content detail page

3. Date and Location of Event

- Display the date formatted as shown
- Display the location as "Venue Name in City, State"

4. Event Details

- Display two paragraphs (max 700 characters) of body copy
- Place ellipsis "..." after the last paragraph of text copy

5. Read more

- Clicking the read more link opens blog post content detail page

6. Social Media

- Display Facebook and Twitter with counters for Like and Tweet
- Clicking either would use respective API to "Like" or "Tweet"
 - Facebook Like - one click
 - Twitter Tweet - use may add text to message - Include Blog Title and shortened URL link

7. Search Events

- Searches only events

8. Calendar

- Today's date highlighted
- Right/left arrows change month
- Days with events are bold and clickable
- Clicking a date populates the left rail with all events for that date

9. Featured Events

- Display four blog posts
 - based on flag in CMS
- Display the title as a link
- Clicking the title opens the event content detail page
- Display date
- Display location

672 px

[What is Crowdcheck](#)[Services](#)[Contact Us](#)[News & Events](#)[Blog](#)[Home](#) > [News & Events](#) > [First National Crowdfunding Conference](#)**Events** [View Past Events](#)

First National Crowdfunding Conference

Thursday, December 14, 2012 - 12:00

Hotel George
15 E Street Northwest
Washington, DC 20001
(202) 347-4200

CrowdCheck will be hosting DC's first national crowdfunding conference where experts from different industries, representatives from Capitol Hill, think tanks, and a slew of startups will be coming together to discuss the role crowdfunding will play in the future. The conference will broach topics such as how small businesses (not just startups) can use crowdfunding to help grow their organizations, as well as how to avoid fraud in the emerging funding markets.

For those of you unfamiliar with CrowdCheck, they are a company created by lawyers and finance experts with backgrounds in startups that help entrepreneurs with gaining access to capital, as well as guidance on navigating through the legal minefield of agreements, contracts, and financing. Sara Hanks, securities attorney and co-founder of CrowdCheck, weighed in on this exciting new conference and what it holds for the future of using crowdfunding to finance businesses, saying that:

"Conventional wisdom says that crowdfunding is exciting because it will allow regular people to invest in high tech startups and find the next Facebook. But business people with brick and mortar stores and mid-size manufacturers can make crowdfunding work for them too. We have a tremendous opportunity to make access to capital and investing opportunities more democratic."

According to PR Newswire, the conference will include a variety of amazing speakers and star-studded panels including: Sean Greene, Associate Administrator for Investment and Special Advisor for Innovation at the US Small Business Administration; Brian Appel, Legislative Aide to Senator Michael Bennet; Lauren Oppenheimer, Senior Policy Advisor, Capital Markets Initiative at Third Way; Sterling Raphael, President of Avectra Labs; Maurice Lopes, President of EarlyShares.com; and, David Marlett, Executive Director of the National Crowdfunding Association.

The conference will be held on Monday, May 14 at the Hotel George on 15 E Street, NW and will also be livestreamed for those that cannot attend the event.

This is an exciting first step in a new frontier for gaining capital and access to financing for entrepreneurs across the country. If you've ever been involved in small business or growing your own company, I definitely suggest attending this conference.

[Like 21](#) [Tweet 11](#)

7

8

November 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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 - Facebook Like - one click
 - Twitter Tweet - use may add text to message - Include Blog Title and shortened URL link

6. Map

- Map pinpointing location
- Link to get directions

7. Search Events

- Searches only events

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CrowdCheck ~ crowdcheck.com

Wireframes

“Resources ~ Pages” Wireframes & Functional Specifications

November 2, 2012

Version 1.0



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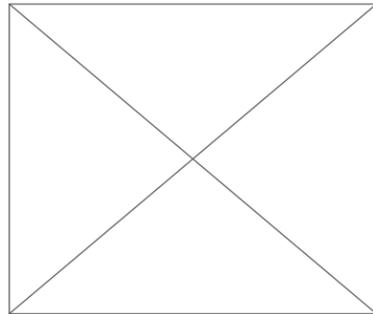
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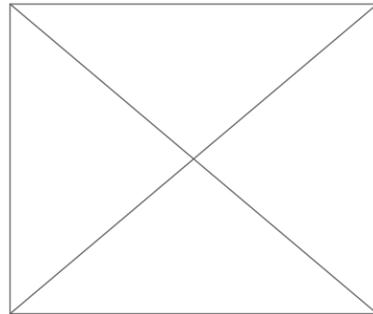
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1 Resources



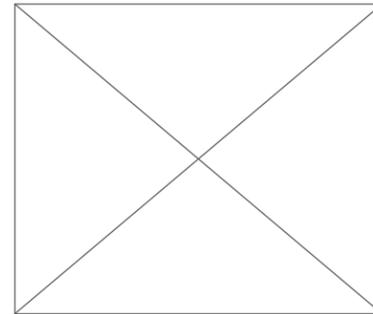
Education

Articles, Lexicon, and more



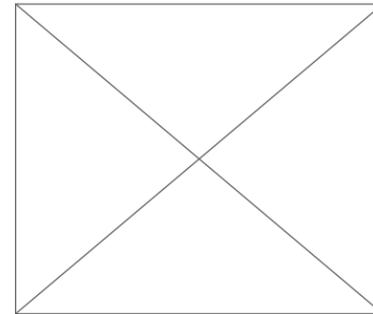
Media

Videos, Podcasts, and more



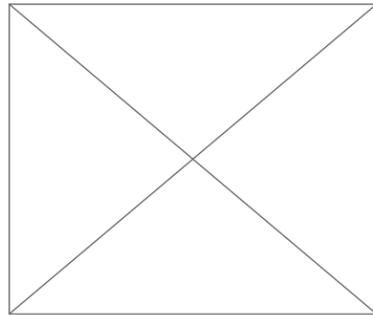
Partners

Our Investment Platforms



Links

External Resources



Featured Companies

LOGO Featured Company A

LOGO Featured Company B

LOGO Featured Company C

LOGO Featured Company D

Companies

Companies we've checked

Latest Blog Posts

Recent News & Events

See all Blog Posts



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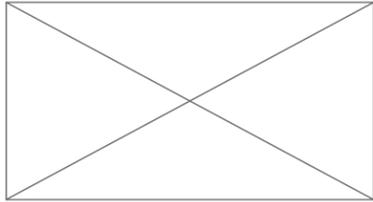
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Search

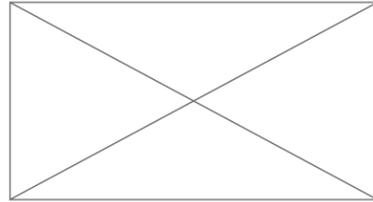
Home > [Resources](#) > Education

1 Education



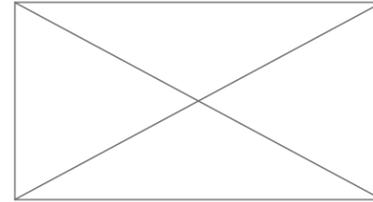
Lexicon

Definition of terms



Articles

Informative guides



White Papers

Authoritative reports

672 px

Latest Blog Posts

Recent News & Events

[See all Blog Posts](#)



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1 **Lexicon**

4

5 **Results (6) Page 1 of 11**

2 **Alphabetical**

[A - D](#)
[E - H](#)
[I - M](#)
[N - Q](#)
[R - U](#)
[V - Z](#)

3 **Category**

[Administrative Law](#)
[Civil Law](#)
[Constitutional Law](#)
[Consumer Law](#)
[Contracts](#)
[Court Records](#)
[Decision Making](#)
[Ethics](#)
[Evidence](#)
[Right to Counsel](#)

[View All](#)

6 ▶ Accredited	This is the definition of the word.
A ▼ Angel Investor	Anyone who invests his or her own money in a <u>startup</u> at the very early stage of a company's life. That means if you invest in a <u>startup</u> , you are acting as an "angel" by providing financial backing to the entrepreneurial venture. Angels do not have to be millionaires, but they do need to be financially sound enough to withstand losing their investment.
▶ Bonds	This is the definition of the word. Can be short, can be long more of...
▶ Caps	This is the definition of the word. Can be short, can be long more of...
▶ CrowdFund Act	This is the definition of the word. Can be short, can be long more of...
▶ Debt	This is the definition of the word. Can be short, can be long more of...
▶ Dilution	This is the definition of the word. Can be short, can be long more of...
▶ Dynasty	This is the definition of the word. Can be short, can be long more of...
▶ Duality	This is the definition of the word. Can be short, can be long more of...
▶ Dynasty	This is the definition of the word. Can be short, can be long more of...
▶ Duality	This is the definition of the word. Can be short, can be long more of...
▶ Dynasty	This is the definition of the word. Can be short, can be long more of...

7 **Startup:** An early-stage, high-potential, high risk, growth company. Many of the companies seeking crowdfunding are startups. They typically consist of a founder and an idea, and are usually associated with... [Show More >>](#)

8 << < 1 2 3 4 5 ... 11 > >>

672 px

Arriving on this page by default displays all terms collapsed

- Page Title**
- Alphabet Filter**
 - Ordered bulleted list (alphabetical)
 - Alphabet letters are grouped for selection
 - Clicking on ABCD will show terms starting with A/B/C/D
 - Highlight when selected
 - View All:
 - Distinguished by white space and different style
 - Clicking this turns off previously selected filter and shows all terms
- Category Filter**
 - Ordered bulleted list (alphabetical)
 - This is simple filtering:
 - A user can select only one category at a time
 - Clicking another category will show only that category and deactivate a previously selected category
 - View All:
 - Distinguished by white space and different style
 - Clicking this turns off previously selected filter and shows all terms
- Lexicon Search**
 - Search field for terms in Lexicon only
 - Searching using this form will display on results page (see p. 5)
 - Validation:
 - Submit of empty field results in no change (stay on same page, no change to currently displayed list)
- Results Header**
 - Format: Results (number of results) Page X of Y
- Results List of Terms and Definitions**
 - Default is collapsed
 - Expand upon click
 - Underlined (dotted) terms are hyperlinked to results page (see p. 5)
 - A. Example of Expanded Definition**
 - Clicking anywhere on the arrow icon, term, or truncated definition will expand the definition and remove ellipsis
- Data Tip**
 - Upon click of an underlined (dotted) term, show data tip
 - Truncated with ellipses at 30 words
 - Clicking "Show More" opens results page (see p. 5)
- Pagination**

LEXICON DEFINITION ~ LANDING PAGE

1024 px

PAGE SPECIFICATIONS

Landing Page for clicking on a glossary term

1. Page Title
2. Filters
 - Hide Alphabet and Category Filters on this results page
3. Lexicon Search
 - Search field for terms in Lexicon only
 - Searching using this form will display on results page (see p. 5)
 - Validation:
 - Submit of empty field results in no change (stay on same page, no change to currently displayed list)
 - For search results with no match:
 - Display: No results found containing "search term"
4. Results Header
 - Format: Results (number of results) Page X of Y
5. Results List of Terms and Definitions
 - Default is collapsed
 - Expand upon click
 - Underlined (dotted) terms are hyperlinked to results page (see p. 5)

672 px

Home > Resources > Education > Lexicon > Definition

[About Us](#) [Services](#) [Contact Us](#) [Resources](#) [News & Events](#) [Blog](#)

1 Lexicon

3 Search Lexicon

4 Definition

5 ▼ Startup

An early-stage, high-potential, high risk, growth company. Many of the companies seeking crowdfunding are startups. They typically consist of a founder and an idea, and are usually associated with new technology. They can become incredibly successful, like Google, Apple or Facebook, or go bust, like many companies in the dot com era. A company grows from being a startup as it passes certain milestones, such as becoming profitable, being purchased through a merger or acquisition, or becoming publicly traded in an IPO.

LEXICON SEARCH RESULTS ~ LANDING PAGE

1024 px

PAGE SPECIFICATIONS

Arriving on this page displays results of a search

1. Page Title
2. Filters
 - Hide Alphabet and Category Filters on this results page
3. Lexicon Search
 - Search field for terms in Lexicon only
 - Searching using this form will display on results page (see p. 5)
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 - Expand upon click
 - Underlined (dotted) terms are hyperlinked to results page (see p. 5)
6. Pagination
 - Show only if necessary

672 px

About Us Services Contact Us Resources News & Events Blog Search

Home > Resources > Education > Lexicon > Results

1 Lexicon

3 Search

4 Results for Capital (2) Page 1 of 1

5

- ▼ Seed Capital Funds invested in a company at the very early stages of its life so that the business has enough funds to sustain itself until it is either able to continue funding itself, or has developed something of value so that it can obtain further rounds of funding through venture capital. Typically business founders provide their own seed capital, using savings, credit cards or funds borrowed from family and friends. Seed capital may also come from crowdfunding or angel investors. Investors make their decision whether to provide seed capital by considering the value of the idea, and the capabilities of the founder in launching the idea.
- ▼ Venture Capital Financial capital provided to startup companies. The typical venture capital investment occurs after the initial seed funding, angel investment or crowdfunding round, when the company has demonstrated that the idea is feasible (sometimes called a "proof of concept"). Venture capitalists usually get a large portion of the company's ownership and significant control over company decisions.

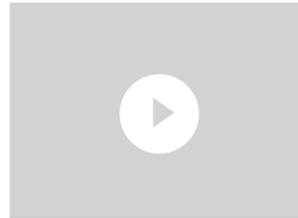
6 << < 1 2 3 4 5 ... 11 > >>

1024 px

[Home](#) > [Resources](#) > [Media](#)

1 **Media**

2



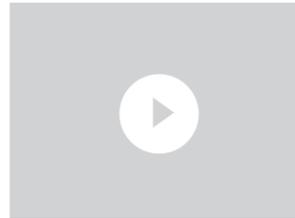
May 14 Conference - Keynote Address

Sean Greene, US Small Business Administration

Tuesday, 03 July 2012 12:19

[Crowdfunding](#), [Signposts](#).

[Like 21](#) [Tweet 11](#)



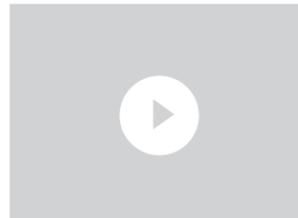
May 14 Conference - Panel 1

Leveraging the wisdom of the crowd to avoid fraud

Tuesday, 03 July 2012 12:19

[Crowdfunding](#), [Signposts](#).

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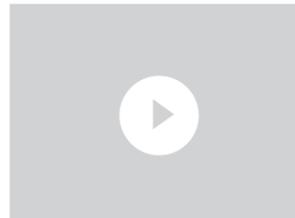
May 14 Conference - Keynote Address

Sean Greene, US Small Business Administration

Tuesday, 03 July 2012 12:19

[Crowdfunding](#), [Signposts](#).

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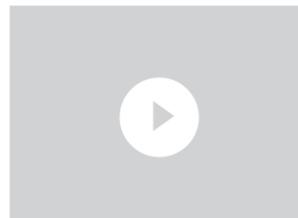
May 14 Conference - Panel 1

Leveraging the wisdom of the crowd to avoid fraud

Tuesday, 03 July 2012 12:19

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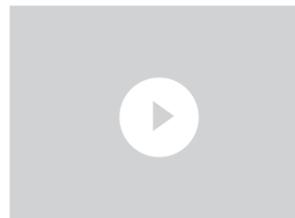
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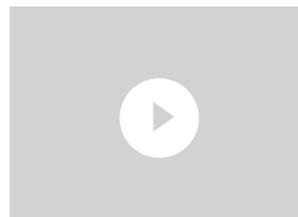
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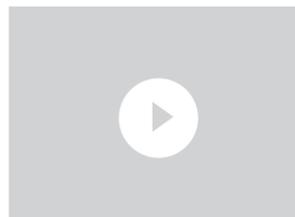
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May 14 Conference - Panel 1

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672 px

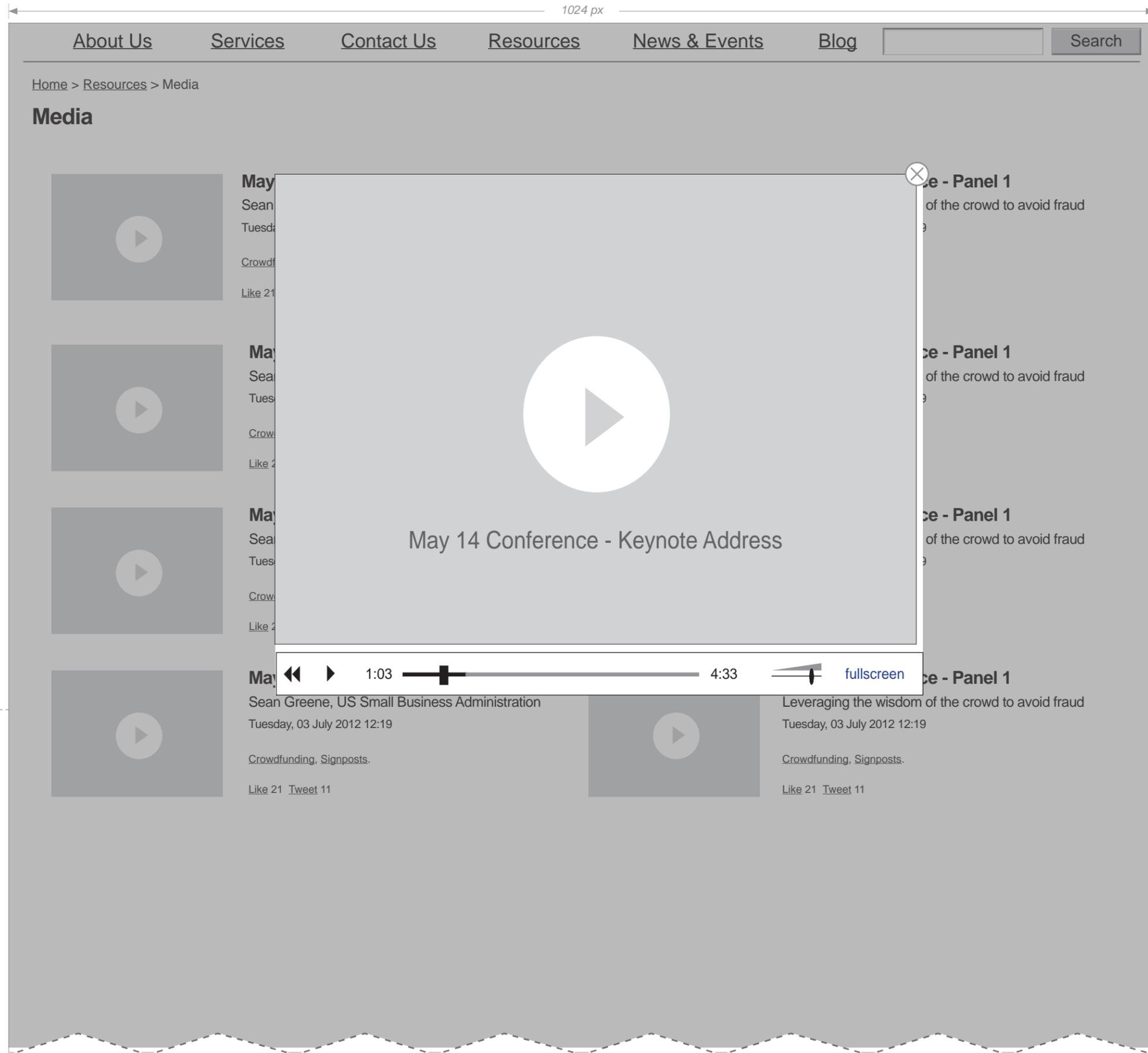
1. Page Title

2. Media Thumbnails

- Thumbnail with metadata
- Sorted by date by default
- Clicking on thumbnail launches modal with overlay
- Metadata format:
 - Title
 - Subtitle
 - Date
 - Tags
 - Social Media (Facebook, Twitter)

MEDIA ~ VIDEO PLAYER MODAL

PAGE SPECIFICATIONS



1024 px

672 px

Video Player

- YouTube video API
- Modal on top overlay
- Close modal
 - Clicking on close icon (x)
 - Clicking off modal (on overlay)
 - Pressing ESC key

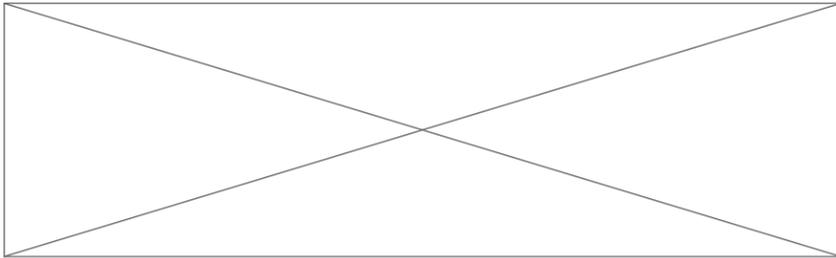
1024 px

Home > Resources > Partners

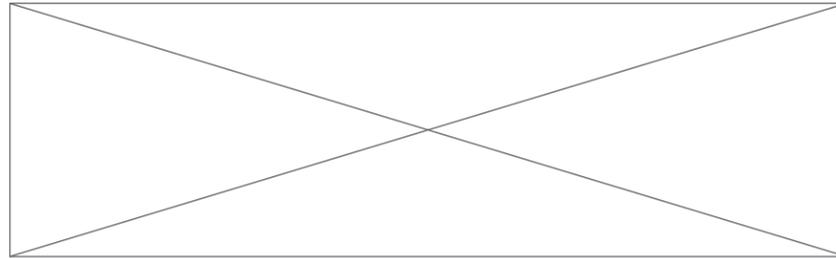
1 Partners

Here are organizations that CrowdCheck has partnered with.

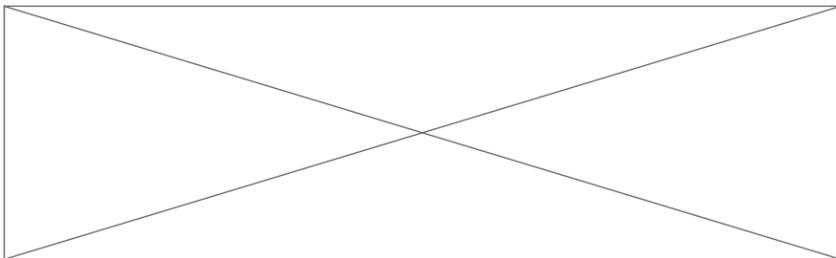
2



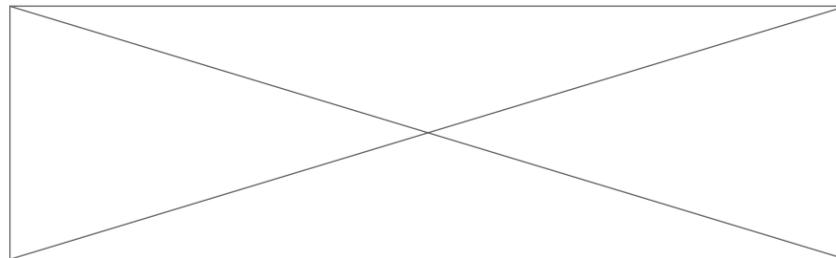
RoC's mission is to provide an online medium by which high impact start-ups and bright entrepreneurs will be able to pool capital through crowdsourcing. RoC's focus is on making the capital raising process easier for startups and making investing for equity through crowdfunding easy to understand for both startups and potential investors.



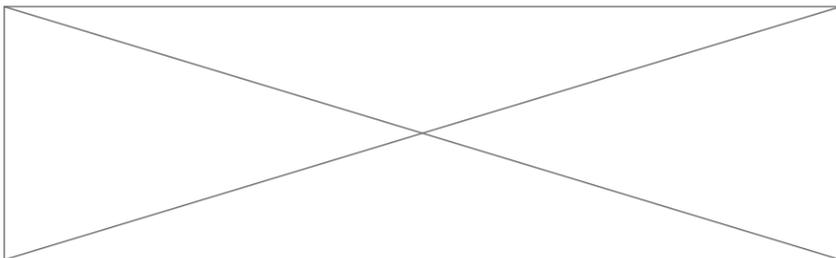
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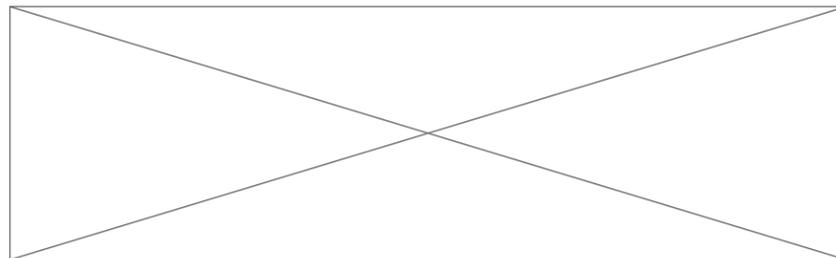
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672 px

- 1. Page Title
- 2. Partners

- List of partners in 2 column, multiple row layout
- Consists of Logo and paragraph of text

1024 px

Home > Resources > Links

1 Links

Here are some external resources you may find helpful.

2 Early Shares

www.earlyshares.com

EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

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3

Latest Blog Posts Recent News & Events



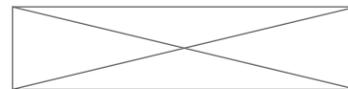
Putting the fun in Crowdfunding

[We asked our brand-new assistant Andrew, who graduated a few days ago from the Elliot School at George Washington...



Three things the SEC would like you to know right now

As we all know, the SEC is in the process of putting together its crowdfunding rules. Various...



Good Article in FOX News about Crowdfunding

Kate Rogers at Fox Business has a good article on what small businesses should be doing in...

672 px

- 1. Page Title
- 2. Links
 - Ordered List by alphabet
 - Contains:
 - Title
 - URL
 - Description
- 3. Blog & News/Events
 - Right rail
 - Tabbed

1024 px

Home > Resources > Companies

1 Companies

2

Company A

Compliance Check

EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

Company B

Foundation Check

EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

Company C

Growth Check

EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

Company D

Verified Check

EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

Company E

Compliance Check

EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

Company F

Foundation Check

EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

Company G

Verified Check

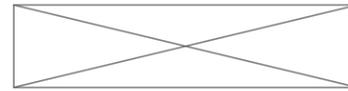
EarlyShares.com is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act

3

Search Companies Search

4

Featured Company



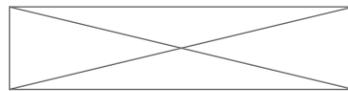
Featured Company A

[We asked our brand-new assistant Andrew, who graduated a few days ago from the Elliot School at George Washington...



Featured Company B

As we all know, the SEC is in the process of putting together its crowdfunding rules. Various...



Featured Company C

Kate Rogers at Fox Business has a good article on what small businesses should be doing in...

672 px

1. Page Title

2. Links

- Ordered List by alphabet
- Contains:
 - Title (link to report)
 - Check type
 - Short description

3. Search Companies

- Search field for Companies only
- Validation:
 - Submit of empty field results in no change (stay on same page, no change to currently displayed list)
 - For search results with no match:
 - Display: No results found containing "search term"

4. Featured Company

- Right rail

1024 px

Home > Resources > Companies > Company A

1 Company A

2 Compliance Check
crowdfundportal.com profile
Number of Asks: 4

Company A is a crowdfunding platform whose mission is to fund early-stage and entrepreneurial companies under the recently passed JOBS Act. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

3 Search Companies Search

4 **Featured Company**



Featured Company A
[We asked our brand-new assistant Andrew, who graduated a few days ago from the Elliot School at George Washington...



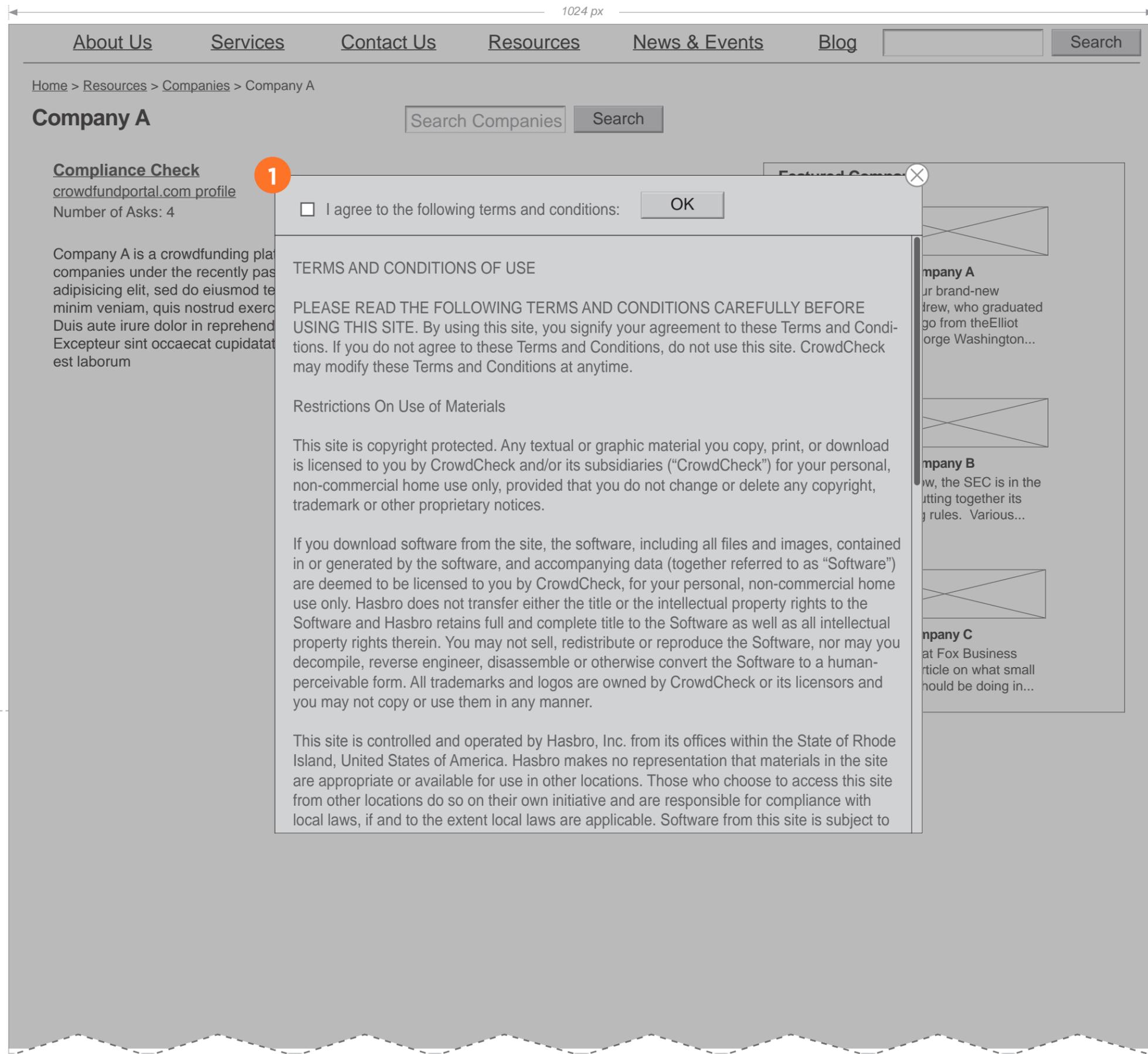
Featured Company B
As we all know, the SEC is in the process of putting together its crowdfunding rules. Various...



Featured Company C
Kate Rogers at Fox Business has a good article on what small businesses should be doing in...

- 1. Page Title
- 2. Company Info
 - List Check(s) and link to respective report
 - Must accept Terms & Conditions to view report (p. 13)
 - crowdfundportal.com profile link
 - Number of "Asks"
 - Long Description
- 3. Search Companies
 - Search field for Companies only
 - Validation:
 - Submit of empty field results in no change (stay on same page, no change to currently displayed list)
 - For search results with no match:
 - Display: No results found containing "search term"
- 4. Featured Company
 - Right rail

672 px



- Terms & Conditions**
 - Must select checkbox and click OK to view reports
 - Text is scrollable
 - Modal on top overlay
 - Close modal
 - Clicking on close icon (x)
 - Clicking off modal (on overlay)
 - Pressing ESC key

Crowdcheck ~ crowdcheck.biz

Wireframes

“Blog” Wireframes & Functional Specifications

September 5, 2012

Version 1.0



Table of Contents

CrowdCheck Blog Landing Page

3

1024 px

1 Crowdcheck Blog
2 Come Discover, Learn, and Evaluate Crowdfunding Integrity

3 Entrepreneurs Find Crowdfunding in Unexpected Places
4 September 24, 2012 by [Sara Hanks](#)

5 It seems like securing new funding is niaerum sequid modis niae. Idus sequi odit aut quatibus doluptiissi odit perior moloreriam, nonsequis est, ut quo et occus. Eperitiatium, omnimet lab ius, tesene latioris rem rate re pos ipidebit voluptat ulparup taspeli taecaborum simaxim invent qui bernatur, quasini taquam reptate poria nat voluptaes.

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- 6** [Read more >](#)
- 7** This entry is filed under [Crowdfunding](#), [Signposts](#).
- 8** [Like 21](#) [Tweet 11](#)

Considering the Micro Investing Dilemma
 September 7, 2012 by [Brian Knight](#)

It seems like securing new funding is niaerum sequid modis niae. Idus sequi odit aut quatibus doluptiissi odit perior moloreriam, nonsequis est, ut quo et occus. Eperitiatium, omnimet lab ius, tesene latioris rem rate re pos ipidebit voluptat ulparup taspeli taecaborum simaxim invent qui bernatur, quasini taquam reptate poria nat voluptaes.

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- [Read more >](#)
- This entry is filed under [Crowdfunding](#), [Micro Investing](#).
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- 9 Popular**
- Good Article in FOX News about Crowdfunding**
[Sara Hanks](#) Sep 21, 2012
[Crowdfunding](#), [SEC](#)
- The 5 Ws of Due Diligence**
[Brian Knight](#) Sep 2, 2012
[Due Diligence](#), [Crowdfunding](#)
- Three things the SEC would like you to know right now**
[Brian Knight](#) Aug 20, 2012
[SEC](#), [Crowdfunding](#)
- Good Article in FOX News about Crowdfunding**
[Sara Hanks](#) Sep 21, 2012
[Crowdfunding](#), [SEC](#)

- 10 Schedule of Events**
- Crowdfunding Conference in Chicago**
 Oct 23, 2012 at The Jones Conference Center
- Management Best Practices in San Francisco**
 Nov 2, 2012 at Mosconi Center
- Investing Options with Rene Tarlow in Boston**
 Nov 20, 2012 at Columbia Auditorium
- Sources of Crowdfunding in Washington DC**
 Nov 23, 2012 at Art Center

- Page Title**
- Messaging**
- Blog Headline Title - Link**
 - Clicking the title opens blog post content detail page
- Date of blog post and Author**
 - Display the date formatted as shown
 - Display the author name
 - Clicking the author name link opens the About page - scrolls to position the selected author biography positioned at top of page
- Body copy**
 - Display two paragraphs (max 700 characters) of body copy
 - Place ellipsis "...” after the last paragraph of text copy
- Read more**
 - Clicking the read more link opens blog post content detail page
- Tags**
 - Display blog post tags as links
 - Clicking links would open a blog landing page like this one and display only blog post(s) labelled with the selected tag
- Social Media**
 - Display Facebook and Twitter with counters for Like and Tweet
 - Clicking either would use respective API to "Like" or "Tweet"
 - Facebook Like - one click
 - Twitter Tweet - use may add text to message - Include Blog Title and shortened URL link
- Popular**
 - Display four blog posts
 - based on click count or highest page views
 - Display posts in descending order with most popular post appearing at the top of list
 - Display the title as a link
 - Clicking the title opens the blog post content detail page
 - Display the author's name
 - Display the date formatted as shown
 - Display the tags for the blog
- Schedule of Events**
 - Display events in ascending order with closest dated event (to the current date) appearing at the top of list
 - Display the title as a link
 - Clicking the title opens the event content detail page
 - Display the date formatted as shown
 - Display the event venue name following the text "at"

672 px