



Direct Public Offerings

10 reasons to use a DPO to raise funding, and be part of the growing movement to move our money from Wall Street to Main Street!

1. **YOU NEED THE MONEY AND YOU CAN'T GET IT FROM A BANK OR PRIVATE FUNDERS.** Loans have dried up. Angels and VC's are only interested in high-growth/fast-exit deals.
2. **YOU KEEP CONTROL OF YOUR COMPANY AND DON'T SACRIFICE YOUR COMPANY'S MISSION.** Angels and VC's can change your company's direction, or replace you and your colleagues.
3. **INCREASE THE POOL OF POTENTIAL INVESTORS BY 25-FOLD – ANYONE** can invest! And you can accept or reject potential investors at your discretion.
4. **ADVERTISE THE OFFERING PUBLICLY** – no need to keep it private – tell the world you're raising money in a cutting edge way!
5. **YOU SET THE TERMS OF THE DEAL** – sell any kind of investment you want – equity, debt, revenue sharing, etc.
6. **YOUR INVESTORS BECOME YOUR BEST CUSTOMERS AND EVANGELISTS** – Use your marketing budget to sell your securities WHILE selling what you do! AND DPO investors usually increase their purchases from the companies they invest in.
7. **YOUR COMPLIANCE DOCUMENTS ARE VETTED BY SECURITIES REGULATORS** – no guessing about whether you did it right.
8. **NO NEED FOR INTERMEDIARIES** – your officers can sell directly to the public – no commissions to pay!
9. **SECURITIES ARE UN-RESTRICTED** – your investors can sell their securities to others (if you want to let them).
10. **NO ONEROUS ONGOING REPORTING REQUIREMENTS** – doing a DPO does not make your company “public,” so quarterly SEC filings are not required.