

WITH CROWDFUND INVESTING SOON EXPANDING TO EVERYDAY INVESTORS, KROWDFUND'S THOMAS SCHRODER HELPS NAVIGATE THE OPPORTUNITIES

The Atlanta 100 columnist has guided crowdfunding backers for the past two years; His Krowdfund.com website and eNewsletter now sheds light on investment options

Atlanta – With today's open meeting of the U.S. Securities and Exchange Commission, anticipation is high that long-awaited guidelines will open up crowdfunding investment opportunities to the everyday investor.

Until the SEC expands this exciting new platform to allow participation by unaccredited investors, which could happen today, equity-based crowdfunding has been limited to accredited investors, i.e., those whose net worth exceeds \$1,000,000 or whose annual earnings top \$200,000. Meanwhile rewards-based crowdfunding projects, such as those found on sites like Kickstarter, are open to the general public but do not offer actual ownership shares in exchange for financial support.

Should the SEC approve final rules for Title III of the 2012 U.S. JOBS Act, investors will look to experts to guide them through the confusing array of crowdfunding opportunities. Enter Thomas Schroder, founder of Krowdfund.com, who has been writing a weekly column for The Atlanta 100 eNewsletter and sending his own more detailed eNewsletter to over 2,000 subscribers who registered at Krowdfund.com.

"We've been waiting over three years for the SEC to approve and finalize the rules that will open up this world of startup investing to the general public," Schroder said from his Charlotte, N.C., office. "With those investment opportunities now on the horizon, interested investors can sign up for our upcoming e-Book guide to crowdfunding investing, read our analysis on potential investments on our website and sign up to begin receiving our eNewsletter."

Schroder is based in Charlotte, NC, is an economics and entrepreneurship graduate of UNC-Chapel Hill and has worked for the past decade as an equity trader for a New York hedge fund and as an analyst for banks lending to emerging businesses. He developed a knack for poker while in college and participated in a championship series in Las Vegas before developing his fascination for crowdfunding.

"Crowdfund investing in the U.S. is long overdue and I believe this will be a watershed moment for new business capital formation," Schroder said. "Now that the SEC is poised to approve the rules that will govern equity crowdfunding, investors in this new asset class will need to educate themselves before putting their hard-earned money into high risk startups and local small businesses. I'm looking forward to curating some of the most interesting investment opportunities and providing guidance in what will at first seem like the Wild Wild West of private equity. This," Schroder said, "is going to be a lot of fun!"

About Krowdfund and Thomas Schroder

Thomas Schroder is the chief crowdfunding curator behind Krowdfund.com. During his days spent as a hedge fund equity trader, commercial credit analyst, and venture debt underwriter, Thomas saw the funding gap that currently exists for inventors, artists and early stage entrepreneurs. Recognizing that crowdfunding can fill that void, Thomas created Krowdfund.com to bring more awareness to the creators and companies who are using crowdfunding to bring their ideas to life. Thomas spends his time browsing, discovering and analyzing crowdfunding campaigns – then distributes his favorites to the crowd.

About The Atlanta 100

The Atlanta 100 team is the flagship of a national public relations publishing network, The 100 Companies. The team is a mix of journalists and PR professionals, photographers and videographers who recognized a need for a concise weekly eNewsletter focusing on Atlanta. Each of the articles are exactly 100 words and each of the videos are exactly 100 seconds. It gives you a tasty morsel of a topic while taking into account your busy life. If you're not receiving The Atlanta 100 in your email inbox, you can [subscribe for free](#) at The Atlanta 100 website.