

How To Help A Billion Entrepreneurs

This week on the *Everyone Funding Startups* podcast we spoke to Dan Martell, founder and CEO of [Clarity](#), which connects entrepreneurs with experts, over the phone, for advice on their business challenges. Dan is a serial entrepreneur who founded Clarity with the goal of positively influencing a billion people within ten years.



We asked Dan how he developed the idea for Clarity, how he managed to sign up experts of the caliber of Mark Cuban, Eric Ries and Brad Feld, and how he's feeling about his mission over the next decade.

You can listen to the podcast by clicking [here](#) or by subscribing to the *Everyone Funding Startups* [iTunes channel](#).

- 00:40 What made you start Clarity?
- 02:25 How does Clarity work?
- 03:15 Who do you have in mind as the primary users of the platform?
- 04:55 How do users go about reaching the most popular experts on your platform?
- 06:00 What's in it for the experts?
- 06:50 How did you manage to attract the caliber of experts you have on the platform?
- 08:20 Can you point to any significant positive impacts that the platform has had so far?
- 11:00 What kind of advice are your members typically after?
- 12:30 Is there a risk that experts will not have enough

- time on each call to give the right advice?
- 14:20 How will this change how traditional advisory industries work?
 - 15:48 How many countries have you supported to date?
 - 16:19 Can you really positively influence a billion people?
 - 17:45 How can people sign up?

You can look through the experts available to give you advice on Clarity by going to www.clarity.fm, and you can reach Dan on Twitter [@danmartell](https://twitter.com/danmartell) or by email at dan@clarity.fm.

Thanks for tuning in to this week's episode of *Everyone Funding Startups*. Check out our new podcast page at EveryoneFundingStartups.com.

The JOBS Act At The End Of 2012

This week on the *Everyone Funding Startups* podcast we spoke to Sara Hanks, founder of the crowdfunding due diligence company, CrowdCheck. Sara is an attorney with 30 years of

experience working in the corporate and securities fields. She recently stepped down as the General Counsel of the Congressional Oversight Panel, the overseer of the Troubled Asset Relief Program (TARP), which was chaired by Professor Elizabeth Warren.

Sara brings a wealth of legal expertise in securities and startups to the emerging crowdfunding marketplace, and her new



company, CrowdCheck, is designed to protect against fraud by performing due diligence checks on entrepreneurs. She was also a panelist at the SEC's recent Forum on Small Business Capital Formation, talking about Title III of the JOBS Act.

You can listen to the podcast by clicking [here](#) or by subscribing to the Everyone Funding Startups [iTunes channel](#).

- 00:50 How did you originally get involved in working with the SEC?
- 02:49 What made you start your company, CrowdCheck?
- 03:59 Could you tell us a bit more about your reports that provide background checks, disclosure, and due diligence for crowdfunding?
- 05:08 Could you summarize the current state of the JOBS Act as we come to the end of 2012?
- 07:05 Will the resignation of Chairman Mary Schapiro and others have an impact on the SEC's implementation timelines for the JOBS Act?
- 09:00 What do you think the SEC is wrestling with as it implements Title II at the moment?
- 11:20 What will the everyday American notice when these new regulations come into effect?
- 13:28 Why do you think crowdfunding will have a significant impact on minority and women-led companies?
- 15:49 What impact do you think it will have on traditional support industries like accountants, law firms, or consultancies?
- 19:57 Is the best place to start for people coming into the industry now the various industry associations that have sprung up in the US?
- 23:18 How can listeners get in touch with you and CrowdCheck?
- 24:15 End

You can get in touch with Sara and the CrowdCheck team at www.crowdcheck.com, and you can follow them on Twitter

[@crowdcheck](#) and on [Facebook](#).

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Building An Entrepreneurial Ecosystem In Your City

This week on the *Everyone Funding Startups* podcast we spoke to Brad Feld, one of the managing

STARTUP **REVOLUTION**

directors at [Foundry Group](#), a venture capital firm that invests in early stage software / Internet companies throughout the United States. He is also the co-founder of [TechStars](#), a mentor-driven accelerator, author of several books and blogs, and a marathon runner.

Brad's latest book, [Startup Communities: Building an Entrepreneurial Ecosystem in Your City](#), describes his experiences in supporting the emergence of now one of the world's most renowned entrepreneurial ecosystems – Boulder, Colorado – over the last 15 years.

We asked Brad about the central framework in his book, the 'Boulder Thesis', which gives four guiding principles for building a successful entrepreneurial ecosystem.

You can listen to the podcast by clicking [here](#) or by subscribing to the Everyone Funding Startups [iTunes channel](#).

- 01:05 What prompted you to write '*Startup Communities: Building An Entrepreneurial Ecosystem In Your Community*'?
- 01:40 Whom do you have in mind as someone who will read this and immediately go out and do something?
- 02:10 What is the 'Boulder Thesis'?
- 03:00 To what extent can startup ecosystems be planned?
- 04:10 Are there any prerequisites for starting an entrepreneurial ecosystems?
- 05:50 What does it mean for an entrepreneur to take a leadership role in a startup community?
- 07:35 Can 'feeder networks' also stifle an ecosystem? How should an entrepreneur react in that situation?
- 08:40 Does it make sense for ecosystems to be across geographies as well as local?
- 10:15 How should we measure the success of entrepreneurial ecosystems?
- 11:15 How should 'feeder networks' think about measuring their contributions?
- 12:00 What part do you think crowdfunding will play in supporting ecosystems?
- 13:25 What are the other books coming up in the *Startup Revolution* series?
- 15:15 How can people find out more?
- 16:42 End

Startup Communities is part of the Startup Revolution series, which also has a blog at www.StartupRev.com. The next book, *Startup Life: Surviving and Thriving in a Relationship with an Entrepreneur* is available for [pre-order now](#). The following books will cover Startup Boards, Startup Metrics, and the Startup CEO. You can follow the blog on Twitter [@startuprev](https://twitter.com/startuprev) and you can also follow Brad Feld [@bfeld](https://twitter.com/bfeld).

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Entrepreneurial DNA

This week on the *Everyone Funding Startups* podcast we spoke to Joe Abraham, author of [Entrepreneurial DNA: The Breakthrough Discovery That Aligns Your Business to Your Unique Strengths](#).



Joe has started up, grown and exited three companies of his own and invested in over 20 growing startups. He has been featured on FoxNews, CBS, NBC, CNN, ABC and numerous nationally syndicated radio shows on topics related to entrepreneurship and small business growth – and serves as advisor to entrepreneurship programs domestically and around the world. He is also a keynote speaker on topics related to entrepreneurship, entrepreneurial behavior and free enterprise.

We asked Joe what made him start thinking about entrepreneurial DNA and how entrepreneurs can use the B.O.S.I. framework to be more effective in growing their startups.

You can listen to the podcast by clicking [here](#) or by subscribing to the Everyone Funding Startups [iTunes channel](#).

- 00:40 What made you start thinking about 'Entrepreneurial DNA'?
- 02:15 What was involved in your research?
- 03:14 What audience do you primarily have in mind for this book?

- 03:50 What kind of problems are you trying to solve for business owners?
- 05:45 How would you compare the entrepreneurial DNA of some of the most famous entrepreneurs like Steve Jobs, Richard Branson, Bill Gates and Donald Trump?
- 08:25 What is the B.O.S.I. framework?
- 11:05 How should entrepreneurs use the B.O.S.I. framework?
- 13:45 How does B.O.S.I. compare with other tools such as Myers-Briggs or DISC?
- 15:30 Are all entrepreneurs different in some way to those who prefer to work in a corporate environment?
- 18:30 How could B.O.S.I. be used in crowdfunding?
- 20:55 Could B.O.S.I. also have a role to play when finding co-founders?
- 21:30 What made you choose 'DNA' as the analogy for your ideas?
- 22:50 What does the future look like as B.O.S.I. becomes a standard tool across entrepreneurship?
- 24:30 What is the entrepreneurship scene like where you're based, in Chicago?
- 25:50 How can listeners buy the book and get in touch with you?
- 28:26 End

You can find out more about Entrepreneurial DNA and the B.O.S.I. framework, and take the free online B.O.S.I. assessment, by going to www.bosi.in/growvc. You can also reach Joe on Twitter at [@bosifounder](https://twitter.com/bosifounder) or by email at joe@joeabraham.com.

Thanks for tuning in to this week's episode of *Everyone Funding Startups*. Check out our new podcast page at EveryoneFundingStartups.com. And you can now interact with the show on twitter [@growVCpodcast](https://twitter.com/growVCpodcast). Let us know what you want to hear...we're listening.



Twintangibles And Italy's Crowd Future

This week on the *Everyone Funding Startups* podcast we spoke to Tim Wright, Director and Co-Founder of Twintangibles. Twintangibles is the organizer behind the Crowdfuture conference in Rome on October 27th 2012.



Tim has worked as a consultant, practitioner and senior manager with a number of global commercial organisations including Egon Zehnder International and McKinsey & Co. For five years he was part of the executive management team of ITI Scotland – a £500M innovation programme based around a highly collaborative open innovation model.

Crowdfuture is the first conference in Italy dedicated entirely to crowdfunding. With national and international speakers, including GrowVC's global COO, Markus Lampinen speaking on *Crowdfunding as an Asset*, Crowdfuture will illustrate some of the best and most successful cases in the short history of crowdfunding, highlighting issues and challenges, dispelling some myths, and offering an insight into the future of this movement.

You can listen to the podcast by clicking [here](#) or by subscribing to the Everyone Funding Startups [iTunes channel](#).

- 00:45 Where did the name Twintangibles come from?

- 01:30 What kind of organisations do you help?
- 02:34 When did you realise that crowdfunding would become important for your business?
- 03:45 Could you give some examples of how Twintangibles gets involved in crowdfunding?
- 04:44 What goes into a crowdfunding business audit?
- 06:45 Are B2C companies likely to be more appropriate for crowdfunding than B2B?
- 08:20 How should entrepreneurs use social media during a crowdfunding campaign?
- 10:27 What do you hope to achieve with the Crowdfuture event in Rome?
- 11:50 How would you assess the current state of crowdfunding in Italy?
- 12:53 Who do you hope will attend the event?
- 15:54 How can people find out more about the event and register to attend?
- 16:25 How can you and Daniela be reached at Twintangibles?
- 17:26 End

For full details about Crowdfuture in Rome on October 27th 2012 and for information on how to attend please visit www.crowdfuture.net.

For more information about Twintangibles you can get in touch with Tim Wright and Daniela Castrataro at www.twintangibles.co.uk or on Twitter [@twintangibles](https://twitter.com/twintangibles).

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