



CROWDFUNDING DEEP IMPACT

CROWDFUNDING: CAPITALISM REBOOTED

FRIDAY NOVEMBER 1ST 2013
THE ROYAL GEOGRAPHICAL SOCIETY

INTO THE OPEN ERA - IS CAPITALISM REBOOTING?

Change is in the air. The open, digital revolution is happening - just not as we'd imagined it.

This is for you - it's for us all. It's time to take the initiative, take the lead. Start something.

People and organisations across the UK are using Crowdfunding to hit 'reset' and start afresh, independent of all the gatekeepers, banks and state support.

At the first Deep Impact conference we made the case that it was time for Crowdfunding to go mainstream. It has.

At Deep Impact 2 on 1st November you'll hear from those at the forefront of this revolution. Some of the world's leading thinkers and pioneers of this new, open, finance will explain how you, your City, Town, Region, University or organisation can tap into this whole new way to fund startups, business expansion & social ventures.


It's time to grasp this huge, once-in-a-lifetime opportunity to take Crowdfunding to your crowd. To hit RESET at business, community, town and city, regional and national levels. To get stuff funded and get things done. These pioneers will show you HOW with penetrating insights, case studies and how-tos.

We'll also reveal how this gives you more options and greater access to traditional angel and VC finance - not less. How it's set to, paradoxically enough, transform traditional finance by solving its biggest, most frustrating, problem

Capitalism Rebooting - It's time to reach for the reset button!

It must have happened to you? Something on your computer crashed and now it's running so slow it's impossible to get anything done. It's time for a reboot.

We now know that capitalism came very close to a catastrophic, systemic crash in the days after Lehman Brother went down. It has been struggling ever since, eking out an existence with rumours of recovery but little to show for it, and years of austerity ahead if commentators are reading the Chancellor's plans right. That old, sterile debate between left and right has been reignited. But how far will that get us?





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Capitalism Rebooting: This time it's PERSONAL

Crowdfunding is capitalism - but not as we've known it. It's personal. Already thousands of people are being equipped to roll their own role - create a job for themselves and others by hitting the Crowdfunding switch. Resetting to what noted thinker and VC Julie Meyer calls individual capitalism. Capitalism on its head - without all the 'barriers to entry' and the 'gatekeepers'.

Capitalism Rebooting: This time it's DIGITAL

This time it's digital, democratic and hyperconnected. We've all known that the digital revolution holds the key to a new age. That hyperconnectivity can create a new, very different digital, economy. It's here, it's started. These massive paradigm shifts rarely happen in the ways expected or predicted by governments - or anyone else. What seemed a minority interest on closer examination reveals that this really is the new democratic, digital economy in action. Will the UK again throw away world it's world leadership position?

Capitalism Rebooting: This time it's OPEN

The World Wide Web has proved beyond any doubt the economic and social power of openness and 'the network effect'. Crowdfunding builds on the hyperconnected, social, world it has now created to bring that openness to individual capitalists. It's no longer just about the 'goliath' factory owners and gatekeepers running massive VC funds. It's open and everyone can participate - start something, support something or spread the word.

It's time to reboot: nationally, regionally, locally. To regenerate our towns & cities. Communities and people, led by entrepreneurs motivated to deliver what people actually need and want - not just a fatter bottom line, regardless of the consequences.

Come and find out how!

Capitalism Rebooting - It's time to reach for YOUR reset button!

It's up to you to: Start something, support something, spread the word.

The Crowdfunding Deep Impact II conference is taking place Friday 1st November 2013 at The Royal Geographic Society, Kensington Gore, London

Speakers and panelists will include Bill Morrow, Maggie Pagano, Louise Beaumont, Korstiaan Zandvliet, Barry Sheerman MP, Professor Alan Barrell, Barry E James...

Book now and find out more at: CrowdfundingDeepImpact.com

