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Contacts:

Scott E. McIntyre, President, Crowdfunding Professional Association
(424) 242-9748 - email: president@cfpa.org

Maggie Wilson, Brainsy, Inc.
(855) 742-7246 – Email: info@brainsy.com

Crowdfunding Professional Association (CfPA) Launches Knowledge-Sharing Platform to Make Crowdfunding Expertise Accessible to Entrepreneurs, Investors and General Public

First-of-its-kind Expert Community Online (ECO™) for Crowdfunding Launched by Leading Trade Organization

Washington, D.C. – The Crowdfunding Professional Association (CfPA) announced today the launch of the world's first **Crowdfunding Expert Community Online (ECO™)**, a knowledge-sharing platform connecting some of the nation's leading Crowdfunding professionals with entrepreneurs, investors and others seeking relevant, experienced guidance. The launch debuted in conjunction with CfPA's 4th annual Crowdfinance Summit held in greater Washington, D.C. on April 20th, 2017.

CfPA professionals and designated experts are showcased on the Crowdfunding ECO (<https://crowdfunding.expertcommunity.online/>), and are accessible to knowledge-seekers in a variety of free community forums or, using the platform's InCall® feature, via one-on-one phone consultations at a rate set by each expert. Brainsy, Inc., a provider of patented online knowledge sharing platforms, powers the ECO and registration for consumers is free.

"The CfPA could not be more pleased to be partnering with Brainsy in implementing its brilliant new ECO platform," said **Scott McIntyre, President of CfPA**. "Streamlined, amalgamated dynamic content is a key feature of great benefit to not only our membership, but equally useful to publishers, researchers and analysts always looking for a comprehensive knowledge base. The ability to provide profile showcases and revenue opportunities for our qualified members is just icing on the cake."

By some estimates, over \$34 billion in financing was raised in 2015 / 2016 through Crowdfunding worldwide. In 2012, the Jumpstart Our Business Startups (JOBS) Act was signed into law in the US paving the way for more equity-based crowdfunding in the US. Since the Securities Exchange Commission (SEC) final rulemaking came into effect in May of 2016, up to 26 funding portals have been registered with the SEC to help issuers seeking equity crowdfunding.

Acting SEC Chairman, Michael Piowar indicated in previously prepared remarks that the JOBS Act and subsequent rulemaking for crowdfunding represents, "a fundamental alteration of nearly 80 years of U.S. securities law practice."

Some of the CfPA professionals included in the ECO launch:

Jordan Fishfeld, Managing Director of CFX Markets
<https://crowdfunding.expertcommunity.online/kdwytq>

Darren Marble, CEO, CrowdfundX <https://crowdfunding.expertcommunity.online/darrenmarble>

Scott McIntyre, President, Crowdfunding Professional Association (CfPA)
<https://crowdfunding.expertcommunity.online/scottmcintyre>

Zachary Robbins, Attorney, Winthrop & Weinstine
<https://crowdfunding.expertcommunity.online/zjrobins>

Richard Swart, PhD, Global Crowdfunding and FinTech Advisor, Board Member, Expert Consultant
<https://crowdfunding.expertcommunity.online/richardswart>

Patrick Tracey, Senior Vice President, Business Development, Computershare
<https://crowdfunding.expertcommunity.online/xnphp9>

Alon Hillel-Tuch, Managing Partner, Dreamit Ventures & Stacked Venture Builder
<https://crowdfunding.expertcommunity.online/4zphvg>

Xiaochen Zhang, President, FinTech4Good
<https://crowdfunding.expertcommunity.online/xiaochenzhang>

ECO professionals will be able to self-designate their expertise in any of the key subject matter categories relating to Crowdfunding including: Big Data, Blockchain, Community Development, Corporate Social Responsibility, Cross-border & Investment, Economic Sustainability, Education & Training, Equity, Funding Portals, Impact Investing, International Development, Intrastate Exemptions, Law, Media & Publication, P2P Lending, Pre-Sales, Real Estate, Regulations & Compliance, Rewards & Donation, Small Business Finance, and Start-up Mentoring.

ECO professionals will designate their own rates for participating in any InCall® discussions and the transactions will be conducted through the ECO platform.

“Crowdfunding has the potential to fundamentally alter how entrepreneurs and early stage companies find their sources of capital,” stated **Brian Christie, CEO of Brainsy**, the ECO platform provider. “We’re excited that the Crowdfunding Professional Association has selected Brainsy to provide the platform to bring together experts, innovators, knowledge seekers and other stakeholders in this rapidly growing community.”

In conjunction with the launch, Brainsy is accepting interest from sponsors that would like their brand highlighted on the CfPA ECO. Interested parties should contact Bill Sheehan at 855-742-7246 x706.

For entrepreneurs seeking guidance on how to raise funds using Equity Crowdfunding (AKA “Regulation Crowdfunding”), the Securities and Exchange Commission (SEC) released a Small Entity Compliance Guide for Issuers that is available online - see:
<https://www.sec.gov/info/smallbus/secg/rccomplianceguide-051316.htm>

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About CfPA:

The Crowdfunding Professional Association (CfPA) is a 501(c)(6) nonprofit trade group established

shortly after the signing of the Jumpstart Our Business Startup Act (“JOBS Act”) on April 5, 2012. The CfPA is dedicated to equitably representing the Crowdfunding industry and supporting the Securities and Exchange Commission (SEC) and Financial Industry Regulatory Authority (FINRA) by providing entrepreneurs, investors and industry professionals with education, networking and tools all necessary to cultivate a balanced and healthy ecosystem able to help accelerate capital formation and ensure investor protection.

About Brainsy, Inc.:

Brainsy offers patented Software as a Service (SaaS) to power knowledge sharing networks for private companies, trade associations, professional societies and other membership organizations. Deploying a Brainsy powered Expert Calling Network (ECN) or Expert Community Online (ECO) under their own brand, organizations can showcase mentors or subject matter experts while earning non-dues revenue. Brainsy is backed by successful entrepreneurs-turned-Angels and is a portfolio company of TomorrowVentures, co-founded by Alphabet (formerly Google) Chairman, Eric Schmidt. More information is at: <http://www.brainsy.com>