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Regulation A+ offers unprecedented opportunity for American small businesses and investors:

Key architect Robert Kaplan reveals how they can benefit

RICHMOND, Va. (Feb. 10, 2016) – The Securities & Exchange Commission’s Regulation A+ is unlocking unprecedented capital and opportunity for America’s small businesses and investors, while most Americans remain in the dark. A new book seeking to enlighten readers simplifies the government’s legal language into actionable intelligence for companies and investors alike.

Kaplan Voekler Cunningham & Frank PLC, a prominent law firm based in Virginia, announced today the release of a book, *“Regulation A+: How the JOBS Act Creates Opportunities for Entrepreneurs and Investors,”* co-written by Robert Kaplan, Jr., a founding partner of the firm, along with experts Paul Getty and Dinesh Gupta.

“Reg A+ simplifies the capital-raising process, dramatically impacting how companies raise growth capital,” said Kaplan. “The effects could be revolutionary – as businesses grow, jobs are created and investors are rewarded. Reg A+ could significantly bolster the U.S. economy.”

Kaplan predicts that Reg A+ will help achieve what many political candidates are talking about: helping America’s small businesses and everyday investors succeed.

“For the past 20 years, the doors have been effectively closed to public securities, except for the largest investors on Wall Street,” Kaplan said. “But Reg A+ creates a class of securities available to Main Street and mid-market businesses.”

New book = New opportunities

Kaplan’s innovative book is the authoritative guide to Reg A+ for executives of emerging growth companies, entrepreneurs, financial advisers, venture capitalists, investment bankers, securities lawyers, finance and MBA students, as well as others who want to learn how to raise up to \$50 million a year without doing a traditional IPO. Instead, Reg A+ offers a new type of IPO, unencumbered by the heavy regulation and costs of traditional IPOs.

The book guides readers in very practical terms on how to take advantage of key provisions of Reg A+ that:

- Permit companies to raise up to \$50 million, a 10-fold increase over the old Reg A limit of \$5 million, and 50 times the current crowdfunding limit.

- Allow companies to market IPOs to a wider audience, rather than just accredited investors.
- Make it easier to market offerings.
- Exempt companies under certain conditions from onerous and costly reporting and compliance requirements, such as Sarbanes-Oxley.

Backstory

The bipartisan Jumpstart our Business Startups (JOBS) Act of 2012 required the SEC to update its old Regulation A to become what many are calling Reg A+. In 2015, the SEC announced the rules for Reg A+, which increased the amount a private company could raise through a public securities offering from \$5 million a year, to \$50 million a year, and allowed non-accredited investors buy in.

Many American companies are filing their first Reg A+ offerings now.

About Robert Kaplan Jr.

Over his career, Kaplan has been counsel in securities offerings/transactions and syndications worth more than \$2 billion. He spearheads the firm's practice area on the JOBS Act and Regulation A.

Kaplan has appeared on radio and TV, as well as in print media, offering commentary on the JOBS Act. He has worked since its inception with the U.S. Congress on Title IV, and with the SEC on rules for implementation, including testifying before the U.S. Senate's Banking Committee on Regulation A's effects on the lower middle market and the alternatives industry.

About Kaplan Voekler Cunningham & Frank PLC

Kaplan Voekler Cunningham & Frank was founded in 2005 with one primary objective: to create a law firm capable of providing exemplary value to clients with sophisticated needs.

Kaplan Voekler Cunningham & Frank brings a comprehensive approach to legal services, offering practical, timely legal advice in a cost-effective manner. The firm offers the type of consistent, thorough, value-added service that can only be achieved by having a true understanding of clients' businesses. The attorneys at KVCF have vast experience and focus on delivering superior quality work with a focus on cost effectiveness, efficiency, and timely responsiveness. KVCF, based in Richmond, serves clients nationwide.

Book Purchase Information

"Regulation A+ How the JOBS Act Creates Opportunities for Entrepreneurs and Investors" may be purchased online through the publisher's website, <http://www.apress.com/9781430257318?gtmf=s>; the distributor's website, <http://www.springer.com/us/book/9781430257318>; and through http://www.amazon.com/Regulation-Creates-Opportunities-Entrepreneurs-Investors/dp/1430257318/ref=sr_1_1?ie=UTF8&qid=1454957091&sr=8-1&keywords=regulation+A%2B.

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