CrowdLustro Launches Independent "Test the Waters" Feature

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Mount Pleasant, South Carolina Nov 18, 2022 (Issuewire.com) - CrowdLustro, an equity crowdfunding, collectible, NFT, and alternative asset aggregator, has just launched a new feature on its platform called “Test the Waters.” This new feature allows startups to determine their capacity to raise capital without having to go through the costly process of filing a Form C with the SEC beforehand and without having to pay the accounting and professional fees required when launching a crowdfunding campaign.

Creating a Test the Waters Campaign is a means for business owners to discover their company's true potential to raise money before launching an official crowdfunding campaign. The exponential growth in crowdfunding has created the need for an independent provider of the Test the Waters process. "CrowdLustro is proud to continue its support for entrepreneurs looking to raise capital and our unique Test the Waters feature allows companies to determine their ability to raise capital prior to committing to a specific funding portal," said Michael Knox, CEO and Founding Investor of CrowdLustro.

CrowdLustro's campaign editor makes setting up and launching a Test the Waters Campaign easy for companies. Simply fill in the five steps, select a package, and your campaign is live and ready for you to drive followers and fans to your deal page. The software saves all of the information about the campaign, including the investors that have shown investment interest, which will be passed on to the funding portal used if an official campaign is launched. CrowdLustro's process is fully compliant with SEC regulations.

About CrowdLustro

CrowdLustro is an aggregation and diligence platform for equity crowdfunding, collectibles, NFTs, and other alternative assets. CrowdLustro assists new and experienced investors in their research and analysis of equity crowdfunding deals by aggregating investment opportunities offered across all FINRA-registered crowdfunding portals. CrowdLustro and its sister company SoCapital are both owned by Crowd Diligence Inc. Both platforms have received investments and are controlled by Gold Ridge Asset Management LLC.

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