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**3 “BORING” INVESTMENTS
THAT COULD DELIVER
BIG GAINS**

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Corporate America is in the midst of a feeding frenzy:

In the last few weeks, big corporations have doled out **\$4.3 billion** to acquire early-stage start-ups.

But in a strange twist, all these start-ups are in the *same sector* — and it’s not one of the typical sectors that come to mind when we think of exciting start-ups.

In fact, it’s probably one of the most “boring” sectors out there.

But if big returns are what you’re after, this sector could be your ticket.

Today I’ll tell you what’s prompting these acquisitions — and I’ll show you how to get in on the profits being created for their early investors.

THE MOST PROFITABLE INVESTMENT — EVER

At Crowdability, we write about promising early-stage investments.

Often, that means we’re telling our readers about start-ups that are building fascinating technologies:

High-tech cures for cancer...

Cyber security solutions...

Virtual reality headsets.

But early-stage investing isn’t always about disruptive technologies.

For example, “consumer” companies like food and beverage start-ups can make excellent private investments too.

As we’ve written about before, Naked Juice was a tiny start-up putting all-natural juice into a bottle — then it got snatched up by Pepsi for an estimated \$450 million.

A small company called Chobani started making Greek-style yogurt. Now the company is valued at several billion dollars.

And the most profitable early-stage investment of all time was Coca-Cola: its first investor made 10,868x times his money.

And speaking of all-time records from the world of investing, here's a new one for you...

JET!

Just recently, we witnessed the biggest acquisition of a private e-commerce company *ever*.

The company that was acquired is called Jet.com. It's a website that sells basic consumer goods like diapers and paper towels.

Pretty boring, right?

You might change your mind after you hear what Walmart paid to buy it:

\$3.3 billion.

You see, customers like you and I re-order "boring" basic items constantly...

And for the handful of websites we buy them from, our orders can add up to a big, stable source of recurring revenues.

GET A SHAVE

Here's another "dull" item that many of us constantly need to replenish:

Razorblades.

Perhaps that helps explain why Unilever just this year acquired a start-up called Dollar Shave Club for **\$1 billion**.

Dollar Shave Club is a service for men that delivers razors by mail.

Basically, for a few bucks a month, it offers an alternative to pricey blades from brands like Gillette. In the land of boring businesses, razors are right up there...

And yet, with this \$1 billion acquisition, Dollar Shave Club's early investors made an estimated 166x their money.

INVEST IN THE “NEXT” JET & DOLLAR SHAVE CLUB

If you're looking to invest in promising start-ups, it might not seem obvious at first glance to look at companies like Jet and Dollar Shave Club.

But there are many benefits to investing in these consumer-focused companies:

Their business models and growth prospects are easy to understand...

Sales of their basic products can lead to big, stable businesses...

And for their early investors, they can deliver *huge* profits.

HERE'S WHERE TO FIND THESE START-UPS

As giants like Walmart and Unilever try to stay relevant in the new online world, we believe they'll keep paying top dollar to acquire the brands that have caught consumers' attention.

And this trend is great news for early-stage, private investors like you:

You see, consumer-facing companies are exactly the types of start-ups that are leveraging the JOBS Act to raise capital. (The JOBS Act is the new law that allows *all* investors to invest in private equity, regardless of their income or net worth.)

In fact, dozens of such start-ups are raising capital right now.

And here's the best part for investors who are new to early-stage investing:

Many of these opportunities have investment minimums as low as 100 bucks.

Here are a few of them:

[Cleveland Whiskey](#) — Gold Medal-winning whiskey start-up that uses patented technology to create spirits in just 24 hours instead of years or decades.

[SlingFin](#) — a world-class outdoor brand making high-quality backpacking and mountaineering gear. The founders previously built Mountain Hardware.

[DSTLD](#) — an apparel company that focuses on the ultimate “basic”: Jeans. By cutting out department stores, its prices are 60% to 80% off retail.

So if you're interested in exploring some "boring" start-up investments that could lead to big gains, check out those companies today.

Happy investing!

Please note: Crowdability has no relationship with any of the companies we write about. Crowdability is an independent provider of education, information and research on start-ups and alternative investments.

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ABOUT CROWDABILITY

Crowdability provides individual investors with education, information and insight into opportunities in the crowdfunding market.

Our free website and email newsletter aggregate and organize deals from an ever-expanding universe of crowdfunding platforms. We aim to save people time and simplify the process of discovering and evaluating crowdfunding opportunities.

BENEFITS OF JOINING CROWDABILITY

- Never worry about missing an opportunity - we track them all for you
- Gain access to education and resources that remove the confusion and anxiety about early-stage investing
- Hear from professional venture and angel investors to help you better understand the mechanics of early-stage investing and how to identify the best opportunities
- Crowdability's goal is to become your primary resource for navigating the equity crowdfunding landscape.

Contact Us:

Crowdability, Inc.

229 West 28th Street

12th Floor

New York, NY 10001

www.crowdability.com

info@crowdability.com

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