

# CREATOR PEDAGOGY

BUILDING ENTREPRENEURIAL THINKERS AND DO-ERS THROUGH  
THE EXERCISE OF CREATION.

GEORGETOWN UNIVERSITY  
PROFESSOR ERIC KOESTER















- 1 Work for McKinsey, BCG, Bain or at a top-5 investment bank



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Join a trendy, fast-growing growth

2 tech startup in a product, business development, or corporate development role and dominate for 3–4 years



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4 “Be born really wealthy, preferably the child of a rich VC. You can maximize your chances if you go to Stanford in this case.”



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LEADEDGE  
CAPITAL











McKinsey, BCG, Bain  
Top-5 investment bank

Trendy, fast-growing  
growth tech startup

Stanford MBA  
(or maybe Harvard MBA)

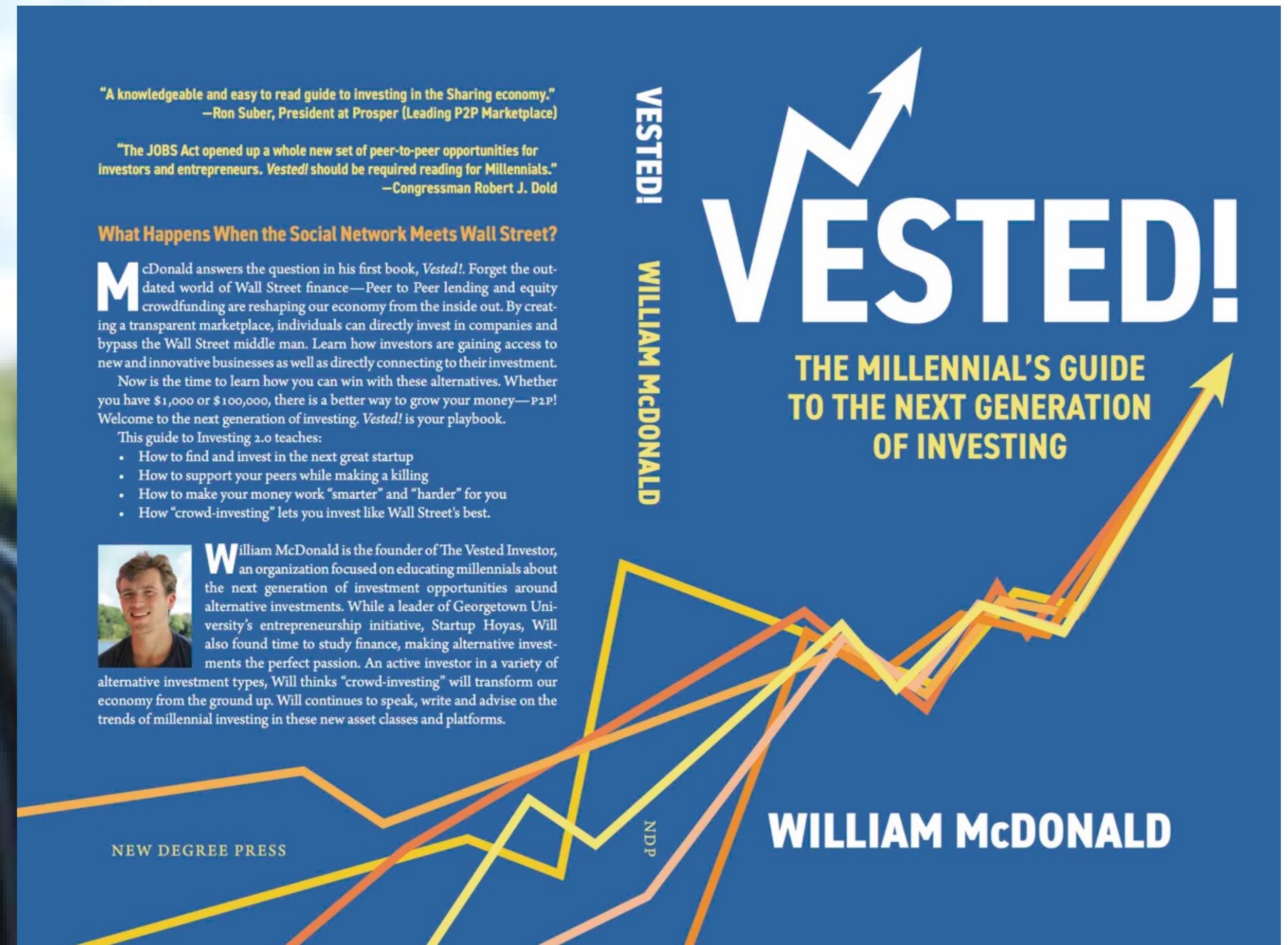




McKinsey, BCG, Bain  
Top-5 investment bank  
Trendy, fast-growing  
growth co. startup  
Stanford MBA  
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"A knowledgeable and easy to read guide to investing in the Sharing economy."  
—Ron Suber, President at Prosper (Leading P2P Marketplace)

"The JOBS Act opened up a whole new set of peer-to-peer opportunities for investors and entrepreneurs. *Vested!* should be required reading for Millennials."  
—Congressman Robert J. Dold

### What Happens When the Social Network Meets Wall Street?

**M**cDonald answers the question in his first book, *Vested!*. Forget the outdated world of Wall Street finance—Peer to Peer lending and equity crowdfunding are reshaping our economy from the inside out. By creating a transparent marketplace, individuals can directly invest in companies and bypass the Wall Street middle man. Learn how investors are gaining access to new and innovative businesses as well as directly connecting to their investment.

Now is the time to learn how you can win with these alternatives. Whether you have \$1,000 or \$100,000, there is a better way to grow your money—P2P! Welcome to the next generation of investing. *Vested!* is your playbook.

This guide to Investing 2.0 teaches:

- How to find and invest in the next great startup
- How to support your peers while making a killing
- How to make your money work "smarter" and "harder" for you
- How "crowd-investing" lets you invest like Wall Street's best.



**W**illiam McDonald is the founder of The Vested Investor, an organization focused on educating millennials about the next generation of investment opportunities around alternative investments. While a leader of Georgetown University's entrepreneurship initiative, Startup Hoyas, Will also found time to study finance, making alternative investments the perfect passion. An active investor in a variety of alternative investment types, Will thinks "crowd-investing" will transform our economy from the ground up. Will continues to speak, write and advise on the trends of millennial investing in these new asset classes and platforms.

NEW DEGREE PRESS

VESTED!  
WILLIAM McDONALD

# VESTED!

THE MILLENNIAL'S GUIDE  
TO THE NEXT GENERATION  
OF INVESTING

WILLIAM McDONALD

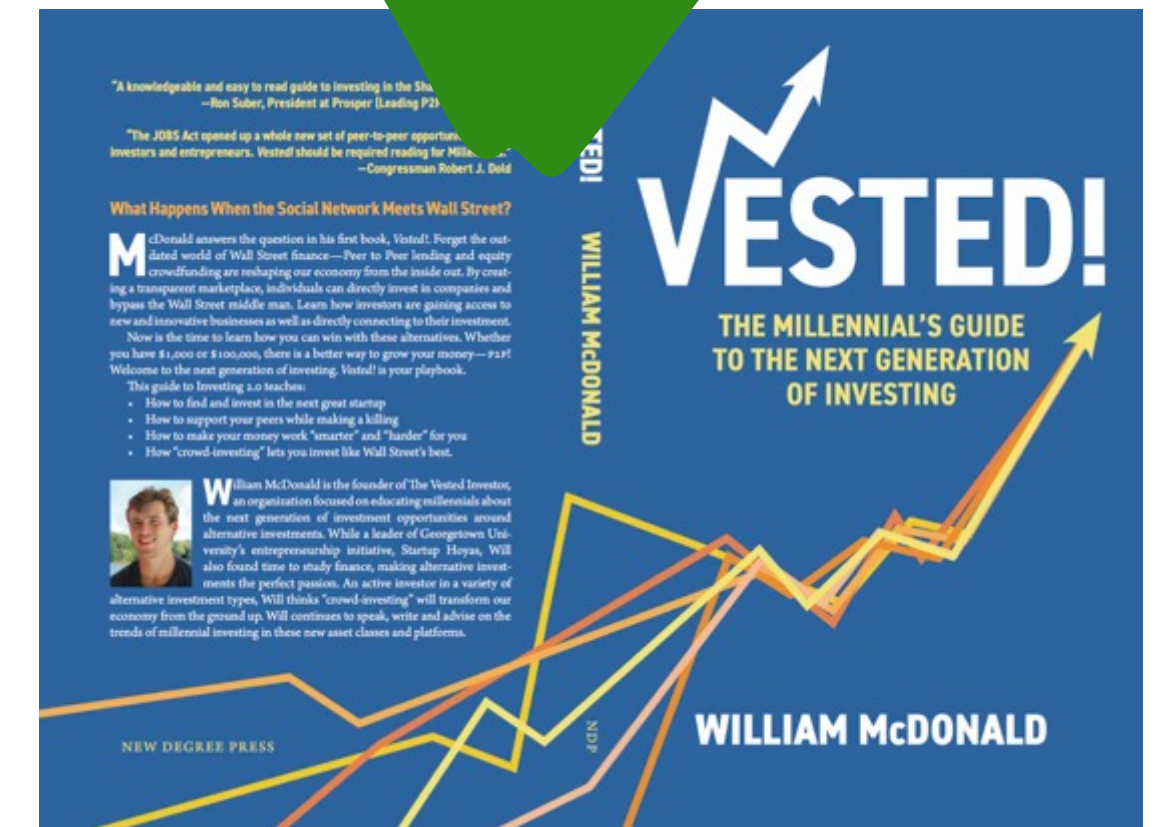






# LEADEDGE

## CAPITAL













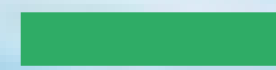




There is a new path to  
success and  
happiness.



# SCIENCE OF CREDIBILITY



SIGNALING THEORY



CREDIBILITY



# SIGNALING THEORY



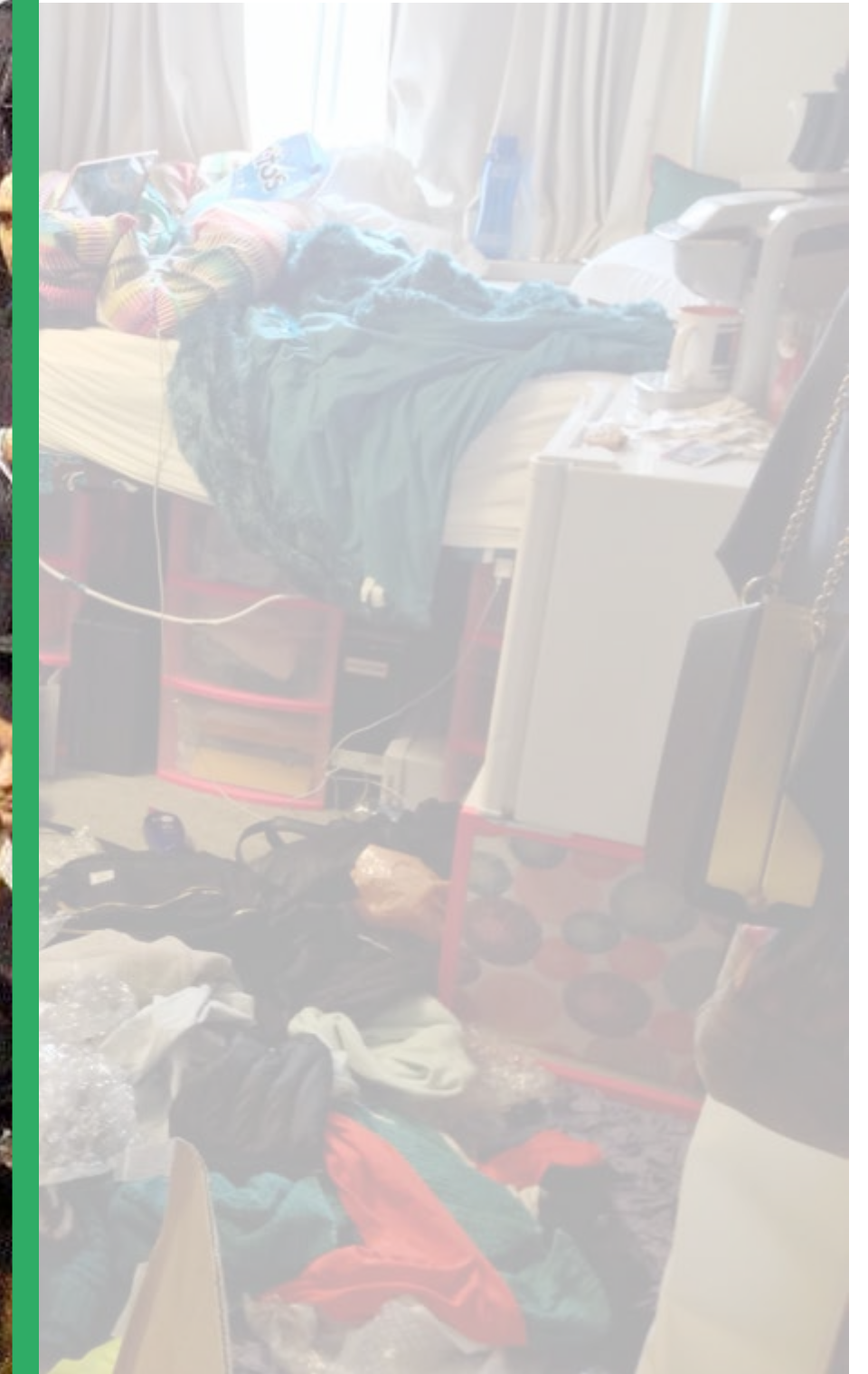
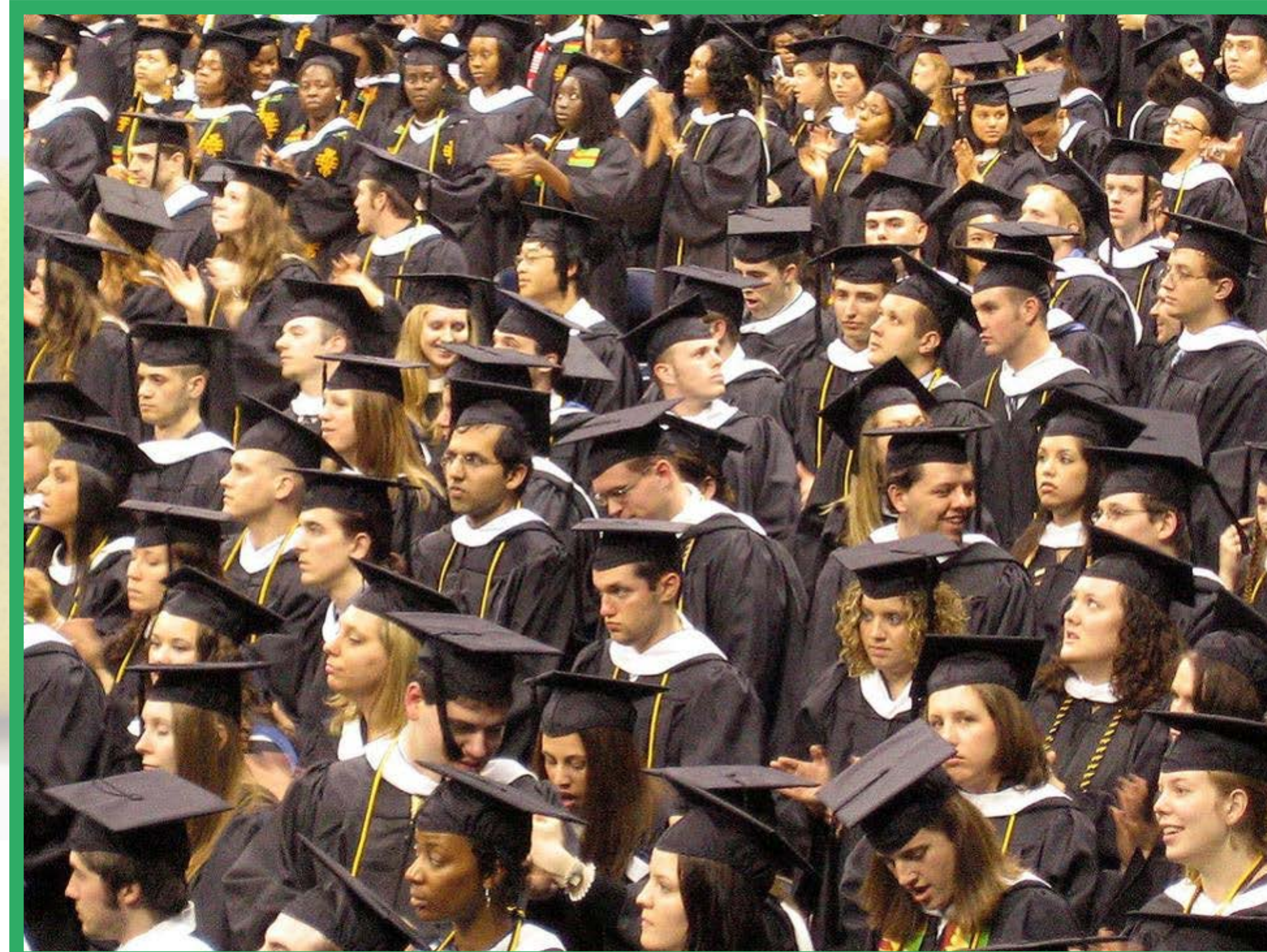


# SIGNALING THEORY



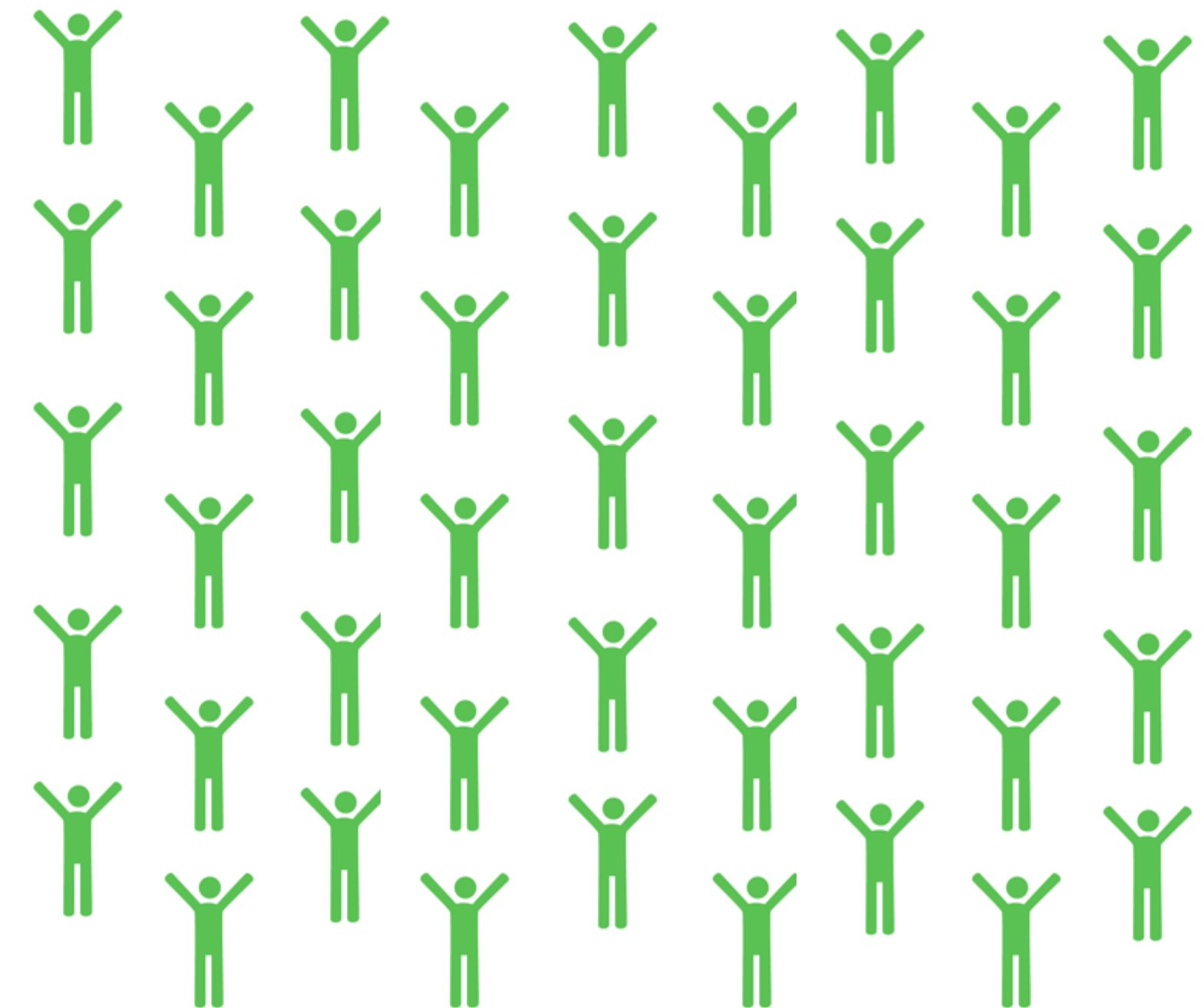
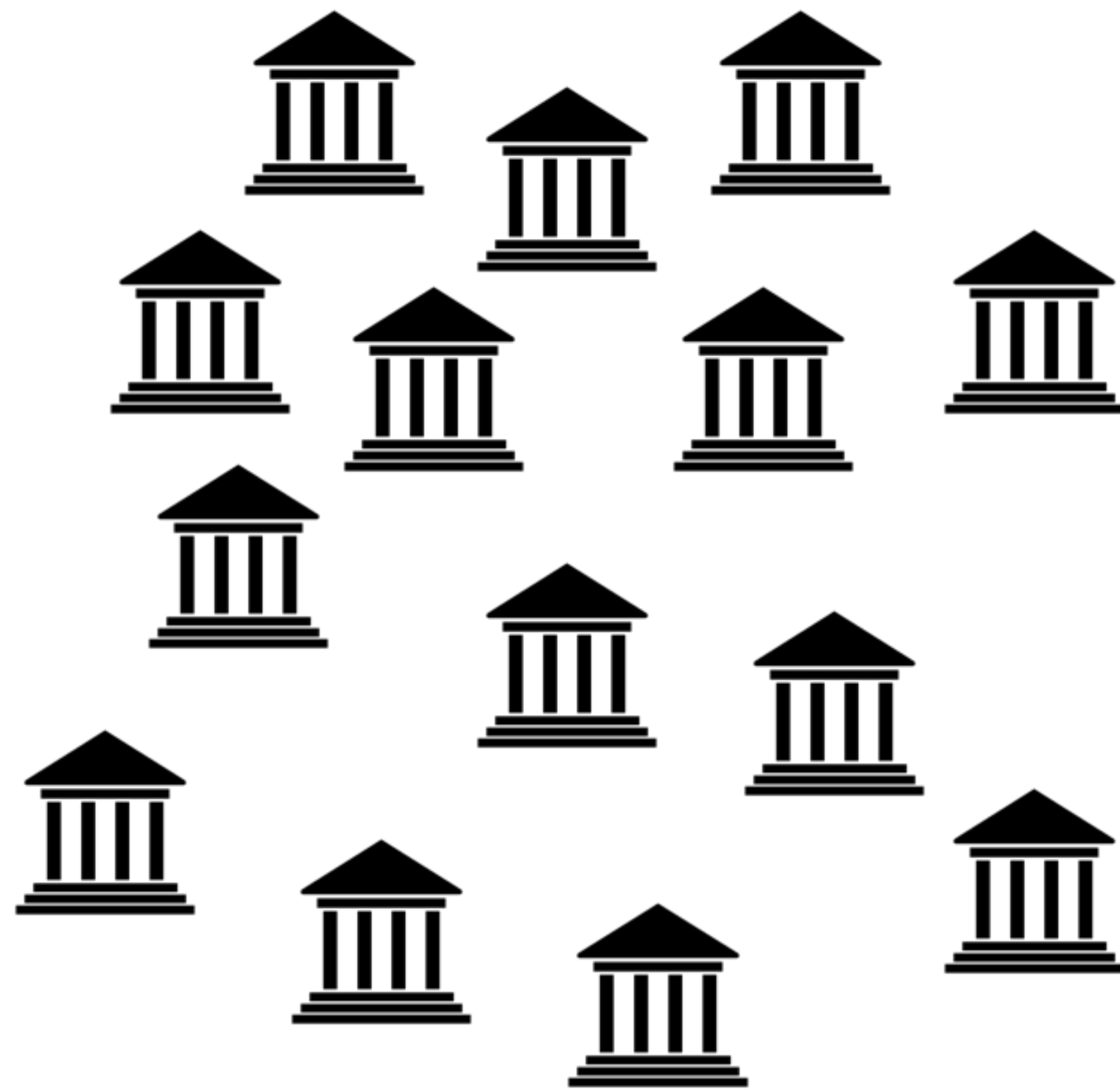


# SIGNALING THEORY

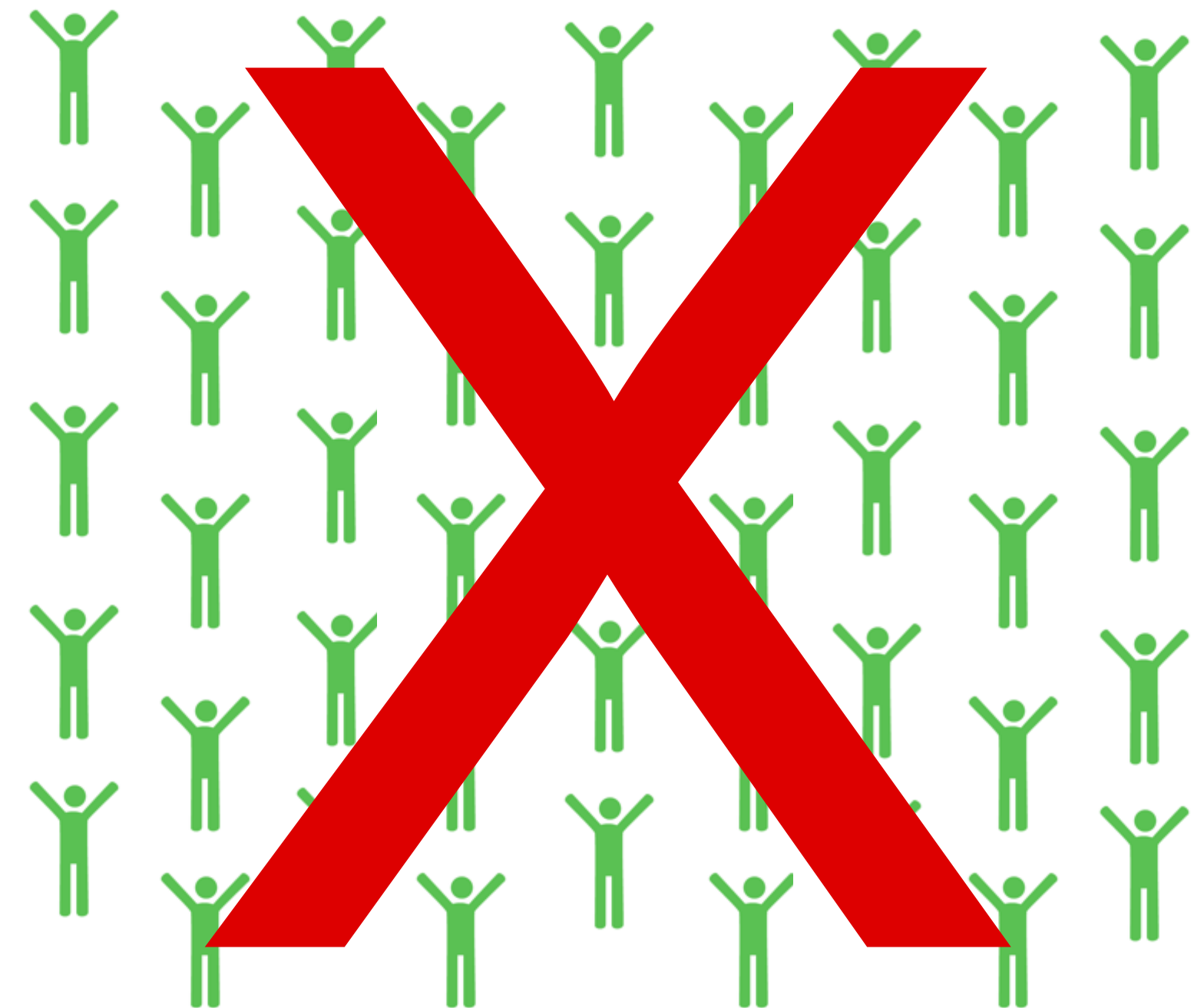
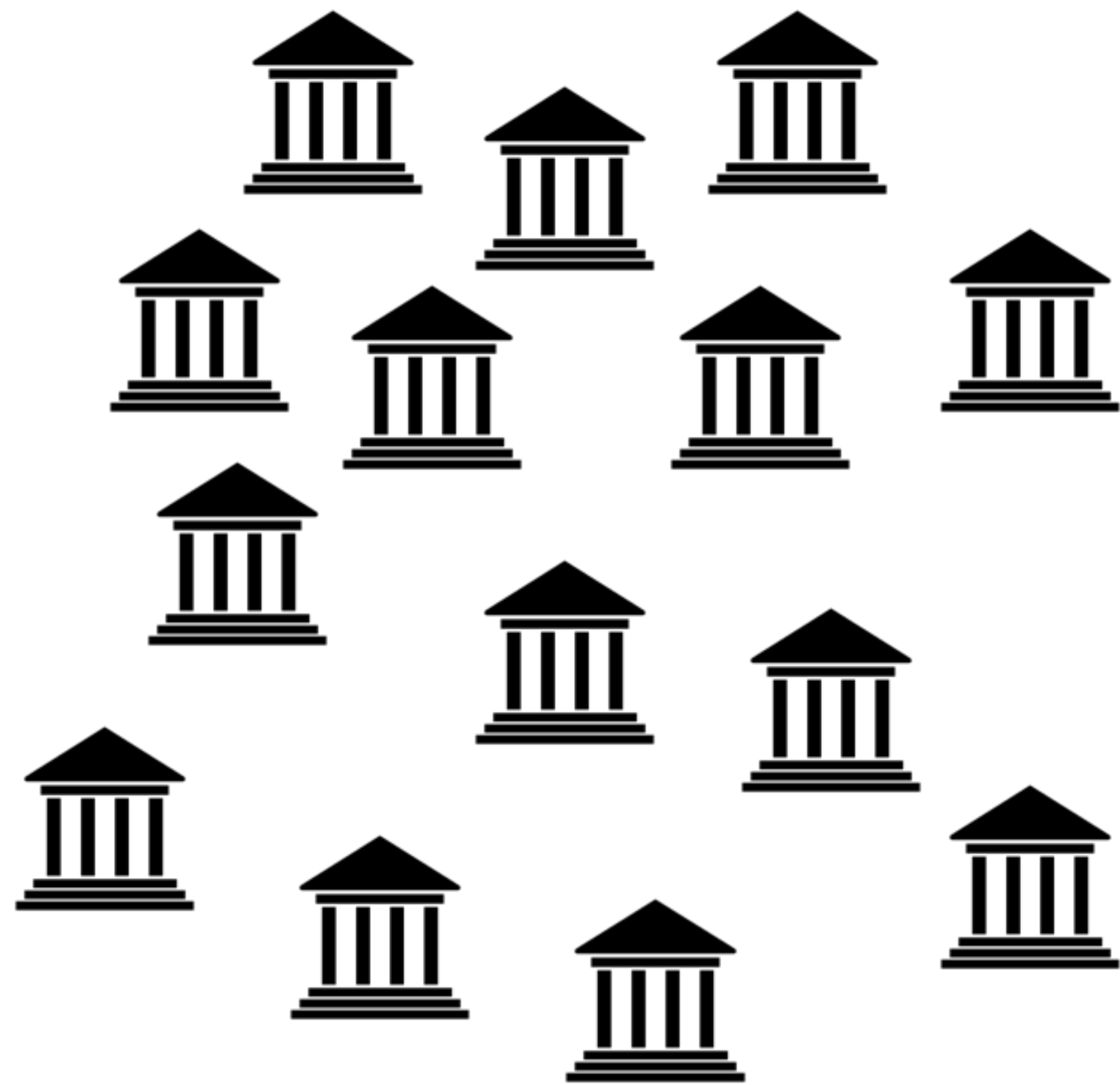




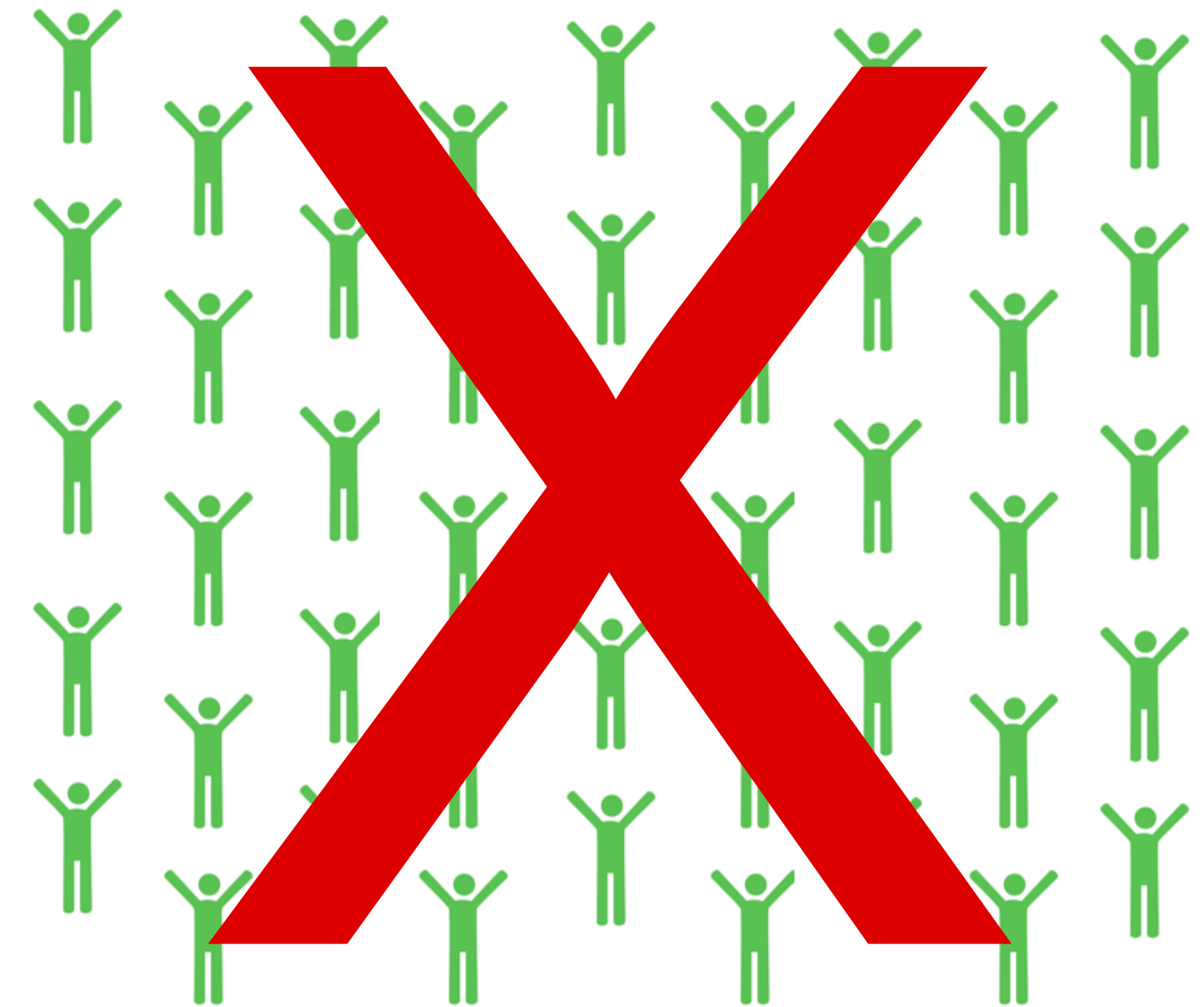
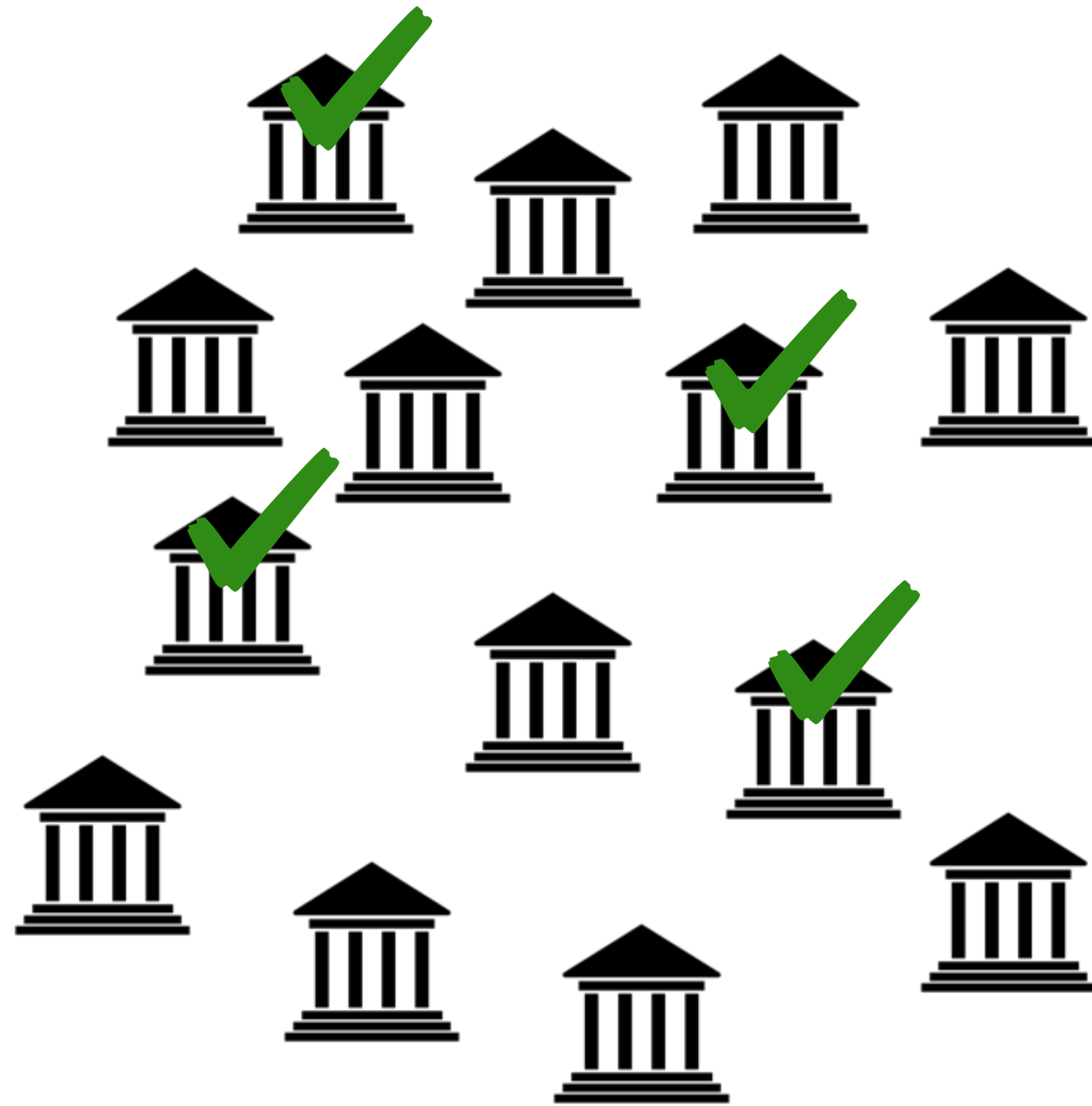
# CREDIBILITY PRE-INTERNET



# CREDIBILITY

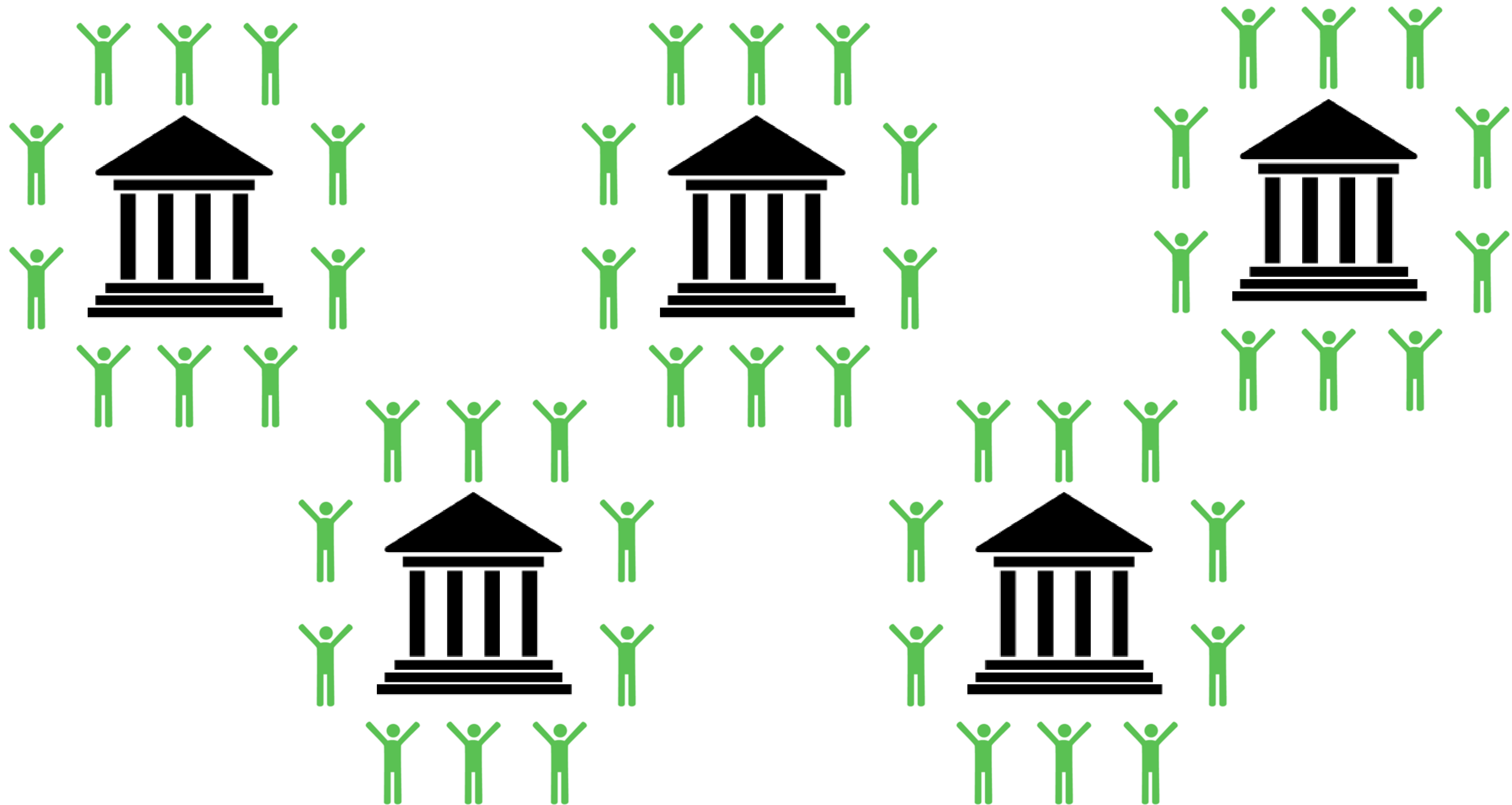


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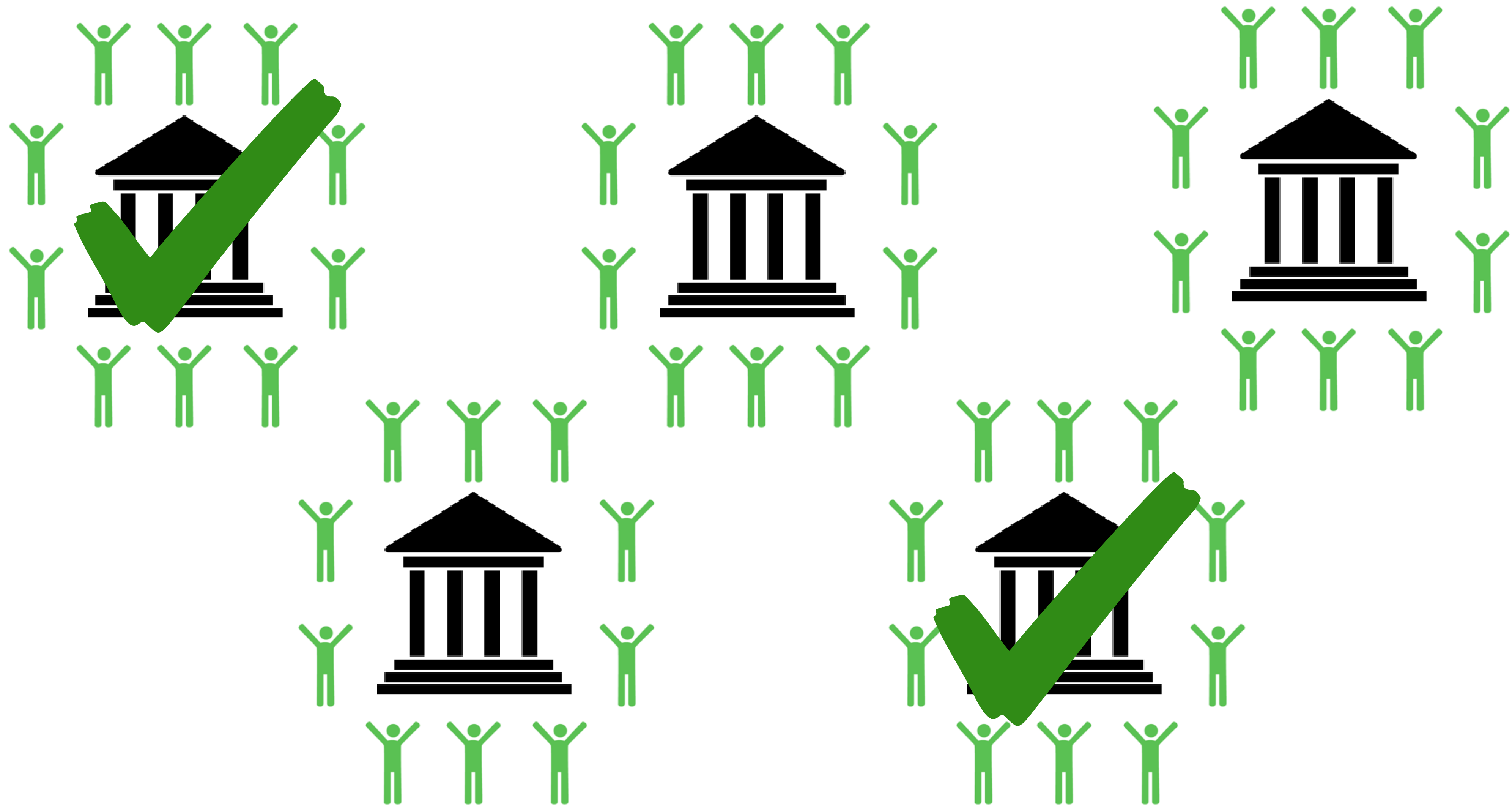




# BORROW



# BORROW



# BORROW



# CREDIBILITY



THEN  
BORROW CREDIBILITY





# SIGNALING THEORY

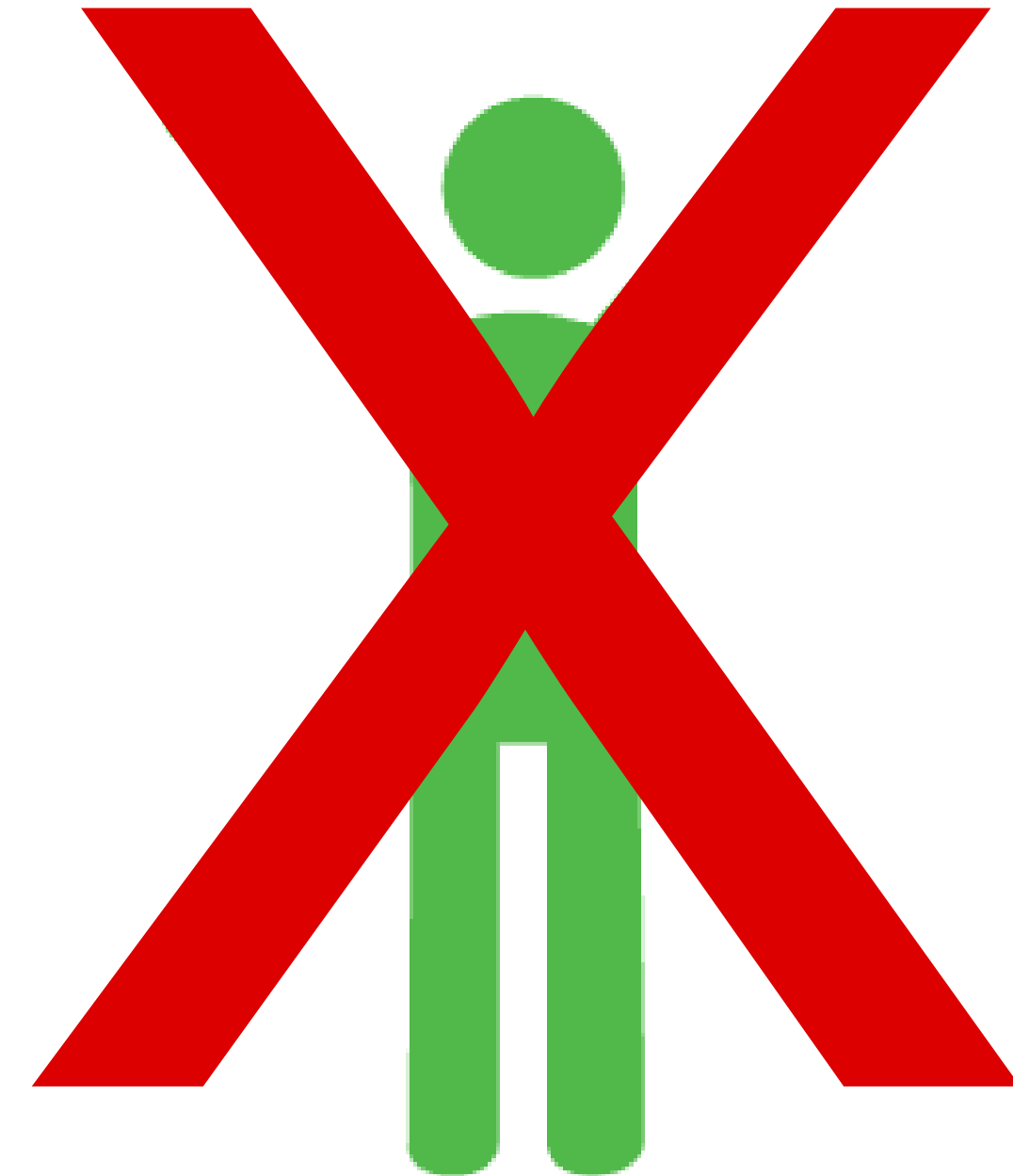




# CREDIBILITY



BORROW

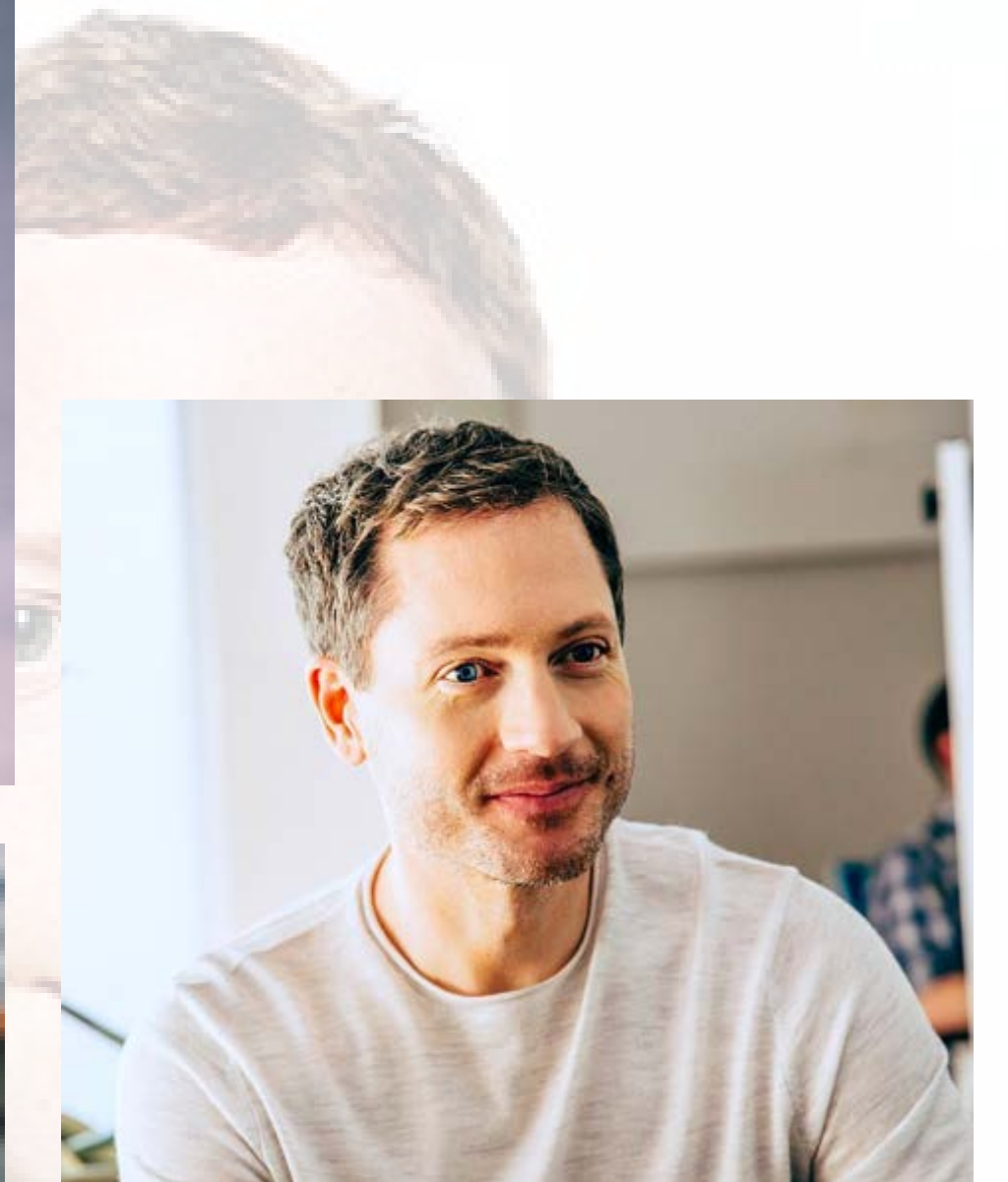


THIS GROUP HAS STRONG CREDIBILITY



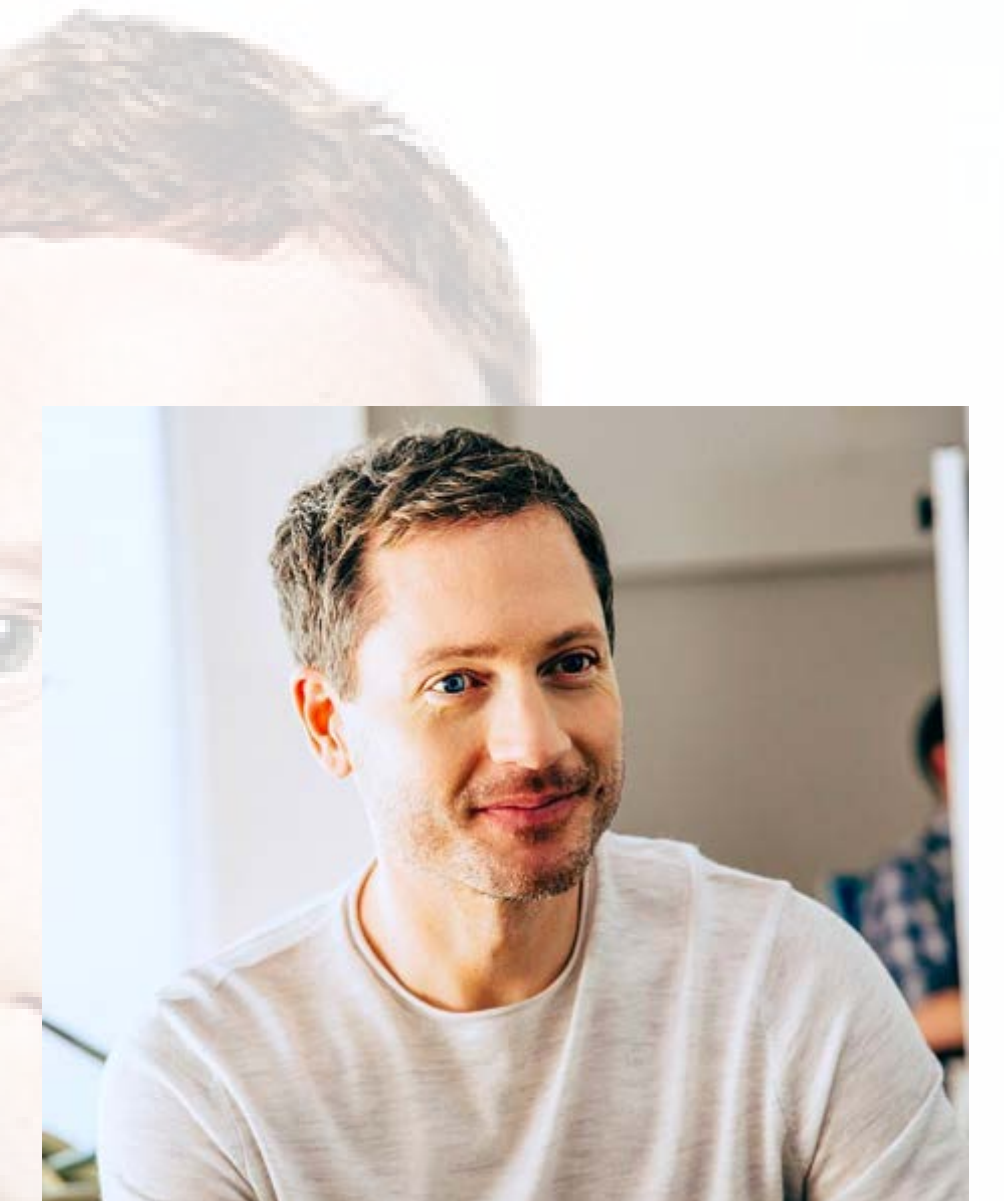


# NEW PATH TO SUCCESS





# NEW PATH TO SUCCESS



## CREATORS







LEADEDGE

C A P I T A L





# THE BIG CHANGE



THEN

BORROW CREDIBILITY



NOW

CREATE CREDIBILITY

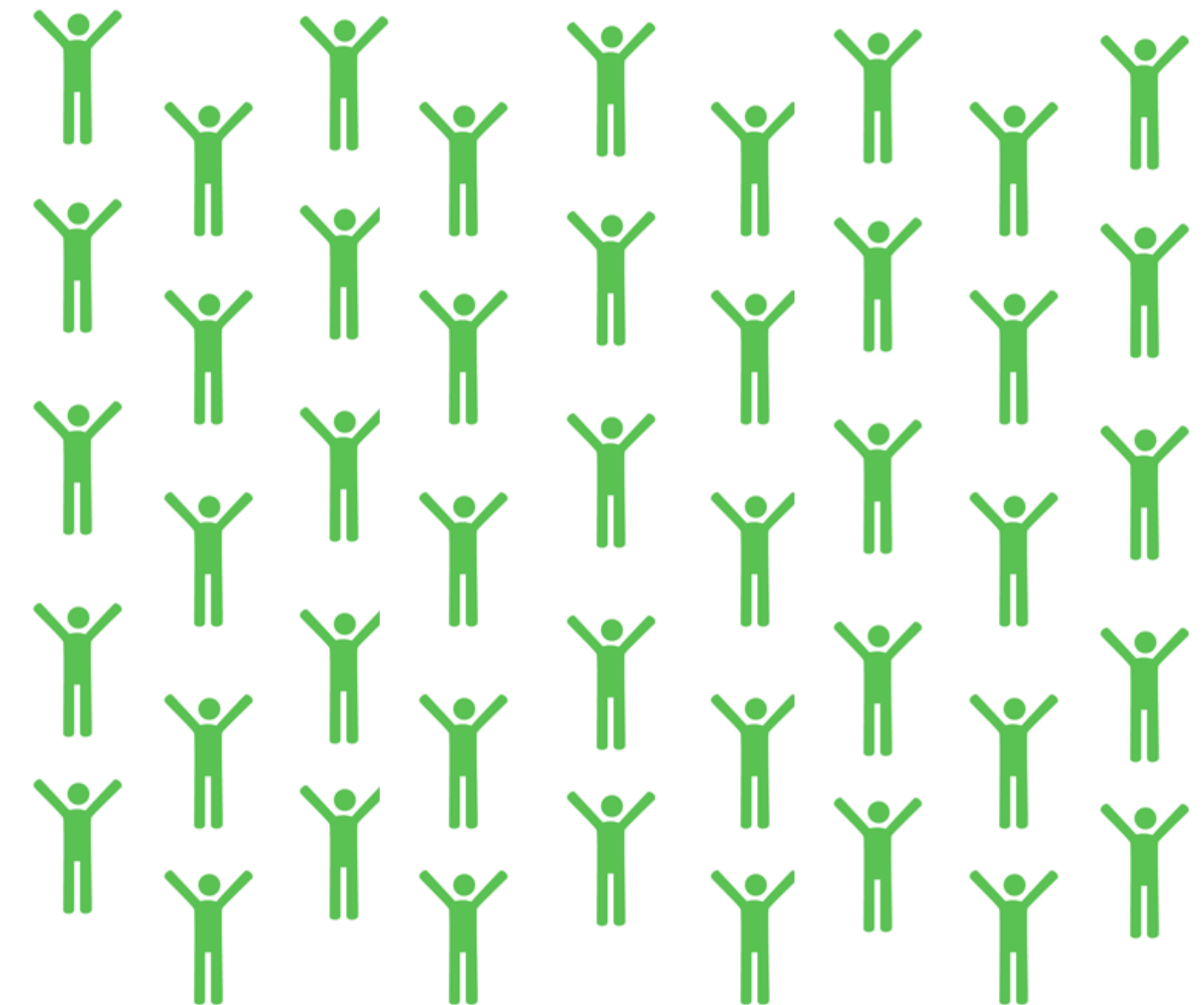
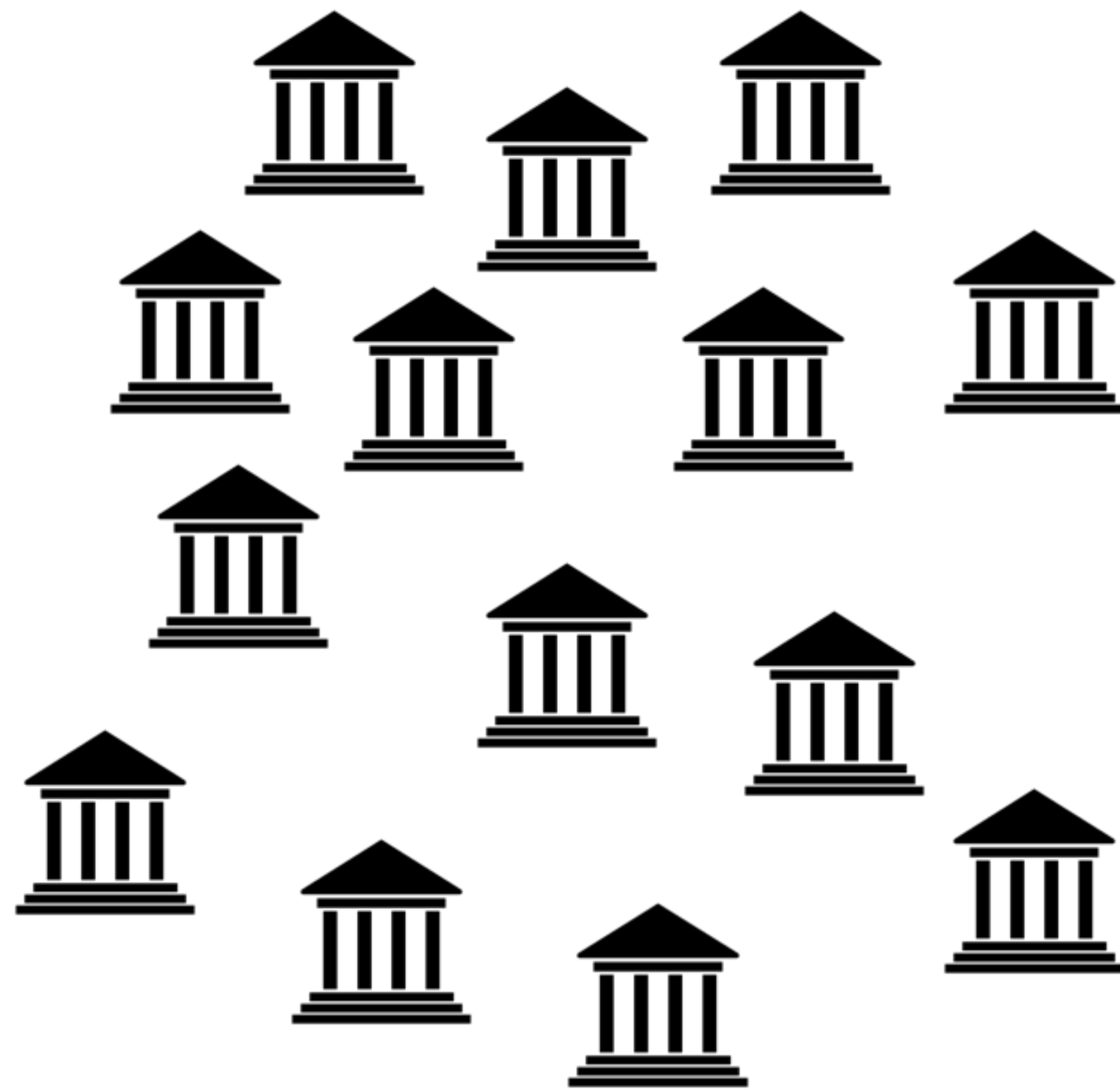




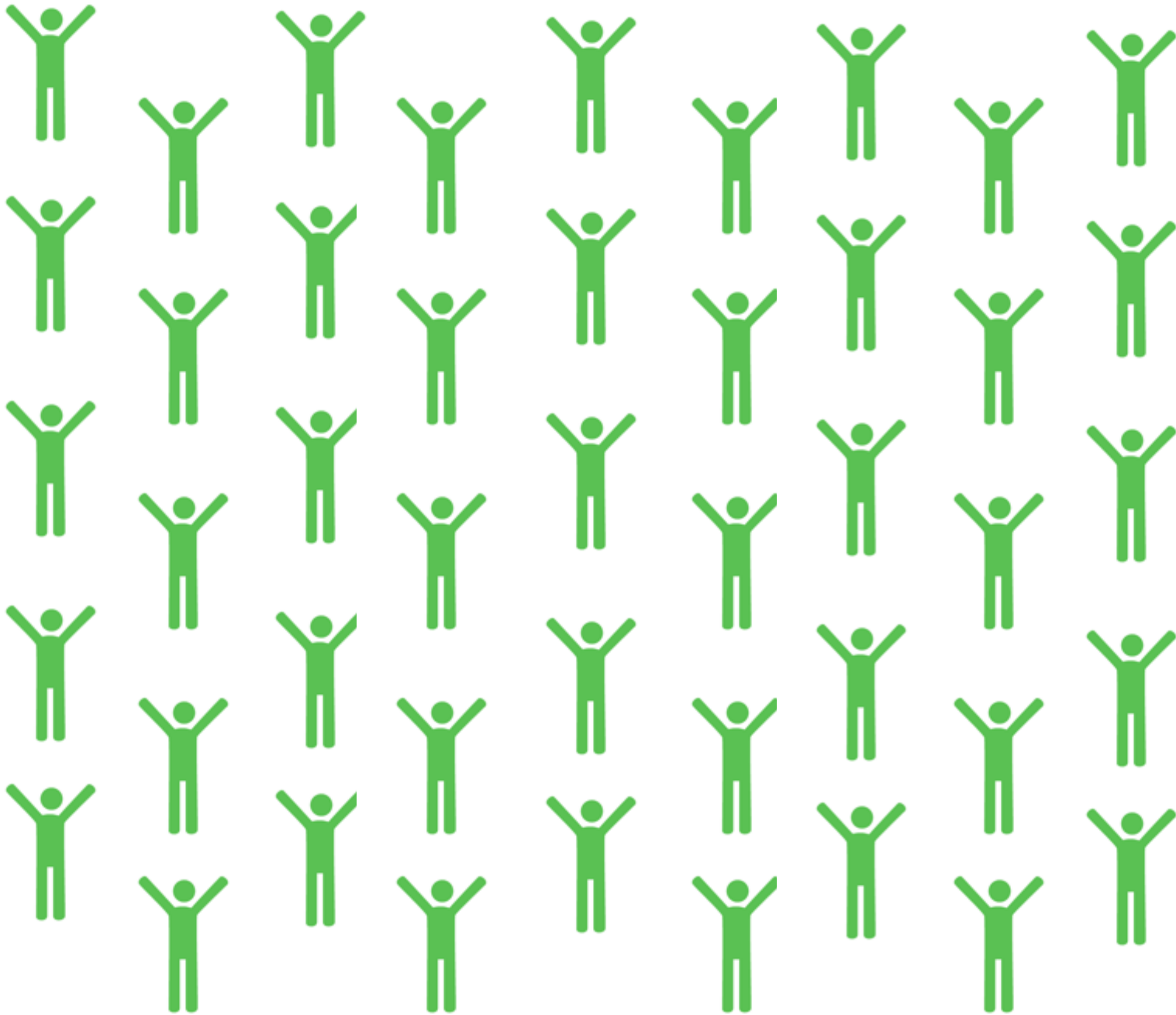
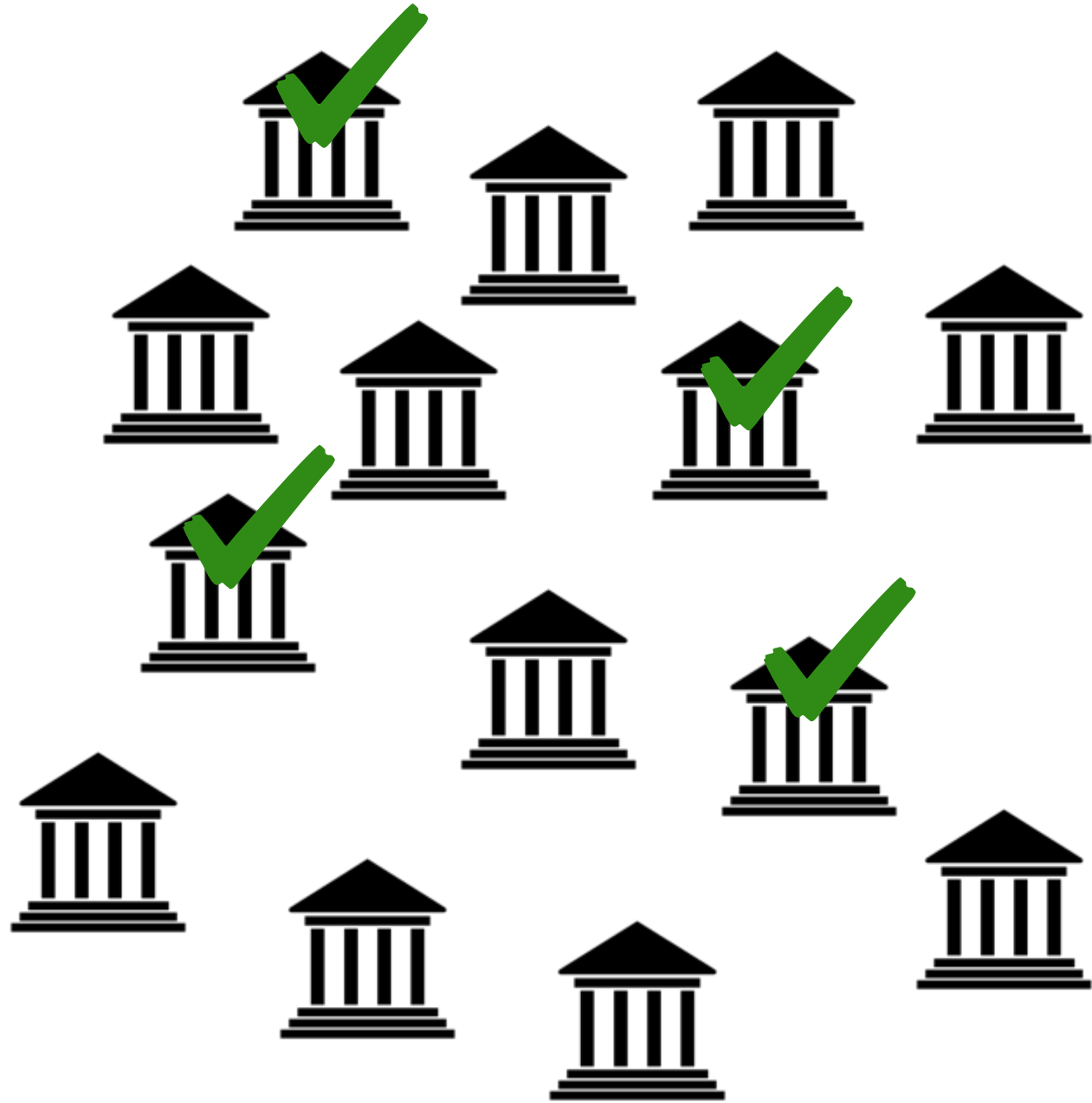




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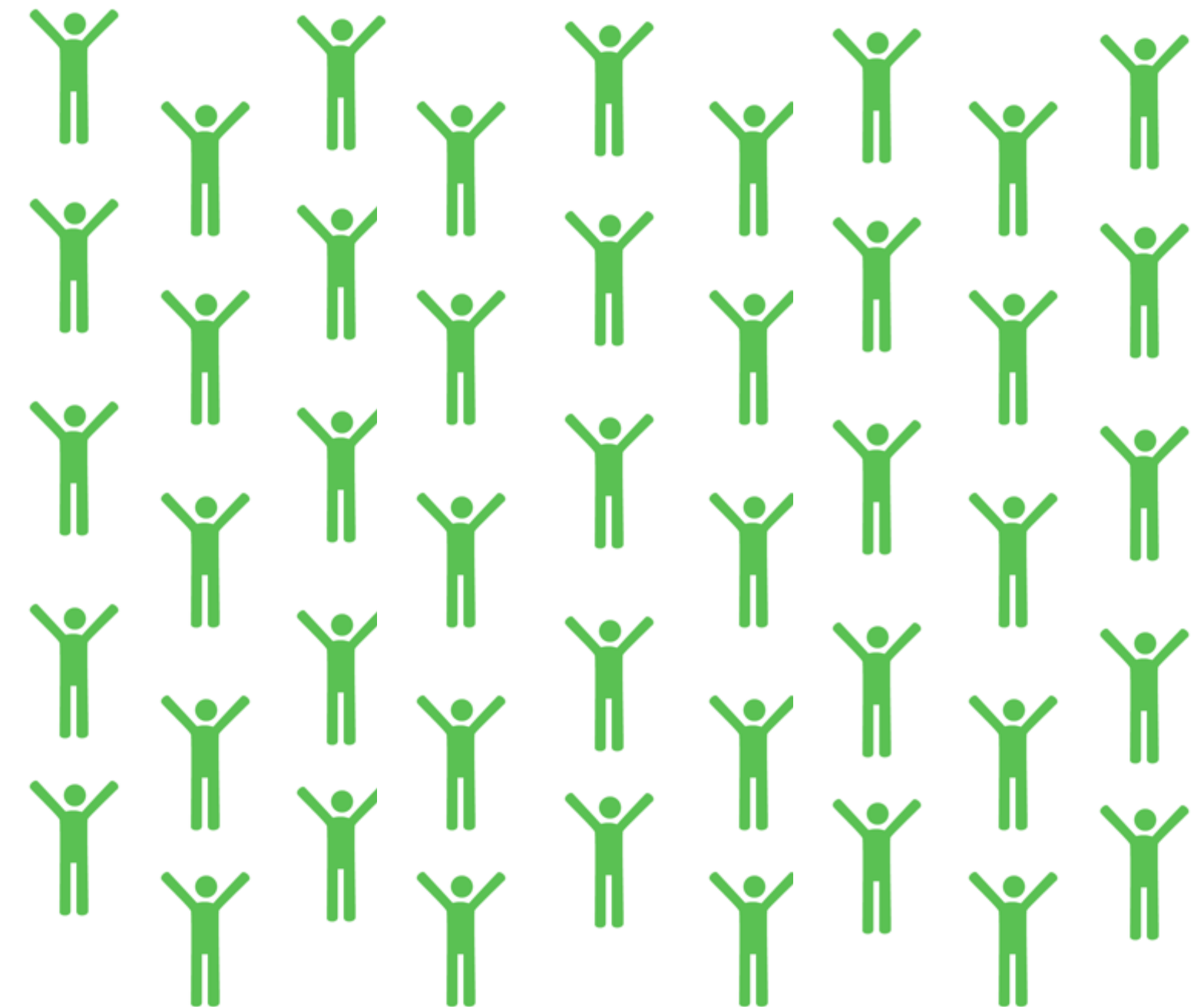


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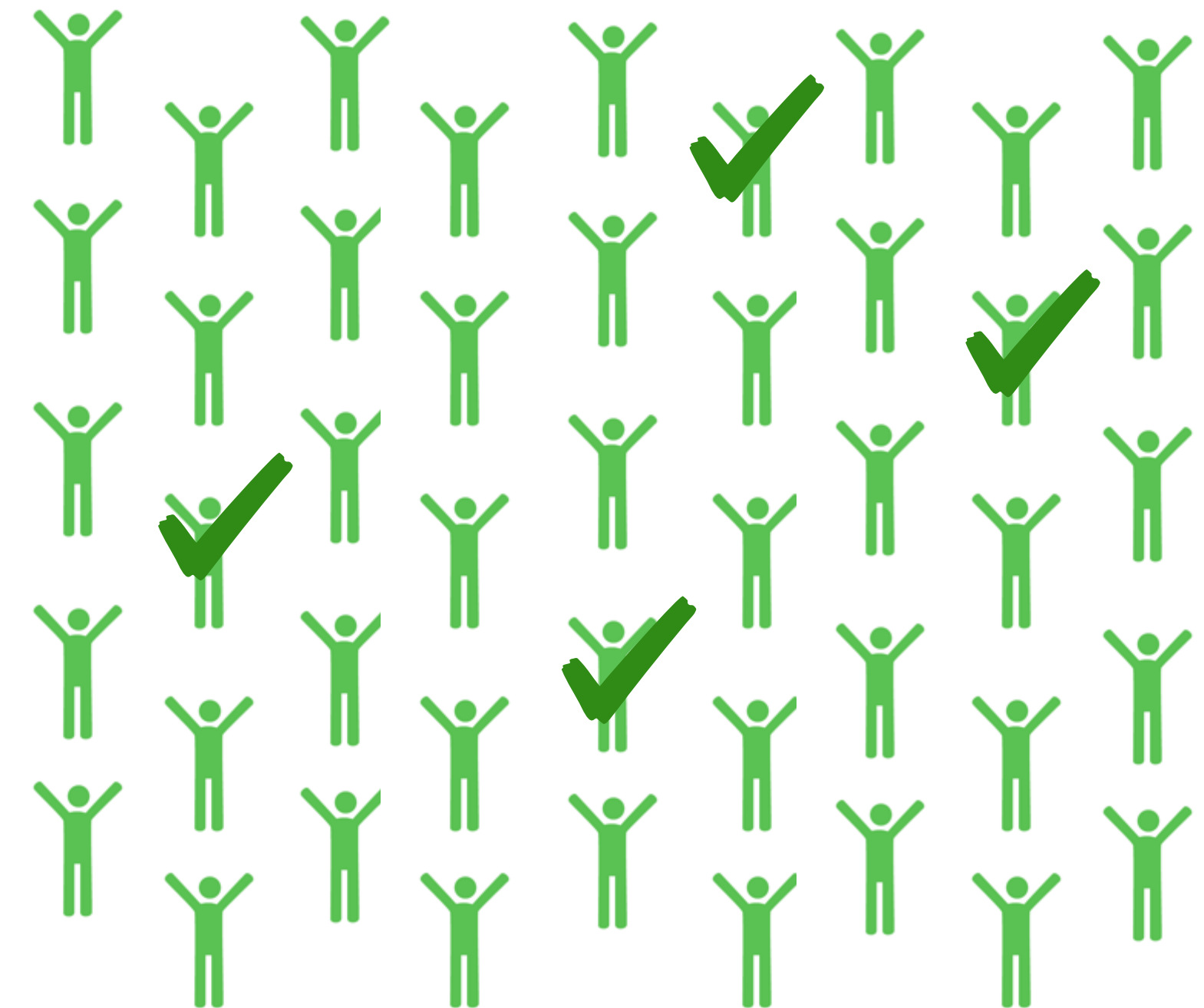
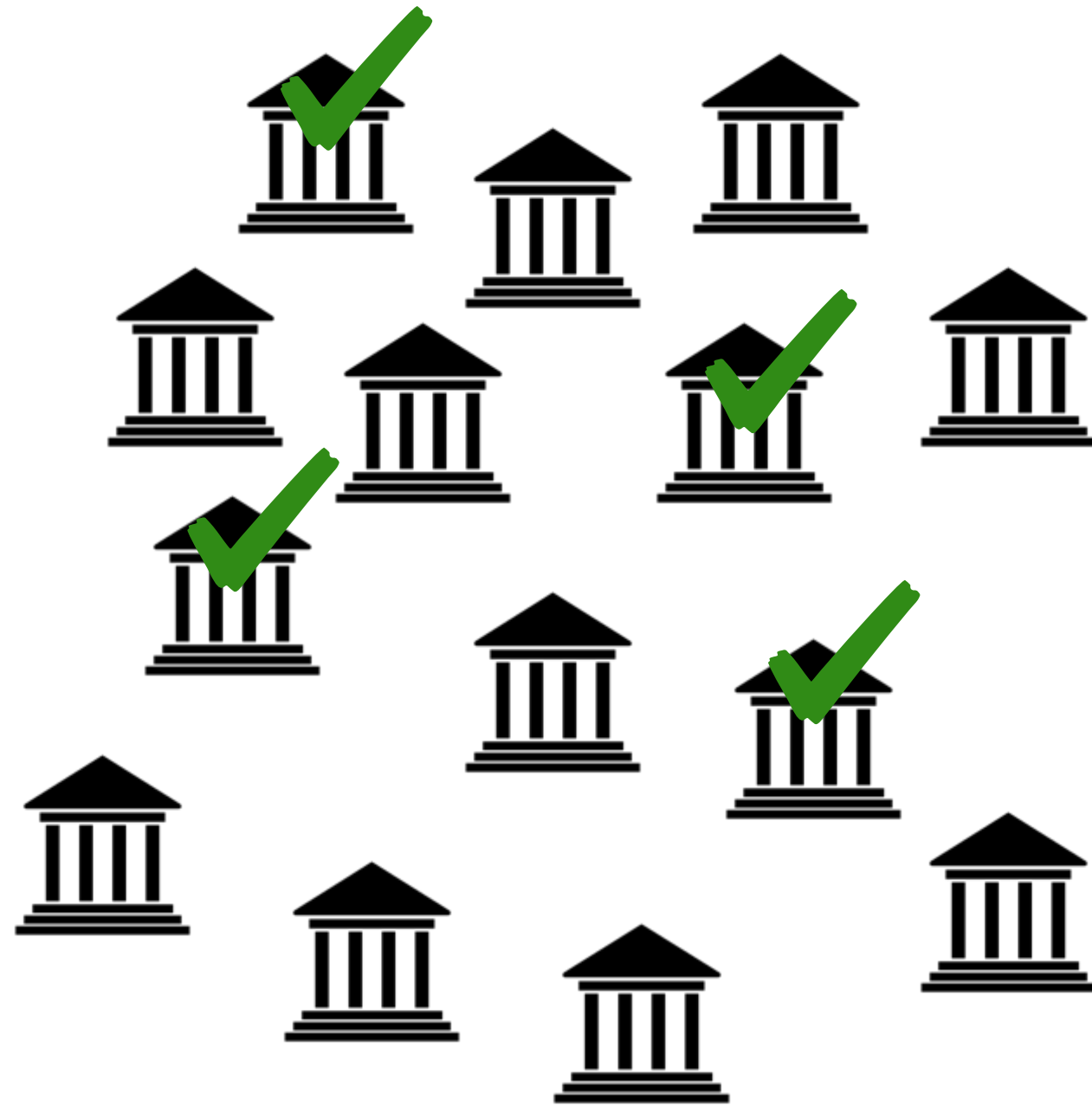




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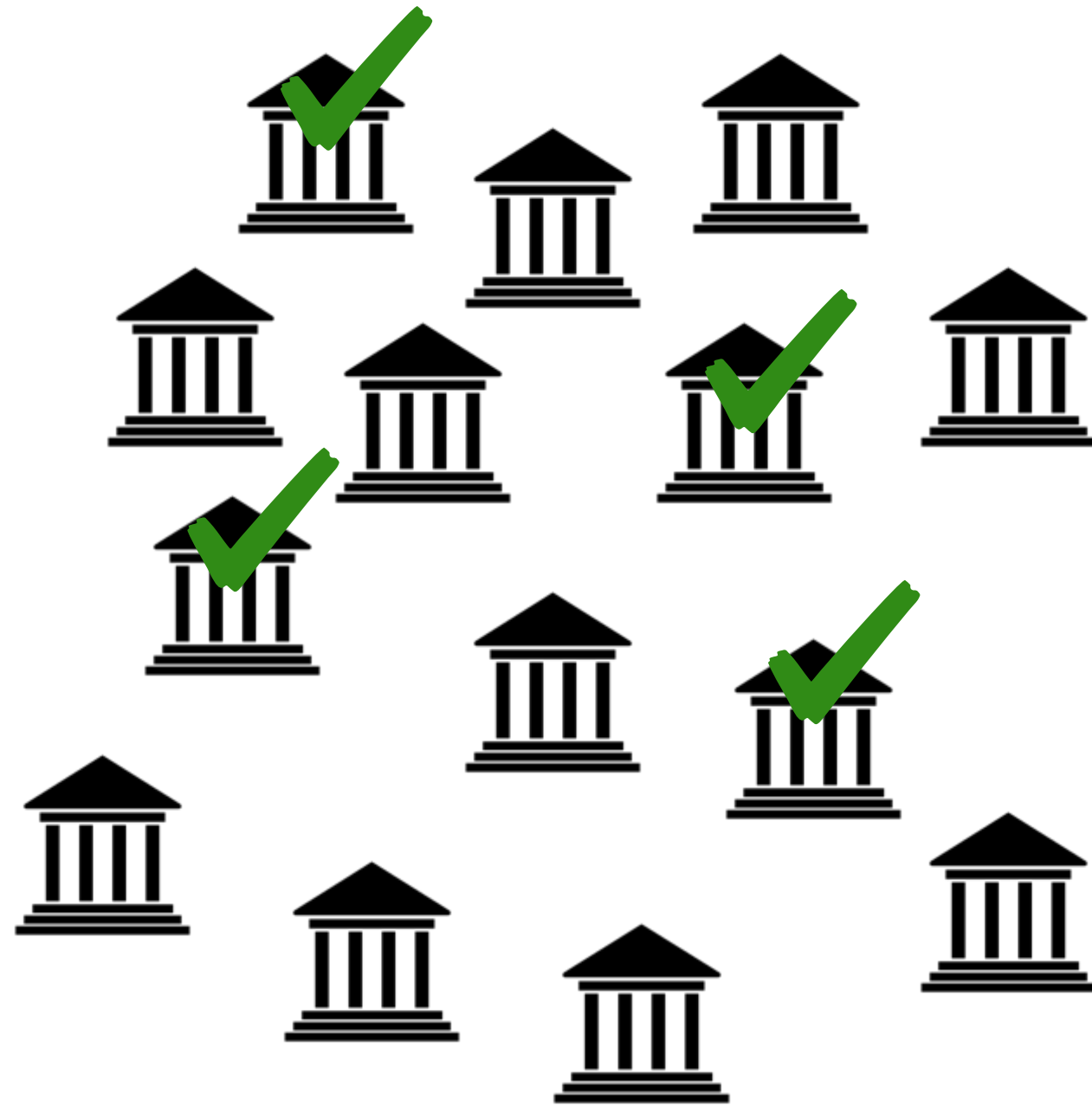


# CREATE





# CREATE



# DEMONSTRATING YOUR PURPOSE





# DREAM JOBS/CAREERS





# DEMONSTRATING YOUR PURPOSE



THINK  
READ  
RESEARCH  
INTERVIEW  
CREATE



THINK  
READ  
RESEARCH  
INTERVIEW  
CREATE



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RESEARCH  
INTERVIEW  
CREATE

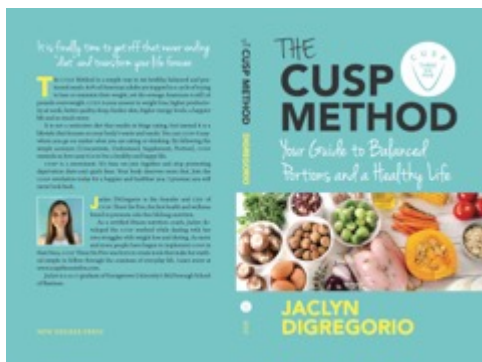
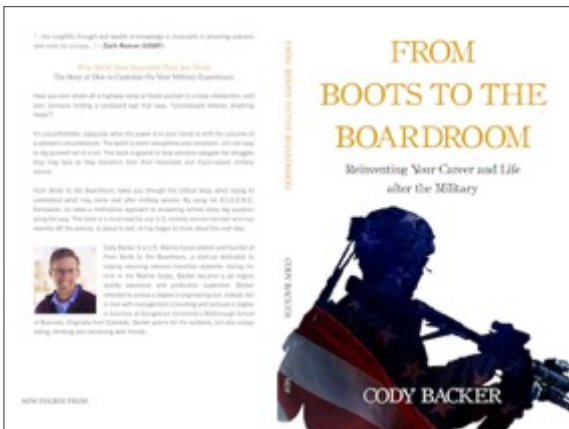


THINK  
READ  
RESEARCH  
INTERVIEW  
CREATE





# DEMONSTRATING YOUR PURPOSE





# DEMONSTRATING YOUR PURPOSE



MONSTRATION OF YOUR PURPOSE





# DISCOVER & DE DEEP PURP



# ONSTRATE ONFIDENCE



# HOW THEY DEMONSTRATE

BOOKS

CONFERENCES

PUBLISHED RESEARCH

PODCAST SERIES

VIDEO SERIES

DESIGNS

CONCERTS/ART

ARTICLE SERIES

COURSES



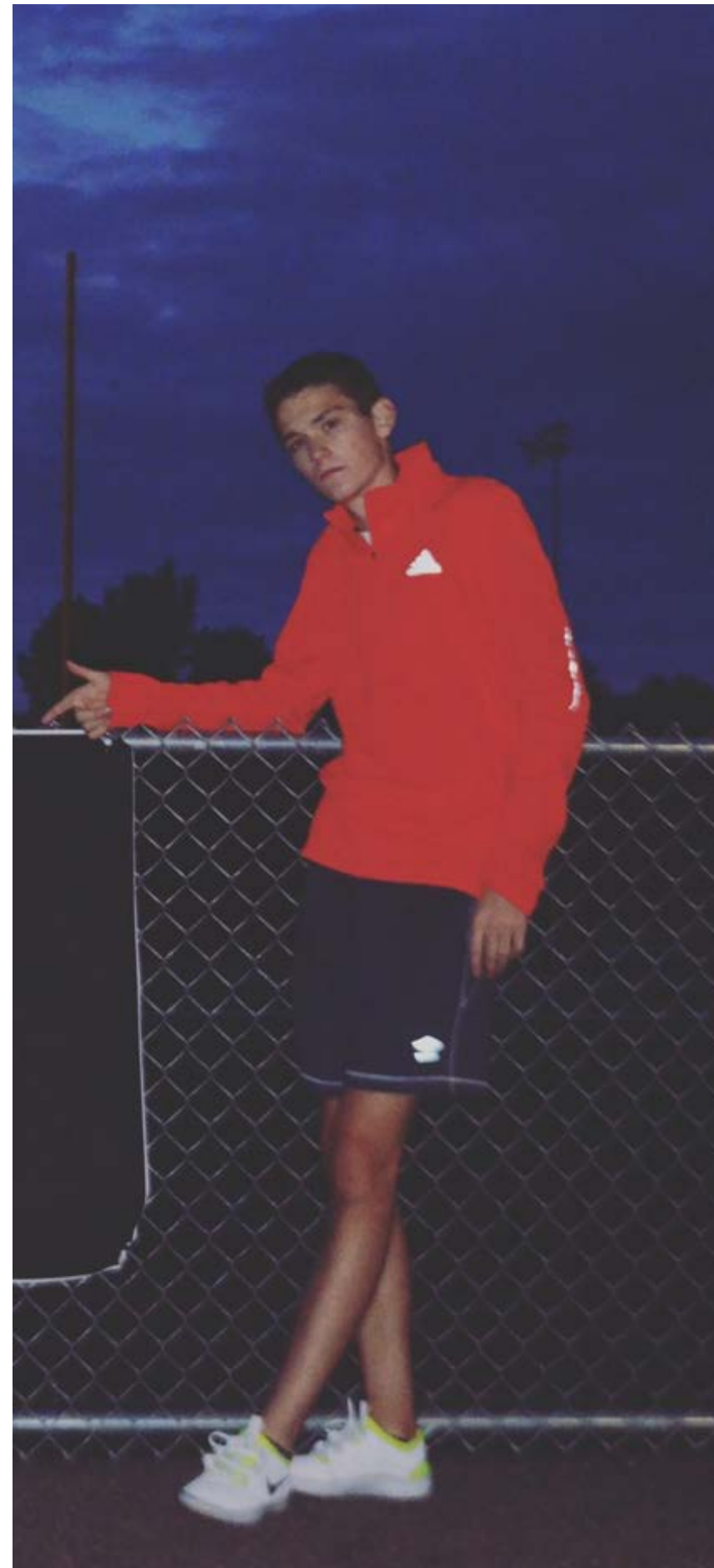


# CREATE YOUR OWN PATH



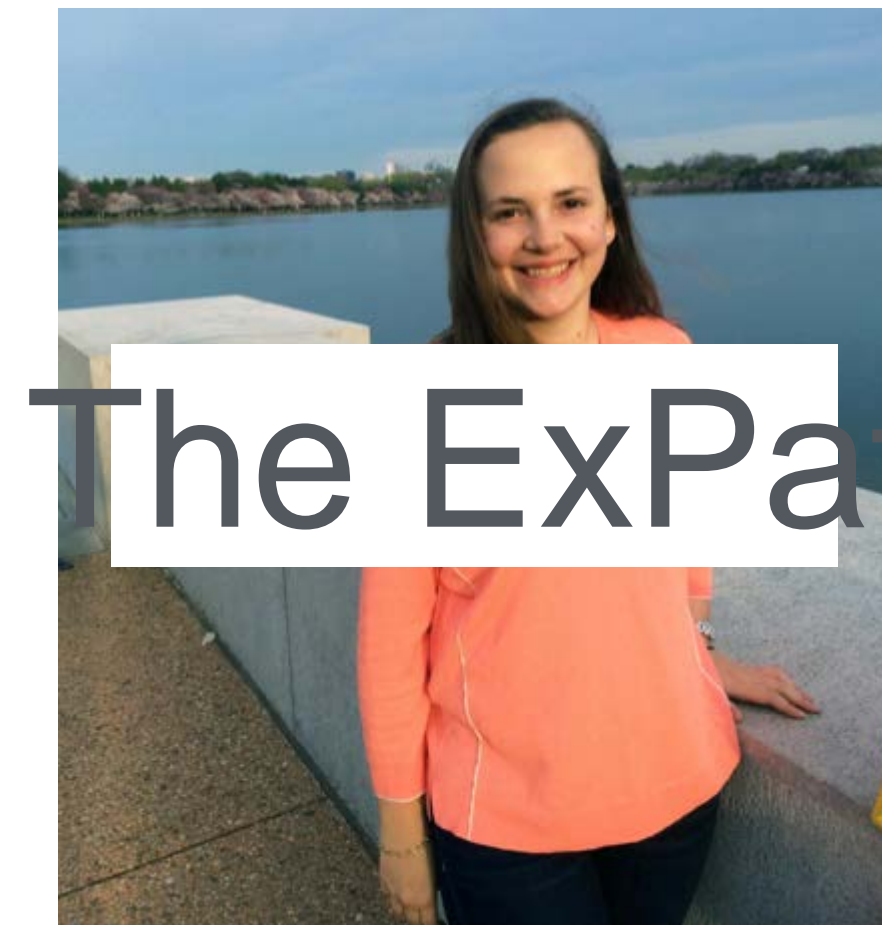


# CREATE YOUR OWN PATH





# CREATE YOUR OWN PATH



The ExPat



Kickstarted



The Manager



The Beer Pro



The Techie



The VC



The Scout



The Speaker



The Nomad





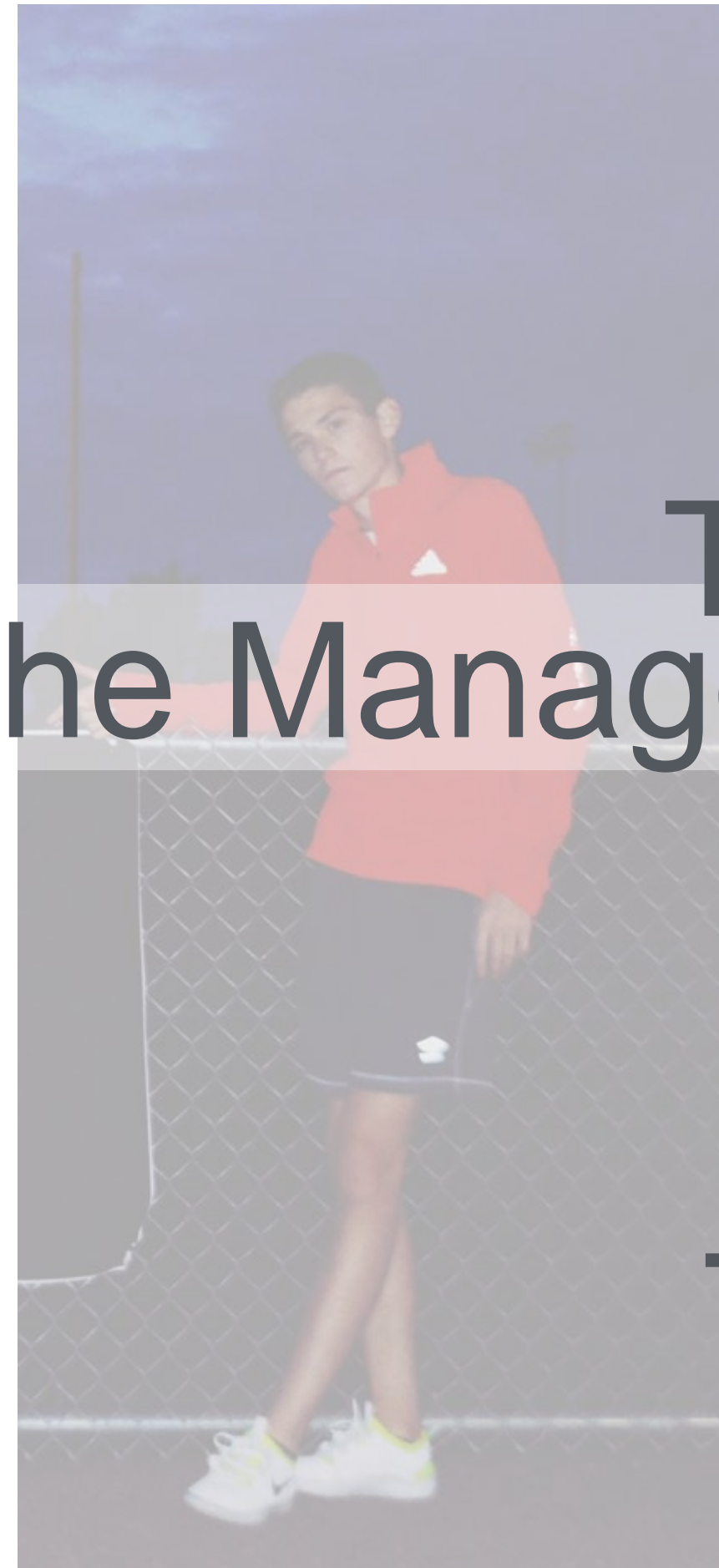
# CREATE YOUR OWN PATH



The ExPat



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The Nomad





# THEY'LL DEVELOP THE CREATORS MINDS





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