

Black Unicorn Factory Announces \$500 Million in Equity Issuance to 150 Startups Using Alternative Investment Models

Helping everyday people earn shares by promoting companies on social media — all within SEC rules.

LOS ANGELES, CA, UNITED STATES, May 7, 2025 /EINPresswire.com/ -- [Black Unicorn Factory](#) Redefines Venture Capital with Non-Traditional Investing Turning social media following into shareholder equity



A smart new way to invest without spending a dime

Black Unicorn Factory (BUF), the fastest-growing Black-owned venture firm in America, has transformed the venture capital landscape by investing over \$500 million into 150+ startups, without relying solely on cash. Instead, BUF issues equity in exchange for “cash or other consideration,” a concept grounded in long-standing SEC exemptions.

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Cash isn't the only form of investment capital — Black Unicorn Factory has transformed social media engagement into venture capital.”

John Stewart, CEO Black Unicorn Factory

“Cash isn't the only form of investment capital; social media engagement is also a real form of investment capital, too ” said Johnny Stewart, CEO of Black Unicorn Factory.

A New Era of Inclusive Capital

Traditional venture capital prioritizes cash investment from accredited insiders. BUF challenges this exclusivity by accepting measurable, non-cash contributions, such as marketing services, content creation, and digital influence,

all formally exchanged for equity under SEC exemptions.

BUF's model is powered by Regulation A+, Regulation CF, Regulation D, and Rule 701, each of which explicitly permits securities offerings for:

“Cash or other consideration” — SEC Rule 251(b), Reg D 501–506, and Rule 701

Introducing FMFE: Equity-for-Engagement at Scale

BUF's signature innovation is its [Follow Me for Equity](#) (FMFE) program, managed via a mobile app. Participants — including gig workers and micro-influencers — complete a structured roadmap of 100 social promotional tasks, earning shares along the way.

Each FMFE user:

Follow BUF on social media platforms. Then promote other companies' products and services, share their content with their own audience

With 12,000 networkers who have an average of 400 followers per platform, BUF commands a projected audience of 120 million audience reach. — exceeding Super Bowl viewership, but at a fraction of the cost.

All equity issuances are recorded in BUF's shareholder registry, tracked through accounting systems.

SEC-Backed Legal Structure

Rule 701 permits equity compensation to non-employees, such as consultants or gig workers, without registration

The JOBS Act (2012) strengthened these exemptions, lifting limits and lowering disclosure thresholds for non-cash equity issuance

BUF leverages this regulatory foundation to invest other consideration, not just cash capital.

Equity You Can See. Each FMFE investor receives: A formal stock statement, Proof of share ownership, and Access to the BUF portal for progress tracking

The Future of Venture Capital

Black Unicorn Factory believes equity shouldn't just be bought with cash but can also be earned. By transforming influence, effort, and creativity into stock ownership, BUF makes entrepreneurship funding accessible and wealth creation more inclusive.

BUF is not waiting for the venture capital to change; it's now time to change it what it means to invest.

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