The JOBS Act and Crowdfunding: Harnessing the Power-and Money-Of the Masses

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What is crowdfunding?

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The practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.
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1. So you've got an idea?

2. Create a project (on crowdfunder.co.uk)

3. Tell your crowd

4. The crowd pledges cash in return for rewards

5. The crowd shares the project with friends

6. Hit your target and turn your idea into reality
Crowdfunding Context

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- Nonstop recession wave
- For small businesses but not only
- Chance of success
- By showcasing their businesses and projects to the entire world.
- Crowdfunding has proven itself as a great asset in sourcing potential customers and growing an audience.
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How does crowdfunding work?

- Crowdfunding platforms where consumers can safely ask for or donate money.
- Platforms: Kickstarter, Indiegogo and RocketHub
- Create a profile (short video, introduction of the project, donation, image)
- The idea is not what you do, but why you do it.
- Set for a goal amount of money and a fixed number of days.
- Each day will be counted down
- The money raised will be tallied up for visitors to follow its success.
- Thanks to: social media, email, local media.
To remember!!

Each campaign should contain a powerful reason behind the idea, exciting and unique rewards, and an eye-catching display.

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4 categories of crowdfunding

1. In rewards-based crowdfunding
2. In donation-based crowdfunding
3. In equity crowdfunding
4. In credit crowdfunding

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In that year, the majority of crowdfunding platforms were based in the United States and Europe. In 2012, there were 191 crowdfunding platforms in the United States.