

An abstract graphic on the left side of the slide, consisting of a network of thin, light green lines and small circles, resembling a circuit board or a neural network, set against a dark green background.

# CROWDFUNDING

CROWDFUNDING AS AN IDEA FOR A BUSINESS

# MEANING THE PROJECT

- Simply put, crowdfunding - an original way to collect the money needed for the realization of business where the investor could be anyone.
- Crowdfunding can be not only gratuitous. Apart from him, there are two more types of destinations. One of them - is the realization of the product. Future businessman creates fair things or certain foods, inviting those wishing to buy them to support future project.

# MAKE A PLAN

The structure of the plan will depend entirely on the type of your project. The plan should include not only a campaign to attract financing, but also the implementation of the project.

# BE CONVINCING

It is important to remember that in reality, you're asking strangers to open the wallets and give you their money. You should stock up on a pair of powerful arguments that will convince a potential sponsor for your project. The first description of your project should convey its significance, unique product ideas and value, which is obtained as a result.

# SELECT THE APPROPRIATE PLATFORM

There are many crowdfunding platforms specializing in different directions and working on different models of fundraising.

**KICKSTARTER**

 **indiegogo**

**BOOMSTARTER**

# OFFER SOMETHING IN RETURN

Many successful campaign promises to its investors something in return for the investment. For example, you can give to anyone who pozhertoval a certain amount, a copy of his film, t-shirt with your logo, tickets for your presentation or product, made with his own hands. In order to motivate people to leave large donations, you can come up with a stepped reward system: the larger the amount, the greater the gift.

# FIND PROMOTERS

Share your campaign a lot of people - the most difficult challenge that you will face in crowdfunding. Ideally, the promoters should be the people themselves have invested in your project and look forward to its success. It is also advisable to involve friends and family: together you will be able to tell about the project in social networks



# LEARN FROM THE BEST

Successful examples are numerous. Interestingly, in Russia the most successful projects are related to creativity and charity (movies, games, books, social projects), while abroad is not less popular technology start-ups. We picked up a few kraudfandingovyyh campaigns, the experience of which may inspire you to success:

- [One Fast Cat Exercise Wheel](#)
- [Hopping Gnome Brewing Company](#)
- [“Project Phineas” – A Service Dog’s Journey](#)
- [TrackR Bravo – The Thinnest Tracking Device Ever](#)



# LOOKS PROFESSIONAL

- The presence of the seriousness of the site will give your project. Seeing a professional website, a potential investor is easier to believe in the reliability of your intentions and be more likely to want to support your idea. If you create a site on Wix, be sure to use app Get Funding. This free widget will allow you to make money through PayPal with no time limits and the amount collected.