

# CROWDFUNDING WEBSITES

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SUBAH SEHGAL

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# DISCLAIMER

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The information provided in this article is compiled with a variety of public sources. It is dated May 2018. The information is provided only for reference and is not intended to create a bias of basis of any decision by the reader.

# WHAT IS CROWDFUNDING?

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Crowdfunding occurs when a large number of people provide small amounts of funds to raise money for a project, idea or venture.

# CROWDFUNDING WEBSITES

## A BRIEF SUMMARY

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Website	Summary
Kickstarter	Games, Music, Arts, Comics & Illustration, Food & Craft, Film, Design & Tech, Publishing
Indiegogo	Tech & Innovation, Creative Works, Community Projects (Wide range of product categories)
RocketHub	More focus on personal advertising and enterprise promotion
Fundrazr	Focus on fundraising for nonprofits, individuals, and companies
Pozible	Australian based company focusing on fundraising for creative projects and ideas
Ulule	European crowdfunding website focusing on creative projects as well as entrepreneurial and technological ventures
Fundable	Business crowdfunding with a flat per month fee



**KICKSTARTER**



# KICKSTARTER

BROOKLYN, NEW YORK

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1. Business Model: All-or-nothing funding/ Public-benefit corporation
2. Total USD raised: \$3 billion+
3. Backers: Receive rewards/ No equity available
4. Creators: Retain 100% ownership/ No equity available
5. Fees: Successful project = [5% of total funds raised (Kickstarter fee)] + [(3% + \$0.20 per pledge) (Payment processing fees)]/ Comparatively expensive for creators
6. Accessible Countries (Creators): Australia, Austria, Belgium, Canada, Denmark, France, Germany, Hong Kong, Ireland, Italy, Japan, Luxemburg, Mexico, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland, United Kingdom, United States
7. Founders: Yancey Strickler, Perry Chen, Charles Adler



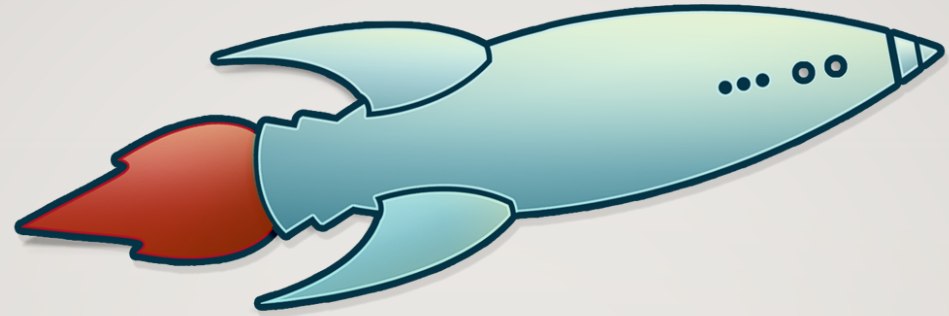
# INDIEGOGO, INC.

SAN FRANCISCO, CALIFORNIA

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1. Business Model: Flexible funding (keep the money raised whether the goal is reached or not) and fixed funding (keep the money raised only if the goal is met)
  2. Total USD raised: \$1 billion+
  3. Backers: Receive rewards/ Equity
  4. Creators: Retain 100% ownership/ Equity also available
  5. Fees: Successful project = [5% (platform fees)] + [(3% + \$0.30) (Third-party credit card fees)]/  
Unsuccessful project = 9% + third part credit card fees/ \$25 wire fee for non-US campaign/ Most expensive platform
  6. Accessible Countries (Creators): 223 countries and territories (Top 5 contributing countries = United States, Canada, United Kingdom, Australia, Germany)
  7. Founders: Slava Rubin, Danae Ringelmann, Eric Schell
  8. Major Associations: MicroVentures (offers equity-based campaigns)
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# *RocketHub*

*LAUNCH, FUND, AND FLY!*

# ROCKETHUB

## NEW YORK CITY

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1. Business Model: Funds received whether or not the goal is met (backers need to receive rewards regardless)
2. Backers: Receive rewards/ Equity
3. Creators: Retain 100% ownership/ Equity available
4. Fees: Successful project = [4% (platform fees)] + [4% (credit-card processing fee)]/  
Unsuccessful project = 8% + credit card processing fee/ Expensive for unsuccessful projects
5. Accessible Countries (Creators): 190 countries
6. Founders: Brian Meece, Jed Cohen, Alon Hillel-Tuch, Vladimir Vukicevic
7. Major Associations: Partnership with the US Department of State, Project Startup (A&E Networks)

**FundRazr™**



# FUNDRAZR

VANCOUVER, BRITISH COLUMBIA

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1. Business Model: Flexible funding options (all-or-nothing/ keep-it-all)/ Donation (perks) crowdfunding model
2. Total USD Raised: \$115 million+
3. Backers: May or may not receive rewards/ No equity available
4. Creators: Retain 100% ownership/ No equity available
5. Fees: Basic Plan = (No platform fees) 2.9% + \$0.30 (depending on country)/ Advanced functionality = 5% platform fee + (2.9% + \$0.30)/ Relatively less expensive compared to other websites
6. Accessible Countries (Creators): Worldwide (Any country with the ability to send and receive payments via Paypal or Stripe)
7. Founders: Daryl Hatton
8. Major Associations: Paypal




*Pozible*



# POZIBLE

MELBOURNE, VICTORIA

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1. Business Model: All-or-nothing funding
  2. Total USD Raised: \$45 million+
  3. Backers: Can choose to receive rewards/ Equity available
  4. Creators: Retain 100% ownership/ Equity available (Birchal)
  5. Fees: Basic Plan = Successful project = [3-5% (depending on amount raised) + (1.75% -2.4% + 23c) (transaction fee)]/ Unsuccessful project = no fees/ Comparatively less expensive
  6. Accessible Countries (Creators): Worldwide (Can be used in any country with the ability to send and receive payments via PayPal)
  7. Founders: Rick Chen, Alan Crabbe
  8. Major Associations: Birchal (sister platform) provide equity crowdfunding/ supported by AUS govt.
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# ULULE

PARIS, FRANCE

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1. Business Model: All-or-nothing funding
  2. Total USD Raised: \$129 million+
  3. Backers: Can choose to receive rewards/ No equity available
  4. Creators: Retain 100% ownership/ No equity available
  5. Fees: Successful project = 6.67% (VAT non included) for credit card payments/ 4.17 (VAT non included) for check or PayPal payments/ Tend to be expensive with the addition of VAT
  6. Accessible Countries (Creators): Countries using one of these currencies (£, \$ (US, CAD etc.), €)
  7. Founders: Alexandre Boucherot, Thomas Grange
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**FUNDABLE**



# FUNDABLE

POWELL, OHIO

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1. Business Model: Rewards-based/ Equity-based
  2. Total USD Raised: \$407 million+
  3. Backers: Receive rewards/ Equity available
  4. Creators: Retain 100% ownership/ Equity available
  5. Fees: Successful project = \$179 per month to fundraise/ Rewards-based raises = 3.5% + 30c per transaction/ Stable fees can be both expensive and not expensive based on funds raised
  6. Accessible Countries (Creators): Only companies registered in the US
  7. Founders: Will Schroter, Eric Corl
  8. Major Associations: Virtucon Ventures
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# TO KNOW MORE AND GET ASSISTANCE WITH YOUR CROWDFUNDING PROJECT

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