



Crowdfunding Cheat Sheet

Crowdfunding is a new, transformative capital-raising process empowered by technology that turns the *trust* and *goodwill* of your *network* into *funds* to start or grow your business by allowing a *large number* of people to share *small amounts* of their *social, creative, and financial capital*

Type of Crowdfunding	Donation	Rewards	Investment (JOBS Act)	Intrastate/DPO	Lending
How does it work?	fundraising for personal needs or causes	contributions in exchange for rewards or perks, pre-sales/pre-payment for products before manufacturing	securities, unaccredited and accredited** investors, subject to SEC rules - Reg CF, Reg D (506c), Reg A+	securities, unaccredited and accredited** investors with state-specific rules	online platforms that match borrowers with individual lenders
Who is it for?	individuals, nonprofits	individuals, pre-startups, startups, existing businesses, nonprofits	startups & existing businesses with an investor strategy	startups & existing businesses with local focus	individuals, pre-startups, startups & existing businesses
Examples of Platforms	CaringCrowd ~ Causes CauseVox ~ Classy CrowdRise ~ Deposit-a-Gift DonorsChoose ~ FirstGiving Fundly ~ Fundrazr GoFundMe ~ HIPGive ~ ioby Mightycause ~ Patronicity Rally ~ RallyMe StartSomeGood	ArtistShare ~ Barnraiser Credibles ~ Crowd Supply Experiment ~ Fundable Hatchfund ~ iFundWomen Indiegogo ~ InKind Kickstarter ~ Patreon ~ PieShell PledgeMusic ~ Publishizer Seed&Spark ~ The Local Crowd Unbound Women You Should Fund	AgFunder** ~ AngelList** ~ Bankroll CircleUp** ~ Crowdfunder** Crowdfund Mainstreet ~ EquityNet** Fundable** ~ Honeycomb Credit Localstake ~ Manhattan Street Capital MicroVentures/Indiegogo ~ NetCapital NextSeed ~ Republic ~ SeedInvest StartEngine ~ truCrowd ~ Wefunder **accredited investors only - net worth \$1M+ or \$200k+ annual income	no platform needed or state-specific platform	Kiva* LoanWell
Platform Fees	% of funds	% of funds	% of funds, warrant and/or flat fee	varies by state	Low or no fees
Notes	many platforms provide tax-deductible receipts for 501(c)(3) donations	backers are <u>not investors</u> - funding plus valuable market validation, customer feedback, branding & audience-building	backers <u>are investors</u> - securities offered can be equity, debt, or revenue-share	backers <u>are investors</u> - can be equity, debt, or revenue-share	*Kiva offers 0% interest micro-loans up to \$10k for new businesses

For more information on crowdfunding and to get personal feedback on your potential to crowdfund, visit CrowdfundBetter.com or email start@crowdfundbetter.com.