



Crowdfunding for Entrepreneurs

What is Crowdfunding?

- Funding a project through contributions (often small amounts) from a large number of people

Examples of Crowdfunding Platforms

- Donation-based: gofundme.com, gogetfunding.com
- Rewards-based: kickstarter.com, indiegogo.com, ifundwomen.com
- Recurring funding for membership: patreon.com
- Equity: wefunder.com, fundable.com

Creating Campaigns

- Clear plan and compelling narrative
- Social media
- Give updates to funders
- Connect campaign to bank account



Funding Campaigns

- Search by category or keyword
- Support campaigns on social media
- Report fraud
- Encryption technology for secure payments



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