

Comparison of crowdfunding services

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Crowdfunding is a process in which individuals pool money and other resources to fund projects initiated by other people or organizations. Crowdfunded projects may include creative works, products, nonprofit organizations, supporting entrepreneurship, businesses, or donations for a specific purpose (e.g., to pay for a medical procedure). Crowdfunding usually takes place via an online portal that handles the financial transactions involved, and may also provide services such as media hosting, social networking, and facilitating contact with contributors.

Contents

- 1 Funding models
 - 1.1 Money for goods
 - 1.2 Donation based
 - 1.3 Money for business ventures
 - 1.4 Continuous funding
 - 1.5 Post-creation services
- 2 See also
- 3 References

Funding models

Crowdfunding is donation-based fundraising for businesses or creative projects, typically via an online funding portal. Some but not all crowdfunding projects offer contributors rewards, which may differ based on the amount of money donated. Rewards can include copies of a creative work, products created with the funding, special or personalized incentives (such as autographed works or promotional merchandise), or public recognition.

In equity crowdfunding, a crowdfunding approach is used to raise investment capital and contributors receive equity in the resulting business. Contributors may act as investors and receive shares directly, or the crowdfunding service may act as a nominated agent.^[1]

Money for goods

There are two basic models provided for – some sites offer a choice between them:

- **All or Nothing** (AoN) – When the fund-raising period is over, money is only collected from the contributors if a pre-determined minimum amount of money has been pledged. If the goal is not met, no money is collected.
- **Keep it All** (KiA) – Whether the project goal is met or not, all of the funds collected (minus commission) are handed over to the entrepreneur. If he or she has insufficient funds to meet the objectives, then it is up to the recipient to refund them to the contributors.

Name ⇄	Funding model ⇄	Focus ⇄	Country ⇄	Notes
ArtistShare	KiA	Musicians	US	Has own record label.
CentUp	KiA	Ongoing transactions and Social Impact	US	Decentralized crowdfunding linked to specific pieces of content.
ClassWish	KiA	Education crowdfunding for school and teacher supplies	US	Allows tax-deductible support of any school and any teacher in the U.S.
CommonBond	KiA	Student loans	US	Funded by crowdsourcing and large investors.
Community Funded	KiA or AoN	Platform Creation for Universities, Nonprofits, and Faith-Based Organizations	US	Allows for white-labeled integration on existing websites
First Funder	KiA or AoN	Community based	US	
FundAnything	KiA	Funding for any kind of project - business, creative, arts, personal, charitable.	US	Fundraising backed by major celebrities such as Donald Trump.
FundedByMe	AoN	Equity and rewards	Sweden, Finland, Norway, Italy, Germany, Denmark	Only platform offering equity and reward based crowdfunding in combination with European-wide cross-border investments.
FundWise	AoN	Equity	Estonia, Latvia and Lithuania	Only Baltic platform offering equity crowdfunding in combination with European-wide cross-border investments.
FundRazr	KiA or AoN	Personal, charitable, entrepreneurial, creative, and	Canada	Lets you embed your campaign on Facebook, blog or website using easy to use Widgets. Offers Live Chat and

		political causes		Personal Coaching.
Fundly	KiA	Personal, charitable, and political causes	US	Available as an app for a Facebook page. Charges a per credit card transaction fee.
GiveForward	KiA	Online fundraising website to raise money for medical expenses.	US	Provides personal fundraising coaches.
GlobalGiving	KiA	Nonprofit fundraising for registered organizations in 160+ countries	US, UK, Worldwide	Provides 501c3 equivalency for non-US organizations
GoFundMe	KiA or AoN	Helping people after accidents and illnesses	US	Provides 5-minute customer email support.
Headstart	AoN	Entrepreneurs	Israel	
ICrowdFund	KiA or AoN	Donation and Reward	Ireland	Non-profit and individual crowdfunding with donation and reward options.
Indiegogo	KiA or AoN	Allows a broad range of projects	US	
JustGiving	AoN	Social good causes and campaigns	UK	Facilitates charity and individual crowdfunding.
Kickstarter	AoN	Creative projects	US, UK, Canada, Australia, New Zealand	Highest funded projects to date
Mobcaster	AoN	TV shows	US	
Myfreeimplants	AoN	Cosmetic surgery	US	Focused on breast augmentations. International
Offbeatr	AoN	Pornography	US	Projects must first get enough votes from users before they are open for

				funding
Peoplefund.it	AoN		UK	Attached to Hugh Fearnley-Whittingstall
Piggybackr	KiA	Young children, students, and teams	US	Young students may raise money. Compliant with Children's Online Privacy Protection Act
Planeta.ru	AoN or KiA	Allows a broad range of projects	Russia	
PledgeMusic	AoN	Musicians	Spain, UK, US	
Pozible	AoN	Creative	Australia, Singapore, Malaysia, US	Bitcoin can be used, Self-hosting can be used, One-on-One help
Rally.org	KiA	Medical, educational, charitable, creative, entrepreneurial, and political causes	US, Germany	
RocketHub	KiA		US	
Sellaband	AoN	Musicians	Germany	
Sponsume	KiA		UK	
Tilt.com	KiA or AoN	Any goal	US	Offers both a consumer product and enterprise solution for brands.
YouCaring	KiA	Medical expenses, memorials and other personal and charitable causes	US, UK, Western Europe	Does not charge any fees, other than payment processing
Weeve	KiA	Nonprofits	Canada	Site operates "freemium" model without transaction fees

Donation based

Some services invite people to donate to projects for the pleasure of giving. Philanthropy based services usually have other benefits such as tax credits or rebates.

Name	Funding model	Focus	Country	Notes
DonorsChoose	AoN	Education crowdfunding for school supplies	US	
Experiment.com	AoN	Scientific research	US	No tangible awards are given for backing, only personal satisfaction. Formerly called Microrzyza.

Money for business ventures

Crowd funding can be used to raise capital (equity) or borrow money. While organized informally, they typically involve large numbers of small investors or lenders:

- **Equity crowdfunding** – Investors receive equity in the company or entrepreneur that is raising funds.
- **Debt crowdfunding** – The entrepreneur or company borrows money and must repay it (typically, with interest).
- **Property crowdfunding** - Investors receive interest in the property from an owner who is raising funds.
- **Other crowdfunding** – There are a number of other schemes in use which are generally unique to particular services, e.g., perks, publication, or rewards.

Name	Funding model	Focus	Country	Notes	Number of Investors	Funded Sum
Angels Den	Equity, Debt, Donations	All businesses	UK		7,000	£18 Million
AngelList	Equity, Debt	Start-ups	US	Currently serves only accredited investors		\$104 Million
BankToTheFuture	Equity, Debt, Rewards	small businesses and new start-ups crowdfunding	UK			
CircleUp	Equity	Consumer products and retail	US	Currently serves only accredited investors.		€50 Million
Companisto	Equity	European companies, Investors from	Germany, Switzerland		39 600	€21 Million

Company	Equity	Investors from all over the world	Switzerland / Europe		55,000	million
CrowdCube	Equity, Rewards	start-ups, small businesses, growing businesses	UK		167,384	£80 Million
EarlyShares	Equity		US			
Emerging Crowd	Equity, Debt	SMEs in emerging and frontier markets	UK			
EquityNet	Equity, Debt	Startups and mature companies	US	Launched crowdfunding platform for Reg D offerings in 2005		\$200 Million
Fundable	Equity, Debt, Rewards	Seed stage businesses	US			\$164 Million
FundedByMe	Equity, Rewards	Entrepreneurs	Sweden, Finland, Norway, Italy, Germany, Denmark		52,434	
FundersClub	Equity	Start-ups	US	Currently serves only accredited investors	14,000	\$35 Million
Funding Circle	Debt	Small businesses	UK		39,738	£634 Million
Gambitious	Equity	Game development	Netherlands			
Innvestment GmbH	Equity auctions		Germany			€2 Million
Invesdor	Equity	Startups and growth companies	Finland, Sweden, Denmark and Estonia			€5 Million
InvestedIn	Equity		USA			\$47 Million
		Small		Currently serves only		

Invest Next Door	Equity	Small Businesses	US	Serves only accredited investors		
Kopernik	Other	3rd world issues				
Lendico	Debt	Small and medium sized businesses	Germany			
Lending Club	Debt		USA			\$9 Million
LendingCrowd	Debt	Small and medium sized businesses	UK	First Scottish peer-to-peer lending platform		£1.2 Million
LendInvest	Debt	Property Development Entrepreneurs/ Mortgages	UK	First live peer-to-peer lending platform specifically for residential and commercial mortgages		£308 Million
MicroVentures	Equity	Tech Startups & High Growth	US	Currently serves only accredited investors	28,000	\$70 Million
Optimize Capital Markets	Equity		Canada			
OurCrowd	Equity		Israel			
Prosper Marketplace	Debt		USA		2,200,000	\$3,000 Million
rebuildingsociety.com	Debt	All businesses	UK			
Return on Change	Equity	Early and growth stage startups in critical industries	USA			
Rock The Post	Equity	Early stage tech-startups	USA			
SecondMarket	Equity, Debt	Late stage start-ups and privately held companies at a pre-IPO or pre-acquisition	USA			

		acquisition stage				
SeedInvest	Equity	Early stage technology startups	USA	Currently serves only accredited investors		
Seedrs	Equity	Seed-stage businesses, Investments from £10+	UK & Europe	First equity crowd funding platform to be approved by the FSA in the UK.	30,000	£100 Million
Seedups	Equity	Early stage tech-startups	UK, Ireland, USA & Canada			
StartupValley	Equity	Technology start-ups and businesses	US			
Symbid	Equity, Rewards	Start ups and business ideas, entrepreneurs, small businesses, accelerators, incubators, crowd investors, angel investors	Netherlands	Responsible for one third of the Dutch crowdfunding market in 2012	31,036	€115 Million
TenPages.com	Revenue sharing	Books	Netherlands			
ThinCats	Loan	Small businesses	UK			£110 Million
Trillion Fund	Equity	environmental and social projects	UK		7,000	
TrustLeaf	Debt	Small businesses	US	Friends and family crowdfunding	1,600	\$41 Million
TubeStart	Equity	Video production	US			
				Acts as both a crowdfunding		

Unbound	Perqs	Books	UK	Crowdfunding platform and a publisher. Launched Terry Jones' <i>Evil Machines</i> , the first book to be financed by crowd funding.		
Upstart	Debt	Loans for recent college graduates	USA			
Wahooly	Equity					
Wefunder	Equity	Startups	US		40,205	
Wishberry	Debt	Creative startups	India		10,500	
Zencap	Debt	Small and medium sized businesses	Germany, Spain, Netherlands			
Zopa	Debt		UK			

Continuous funding

Some services allow for a continuous funding model as opposed to a one-time donation. These tend to apply to, but are not limited to, art projects such as music, YouTube videos, podcasts, web-comics, etc. — anyone who makes content on a regular basis. They differ mainly in the frequency in which payments are charged to the funders.

Name ↕	Frequency ↕	Focus ↕	Notes
Patreon	Every time new content is released	Musicians, Podcasts, Vloggers, Youtubers, Webcomics	Subscribing to a project allows to view and post on its content stream. Patreon allows to set a monthly maximum to avoid going over a set budget.
Subbable	Monthly or one-time donations	Web series (both entertainment- and education-oriented)	The money that users spend goes into a "perk bank" and can be redeemed for creator-determined perks. Free subscriptions are available.
Sprked	Monthly or everytime content is released	Modders (mod creators), Indie gamers, Live streaming, Gaming related	The site uses a subscription-based model but the actual mods are not allowed to be sold.

This list is incomplete; you can help by expanding it (<https://en.wikipedia.org/w/index.php?>

title=Comparison_of_crowdfunding_services&action=edit).

Post-creation services

Some services invite people to award creators after they already published their work.

Name ↕	Method ↕	Focus ↕	Notes
Flattr	Flattr button display along the content	Content creators	
Unglue.it	Contributing to making books open access	Books	

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See also

- Crowdfunding
- Equity Crowdfunding
- Peer-to-peer lending

References

1. <http://www.cfo-insight.com/financing-liquidity/alternative-finance/crowdfunding-sideshow-or-headline-act/>

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