

The Crowdfunding Handbook Raise Money For Your Small Business Or Start Up With Equity Funding Portals

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What is crowdfunding? If a company or person wants to raise money through crowdfunding, they can pitch for it by posting details of their project, business or idea on a crowdfunding website. This means they can avoid going to a bank. The ‘crowd’ in crowdfunding refers to the people, or organisations that provide the money.

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Crowdfunding is a different way to raise money for good ideas. People are increasingly bypassing more traditional funding routes such as bank loans or grants and turning instead to the people around them and in their community to support their venture.

~~Crowdfunder | How crowdfunding works~~

Traditional fundraising relies on raising a large sum of money from one source at a time. Crowdfunding, on the other hand, is a strategy that focuses on raising smaller amounts of money from a larger collective of individuals. These “backers”—as they’re often called—can be offered a number of incentives in exchange for their support: