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The most successful crowdfunding projects involve LOTS of sponsors, donating SMALL amounts. That's why it's important to have cool rewards under £/\$50. Projects with rewards under £/\$20 are 83% more likely to be successful than those without.*

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In ~~The Crowdfunding Handbook~~, burgeoning crowdfunders can learn how to:

- Decipher whether crowdfunding is their best bet
- Choose between funding platforms
- Pitch a project to the public
- Reach the most promising investors
- Figure out disclosure documents and report requirements
- And more!

IPs are expensive, and venture capital nearly impossible to attract.

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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.~~

~~Crowdfunding: what you need to know — Money Advice Service~~

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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

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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:

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