



Crowdfunding Cheat Sheet

Crowdfunding is a 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	Microlending
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 & real estate projects with an investor strategy	startups, existing businesses & real estate projects with local focus	individuals, pre-startups, startups & existing businesses
Examples of Platforms	CauseVox ~ Chuffed Classy ~ Cocopay DonorsChoose ~ Fundly Fundrazr ~ GoFundMe GoGetFunding ~ HIPGive ioby ~ Patronicity StartSomeGood ~ Tiltify	ArtistShare ~ BackerKit Crowdfundr ~ Crowd Supply Experiment ~ FundBlackFounders Fundraising.FracturedAtlas Fundrazr ~ iFundWomen Indiegogo ~ Kickstarter Patreon ~ Publishizer Seed&Spark ~ The Local Crowd Ulule ~ Unbound	Crowdfund Mainstreet Dalmore Group ~ Dealmaker Equifund ~ Folla Capital Honeycomb Credit ~ Mainvest Microventures ~ Netcapital ~ PicMii Raise Green ~ Republic Rialto Markets ~ Rise Up Silicon Prairie ~ Small Change SMBX ~ StartEngine ~ Title3Funds Vicinity ~ Wefunder	no platform needed or state-specific platform	Kiva*
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 or debt	backers <u>are investors</u> - can be equity or debt	*Kiva offers 0% interest micro-loans up to \$15k for businesses

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