



CROWDFUNDING

in USA & Russia

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Types of Crowdfunding Platforms in USA and Russia

	Form of Contribution	Form of Return	Motivation of Funder
Donation Crowdfunding	Donation	Intangible Benefits	Intrinsic and Social Motivation
Reward crowdfunding	Donation/Pre-Purchase	Rewards but also intangible benefits	Combination intrinsic and social motivation and desire for reward
Crowdfunded lending	Loan	Repayment of loan with interest. Some socially motivated lending is interest free.	Combination of intrinsic, social and financial motivation
Equity crowdfunding	Investment	Return on investment in time if the business does well. Rewards also offered sometimes. Intangible benefits another factor for investors.	Combination of intrinsic, social and financial motivation

Main Donation Crowdfunding Platforms in USA

Name	Year of launching	Type of projects
Kickstarter	2009	Creative projects
Indiegogo	2008	Any project such as creative, entrepreneurial, or cause-related.
RocketHub	2010	Art, Business, Science, and Social.
GoFundMe	2010	Many categories including social and creative projects
Patreon	2013	Membership based – links “patrons” with creative artists

Main Donation Crowdfunding Platforms in Russia

Name	Year of launching	Type of projects
Planeta.ru	2012	Creative projects
Boomstarter	2012	Creative, game projects
My teacher	2010	Educational projects
Together	2010	Social projects
Kroogi	2008	Creative projects

Pros and Cons of Raising Funds using Crowdfunding

Pros	Cons
Money for your project	Stressful
Learn who is interested and will support your work.	Can be expensive once you take into account fees, reward costs, and your own time.
Start building philanthropic relationships and gathering data about supporters	Reputational risk associated with potential failure to meet the fundraising target, or worse failure to deliver the project and rewards
An opportunity for a big marketing campaign and the benefits it can bring.	