

A COMPARISON OF THE 3 TYPES OF CROWD FUNDING

	WHAT THEY DO	TOP PLATFORMS	EXAMPLES OF DEALS
REWARDS-BASED	Buy new products before they're available in the market and get rewards for taking the risk. Fees are between 4 and 9% of funds raised.	Kickstarter Indiegogo	<ul style="list-style-type: none"> • The Star Citizen video game raised \$69 million from 714,000 backers on Kickstarter. • Stone Brewery in Berlin raised \$2.5 million on Indiegogo. • Oculus Rift 3D glasses raised \$2.4 million on Kickstarter, then got bought by Facebook for \$2 billion.
DEBT-BASED	Lend to companies or individuals. Fees are a portion of interest charged to borrower.	LendingClub Prosper Funding Circle	LendingClub is limited to \$35,000 or less for working capital. The real estate platforms can help you raise up to several million dollars for land and buildings.
EQUITY-BASED	Buy shares (equity) in companies. Fundable forbids raising money for alcohol, but does allow funding to build a distillery. Fundable charges \$179/mo and Crowdfunder charges 7.9% of successful funds, 1.9 - 5% transaction fee. Others have different business models.	Fundable Crowdfunder OfferBoard Prodigy Wefunder Seedinvest AgFunder Tradeup Equitynet AngelList	<ul style="list-style-type: none"> • Bitvore software raised \$4.5 million, Spirzzi Drink \$622,000 and Grapevine Craft Brewery \$65,000 on Fundable. • Dealflicks "the Priceline for movie tix" raised \$1.2 million on Crowdfunder. • 17th John Street NYC real estate development raised \$25 million on Prodigy.