

1. Record Nr.	UNINA9910132159003321
Autore	Rich Jason R
Titolo	The Crowd Funding Services Handbook [[electronic resource]] : Raising the Money You Need to Fund Your Business, Project, or Invention
Pubbl/distr/stampa	Hoboken, : Wiley, 2014
ISBN	1-118-91549-6 1-118-94907-2
Descrizione fisica	1 online resource (284 p.)
Collana	Wiley Finance
Disciplina	658.15/224
Soggetti	Crowd funding - Finance Venture capital New business enterprises Finance Business & Economics Investment & Speculation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	The Crowd Funding Services Handbook: Raising the Money You Need to Fund Your Business, Project, or Invention; Copyright; Contents; Acknowledgments; About the Author; Introduction; Chapter 1: How Crowd Funding Works: The Basics; What Crowd Funding Is . . . and Isn't; Let's Talk Crowd Funding Lingo; Nine Components to a Successful Crowd Funding Campaign; Common Misconceptions about Crowd Funding; It Is Essential to Create an Accurate Time Frame and Budget; Again, There Are No Shortcuts; Crowd Funding Can Be Used to Raise Money for People and Charities, Too The Future Looks Very Bright for Crowd FundingChapter 2: What Types of Businesses, Projects, and Inventions Can Get Funded; Profiles of Project Types That Can Be Successful Using Reward-Based Crowd Funding; Reward-Based Crowd Funding Is Also a Powerful Fund-raising Tool; Become an Experienced Project Backer before Becoming a Project Creator; How to Find Specialty Crowd Funding Platforms; Chapter 3: Introduction to Crowd Funding Platforms and Services; General Reward-Based Crowd Funding Platforms; FundAnything; FundRazr; Indiegogo;

Kickstarter; RocketHub

Specialty Reward-Based Crowd Funding Platforms Crowdrise; Dragon Innovation; Fundable; Prizeo; Start A Cure; Upstart; GoFundMe; A Self-Hosted Reward-Based Crowd Funding Option; Selfstarter; Chapter 4: Preplanning Your Crowd Funding Campaign; Define and Fine-Tune Your Project Idea; Pinpointing Your Target Audience; Do Your Research; Choose an Appropriate Crowd Funding Platform to Host Your Campaign; Create Your Campaign's Rewards; Plan Your Schedule; Building or Expanding Your Network; Create Your Overall Marketing Message; Prepare the Content for Your Crowd Funding Campaign Preplan the Promotional Efforts for Your Campaign Gathering the Support Services and Experts You'll Need; Calculating a Detailed Budget; Now, You're Ready to Proceed; Chapter 5: Crunching the Numbers; Develop a Budget for Your Reward-Based Crowd Funding Campaign; Elements of Your Crowd Funding Campaign's Budget; Developing a Prototype; Planning Your Crowd Funding Campaign; Building or Expanding Your Network; Producing Your Promotional Video; Online and Traditional Advertising; Developing and Running Your Public Relations Effort; Set a Realistic and Appropriate Funding Goal for Your Project

Chapter 6: Targeting Your Backers and Supporters Defining Your Target Audience; Chapter 7: Producing Your Promotional Video; Twelve Elements That Make for a Successful Promotional Video; Conduct More Hands-On Research; Consider Your Production Budget and Goals; Create Your Video's Script and Storyboard; Production Issues to Consider; Choosing the Best HD Video Camera to Shoot Your Video; Selecting Your Background or Shooting Location; Lighting Considerations; Sound Quality Considerations; Showcase the Right Appearance: Wardrobe, Hair, and Makeup Considerations Utilizing Background Music, Voice-Overs, and Sound Effects

Sommario/riassunto

Crowdsource funding is the new way to finance start-ups in a networked world Entrepreneurs, small business owners, investors, artisans, or those who merely have a good idea for a business venture have a new and attainable means of securing capital to grow their dreams. Gone are the days when the only options to raise funds for a new business were venture capitalists, angel investors, or Wall Street. Web-based crowdfunding services are now plentiful and offer a variety of options for the aspiring entrepreneur. However, these services are not typically as well-understood as the more traditional
