

Crowdfunding

An Overview

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Concept

- P2P funding of ideas, companies
- Investors/donors contribute anywhere from \$1–10,000+
- Returns in form of products/perks
- For micro-finance initiatives, loan installments



Empower people around the world with a \$25 loan

[How it works >](#)

Jamila
🇵🇰 Pakistan
A loan of \$525 helps Jamila to purchase feed for her cows with the packs of veterinary medicines.
[Read their story>](#)

[Lend Now](#) or [Browse all loans](#)

The Original Micro-finance site that started it all...

KIVA Statistics

Total amount lent through Kiva:	\$439,665,475
Kiva Users:	1,430,177
Kiva Users who have funded a loan:	941,667
Borrowers funded through Kiva:	1,055,626
Number of loans made through Kiva:	568,219
Kiva Field Partners:	196
Countries where Kiva Field Partners are located:	68
Repayment rate:	99.01%
Average loan size:	\$407.00
Average loans made per Kiva lender:	9.59



Lent on Zopa: £316 343 730

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Where people meet to lend and borrow money

- Lenders get great returns
- Borrowers get low-cost loans
- And with no banks in the middle, everyone gets better rates



Who we are

Zopa is run by a [team](#) who draw experience from a range of industries including Financial Services

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As featured on...

THE TIMES

How to find the cheapest loan
Zopa is an online marketplace that matches people with money to invest with borrowers who need a personal loan. By cutting out the middleman Zopa

The original P2P Banking model

Discover Projects

Passion, ideas, and ambition abound. Start exploring!

Staff Picks

[▶ Video mode](#)


2014
2014 Q4 CALENDAR COMPILATION //

2014 Quickest Flip Calendar Compilation
by Jamie Walsh

This project pairs a 2014 calendar poster with a compilation album of 12 songs by 12 bands representing each month of the year!

📍 Eugene, OR

23% FUNDED \$140 PLEDGED 29 DAYS TO GO



HEX MMO Trading Card Game
by Cryptozoic Entertainment

From the creators of the World of Warcraft Trading Card Game, HEX is a TCG / MMO that combines the best of both for your PC & MAC

📍 Irvine, CA

685% FUNDED \$2,055,135 PLEDGED 24 HOURS TO GO



doodles
H O M M E

Doodles Homme: Art Driven Menswear Made in Los Angeles
by John Thomas Kane and Becket

Taking our original t-shirt and polo concept to a FULL FALL COLLECTION. Button ups, jackets, hats, and more delivered at

📍 Los Angeles, CA

2% FUNDED \$408 PLEDGED 29 DAYS TO GO

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- Funds creative projects, start-ups
- Only US residents

Kickstarter Stats

Launched Projects: 101,579

Successful Projects: 42,802

Total money raised: \$657 mln

Successful money: \$557 mln

Success rate: 43.99%

Live projects: 4,272

Live money: \$28 mln



Great campaigns, cool perks, and crowdfunding tips. Subscribe to our free newsletter and be the first to know!

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The world's funding platform. Fund what matters to you.



Micro-Phone - The Tiny Mobile Device ...

\$37,614 raised | **24** days left

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BROWSE CAMPAIGNS



LEARN HOW IT WORKS



CREATE A CAMPAIGN

- Funds all projects, charities
- International

Other Websites

- Razoo: for causes, non-profits
- GoFundMe: for personal needs
- Mosaic: finance solar power
- AngelList: angel-investor matching site
- Crowdfunder: investment & contributor funding

Tips for Success

- Build a team
- Be realistic in goal
- A video is key
- Publicize your campaign before launch
- Run short 1–2 month campaigns
- F&F fund 30% of successful campaigns
- Crowdfunding campaigns are work!

Questions?