



Information - Crowd Funding

Lots of people - each giving a small amount - can make good things happen.

The "crowd" decides what's good, what's not, what they want to fund, and what they don't. If the crowd doesn't back the project it won't happen. Crowdfunder gives creative people the platform to raise cash for their ideas. It's a great way to gain a massive fan base and test your idea out on the crowd, thus validating your idea; a fun, easy and fast way of raising money without borrowing from the banks. It couldn't be easier to raise money. All you need is a good idea, five tangible rewards, a short project video explaining what your project is and most importantly passion. All project owners offer rewards to investors in return for pledges from as little as £1. And if you don't hit your target, you don't get charged. It's free to add a project. Please visit www.crowdfunder.co.uk for more information.

Getting into crowdfunding - Nesta, the innovation charity, has created an online directory of UK crowdfunding platforms, which can generate financial backing for an idea from a large number of investors, at www.crowdingin.com. Nesta has also published a how-to guide 'Working the Crowd' at [www.nesta.org.uk/working the crowd](http://www.nesta.org.uk/working_the_crowd)