crowdfunder

THE HISTORY OF CROWDFUNDING

KEY DATES IN LEGISLATION

2011

SEPTEMBER 8TH, 2011

PRESIDENT OBAMA
MENTIONS CROWDFUNDING
IN HIS JOBS SPEECH

2012

NOVEMBER 3RD, 2011

THE HOUSE PASSES H.R. 2930
IN 407-17 BIPARTISAN VOTE

MARCH 22ND, 2012

THE SENATE PASSES
THE JOBS ACT AMENDED
WITH THE CROWDFUND ACT

MARCH 27ND, 2012

THE HOUSE PASSES
THE CROWDFUND ACT

APRIL 5TH, 2012

PRESIDENT OBAMA SIGNS
THE CROWDFUND ACT INTO LAW

2015

SEPTEMBER 23RD, 2013

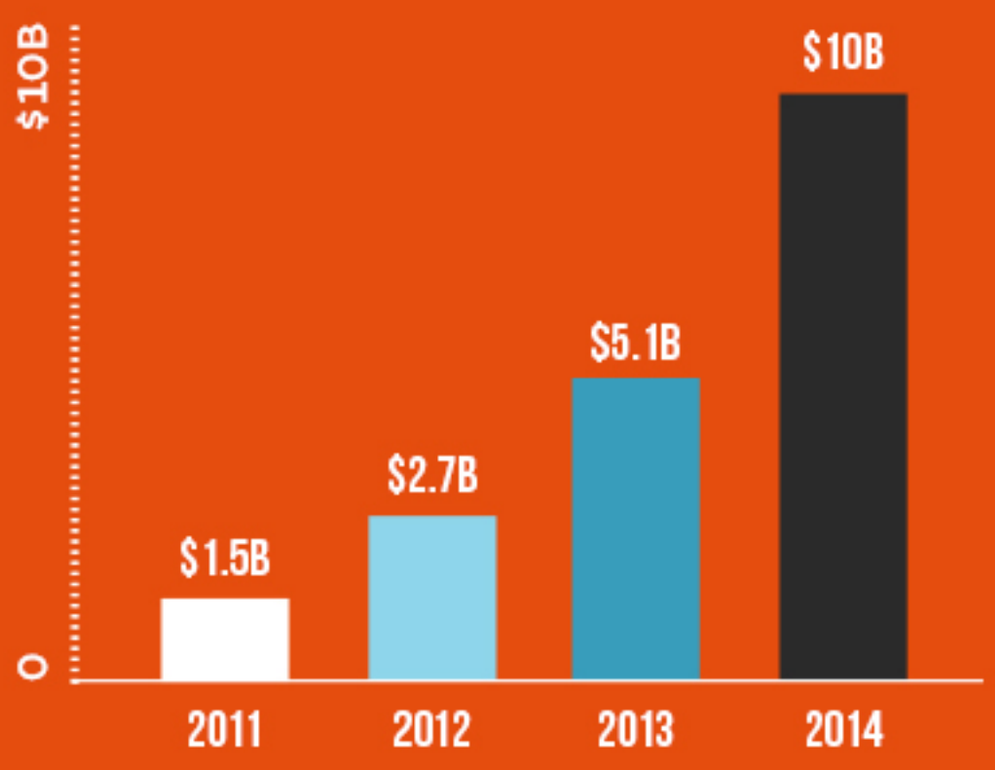
SEC IMPLEMENTS
TITLE II OF JOBS ACT

MARCH 25TH, 2015

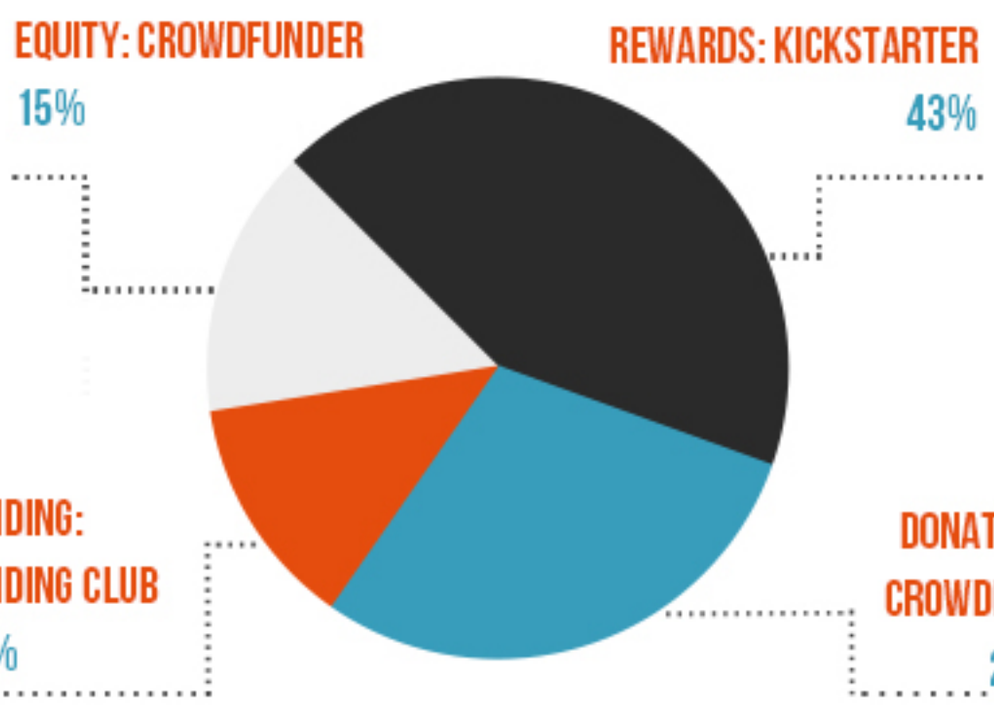
SEC PASSES TITLE IV
ALLOWING NON-ACCREDITEDS

CROWDFUNDING IS GROWING

CROWDFUNDING NEARLY DOUBLED EVERY YEAR SINCE
IN ALL TYPES INCLUDING EQUITY, DEBT, REWARDS



4 MODELS OF CROWDFUNDING



TOP CROWDFUNDING CAMPAIGNS

● EQUITY ● REWARDS

1. **$20.0M** — PEBBLE, KICKSTARTER, 2015
2. **13.2M** — COOLEST COOLER, KICKSTARTER, 2014
3. **12.8M** — UBUNTU EDGE, INDIEGOGO, 2013
4. **10.2M** — PEBBLE, KICKSTARTER, 2012
5. **$8.5M** — OUYA, KICKSTARTER, 2012
6. **$5.0M** — PONOMUSIC, KICKSTARTER, 2014
7. **$5.0M** — AN HOUR OF CODE FOR EVERY STUDENT, INDIEGOGO
8. **$4.5M** — BITVORE, CROWDFUNDER, 2014
9. **$4.0M** — PONOMUSIC, CROWDFUNDER, 2014 *(4M IN EQUITY)*
10. **$2.4M** — OCULUS VR, KICKSTARTER, 2012 *ACQUIRED BY FACEBOOK FOR $2B*

START CROWDFUNDING TODAY

crowdfunder.com

Sources: Crowdcube, Crowdfunder, Crowdsourcing.org, Gartner, Gust, HuffPo, Kickstarter, Locavesting, Startup Exemption, SBA, Wikipedia, Wired