What Makes A Good Crowdfunding Reward Based Project

Crowdfunding

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Crowdfunding is the practice of funding a project or venture by raising money from a large number of people, typically via the internet. Crowdfunding is a form of crowdsourcing and alternative finance, to fund projects "without standard financial intermediaries". In 2015, over US$34 billion was raised worldwide by crowdfunding.

Although similar concepts can also be executed through mail-order subscriptions, benefit events, and other methods, the term crowdfunding refers to internet-mediated registries. This modern crowdfunding model is generally based on three types of actors – the project initiator who proposes the idea or project to be funded, individuals or groups who support the idea, and a moderating organization (the "platform") that brings the parties together to launch the idea.

The term crowdfunding was coined in 2006 by entrepreneur and technologist, Michael Sullivan, to differentiate traditional fundraising with the trends of native Internet projects, companies and community efforts to support various kinds of creators. Crowdfunding has been used to fund a wide range of for-profit entrepreneurial ventures such as artistic and creative projects, medical expenses, travel, and community-oriented social entrepreneurship projects. Although crowdfunding has been suggested to be highly linked to sustainability, empirical validation has shown that sustainability plays only a fractional role in crowdfunding. Its use has also been criticized for funding quackery, especially costly and fraudulent cancer treatments.

Equity crowdfunding

crowdfunding can be debt-based or equity-based. IT can follow other models, including profit-sharing and hybrid models. The term equity crowdfunding is

Equity crowdfunding is the online offering of private company securities to a group of people for investment and therefore it is a part of the capital markets. Because equity crowdfunding involves investment into a commercial enterprise, it is often subject to securities and financial regulation. Equity crowdfunding is also referred to as crowdinvesting, investment crowdfunding, or crowd equity.

Equity crowdfunding is a mechanism that enables broad groups of investors to fund startup companies and small businesses in return for equity. Investors give money to a business and receive ownership of a small piece of that business. If the business succeeds, then its value goes up, as well as the value of a share in that business—the converse is also true. Coverage of equity crowdfunding indicates that its potential is greatest with startup businesses that are seeking smaller investments to achieve establishment, while follow-on funding (required for subsequent growth) may come from other sources.

Cryptocurrency

banking systems, and therefore can make tax evasion simpler for individuals. Since charting taxable income is based upon what a recipient reports to the revenue

A cryptocurrency (colloquially crypto) is a digital currency designed to work through a computer network that is not reliant on any central authority, such as a government or bank, to uphold or maintain it. However, a type of cryptocurrency called a stablecoin may rely upon government action or legislation to require that a stable value be upheld and maintained.

Individual coin ownership records are stored in a digital ledger or blockchain, which is a computerized database that uses a consensus mechanism to secure transaction records, control the creation of additional coins, and verify the transfer of coin ownership. The two most common consensus mechanisms are proof of work and proof of stake. Despite the name, which has come to describe many of the fungible blockchain tokens that have been created, cryptocurrencies are not considered to be currencies in the traditional sense, and varying legal treatments have been applied to them in various jurisdictions, including classification as commodities, securities, and currencies. Cryptocurrencies are generally viewed as a distinct asset class in practice.

The first cryptocurrency was bitcoin, which was first released as open-source software in 2009. As of June 2023, there were more than 25,000 other cryptocurrencies in the marketplace, of which more than 40 had a market capitalization exceeding $1 billion. As of April 2025, the cryptocurrency market capitalization was already estimated at $2.76 trillion.

Kickstarter

an American public benefit corporation based in Brooklyn, New York City, that maintains a global crowdfunding platform focused on creativity. The company's

Kickstarter, PBC is an American public benefit corporation based in Brooklyn, New York City, that maintains a global crowdfunding platform focused on creativity. The company's stated mission is to "help bring creative projects to life". As of April 2025, Kickstarter has received US$8.71 billion in pledges from 24.1 million backers to fund 277,302 projects, such as films, music, stage shows, comics, journalism, video games, board games, technology, publishing, and food-related projects.

People who back Kickstarter projects are offered tangible rewards or experiences in exchange for their pledges. This model traces its roots to subscription model of arts patronage, in which artists would go directly to their audiences to fund their work.

Public good

which makes it challenging to define what is private or public. For instance, one may think that the community soccer field is a public good. However

In economics, a public good (also referred to as a social good or collective good) is a commodity, product or service that is both non-excludable and non-rivalrous and which is typically provided by a government and paid for through taxation. Use by one person neither prevents access by other people, nor does it reduce availability to others, so the good can be used simultaneously by more than one person. This is in contrast to a common good, such as wild fish stocks in the ocean, which is non-excludable but rivalrous to a certain degree. If too many fish were harvested, the stocks would deplete, limiting the access of fish for others. A public good must be valuable to more than one user, otherwise, its simultaneous availability to more than one person would be economically irrelevant.

Capital goods may be used to produce public goods or services that are "...typically provided on a large scale to many consumers." Similarly, using capital goods to produce public goods may result in the creation of new capital goods. In some cases, public goods or services are considered "...insufficiently profitable to be provided by the private sector.... (and), in the absence of government provision, these goods or services would be produced in relatively small quantities or, perhaps, not at all."

Public goods include knowledge, official statistics, national security, common languages, law enforcement, broadcast radio, flood control systems, aids to navigation, and street lighting. Collective goods that are spread all over the face of the Earth may be referred to as global public goods. This includes physical book literature, but also media, pictures and videos. For instance, knowledge can be shared globally. Information about men's, women's and youth health awareness, environmental issues, and maintaining biodiversity is common knowledge that every individual in the society can get without necessarily preventing others access. Also, sharing and interpreting contemporary history with a cultural lexicon (particularly about protected cultural heritage sites and monuments) is another source of knowledge that the people can freely access.

Public goods problems are often closely related to the "free-rider" problem, in which people not paying for the good may continue to access it. Thus, the good may be under-produced, overused or degraded. Public goods may also become subject to restrictions on access and may then be considered to be club goods; exclusion mechanisms include toll roads, congestion pricing, and pay television with an encoded signal that can be decrypted only by paid subscribers.

There is debate in the literature on the definition of public goods, how to measure the significance of public goods problems in an economy, and how to identify remedies.

Pillars of Eternity

Icewind Dale series, along with Planescape: Torment. Obsidian started a crowdfunding campaign on Kickstarter for it in September 2012, raising over US$4

Pillars of Eternity is a 2015 role-playing video game developed by Obsidian Entertainment and published by Paradox Interactive for Windows, OS X, and Linux. The game is a spiritual successor to the Baldur's Gate and Icewind Dale series, along with Planescape: Torment. Obsidian started a crowdfunding campaign on Kickstarter for it in September 2012, raising over US$4 million. The game uses the Unity engine.

The game takes place in the fantasy world of Eora, mainly inside the nation of Dyrwood. The infants in the Dyrwood are plagued by a recent phenomenon in which they become "hollowborn" upon birth, meaning they are born with no soul. During the beginning of the game, the protagonist experiences an awakening of power due to a disastrous supernatural event, discovering they are a "Watcher": a person who can see past lives and interact with souls. The objective of the game is to find out what caused their awakening and how to solve the hollowborn problem.

Pillars of Eternity received generally positive reviews from critics, who praised the game for its world and immersive writing, along with the strategic combat, and also said that it is a worthy successor to the games it was inspired by. The game also won various awards and accolades, including best RPG of 2015. It had sold over 700,000 units by February 2016. A two-part expansion pack, The White March was released in August 2015 and February 2016, respectively. A sequel, Pillars of Eternity II: Deadfire, was released in May 2018. A game set in the same shared universe as the Pillars of Eternity games, Avowed, was announced in 2020 and released in 2025.

Zero Escape

version of Virtue's Last Reward is primarily based on the original PlayStation Vita version, but corrects some typographic errors. A novelization of the first

Zero Escape, formerly released in Japan as Kyokugen Dasshutsu (Japanese: ????; lit. "Extreme Escape"), is a series of adventure games directed and written by Kotaro Uchikoshi. The first two entries in the series, Nine Hours, Nine Persons, Nine Doors (2009) and Zero Escape: Virtue's Last Reward (2012), were developed by Spike Chunsoft (formerly Chunsoft), while the third entry, Zero Time Dilemma (2016), was developed by Chime. Zero Escape is published by Spike Chunsoft in Japan, while Aksys Games and Rising Star Games have published the games for North America and Europe respectively.

Each game in the series follows a group of nine individuals, who are kidnapped and held captive by a person code-named "Zero", and are forced to play a game of life and death to escape. The gameplay is divided into two types of sections: Novel sections, where the story is presented, and Escape sections, where the player solves escape-the-room puzzles. In the first two games, the Novel sections are presented in a visual novel format, whereas the third uses animated cutscenes. The stories branch based on player choices, and include multiple endings.

In addition to Uchikoshi, the development team includes character designers Kinu Nishimura and Rui Tomono, and music composer Shinji Hosoe. The series was originally conceived when Chunsoft wanted Uchikoshi to write visual novels for a wider audience; he came up with the idea of combining the story with story-integrated puzzles. While Nine Hours, Nine Persons, Nine Doors was initially planned as a stand-alone title, its success in the international market led to the development of two sequels, intended to be paired as a set. Both Nine Hours, Nine Persons, Nine Doors and Virtue's Last Reward were commercial failures in Japan, and the third game was put on hold in 2014, only to resume the development for Zero Time Dilemma the following year, due to fan demand and the hiatus becoming big news. Critics have been positive to the series, praising its narrative for being experimental and for pushing boundaries for what can be done with video game narratives.

Crowdsourcing

calling during games. Crowdfunding is the process of funding projects by a multitude of people contributing a small amount to attain a certain monetary goal

Crowdsourcing involves a large group of dispersed participants contributing or producing goods or services—including ideas, votes, micro-tasks, and finances—for payment or as volunteers. Contemporary crowdsourcing often involves digital platforms to attract and divide work between participants to achieve a cumulative result. Crowdsourcing is not limited to online activity, however, and there are various historical examples of crowdsourcing. The word crowdsourcing is a portmanteau of "crowd" and "outsourcing". In contrast to outsourcing, crowdsourcing usually involves less specific and more public groups of participants.

Advantages of using crowdsourcing include lowered costs, improved speed, improved quality, increased flexibility, and/or increased scalability of the work, as well as promoting diversity. Crowdsourcing methods include competitions, virtual labor markets, open online collaboration and data donation. Some forms of crowdsourcing, such as in "idea competitions" or "innovation contests" provide ways for organizations to learn beyond the "base of minds" provided by their employees (e.g. Lego Ideas). Commercial platforms, such as Amazon Mechanical Turk, match microtasks submitted by requesters to workers who perform them. Crowdsourcing is also used by nonprofit organizations to develop common goods, such as Wikipedia.

Wisdom of the crowd

participants choose from a set of alternatives with fixed but unknown reward rates with the goal of maximizing return after a number of trials. To accommodate

"Wisdom of the crowd" or "wisdom of the majority" expresses the notion that the collective opinion of a diverse and independent group of individuals (rather than that of a single expert) yields the best judgement. This concept, while not new to the Information Age, has been pushed into the spotlight by social information sites such as Quora, Reddit, Stack Exchange, Wikipedia, Yahoo! Answers, and other web resources which rely on collective human knowledge. An explanation for this supposition is that the idiosyncratic noise associated with each individual judgment is replaced by an average of that noise taken over a large number of responses, tempering the effect of the noise.

Trial by jury can be understood as at least partly relying on wisdom of the crowd, compared to bench trial which relies on one or a few experts. In politics, sometimes sortition is held as an example of what wisdom of the crowd would look like. Decision-making would happen by a diverse group instead of by a fairly homogenous political group or party. Research in cognitive science has sought to model the relationship between wisdom of the crowd effects and individual cognition.

A large group's aggregated answers to questions involving quantity estimation, general world knowledge, and spatial reasoning has generally been found to be as good as, but often superior to, the answer given by any of the individuals within the group.

Jury theorems from social choice theory provide formal arguments for wisdom of the crowd given a variety of more or less plausible assumptions. Both the assumptions and the conclusions remain controversial, even though the theorems themselves are not. The oldest and simplest is Condorcet's jury theorem (1785).

Firo (cryptocurrency)

introduced a decentralised crowdfunding and decision-making system to fund ancillary tasks for the project. In July 2020, using the crowdfunding system,

Firo, formerly known as Zcoin, is a cryptocurrency aimed at using cryptography to provide better privacy for its users compared to other cryptocurrencies such as Bitcoin.

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