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**CROWDFUNDING**

**Crowdfunding** is the practice of funding a project or venture by raising monetary contributions from a large number of people. Crowdfunding is a form of [alternative finance](https://en.wikipedia.org/wiki/Alternative_Finance), which has emerged outside of the traditional financial system.

**History**

The earliest recorded use of the word "crowdfunding" was by [Michael Sullivan](https://en.wikipedia.org/w/index.php?title=Michael_Sullivan_(crowdfunding)&action=edit&redlink=1) in [fundavlog](https://en.wikipedia.org/w/index.php?title=Fundavlog&action=edit&redlink=1). Crowdfunding gained traction after the launch of [ArtistShare](https://en.wikipedia.org/wiki/ArtistShare), in 2003. After that, more crowdfunding sites started to appear on the web such as [Kickstarter](https://en.wikipedia.org/wiki/Kickstarter) and [GoFundMe](https://en.wikipedia.org/wiki/GoFundMe).

Crowdfunding websites helped companies and individuals worldwide raise US$89 million from members of the public in 2010. This number raised to US$5.1 billionin 2013.

**Model**

The crowdfunding model is based on three types of actors: the project initiator who proposes the idea and/or project to be funded; individuals or groups who support the idea; and a moderating organization that brings the parties together to launch the idea.

**Modern examples**

One of the recent Kickstarter sensation became gadget Sense, the creators of which has collected in two days the amount of money they was going to collect in a month.Gadget monitors in what room his owner sleeps, and even a special application "is able" to determine the phase of sleep, the best time to wake up, and finds out what may interrupt the owner’s sleep - something loud, music, noise, etc.

This August, Kickstarter users generously estimated the project called Coolest Cooler, which is a USB - refrigerator with different useful. In 5 days the project has collected $ 5 million and by the end of the campaign - $ 11 million.

Even Stephen King once posted the first chapter of his book, instead of voluntary payment of $ 1. So that he collected $ 2 million.

Politicians do not underestimate crowdfunding too. In 2008, Barack Obama in the preliminary election has collected 272 million Dollars.

**The usage of crowdfunding system**

You should do some easy steps to use the crowdfunding system. And they are: make an idea; make the prototype or a visual project; present it in the Internet space; make a landing page on a crowdfunding platform; get investments; implement your idea; get profit!

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