Presentation two notes

* Kickstarter takes 5% of funds, but they staff review every project
* Kickstarter only offers fixed goal (need to hit a certain threshold) while Indiegogo offers flexible goal (get whatever’s given)
* Technically Kickstarter money isn’t guaranteed – a pledge is just committing money; the card isn’t charged until the funding period is over
* Equity funding is a stage based process.
  + Not concrete things, just intention based. Ie: seed funding is usually just developing a product or producing a product, getting it to consumers.
  + Series A is a bigger round of funding and the idea is that a company is trying to go from a product to a business model, increased production/lower production costs – getting the product to market
  + All funding beyond is usually just to scale the company quickly
* How equity funding works: the basics – Essentially how it works is that you loan a company money and in return you get a small amount of interest and then at a later but determined date at the time of investment a chance to buy stock at a lower rate. There’s either a flat percentage discount or a percentage discount that has to do with the initial valuation vs the valuation at the time.