

Entrepreneurs are using crowdfunding for proof of concept, early idea validation, and customer pre-orders - a practice known as donation-based crowdfunding. Additionally, equity crowdfunding is the practice whereby people invest in a privately held company in exchange for shares in that company.

Over \$5.1 Billion
Funded in 2013

Over \$13 Million Raised by
Most Funded Venture

*"Crowdfunding Will Make
This The Year Of The
Gold Rush"* - Forbes

Cloudoru enables your crowdfunding potential while simultaneously reducing out-of-pocket cost—often to zero by sharing the success of crowdfunding.

Cloudoru helps capture crowdfunding potential with use of our Crowdfunding Toolkit: branding, marketing, promotional campaign, and the crowdfunding campaign.

Discover	Learn the intricate details of the project or venture and the audience.
Strategize	Formulate a strategy for crowdfunding based on discovery to meet crowdfunding potential. Strategy to include Social Media as, for every order of magnitude increase in connections, the probability of success increases dramatically.
Design	Creatively design to reflect the objectives and to illustrate the project or venture.
Develop	Blend design with crowdfunding campaign, promotional campaign, and the crowdfunding platform to meet and even exceed potential.

Crowdfunding Toolkit By the Numbers

Campaigns that hit 5% of their funding goal within the first week have a 50% chance to succeed. And when campaigns reach 30% of their goal, their rate of success rises to 90%. Indeed, campaigns that are promoted successfully, reaching 30% of their goal within the first week, are several times more likely to succeed.

Promote	Continue to build brand and funding awareness, as there is a direct correlation between the number of outside links to crowdfunding and the success of the fundraising.
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