

THE FUNDRAISING MATRIX

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	Crowdfunding	Angel	Venture Capital
Sweet spot	\$25,000–\$100,000	\$250,000–\$500,000	\$1,000,000–\$5,000,000
Length	90 days	180 days	270 days
Dilution per round	Not applicable, “sale” not “investment”	20%	25–35%
Effort level	Moderate	Moderate	High
Type of product/ service	Consumer-facing gadgets, gizmos, books, and other artistic and craft-oriented projects	Software and web services	Hardware, software, biotech, and web services
Due diligence	Minimal	Moderate	High
Intrusiveness	Minimal	Moderate	High
Experience	Fun	Tolerable	Miserable