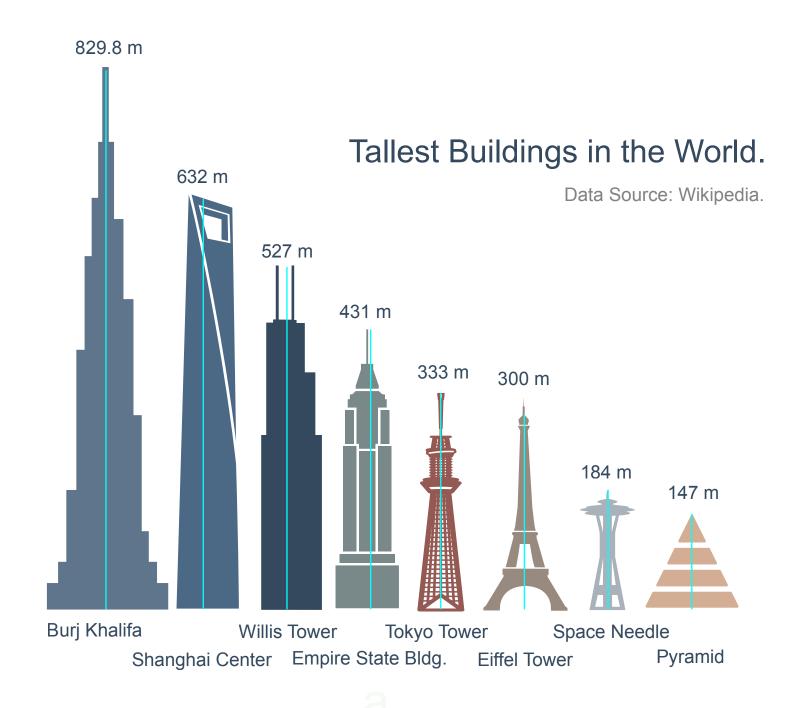
Examples



American's Uninsured Rate Dips Below 10% Source: CDC/NCHS, National Health Interview Survey, 2010-2015. % of uninsured rate in the U.S. 15.1% 14.7% 14.4% 9.2% 2010 2011 2012 2013 2014 2015

Source: Company Reports, Economist. Money pledged, \$m (Total: 319.8) Games Film and video Design Music Technology Publishing 83.1 58 50.1 35 29 15.3

40.3

Technology

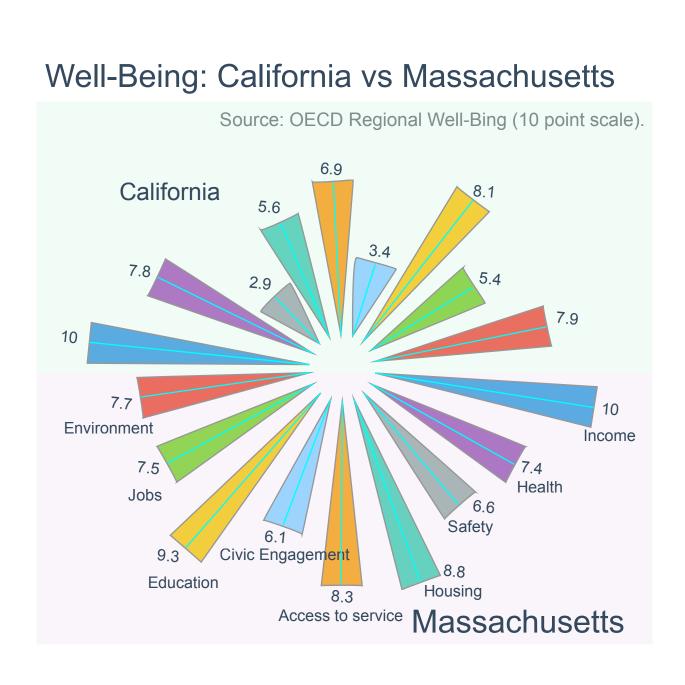
Design

Film and video

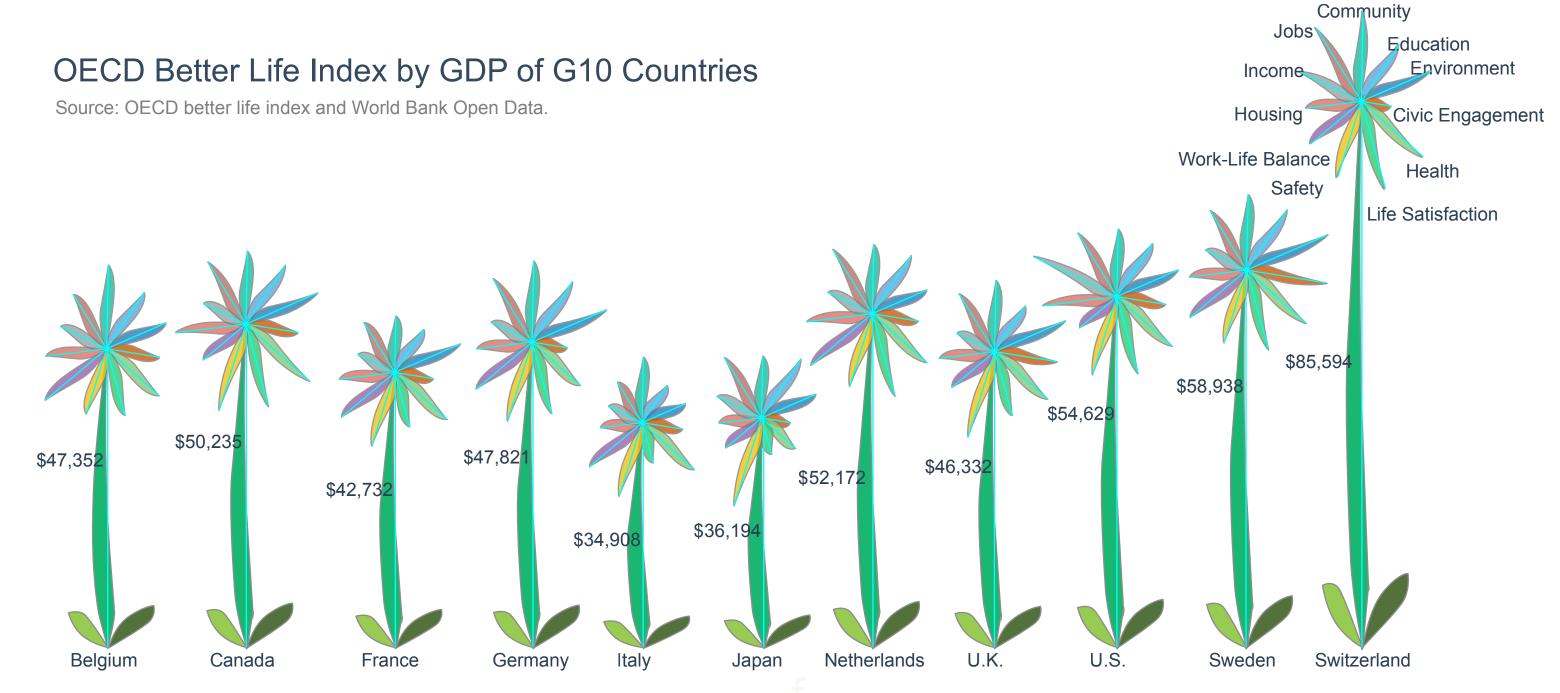
Games Publishing

Success rate, %

Crowdfunded Projects on Kickstarter in 2012







Music

21St Century Fox Honeywell State Source: Pay Scale, Inc. State State

