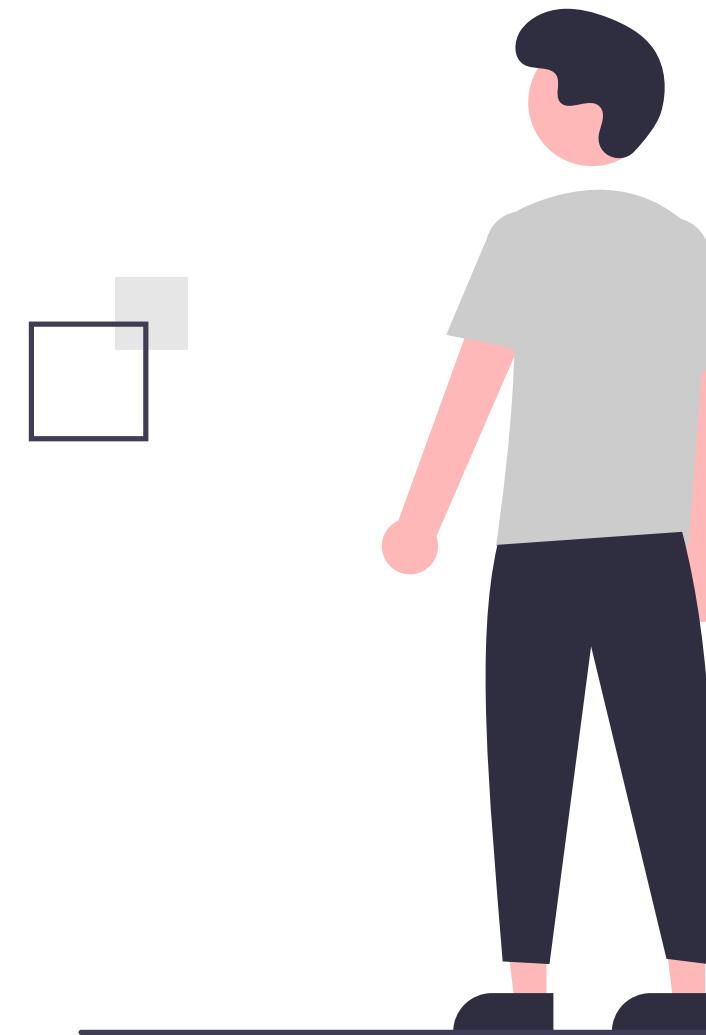


Staged Crowdfunding Chain Reaction - A Reach App



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The Team Introductions

More Information: Please reach out to any of us to find out more about ChainReaction



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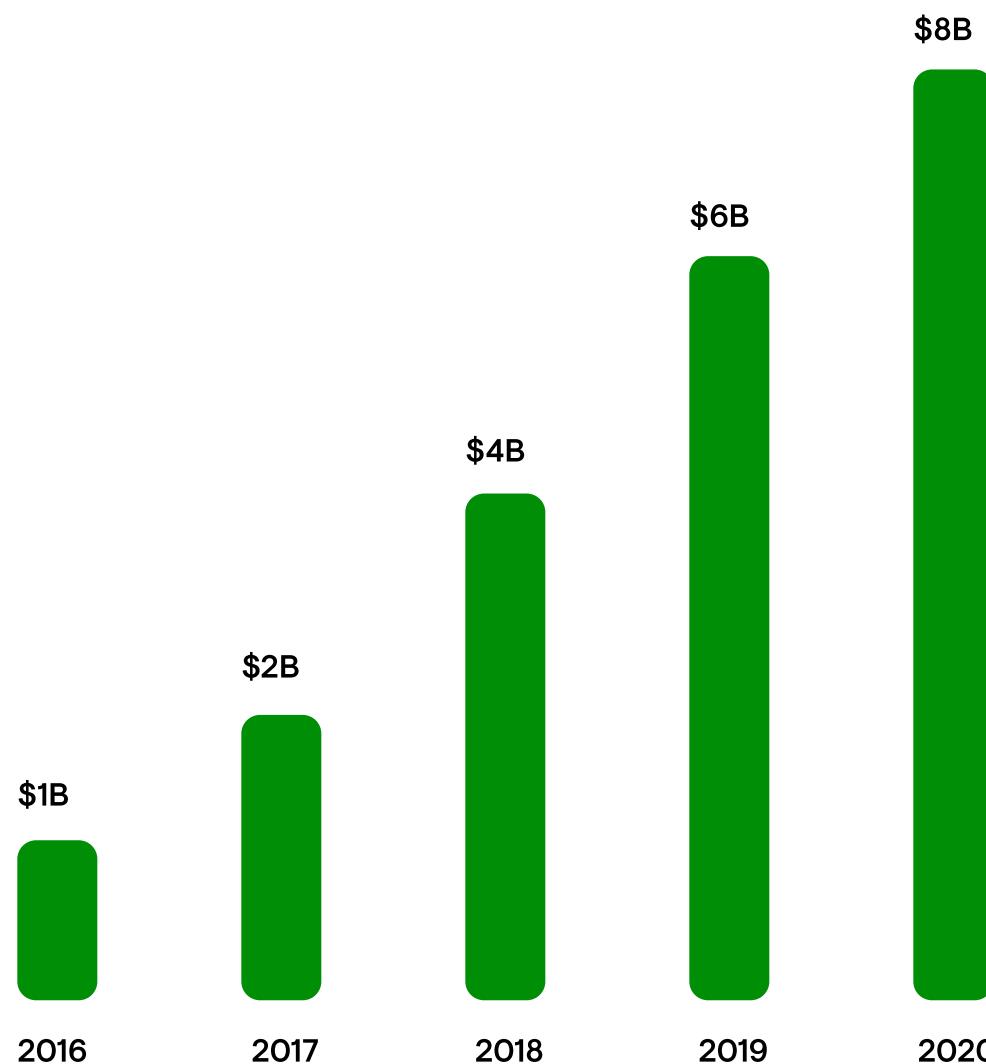
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Crowdfunding Industry Overview



Equity Crowdfunding Industry Growth

CAGR: 16% | Worth \$10B in 2020



Market Drivers



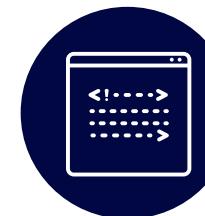
Increasing Government Regulation

FCA regulations and government oversight has dampened industry growth



Rise of Cryptocurrency

New decentralized platforms/currencies provide a new source of secure funds



Need to Update Legacy Tech/Methods

Kickstarter and other 2000s applications have slowed growth since their 2015 boom



Ongoing Challenges for Founders

Since the financial crisis, and with covid credit is in short supply creating a need for accessible debt



History of the Industry

| | | | | | | |
|--|---|---|---|--|---|---|
| 1874 | 2001 | 2008 | 2009 | 2012 | 2014 | 2020 |
| Crowdfunding is famously used in the construction of the statue of liberty | ArtistShare becomes one of the first crowdfunding platforms | The global recession forces founders and investors to look away from credit and to p2p debt based financing | Kickstarter and Indegogo popularize modern crowdfunding | Obama's JOBS act legalizes equity crowdfunding | New FCA regulations severely hamper crowdfunding activity | Covid-19 creates a new demand for decentralized crowdfunding activity free of regulatory scrutiny |



Description

Key Features

Staged Approval

Creation Process

After creating a campaign, the founder must set goals for the project. These goals are then tied to project targets and funding benchmarks.

Trust but Verify

When a goal is reached all participants vote on if the goal was properly implemented. Using the decentralized nature of the app we can prevent fraud and ensure correctness.

Applications

All forms of transactions

This method of goal setting can be applied outside of crowdfunding. For example, a gardner can set goals and have incremental payment of funds from a client.

Smart Contracts

Usage

When contributing to a campaign, the donation is released into a smart contract but not yet transferred to the creators account until goals are met. This mitigates the credit risk of participants while also allowing them to verify progress.



Chain Reaction





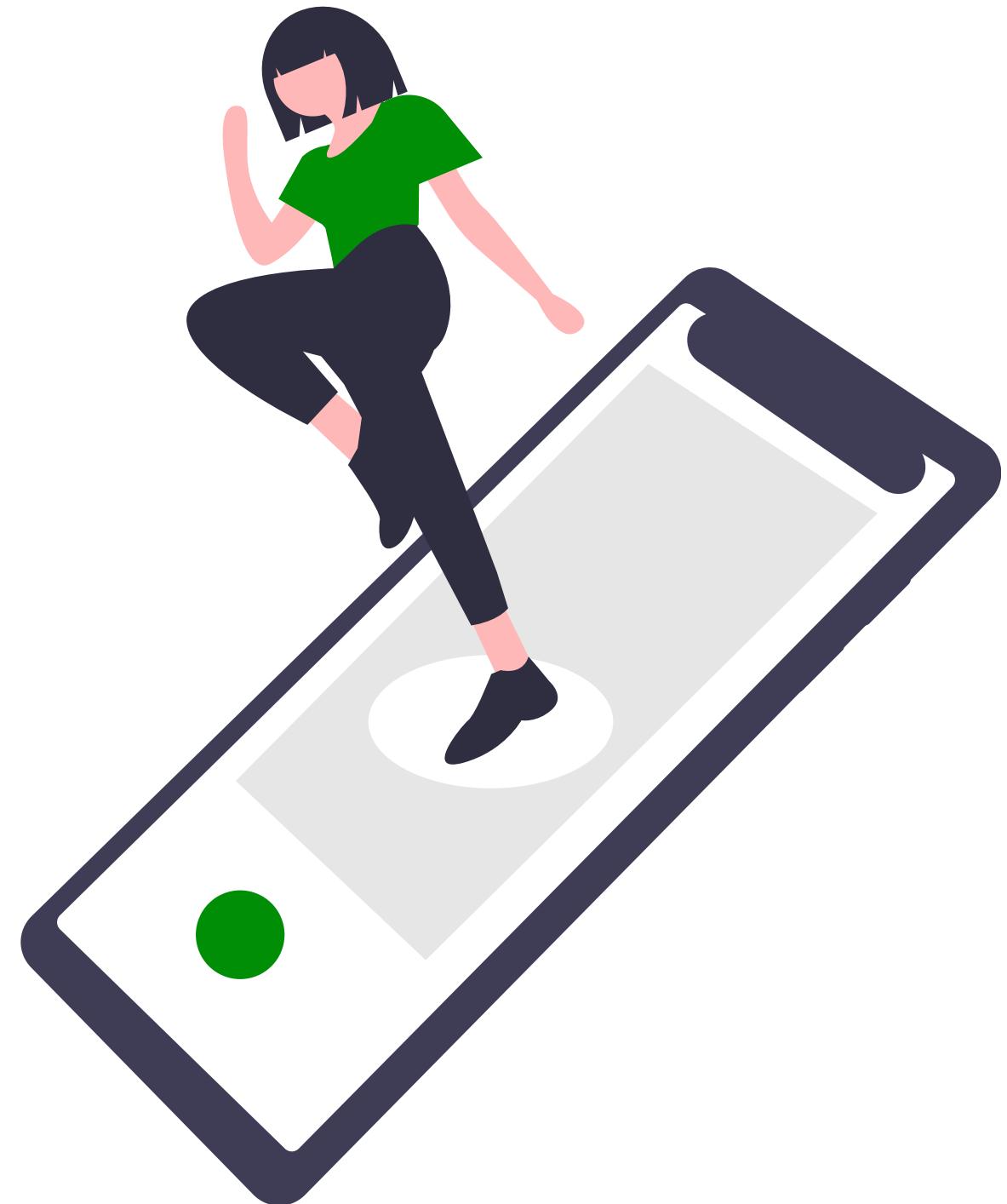
An Interactive Demonstration

Demo

Made entirely using **reach** and **react**

Walkthrough can be found at:
<https://github.com/rfahmed/Staged-Crowdfunding-BountyHack/blob/main/README.md>

Code can be found at:
<https://github.com/rfahmed/Staged-Crowdfunding-BountyHack>



Questions?

Please contact us: Email - rayhan.ahmed@nyu.edu or on the reach Discord!

