CROWDFUNDING PLATFORMS

* BuyMeACoffee
* Indiegogo
* Kickstarter
* GoFundMe
* Patreon
* CrowdCube

**buymeacoffee.com**

**positives**:

* it allows for its users to receive donations from their supporters.
* Memberships on buy me a coffee provide a reliable way for its users to earn an income.
* users can choose from a monthly or yearly membership guaranteeing a steady income for their user
* users are allowed to offer multiple membership levels varying with benefits providing unique benefits and providing added value to its users.

**Negatives**:

* fees buy me a coffee takes a percentage of every payment you get that being 5%.
* customer service, the platform is known to block users randomly and without warning and has a lot of mixed reviews due to this.
* payment limitations buy me a coffee does not accept paypal.

**Indiegogo.com**

**positives:**

* It offers flexible funding as opposed to all or nothing funding, this means people can keep the funds raised so far even if they fall short of their goal.
* they allow for users to keep raising funds even post campaign.
* they allow for a wide variety of funding such as projects, charity and equity.

**negatives:**

* it is not as popular as other competitors
* you must pay fees to indiegogo
* difficulties with customer support

**Kickstarter.com**

**positives**:

* A community of loyal supporters can be built leading to strong customer relationships and potential future backers
* Creators have full control over their projects

**negatives:**

* kickstarter uses all or nothing crowdfunding meaning users are not allowed to keep the funds if they fall short of their goal.
* kickstarter have some of the highest fees amongst other crowdfunding platforms

**gofundme.com**

**Positives:**

* Homepage has examples of ongoing fundraisers
* Instructions to set up listed on website
* Can raise money for a range of causes

**Negatives:**

* Not available in every country
* Limited customer service options
* No guarantee of reaching your goal
* A Lot of promotion needed

**Patreon.com**

**Positives:**

* Can provide a steady income as it is a subscription
* Allows for personal interactions
* They have full control over their content

**Negatives:**

* Competitive market (saturated)
* Needs to be regularly updated (not a one time thing)
* Service charges could take majority of money

**Crowdcube.com**

**Positives:**

* There is access to capital
* A large audience, so can attract new Customers and Partners
* Doesn’t require regular repayments

**Negatives:**

* Detailed financial information needs to be provided
* Business owners can lose control
* Risk of failure if funding goal not reached (if crowdfunding is main source of income)