Mapping - The State of The Crowdfunding Nation
Documenting The Global Rise of eFinance & the eFunding Escalator

HEADLINE EDITION
QUARTER TWO 2014

THE FULL REPORT IS AVAILABLE NOW AT thecrowdfundingcentre.com/report
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From TheCrowdfundingCentre.com

W: TheCrowdDataCenter.com  E: Contact@TheCrowdDataCenter.com

"For the first time we can see how Crowdfunding is spreading and the map makes it real and shows how present and pervasive it already is. This is a great achievement and a breakthrough for us all showing how differently countries, states and cities are doing relative to each other and their neighbours."
Sherwood (Woodie) Neiss partner, Crowdfund Capital Advisors & one of the architects of the USA’s JOBS act

Jason Best welcomed the report saying "Data is critical in driving the development of any industry and none more than crowdfunding. The ability to document money invested, jobs created, sales growth, new company starts, etc are all vital to demonstrate to regulators and investors that this market is the modern finance market and one that should be embraced."
Jason Best, Co-Founder at Crowdfund Capital Advisors & Co-Architect or the JOBS ACT

"This report is a crucial development for our field. With such a fast moving market, growing exponentially, it is extremely important that policy makers, educators and professionals have a resource to track funding patterns. The Crowdfunding Centre has laid the foundation for a data set that can change the industry."
Dr Richard Swart, Global Crowdfunding & Alternative Finance Researcher,
University of California, Berkeley

and
about The Crowdfunding Centre:

@CrowdfundCentre just found out about you.
Huge help in my research when looking for trends.
You just saved me minimum 10 hours a month on research.
This is awesome. Count me in!
Eli Regalado, Mad Hatters Agency, May 2014 (by Tweets)
Mapping the Crowdfunding Nation

Crowdfunding Where You Are

World map showing all projects which ended between 01APR2014 - 30JUN2014

Crowdfunding has spread around the globe and reaches over 160 countries worldwide and more than 90% of the world's online population.

The first ever map of world Crowdfunding is now live online.

You can see some of the details within this report. To try our interactive maps for yourself, and see what is happening where you are, visit...

thecrowdfundingcentre.com/map

HEADLINE EDITION
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Introductory Analysis

The State of the Crowdfunding Nation - From Global to Local

In our first State of the Crowdfunding Nation we revealed the unprecedented growth of Crowdfunding worldwide - doubling every 60 days, around ten times the rate of Moore's Law which has driven computer power to change the world beyond recognition. Crowdfunding continues to grow faster still in some areas, especially the UK and parts of Europe.

In our first report we promised to provide more than just statistics and snapshot insights, but real-time data and a Google-Earth style global map. Fittingly enough this was unveiled in London, on 15th August, along with the news that London has become a contender and was, briefly, world capital of Crowdfunding. News which went around the world, made headlines from the FT to Forbes and formed part of the basis for the next wave stage of the battle for the democratisation of finance in general, Crowdfunding in particular and especially the JOBS ACT in the USA.

So Crowdfunding is not just making headlines as a part of the mainstream but is leading the way with the UK's Chancellor George Osborne declaring that "We stand at the dawn of a new era", that Financial Innovation is no bolt-on, but the future, and that the UK government is determined that London and the UK will lead this next wave of disruption and innovation. A bold ambition for a nation playing catch-up.

HEADLINE EDITION
READ MORE IN THE FULL REPORT AT thecrowdfundingcentre.com/report
The Crowd Data Center - Headlines

In just the first half of 2014 we’ve already captured over 3 Million Daily Project Status Snapshots (3,053,664) and the results are fascinating.

▲ MORE THAN 4 MILLION BACKERS HAVE PLEDGED MORE THAN $357M AND RAISED MORE THAN $322M.
▲ A NEW CROWDFUNDING PROJECT IS CREATED EVERY THREE MINUTES, WITH AROUND 500 NEW PROJECTS CREATED EVERY DAY.
▲ THE UK GREW FASTER STILL IN QUARTER TWO NEARLY DOUBLING THE AMOUNT RAISED IN THE FIRST QUARTER. IN MAY MORE MONEY WAS RAISED IN THE UK THAN IN APRIL AND JUNE COMBINED.
▲ GLOBAL CROWDFUNDING CONTINUES TO GROW WITH AROUND 500 NEW PROJECTS PER DAY AND BETWEEN 18,000 AND 22,000 PROJECTS OPEN AND FUNDING AT ANY ONE TIME.

Total Pledges: 4,145,084
Total Pledged: $357,843,475
Total Raised (Fully funded): $289,155,256
Total Raised Amount (Fully funded plus flex): $322,171,149
Headlines Stats Q2 2014

**Total Pledges:** 2,326,032 (⬆up 28% on Q1)

**Total Pledged:** $204,122,660 (⬆up 31% on Q1)

**Total Raised (Fully funded):** $173,446,709 (⬆up 48% on Q1)

**Total Raised Amount (Fully funded plus flex):** $190,912,516 (⬆up 43% on Q1)

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**Notes**

1. Figures are those actually captured. UK Totals are expected to rise by something above 10% and worldwide figures 90% as more, smaller, platforms are added.
2. ‘Raised’ means money that actually flowed (from backers and investors via platforms to projects) while pledges are promises of funding (which may not be called upon if a project fails to reach target).
3. Pledges usually fall in a previous month (or earlier) than the closure (and therefore funding) of a project. This means that money pledged lags actual funds delivered by a variable margin (since projects may fund for anything from a few days to three months or more) making it dangerous to compare funding with pledges on a monthly basis.
Key Stats - At A Glance

Size and Growth – Activity

New Projects and Pledges during Q2 2014

<table>
<thead>
<tr>
<th>New Projects</th>
<th>Per Day</th>
<th>Pledges</th>
<th>Pledges/Day</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORLDWIDE</td>
<td>35,723</td>
<td>393</td>
<td>2,326,032</td>
<td>28%</td>
</tr>
<tr>
<td>USA</td>
<td>22,372</td>
<td>246</td>
<td>1,671,084</td>
<td>28%</td>
</tr>
<tr>
<td>UK</td>
<td>3,455</td>
<td>38</td>
<td>195,776</td>
<td>87%</td>
</tr>
</tbody>
</table>

Notes
Pledges represent the number of contributions by project backers.
Growth compares total number of pledges in Q1 2004 with those for Q2 2014.
These and the latest monthly figures are available at TheCrowdDataCenter.com

Funded Projects during Q2 2014

<table>
<thead>
<tr>
<th>Ended</th>
<th>Projects 100%+</th>
<th>Growth</th>
<th>% Success</th>
<th>&lt;100% Flex Ended</th>
</tr>
</thead>
<tbody>
<tr>
<td>WORLDWIDE</td>
<td>33,872</td>
<td>9,138</td>
<td>19%</td>
<td>27%</td>
</tr>
<tr>
<td>USA</td>
<td>19,469</td>
<td>6,337</td>
<td>11%</td>
<td>33%</td>
</tr>
<tr>
<td>UK</td>
<td>3,342</td>
<td>1,027</td>
<td>57%</td>
<td>31%</td>
</tr>
</tbody>
</table>

Notes
Growth compares number of fully funded projects in Q1 2004 with those for Q2 2014.
More insights and detailed information are available at TheCrowdDataCenter.com
## Size and Growth - Financial

### Amounts Pledged and Raised during Q2 2014

<table>
<thead>
<tr>
<th></th>
<th>Raised</th>
<th>Growth</th>
<th>Pledged</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WORLDWIDE</strong></td>
<td>$190,912,516</td>
<td>43%</td>
<td>$204,122,659</td>
<td>31%</td>
</tr>
<tr>
<td>Rewards</td>
<td>$2,097,939 Per Day</td>
<td></td>
<td>$1,708,319 Per Day</td>
<td></td>
</tr>
<tr>
<td><strong>USA</strong></td>
<td>$134,673,547</td>
<td>44%</td>
<td>$105,617,192</td>
<td>35%</td>
</tr>
<tr>
<td>Rewards</td>
<td>$1,479,929 Per Day</td>
<td></td>
<td>$1,160,628 Per Day</td>
<td></td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td>$13,340,840</td>
<td>82%</td>
<td>$11,913,944</td>
<td>63%</td>
</tr>
<tr>
<td>Rewards</td>
<td>$146,602 Per Day</td>
<td></td>
<td>$130,922 Per Day</td>
<td></td>
</tr>
<tr>
<td><strong>UK Equity +</strong></td>
<td>$12,782,761</td>
<td>121%</td>
<td>$10,059,673</td>
<td>119%</td>
</tr>
<tr>
<td></td>
<td>$140,469 Per Day</td>
<td></td>
<td>$110,545 Per Day</td>
<td></td>
</tr>
</tbody>
</table>

**Notes**

Growth compares rates of Q1 2014 with those for Q2 2014.
Care should be taken in comparing pledged/raised amounts for projects for a number of reasons including a variety funding periods ranging from 30 days or less to 90 days or more crossing quarters.
+ These figures do not include projects on Seedrs
More insights and detailed information and the latest monthly figures are available at [TheCrowdDataCenter.com](http://TheCrowdDataCenter.com)
Mapping The Crowdfunding Nation

The highest performing locations and countries based on the number of successful projects

<table>
<thead>
<tr>
<th>TOP 10 LOCATIONS</th>
<th>TOP 10 COUNTRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York City, New York, United States</td>
<td>479</td>
</tr>
<tr>
<td>Los Angeles, California, United States</td>
<td>465</td>
</tr>
<tr>
<td>London, United Kingdom</td>
<td>332</td>
</tr>
<tr>
<td>Jonesboro, Georgia, United States</td>
<td>225</td>
</tr>
<tr>
<td>Chicago, Illinois, United States</td>
<td>200</td>
</tr>
<tr>
<td>San Francisco, California, United States</td>
<td>196</td>
</tr>
<tr>
<td>Brooklyn, New York, United States</td>
<td>185</td>
</tr>
<tr>
<td>Toronto, Canada</td>
<td>149</td>
</tr>
<tr>
<td>Seattle, Washington, United States</td>
<td>133</td>
</tr>
<tr>
<td>Boston, Massachusetts, United States</td>
<td>126</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP US STATES</th>
<th>TOP UK CITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>1270</td>
</tr>
<tr>
<td>New York</td>
<td>938</td>
</tr>
<tr>
<td>Georgia</td>
<td>335</td>
</tr>
<tr>
<td>Illinois</td>
<td>296</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>286</td>
</tr>
</tbody>
</table>
Q2 Successful Projects Mapped By Country

World map showing all projects 100%+ funded between 01APR2014 - 30JUN2014 by country

Q2 Successful Projects Mapped By City/Town

World map showing all projects 100%+ funded between 01APR2014 - 30JUN2014 by city/town

HEADLINE EDITION
SEE MORE IN THE FULL REPORT AT thecrowdfundingcentre.com/report
Performance and Success Rates

Comparing Categories

Interestingly for the total number of pledges Technology was in second place, 134k pledges behind gaming with 285,887, but still took first place in terms of most money raised, raising more than $33m in Q1 (a $10M increase on Q1).

Gaming generated 420,108 backers for the three months – but came $10M after Technology for the most funding raised with $23,620,690 (which is a 40% increase on Q1).

Another surprising difference to the first quarter is Business replacing music in 5th place for the most amount raised, considering there have been more successful music projects this quarter than any other category.

This would fit with a higher value average pledge for a technology project, than for the other categories.

The highest performing categories were:

<table>
<thead>
<tr>
<th>TOP 5 - MOST PLEDGES</th>
<th>TOP 5 - AMOUNT RAISED (FULLY FUNDED AND FLEX)</th>
<th>TOP 5 - MOST SUCCESS (MOST FULLY FUNDED PROJECTS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GAMING</td>
<td>420,108</td>
<td>TECHNOLOGY $33,306,881</td>
</tr>
<tr>
<td>TECHNOLOGY</td>
<td>285,887</td>
<td>GAMING $23,620,690</td>
</tr>
<tr>
<td>FILM</td>
<td>272,595</td>
<td>FILM $22,911,189</td>
</tr>
<tr>
<td>DESIGN</td>
<td>228,247</td>
<td>DESIGN $17,534,928</td>
</tr>
<tr>
<td>MUSIC</td>
<td>185,373</td>
<td>BUSINESS $12,142,385</td>
</tr>
</tbody>
</table>

The Crowd Data Center tracks projects in near-real-time across the top platforms for each of almost 40 categories.

HEADLINE EDITION
READ MORE IN THE FULL REPORT AT thecrowdfundingcentre.com/report
Platforms & Performance

Global Crowdfunding saw increases across the board in Q2 and the UK especially saw big increases when compared to the first quarter, indicating that there is a still major upswing in activity, probably due to growing awareness.

There are around 1,000 Crowdfunding platforms across the world and that number is steadily increasing. Most of these are small – new or very niche – and Crowdfunding is dominated by a small number of larger platforms. The leading platforms – as defined by number of projects and funds raised successfully – are tracked in near-real-time by The Crowd Data Center.

**Funded projects:** 19,095 (including 9,138 fully funded & 9,957 flex funded)

**Average backers in fully funded projects:** 205

**Total funds raised:** $190m

Kickstarter and Indiegogo have been around the longest and are also the largest, so it’s probably no surprise they come out on top for total funds raised and number of projects successfully funded.

But equity crowdfunding platforms are also doing well, as is UK-based rewards platform Crowdfunder UK. Crowd Data Center statistics indicate that Crowdfunder is the UK’s best performing rewards platform and that CrowdCube/Seedrs are the most successful equity platforms.

Rewards platforms Kickstarter ($125M) and Indiegogo ($49M) raised the most from successful projects, but equity platform CrowdCube raised ($12M) in the same period.

CrowdCube slotted in behind Kickstarter (251) Indiegogo (152) with average numbers of backers at 136 (a 19% increase on Q1).

### The Top 5

<table>
<thead>
<tr>
<th>SUCCESSFUL PROJECTS (FULLY FUNDED)</th>
<th>AVERAGE BACKERS (IN FULLY FUNDED)</th>
<th>TOTAL FUNDS RAISED (INCL UNDER-FUNDED FLEX)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,729 KICKSTARTER</td>
<td>251 KICKSTARTER</td>
<td>$125M KICKSTARTER</td>
</tr>
<tr>
<td>2,649 (9,516) INDIEGOGO (UNDERFUNDED FLEX)</td>
<td>152 INDIEGOGO</td>
<td>$49M INDIEGOGO</td>
</tr>
<tr>
<td>572 FUNDRAZR</td>
<td>136 CROWDCUBE</td>
<td>$12M CROWDCUBE</td>
</tr>
<tr>
<td>91 CROWDFUNDER UK</td>
<td>101 ROCKETHUB</td>
<td>$1M FUNDRAZR / ROCKETHUB</td>
</tr>
<tr>
<td>60 (347) ROCKETHUB (UNDERFUNDED FLEX)</td>
<td>67 CROWDFUNDER UK</td>
<td>$763K CROWDFUNDER UK</td>
</tr>
</tbody>
</table>

Kickstarter is ahead in terms of funds both pledged and raised.
Your Questions Answered

About The Data Mountain

Like Google TheCrowdDataCenter brings together and analyses publicly available information from many sources, tens of thousands of projects together with news, our own independent research and data submitted directly by Crowdfunders to create a new resource. It provides an up-to-the-moment interactive map together with the specially created tools allowing entrepreneurs, investors academics and others to mine the data without the need for any specialist skills.

About The Tools

In addition to the data and basic search have created a range of special, easy to use, tools that answer the key questions that different player – Entrepreneurs, Investors, Business Support Professionals and Analysts - need answered, specifically and in detail, with the minimum of time investment and fuss. Plus more advanced tools for those, such as academics and analysts who need to make a deep dive for the pearls only available at greater depths.

Valuable Answers

Crowdfunding is opening a whole new territory to exploration which we have dubbed eFinance. Whenever new territory opens like this there are always opportunities for the pioneers willing to roll up their sleeves explore the new territory and locate the golden opportunities to build anew. In such circumstances having the right maps and tools can make all the difference between success and failure and between arriving well ahead – or a very tardy second place. Data is crucial - and the answer to the right question at the right time can result in the creation of a new business and, occasionally, a whole new industry.

Your Questions Answered

TheCrowdDataCenter provides, in near-real-time:

- **An Interactive Map** of this new territory – as well as the ebbs and flows of interest, pledges, backers and money

- **Easy to use The Tools to get Fast Answers** – to mine the data for the specifics, the answers that mean you can forge ahead with confidence on the basis of the evidence.

HEADLINE EDITION
FIND OUT MORE IN THE FULL REPORT AT thecrowdfundingcentre.com/report
Conclusions

Much has happened since the first State of the Crowdfunding Nation report

▲ WE HAVE LAUNCHED A 'GOOGLE EARTH STYLE' INTERACTIVE MAP OF WORLD CROWDFUNDING WHICH HAS BEEN WIDELY HAILED AS A GROUND BREAKING TOOL

▲ THE UK'S CHANCELLOR HAS ANNOUNCED THE 'DAWN OF A NEW ERA' AND ACKNOWLEDGED THE CENTRAL IMPORTANCE OF FINANCIAL INNOVATION - AND A NEW APPROACH TO REGULATION WITH REGARD TO INNOVATION

▲ IN THE USA THE SEC HAVE RECEIVED SEVERAL OPEN LETTERS ABOUT THE JOBS ACT. ONE FROM ITS ARCHITECTS CITING THE ABOVE EMERGENCE OF LONDON ANOTHER FROM THE CONGRESS CHALLENGING AND PROBING THEIR INTRANSIGENCE

Meanwhile Crowdfunding worldwide has continued to grow at prodigious rates.

It's fair to say that the picture has been transformed in this interval. The map has also made visual and so revealed the massive spread as well as the growth - and where the key centres are and why this 'clustering' is happening.

HEADLINE EDITION
READ MORE IN THE FULL REPORT AT thecrowdfundingcentre.com/report
The Full Detailed Quarter Two 2014 Report

CONTENTS

Introductory Analysis

The Crowd Data Center - Headlines

Headlines Stats Q2 2014

Key Stats - At A Glance

Mapping The Crowdfunding Nation

- Q2 Successful Projects Mapped By Country
- Q2 Successful Projects Mapped By City/Town

Performance and Success Rates

- Comparing Categories
- Comparing Platforms – 2014 So Far

Platforms & Performance

Your Questions Answered

Conclusions

AVAILABLE NOW
READ MORE IN THE FULL REPORT AT thecrowdfundingcentre.com/report
Other Notes - for Project and Platform owners & Professionals

Would you like your project or platform to be included? Check or add it at TheCrowdfundingCentre.com

If you wish your platform to be represented in the stats please email us at Contact@TheCrowdDataCenter.com

Professionals: PR, Crowdfunding Coaches, Social Media Managers, Platform Staff, Analysts and Investors...
You can save time and glean invaluable insights using the tools now available at TheCrowdfundingCentre.com

@CrowdfundCentre just found out about you. Huge help in my research when looking for trends. You just saved me minimum 10 hours a month on research. This is awesome
Eli Regalado, Mad Hatters Agency, May 2014

Seeking: We are seeking in-country partners for each nation globally to work with us to analyse and report on this data from each country’s perspective. Please email us with details at or your organization and its interest at Contact@TheCrowdDataCenter.com to be considered.
Definitions

'Rewards' Crowdfunding - Sometimes called the 'Kickstarter model'.
If an Entrepreneur can pre-sell a product (or service) to enough people (create a crowd) then a business can start up (or a product launch) without debt or sacrificing equity (shares) by pre-selling the product and associated ‘rewards’ (sometimes called ‘perks’) via a ‘Rewards’ Crowdfunding platform.

Equity Crowdfunding
Investors (sometimes referred to as backers) purchase, usually in small amounts, unlisted shares in an early stage company that with some initial sales revenues that can demonstrate a capable team and a products for which there is a market demand. Equity Crowdfunding is a regulated activity in the USA, UK and most other territories where traditionally smaller investors have been deliberately excluded. France and other European territories are responding to the demand to open Equity Crowdfunding to ordinary people who are not traditionally investors (so called ‘High-Net-Worth’ or ‘Sophisticated’ / professional investors).

CrowdLending / Peer-To-Peer Lending
These are sometimes classed as the third major form of Crowdfunding (‘Donations’ / Charitable Crowdfunding being the fourth) with some emphasising the commonalities (funds drawn in small amounts from the crowd into projects and businesses for which they often have a connection or natural affinity, and the crowd making the lending decisions). Others (such as the P2PFA), prefer to emphasise the differences.

eFunding
Significant funding derived in many small amounts from 'the crowd' and mediated by internet platforms (such as Indiegogo, Kickstarter or Crowdcube) without traditional intermediaries such as banks or stockbrokers in which the online platforms mediate 'the wisdom of the crowd' as final arbiter of funding decisions.

eFinance (sector)
The activity of deriving funds or supporting the process of deriving funds from the crowd by way of providing an internet platform or associated services (such as marketing, coaching etc) to support entrepreneurs and the crowd in forming capital and making decisions on which ventures to support.

eFunding Escalator
Traditionally governments have sought to create a 'funding escalator' whereby the economy can be expanded by facilitating finance to form, grow and expand companies from startup through to maturity - which might be a very large, even global, venture or an SME of some sort.

This is usually composed of seed-funding (often grants or loans from government), bank lending, Angels and VC funding and latterly the stock market (sometimes by way of 'junior' markets such as AIM). In approximately that order.

Seed funding has proved inefficient and unsustainable (arguably due to perverse incentives on the part of those providing it). This and to a large extent bank lending too has dried up in recent years.

eFinance and the eFunding Escalator
eFunding is a new source of finance that runs parallel to, and independent of, traditional finance. It mirrors (providing lending and equity finance) and extends (with a pre-sales model that supports innovation and business formation - often called the 'rewards' or 'Kickstarter' model) the formats of traditional finance with funds from a new source. These are provided in small amounts by the crowd, spreading the risk thin, and mediated by the Internet and with market (crowd) deciding what gets eFunded.
Because it extends as well as mirrors traditional models (which it supports rather than replaces) it is proving able to solve a major problem that has eluded economists and governments: Seed-funding and 'Access to finance' for startups and early stage companies.

It provides a new 'Funding Escalator' which sits atop the traditional economy and funding infrastructure augmenting rather than replacing it. While 'reaching the places older funding models could not reach' - especially, and crucially, in innovation and startups. It 'reaches the ground floor'.

While this new escalator is independent and complete in itself, providing startup capital, debt and equity finance, it remains open to interworking with more traditional forms of bank, angel and VC funding with ventures able to hop from one escalator to the other as suits their growth path.

From as early as late 2013 a pattern quietly emerged of eFunded startups taking finance from elsewhere. Crowdfund Capital Advisors (CCA) found that 71% of the ventures they followed up after successful crowdfunds had either taken follow-on funding (28%) or were in talks to do so, within three months.

Those familiar with the inherent problems of traditional business finance - Seed-funding, Bank, Angel and VC funding - recognise that their biggest problem is quality deal-flow. They have proved unable to support startups to get them to the point where they have seasoned teams, proven products and significant revenues, leaving entrepreneurs stuck in classic Catch22 dilemma - and funder with a lack of deal-flow.

While eCommerce has impacted traditional retailing and likewise ePublishing is having a similar impact on the book trade the potential of the eFunding escalator is to augment and transform more traditional finance by supporting startups, plugging gaps in the older escalator and enabling innovators to create new products and new markets.

**eFunding Hybrids**
eFunding Hybrids re-introduce old-style funding practices mixing them into the eFunding model on one or more of these ways:

Re-intermediation: Such hybrids repatriate funding decisions from the crowd to the organisation running the platform, or it’s delegate, so re-introducing intermediation - sometimes in a way that is not clear to the casual observer. Examples include Seedrs, ...

Mixed-funding: Deriving funding partly or wholly in small amounts from the crowd but may also take funding from traditional sources such as VCs or institutional funding. Examples include the Seedrs’ Bristol Fund and The Crowdcube Venture Fund.

Parity-of-outcome: It’s notable that some hybrids lay claim to being eFunding, eFunding hybrids or 'Crowdfunding' entirely on the basis of providing proportionately the same financial outcome for small investors as they do for institutional investors.
About The Crowd Data Center and The State of the Crowdfunding Nation Report

The Crowd Data Center is a part of TheCrowdfundingCentre.com. It provides the world’s biggest and most detailed big-data database of Crowdfunding projects and other resources together with advanced, user oriented, tools.

This provides real-time insights into what is happening in Crowdfunding - collecting and analysing data as it happens.

Currently reporting directly on the largest platforms which we estimate process more than half of Crowdfunding activity globally (and around 90% of the UKs activity having especially good coverage of UK platforms). This by no means comprehensive but is a very large sample by any standards.

Big-data: We take around 22,000 snapshots per day - over 3 million snapshots so far tracking more than $322,000,000 funded within the projects we have gathered.

In the first half of the year we have seen and captured data including:

3 Million Daily Project Status Snapshots

Total Pledges: 4,145,084
Total Pledged: $357,843,475
Total Raised (Fully funded): $289,155,256
Total Raised Amount (Fully funded plus flex): $322,171,149

1st Jan 2014 to 30th Jun 2014

We continue to capture thousands of new projects each week and provide near-real-time access to these data at The Crowd Data Center
Acknowledgments & Attributions

With thanks to

Professor Alan Barrell. Entrepreneur in Residence, Judge Business School, University of Cambridge
Jason Best, Woodie Niess, Richard Swart of Crowdfund Capital Advisors and the authors of “The Rise of Future Finance”
Dr Joe Cox,
and everyone who has helped make this happen – you know who you are.

My especial thanks also to

The Team: Michelle Rodger, Jonathan James & Kay Klug

Thank you all.

Barry E James, Editor and Lead Author