

Crowdfunding Basics In 30 Minutes How To Use Kickstarter Indiegogo And Other Crowdfunding Platforms To Support Your Entrepreneurial And Creative Dreams

Although we have been successful in our careers, they have not turned out quite as we expected. We both have changed positions several times-for all the right reasons-but there are no pension plans vesting on our behalf. Our retirement funds are growing only through our individual contributions. Michael and I have a wonderful marriage with three great children. As I write this, two are in college and one is just beginning high school. We have spent a fortune making sure our children have received the best education available. One day in 1996, one of my children came home disillusioned with school. He was bored and tired of studying. "Why should I put time into studying subjects I will never use in real life?" he protested. Without thinking, I responded, "Because if you don't get good grades, you won't get into college." "Regardless of whether I go to college," he replied, "I'm going to be rich."

Seminar paper from the year 2015 in the subject Business economics - Investment and Finance, grade: 1,3, The FOM University of Applied Sciences, Hamburg, language: English, abstract: In the past years the number of startups increased continuously. Often it is the case that a startup doesn't have the financial power to realize a business and if an investor or a financial institute refuses to support the startup many good ideas can fail already at the beginning. Therefore it is necessary for startups to find new ways for financing the business ideas. Crowdfunding is one method for financing and investing which nowadays reaches a high popularity and growth among innovative people, groups and companies. To get a better understanding of the whole context this term paper investigates the different perspectives and actors of crowdfunding to give an answer to the actual aim. The aim is to analyze whether crowdfunding is an appropriate way of gaining funds for startups or not. In the first part the theoretical information is provided. This includes definitions and differentiations of used basic terms like crowdfunding and crowdinvesting as well as the different forms of crowdfunding. Also in the same part the functionality and the historical development of crowdfunding will be shown. In chapter 3 the actors of crowdfunding – the startups, the investors and the platforms – will be described. This part will focus on the different reasons, aims and other important aspects for each of the actors. An overview of advantages and risks for startups and investors will be given in the fourth chapter. To have a better impression about the different crowdfunding forms, levels and scales, the fifth chapter will show some examples of successful crowdfunding campaigns. Based on all researched and derived information, the last chapter will give a summary and conclusion to the aim of this term paper.

Updated in 2017 for the new LinkedIn interface! If you're serious about taking your career to the next level, you need to be on LinkedIn. In *LinkedIn In 30 Minutes* (2nd Edition), author Angela Rose will show you how to make a rock-solid LinkedIn profile and expand your network. Whether you want to find a new job on LinkedIn or advance your career, this guide can be the blueprint for a supercharged LinkedIn strategy. This LinkedIn book includes sections on: * LinkedIn registration and basic profile setup * Nine critical LinkedIn profile elements * Six additional LinkedIn profile elements you

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should include * Why keywords are so important for your LinkedIn profile * How to improve a basic profile * Real-world examples of successful LinkedIn profiles * How to address unemployment on LinkedIn * How to connect with other people on LinkedIn * Crafting personalized LinkedIn invitations * Connecting with strangers on LinkedIn * Other ways to get noticed on LinkedIn * Best practices for using LinkedIn's search engine * Participation strategies for LinkedIn Groups * Five ways to find a job on LinkedIn * InMail and other paid LinkedIn services * How to turn off LinkedIn notifications

The revised edition of LinkedIn In 30 Minutes is for people who are new to LinkedIn, as well as those who have created basic profiles and now want to take their LinkedIn efforts to the next level. While LinkedIn In 30 Minutes is not a comprehensive guide, it provides a solid foundation of LinkedIn registration basics, critical profile elements, and networking best practices that can help you land a new job or advance your career. The LinkedIn tutorial is easy to approach -- it's filled with step-by-step instructions written in plain English and a touch of humor. There are lots of screenshots and LinkedIn best practices that you can use to turn an uninspiring profile into a winner! This book is a Foreword INDIES Finalist. Foreword Reviews highlights some of the best titles produced from the independent publishing community. About the series: Since 2012, In 30 Minutes® guides have helped people all over the world understand complex topics, including technology, medicine, and personal finance. For more information, visit in30minutes.com.

A bilingual children book written in Chinese, Pinyin and English. It focuses on opposite words. It is beautifully illustrated for children to enjoy and learn basic Chinese. We introduce thirty Chinese characters in this book. Each character is used in simple sentence to help children to understand the meaning. Every character are put in the simple sentence for children to understand the meaning. For example, "? inside" "????????????A teddy bear is inside the box." "? outside" "????????????The other teddy bear is outside the box." This book is a 30 pages board book. It will help children learn 30 Chinese characters and 30 simple sentences in a fun and easy way.

The easy way to get started in crowdfund investing Crowdfund investing (CFI) is going to be the next big thing on Wall Street. U.S. investment banks, brokerage houses, and law firms are gearing up for the creation and regulation of new financial products that will be available to the general public starting in early 2013. The introduction of these products will revolutionize the financing of small businesses and startups for these key reasons: Entrepreneurs and small business owners, who have had difficulty obtaining capital through traditional means (such as bank loans and angel investors) in recent years, will have access to investors around the world through social media. For the first time, investors (so-called unqualified investors) will be able to purchase an equity stake in a business or new investment vehicle. The Securities and Exchange Commission (SEC) is overseeing the creation of online portals that will allow entrepreneurs and small investors to connect. When these portals go live in 2013, Crowdfund Investing For Dummies will be on the front line to educate business owners, other entrepreneurs, and investors alike. Crowdfund Investing For Dummies will walk entrepreneurs and investors, like yourself, through this new investing experience, beginning with explaining how and why CFI developed and what the 2012 JOBS says about CFI. Entrepreneurs will find out how much funding they can realistically raise through CFI; how to plan and launch a CFI campaign; how to manage the crowd after a campaign is

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successful; and how to work within the SEC's regulations at every stage. Investors will discover: the benefits and risks of CFI ;how much they can invest; how a CFI investment may fit into a broader investment portfolio; how to provide value to the business or project being funded; and how to bow out of an investment when the time is right. Crowdfund Investing For Dummies is an indispensable resource for long time investors and novice investors alike.

A practical approach for entrepreneurs and investors Entrepreneurial Finance provides readers with the fundamental knowledge to finance, start, grow, and value new ventures, without the complex finance terms and calculations. This comprehensive yet practical approach incorporates a global perspective that appeals to entrepreneurs, investors, and students with diverse backgrounds, knowledge, and experience. From Facebook to Camera+, Gary Gibbons, Robert D. Hisrich, and Carlos M. DaSilva use real-world examples and their professional experiences to bring concepts to life. This text is one of the most readable books in the market without compromising high quality content and resources.

Crowdfunding Basics in 30 MinutesHow to Use Kickstarter, Indiegogo, and Other Crowdfunding Platforms to Support Your Entrepreneurial and Creative Dreams130 Media Corporation

From two influential and visionary thinkers comes a big idea that is changing the way movements catch fire and ideas spread in our highly connected world. For the vast majority of human history, power has been held by the few. "Old power" is closed, inaccessible, and leader-driven. Once gained, it is jealously guarded, and the powerful spend it carefully, like currency. But the technological revolution of the past two decades has made possible a new form of power, one that operates differently, like a current. "New power" is made by many; it is open, participatory, often leaderless, and peer-driven. Like water or electricity, it is most forceful when it surges. The goal with new power is not to hoard it, but to channel it. New power is behind the rise of participatory communities like Facebook and YouTube, sharing services like Uber and Airbnb, and rapid-fire social movements like Brexit and #BlackLivesMatter. It explains the unlikely success of Barack Obama's 2008 campaign and the unlikelier victory of Donald Trump in 2016. And it gives ISIS its power to propagate its brand and distribute its violence. Even old power institutions like the Papacy, NASA, and LEGO have tapped into the strength of the crowd to stage improbable reinventions. In New Power, the business leaders/social visionaries Jeremy Heimans and Henry Timms provide the tools for using new power to successfully spread an idea or lead a movement in the twenty-first century. Drawing on examples from business, politics, and social justice, they explain the new world we live in--a world where connectivity has made change shocking and swift and a world in which everyone expects to participate.

I've watched the emergence and quick rise of real estate crowdfunding and I have to tell you, I've been dying to write this book. So many of my readers have reached out with questions about this growing new industry. Whether you are an investors, real estate developer, or entrepreneur, this new sector is a game changer. My name's Salvador Briggman and I've been blogging about crowdfunding since 2012. On my main website, CrowdCrux.com, I bring awareness to crowdfunding success stories and demystify this alternative financial tool. I'm lucky enough to have impacted over 1 million website visitors in the past year and have been cited by the New York Times,

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Wallstreet Journal, and more. In this ebook, my co-author Krystine Therriault and I bring tremendous clarity to real estate crowdfunding. We break down everything you need to know to get started raising money for a new property or investing in real estate online. Along with answering many of your questions, our biggest hope is that this comprehensive guide will get you pointed you in the right direction. We want you to succeed in this changing industry. If you enjoy this ebook, please take a second to leave a review on Amazon. Now...it's time to get ready to dive into the world of real estate crowdfunding!

This book is for Kickstarter newbies and first-time creators. It will teach and show you how to collect potential backers early, in advance, and how to plan a Kickstarter campaign from start to finish with the aim of ensuring that you get fully funded. Buy it now! Just a few short years ago, if you wanted to produce a new gadget or raise money to make an independent film, you had no choice but to scrape together funding on your own ... or hope a generous friend or relative might put up seed capital. These days, there's a new approach: crowdfunding. Sites such as Kickstarter, Indiegogo, and GoFundMe can not only help you raise money to fund your idea or cause, they can also help you establish a community of enthusiastic supporters. In Crowdfunding Basics In 30 Minutes, author and crowdfunding expert Michael J. Epstein explains how to plan and execute a successful crowdfunding campaign. In a single sitting, you will learn about the different types of crowdfunding projects that are possible, including entrepreneurial startups (Kickstarter and Indiegogo), creative or artistic projects (Kickstarter, Indiegogo, and other platforms), charities and community causes (GlobalGiving), individual support campaigns (GoFundMe), and patronage funding (Patreon). Start crowdfunding the right way! This crowdfunding book covers budgeting basics as well as goal-setting, not to mention the importance of preparing professional-looking campaign assets such as video clips, photographs, and calls-to-action. The author explains how to design reward tiers that not only attract backers, but also won't bankrupt your budget. Other topics in Crowdfunding Basics In 30 Minutes include: Determining how much money you can raise Pros and cons of platforms including Kickstarter, Indiegogo, GoFundMe, Patreon, and more All-or-nothing campaigns vs. partial funding campaigns vs. patronage systems Crowdfunding budgets and planning Crowdfunding time requirements Hidden crowdfunding costs, from shipping to backer melt Taxes and crowdfunding legal requirements Crowdfunding best practices for tiered rewards Telling your crowdfunding story with images, video, and text Ten top tips for creating a great campaign video for Indiegogo, Kickstarter, or other platforms Six tips for an effective crowdfunding pitch Nine best practices for tiered crowdfunding rewards Why crowdfunding campaigns fail: 10 pitfalls to avoid How to keep momentum going in a lagging campaign The art of communicating with crowdfunding backers Crowdfunding expert with a record of success Throughout Crowdfunding Basics In 30 Minutes, Epstein cites his extensive experience organizing crowdfunding campaigns as well examples from some of the hundreds of other campaigns he has backed. If you have been dreaming about launching your own crowdfunding project, this crowdfunding book will be an invaluable guide. Order it today! Order it today If you're looking for a step-by-step launch framework for your upcoming Kickstarter or Indiegogo campaign, this is the handbook for you! I'll teach you how to use crowdfunding to raise money online and bring your project to life. You see, we're at the

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beginning of a movement as transformative as the industrial revolution. Never before in history have authors, musicians, artists, and film producers been able to connect with massive online audiences and get funding for their creative work. The outdated media gatekeepers are quickly disappearing. You can now get funding directly from your fans and distribute your content online. If you're a creative type, this is the BEST time to be alive. But, it doesn't stop there. This major change has also given rise to six and seven-figure online businesses. As a fellow entrepreneur, I know that one of the most common excuses for not quitting your job and launching that startup company is because you don't have the money. Now, in a few short weeks, you can have all of the capital you need to launch and grow a thriving ecommerce business. It's no longer a crazy idea to pursue your passion. In fact, more and more millennials are doing just that. I should know, I'm one of them! When I first started blogging about Kickstarter in 2012, I had no idea that crowdfunding would become a multi-billion-dollar industry. I was just a Junior in college, writing a mini-thesis on how different variables affected fundraising success on Kickstarter (for you nerds out there, it was a logistic regression). Flash forward several years, and I'm now one of the top experts in the crowdfunding industry. I started the blog, CrowdCrux, which did over one million views in 2015. I set up a forum called KickstarterForum, which has attracted over six thousand members. I even launched a popular podcast called Crowdfunding Demystified, which has racked up more than 100 positive reviews in iTunes. Finally, I also put out training videos on YouTube and I am proud to say that the channel is experiencing rapid growth. That all sounds impressive, but actually, when I first stumbled on the website, Kickstarter, I didn't have a clue how it worked. It seemed super confusing and I had SO MANY questions. Since 2012, I've come to master the platform and discover the ins and outs of how crowdfunding really works. I've published many of my findings online and I've been being linked to by sites like CNN, The New York Times, The Huffington Post, and even The Wall Street Journal. In this guide, I'm going to share with you the step-by-step launch strategy for absolutely crushing it on Kickstarter. In no time at all, you'll be raising money for your startup or creative project. I'll make it super easy to copy and implement these tactics and strategies. I'll also share some Jedi Mind Tricks that most marketers don't know about. Before you know it, you'll be a crowdfunding expert! Now, I bet you're thinking... "boy this all sounds like a lot of work. Do I really have to learn all of this? I just want to get funding for my project." Truth be told, it is A LOT to master, which is why having the right teacher can make all of the difference. I'll make sure that you master this material as quickly as possible, so that you can stop fundraising and get back to doing what you love! Either way, whether you decide to run your own Kickstarter campaign, or outsource certain aspects, it pays to know what you're doing. I want to help you smash your Kickstarter goal and then I hope you come on my podcast as a crowdfunding success story. It's time to get serious about making that business you've been dreaming about a reality. It's finally time to get paid for your creative work. Let's get started!

Learn how to turn YOUR knowledge into a book that will stand out from the competition and sell!

Do you want to learn how to use Microsoft Excel, for a career boost or to better handle numbers, lists, and other data? The revised and expanded second edition of Excel Basics In 30 Minutes will quickly get you up to speed with basic spreadsheet concepts,

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tips, and tricks! Excel Basics In 30 Minutes, 2nd Edition is written in plain English, with lots of step-by-step instructions, screenshots, and examples that demonstrate exactly what to do. Instructions apply to recent versions of Excel, including Excel 2013, Excel for Office 365, and Excel Online. For users who don't own Excel, the guide explains how to use a free online spreadsheets program called Google Sheets.

"Neil Young's Pono campaign was the third most successful hardware campaign of all time, and Alex deserves much of the credit, second only to Neil, of course. The Crowdsourceress will give you everything you need to make your campaign a success." --Phil Baker, COO, Pono "Owning The Crowdsourceress is like having Alex Daly's 'special sauce' right at your fingertips." --Jesse Reed, cofounder, Standards Manual In recent years, the crowdfunding industry has generated several billions in funding. But the harsh reality is that around 60 percent of Kickstarter campaigns fail. Enter Alex Daly, a crowdfunding expert who has raised over \$20 million for her clients' campaigns. She has run some of Kickstarter's biggest projects-TLC's newest album, Neil Young's audio player, and Joan Didion's documentary. In this book, Daly takes readers deep inside her most successful campaigns, showing you how to Get fans and influencers excited about your launch Build an appealing and powerfully designed campaign Access proven video tips, pitching tactics, press releases, and rewards ideas Avoid the most common headaches and pitfalls Here you'll get tangible tools to run your own crowdfunding campaigns and fully connect with the crowd, get people to pay attention, and inspire them to act.

This book aims to take stock and systemize existing knowledge on crowdfunding while providing overview of the industry, its regulatory environment and advancing the insight into the role of crowdfunding in the startup lifecycle. It is adopting an exploratory and phenomenon-based approach which is deemed appropriate when investigating rather new phenomena. Furthermore, the research combines survey and interview methodologies to assess the opinion and real-world behavior of different stakeholders in crowdfunding marketplace and identify gaps requiring further academic consideration. Empirical data was gathered using multiple interactive web-based questionnaires distributed to different stakeholders and "informed general public" mainly through the social networks (Linkedin, Facebook and Twitter) and direct solicitation of entrepreneurial associations, networks and online communities. The study conducted relies on both qualitative and quantitative analysis in attempt to find data patterns useful in future research and establish some managerial and policymaker recommendations based on limited evidence collected. The work adds value to this field through a 3-fold contribution: Taking a look at crowdfunding through the prism of SWOT analysis of the practice itself and Porter's 5 forces analysis of crowdfunding platforms industry. Providing evidence in favor of implementing various degrees of regulation based on different crowdfunding categories, using the Italian case of equity-based crowdfunding regulation as a model. Finally, it yields some interesting findings on relevance of crowdfunding in the venture startup while pointing out key motivators which make entrepreneurs consider this fundraising option. In addition, related policymaker/managerial implications are exposed and academic literature updated with reference to contemporary developments in this dynamic field.

In the increasingly competitive corporate sector, businesses must examine their current practices to ensure business success. By examining their social, financial, and environmental

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risks, obligations, and opportunities, businesses can re-design their operations more effectively to ensure prosperity. *Sustainable Business: Concepts, Methodologies, Tools, and Applications* is a vital reference source that explores the best practices that promote business sustainability, including examining how economic, social, and environmental aspects are related to each other in the company's management and performance. Highlighting a range of topics such as lean manufacturing, sustainable business model innovation, and ethical consumerism, this multi-volume book is ideally designed for entrepreneurs, business executives, business professionals, managers, and academics seeking current research on sustainable business practices.

So you want to produce a short film. Or design a new line of jewelry. Or manufacture a revolutionary solar-powered garden sprinkler. There's just one catch: You need \$100,000 to bankroll your dream, and your checking account has barely enough to cover the rent. Enter Kickstarter.com—the phenomenal “crowdfunding” website launched in 2009 that brings venture capital to the masses. At Kickstarter, it's not uncommon for entrepreneurs to raise \$50,000, \$100,000, \$250,000, or more. All you need is a great idea—and *The Kickstarter Handbook*. Business journalist Don Steinberg has interviewed dozens of artists and inventors who launched their passion projects online. Through their voices, you'll explore all the strategies of a successful Kickstarter campaign. You'll learn the elements of a compelling Kickstarter video, innovative ways to market your projects, tips for getting donors onboard, and the secrets of irresistible Kickstarter “rewards.” You'll also discover what to do in a best-case scenario—when your project goes viral and the cash starts flowing in. On Kickstarter, it happens to a few lucky visionaries every week. Here's how to be one of them.

Crowdfunding for Filmmakers offers practical information, tips, and tactics for launching a successful film campaign by detailing traditional models of fundraising, utilizing today's technological and social innovations, and augmenting each step with an added personal touch. This 2nd edition updates the latest techniques on Social Media to get your projects up and running asap."

Do you worry that you're not paying enough attention to your investments? Do you feel left out when you hear about the clever things other investors seem to be doing? Relax. You don't have to become an investment genius to protect your savings. Distilling the wisdom of his thirty years' experience into lessons that can be applied in thirty minutes, Harry Browne shows you what you need to know to make your savings and investments safe and profitable, no matter what the economy and the investment markets do. There are no secret trading systems here, no jargon to learn. Instead, Harry Browne teaches you in simple terms to, among other things:

- Build your wealth on your career
- Make your own decisions
- Build a bulletproof portfolio for protection
- Take advantage of tax-reduction plans
- Enjoy yourself with a budget for pleasure

This new book analyses the strategies, usages and wider implications of crowdsourcing and crowdfunding platforms in the culture and communication industries that are reshaping economic, organizational and social logics. Platforms are the object of considerable hype with a growing global presence. Relying on individual contributions coordinated by social media to finance cultural production (and carry out promotional tasks) is a significant shift, especially when supported by morphing public policies, supposedly enhancing cultural diversity and accessibility. The aim of this book is to propose a critical analysis of these phenomena by questioning what follows from decisions to outsource modes of creation and funding to consumers. Drawing on research carried out within the 'Collab' programme backed by the French National Research Agency, the book considers how platforms are used to organize cultural labour and/or to control usages, following a logic of suggestion rather than overt injunction. Four key areas are considered: the history of crowdfunding as a system; whose interests crowdfunding may serve; the implications for digital labour and lastly crowdfunding's interface with globalization and contemporary capitalism. The book concludes with an

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assessment of claims that crowdfunding can democratize culture.

In this step-by-step guide, you will find the actual process you need from idea conception through pre-launch and fulfillment to make your crowdfunding campaign a success. I skip all the history of crowdfunding and why it is a great tool for your business to go straight to the point, how to put your campaign on the path to beating its funding goal. * How to put your idea together and avoid budget or timeline pitfalls* How to research prior campaigns to find your campaign's magic number* How to find journalists, bloggers and other influencers that will spread the word about your crowdfunding campaign* How to get the most bang for your crowdfunding marketing buck* How to build community and keep your backers motivated* And more...I have been consulting with crowdfunding campaigns for years, from business ready for equity crowdfunding to small projects just looking for a few thousand to get off the ground. Check out my blog at Crowd101 and you'll see what I mean. If you are ready to get your crowdfunding campaign started right and don't want to risk wasting months of your time by not meeting your crowdfunding goal, you MUST know the process. Skip the libraries worth of books talking about the history of crowdfunding or why it is such a revolution in finance. Buy the only book that offers a step-by-step approach to crowdfunding.

Bold is a radical how-to guide for using exponential technologies, moonshot thinking, and crowd-powered tools to create extraordinary wealth while also positively impacting the lives of billions. A follow-up to the authors' Abundance (2012).

Turn your great idea into BIG PROFITS with a powerful, persuasive business plan! With any endeavor, good planning is the key to good results—especially in the launch of a new business or product. Business Plans That Work gives you an easy-to-follow template for conceptualizing, writing, focusing, and revising a business plan that converts your business idea into financial profit. A virtual blueprint for entrepreneurial success, this new edition of the popular entrepreneur's guide provides all the tools you need to communicate the value of your idea to investors and attract key talent, and create a plan you can turn to throughout the entire process of starting and running a business. You'll learn how to: Determine what to include in each plan, why, and for whom Secure the capital you need to get the project off the ground Assess opportunities and risks involved in your project Avoid common pitfalls that cost money, time, and effort With Business Plans That Work, you have everything you need to create winning strategies for development, sales, marketing, operations, distribution, and everything else successful ventures are founded on.

Das Digitale Zeitalter bringt sowohl für die Industrie als auch für den Vertrieb und Handel eine völlig neue wirtschaftliche Dynamik mit sich. Wer die Zeichen der Zeit erkennt und sich über Schlüsseltechnologien und neuen digitalen Handlungsmöglichkeiten informiert, kann die Gunst der Stunde nutzen. Das vorliegende Buch bietet Ihnen ein Kompendium der wichtigsten digitalen Technologien und wirtschaftlichen Entwicklungen des digitalen Zeitalters an. Wenn Sie als Entscheider Erfolg haben wollen, müssen Sie diese einschneidenden Veränderungen einordnen können, die im 21. Jahrhundert im Rahmen der Digitalisierung auf Sie zukommen. Zu diesem Zweck führt dieses Buch Sie in 24 unterschiedliche Schlüsseltechnologien und Entwicklungen ein. Stück für Stück werden dabei erklärt: der 3D-Druck, die Automatisierung, Big Data-Smart Data, Blockchain, Crowdfunding und Finanzen, Cyberkriminalität und Sicherheit, Digital Branding, Digital Leadership, Digitale Disruption, Digitale Gesellschaft, Digitale Marktplätze, Digitale Transformation, Digitales Marketing, Digitales Recht, Drohnentechnologie, eCommerce, HR, Arbeit und Teams 4.0, Industrie und Fabrik 4.0, Internet der Dinge, Künstliche Intelligenz, Nachhaltigkeit und Umwelt 4.0, Nanotechnologie, Roboter, Virtuelle und erweiterte Realität. Die Transruption wurde im Rahmen meines Studiums am MIT Sloan Management School entwickelt und auf unzählige Unternehmen angewandt. Daraus ist auch das Coaching-Konzept Cycle of Transruption (Transruptions-Zyklus) entstanden, welches Unternehmen dabei hilft, die richtige Schlüsseltechnologie zum

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passenden Zeitpunkt im Unternehmen einzuführen und mit anderen Schlüsseltechnologien zu verknüpfen.

Yes, it's true, crowdfunding is a NEW way to help pay for personal expenses. These could include medical bills, emergency costs, and memorial funds. Crowdfunding can also be used to help pay for your education expenses or volunteer efforts. But, that's not all. Crowdfunding isn't just for charity or personal cause campaigns. Believe it or not, more and more newlyweds are turning to crowdfunding to pay for their honeymoon! Some are even using it to pay for travel expenses! I've been writing about crowdfunding since 2012 and have seen more campaigns that you can imagine. Last year alone, I helped nearly 400,000 individuals raise money from the crowd through my website, podcast, newsletter, and forum. Even though crowdfunding is an amazing tool, there's a right and a wrong way to raise funds online. That's where I come in. I'm going to guide you through the murky waters and share with you the best techniques, strategies, and give you the inside scoop on some of the crowdfunding platforms or websites out there. I'll also give you a heads up on costly MISTAKES TO AVOID when launching your first campaign. Believe me, you don't want to make a fool of yourself or learn the hard way. I'm going to make it dead simple and give you the step-by-step guide for raising money online. All you'll have to do is copy it!

Master the art of crowdfunding to launch your product on Indiegogo and Kickstarter. Whether you're just starting out or already have a booming business, this is the exact playbook the most innovative companies are using to launch successful products today. What if you could build a community that eagerly counted down the days until they could buy your product? What if you could develop such powerful positioning in your market that you rose above your competition? And what if you could actually feel confident your product was going to be successful before you pressed the launch button? CROWDFUNDED is not just another "how-to" book on launching products. There is no fluff here. No feel good stories without substance. No claims without data. This is a no BS blueprint for launching a successful crowdfunding campaign. Mark Pecota, CEO and co-founder of the most successful crowdfunding agency LaunchBoom, reveals the system his team has developed since 2015 - a system that has raised over \$50 million on Indiegogo and Kickstarter. Stop waiting for the right opportunity to launch your crowdfunding campaign. This is it and this book will show you how. REVIEWS FROM INDUSTRY EXPERTS "Mark Pecota has been in the crowdfunding space since 2015 and it really shows. The sheer amount of million dollar campaigns that LaunchBoom has been a part of is staggering. Mark's data driven approach for pre-launch and launch are second to none. If you want to crowdfund an innovative product, you want to have him on your team." - Mark Regal, Director of Hardware and Technology @ Indiegogo "The Internet is riddled with one-off information on how select campaigns succeed, but this book goes over the exact framework LaunchBoom has used to successfully launch hundreds of campaigns." - Scott Adamson, Co-Founder @ Kickbooster "Listen to LaunchBoom. Whether you're a first-timer or a seasoned creator, this book will teach you something new about how crowdfunding works complimented by proven strategies to reach success." - Jason Furie, Content and Community @ BackerKit Learn to use Kickstarter to make your great ideas areality As a crowd-funding website for creative projects, Kickstarter has the power to make creative ideas come to life. This helpful guide walks you through the potential of this amazing tool, which has helped project creators successfully launch their projects since 2009. You'll learn how to create a Kickstarter account, setup your first project, and effectively use social media to bring awareness to your project and build up the community around it to hopefully reach the goal of 100 percent funding. Explains how to determine if you meet the requirements to create a project Gets you started with creating your first project, choosing a great project image, and write a compelling project title and description Helps you establish rewards for project backers Zeroes in on deciding a funding duration and funding goal Whether you have an idea for a movie, video game, gadget

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or anything in between, *Kickstarter For Dummies* is the fun and friendly guide to help you get the funds to make your idea happen!

Updated in 2018! The top-selling guide to Google's free online office suite is now available in a revised and expanded second edition. Thirty minutes is all you'll need to get up to speed with Google Drive, Google Docs, Google Sheets, and Google Slides, the free online productivity suite and alternative to Microsoft Office. Millions of people use the software every day. You can use Drive, Docs, Sheets, and Slides to perform the following tasks:

- Write letters and reports
- Crunch numbers and create online data entry forms
- Give presentations
- Collaborate online with classmates and colleagues
- Convert Microsoft Office documents to Google formats, and vice versa
- Print documents, drawings, and spreadsheets
- Export PDFs
- Make pie charts, bar charts, and simple tables
- Publish documents and spreadsheets online using the new Google Sites

After covering registration, file creation and other basics, *Google Drive and Docs In 30 Minutes (2nd Edition)* zeroes in on the most important time-saving tips and productivity tools. Highlights include:

- Converting files between Microsoft Office and Google formats.
- Best practices for organizing files in Google Drive.
- What to expect with collaboration and sharing.
- The pros and cons of Google's mobile apps for Drive, Docs, Sheets, and Slides.
- Accessing older versions of files.
- How to publish your documents to the Web for colleagues or members of the public to view.
- Functions, sorting and filtering in Google Sheets (with examples).
- Using Google Forms to gather data.
- Google Slides: Is it a suitable alternative to Microsoft PowerPoint?
- Working with offline files.
- Downloading third-party apps.

The tone of *Google Drive and Docs In 30 Minutes* is friendly and easy to understand, with lots of step-by-step instructions, screenshots, and examples. The guide can be used by anyone with a PC, Mac, or Chromebook. It also includes instructions for using Drive, Docs, Sheets, and Slides on Android and iOS phones and tablets. *Google Drive and Docs In 30 Minutes, 2nd Edition* is authored by Ian Lamont, an award-winning technology and business journalist. He has written several books in the "In 30 Minutes" series, including *Dropbox In 30 Minutes*, *Twitter In 30 Minutes*, and *Excel Basics In 30 Minutes*. Here's what readers are saying about *Google Drive & Docs In 30 Minutes*: "I am so glad this was made! I've been using Google Docs for a while now and have been encouraging my teacher colleagues to do so as well to facilitate collaboration. It has become my go-to text book to help new users understand quickly. If you're new to Google Drive or Google Documents, this will help you. If you're experienced, and want something to help those who come to you with questions, this is a nice tool to help them remember what you show them. I highly recommend it." "I just got a new position that requires record keeping. Having used Google Docs in the past, I decided to update my knowledge. I googled "Docs for dummies" and this was one of the results. I liked the concept that the title implies - a concise guide that will distill what I need and allow me to complete a task quickly" "A clear and concise explanation of how to navigate your way through google docs."

"Excellent introduction to Google drive. Well researched, easy to read, nicely organized."

Alternative assets such as fine art, wine, or diamonds have become popular investment vehicles in the aftermath of the global financial crisis. Correlation with classical financial markets is typically low, such that diversification benefits arise for portfolio allocation and risk management. Cryptocurrencies share many alternative asset features, but are hampered by high volatility, sluggish commercial acceptance, and regulatory uncertainties. This collection of papers addresses alternative assets and cryptocurrencies from economic, financial, statistical, and technical points of view. It gives an overview of their current state and explores their properties and prospects using innovative approaches and methodologies.

The book is informative, apt details for both beginners and experienced Fundraisers. This book covers the basic idea of Reward Based Crowdfunding and Donation Based Crowdfunding. The main headlines of this book are:-

- Reward-based crowdfunding: This type of Crowdfunding is also known as the non-equity way of funding your project. It has been widely used for funding

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campaigns like supporting a free development of software, promotion of motion pictures, aiding scientific research and development of inventions, etc. The people who are funding are hopeful of returns from the project. • Donation-based Crowdfunding: The best example for this would be raising funds from individuals to support personal or social causes. Applications Of Crowdfunding 1. Crowdfunding for personal & Individual Use 2. Crowdfunding for real estate 3. Crowdfunding for startups 4. Crowdfunding for businesses 5. Crowdfunding loans 6. Crowdfunding college debt

The Entrepreneur's Guide to a Powerful (and Profitable) Crowdfunding Campaign Crowdfunding sites such as Kickstarter, Indiegogo, and GoFundMe can not only help you raise money to fund your idea or cause, they can also help establish a community of enthusiastic supporters. This crowdfunding book by author and crowdfunding expert Michael J. Epstein will show you how!

Independent creator Madeleine Holly-Rosing walks you through the steps of crowdfunding your independent project in this 2nd edition of her popular book *Kickstarter for the Independent Creator*. In this practical and down-to-earth guide, Madeleine shares how she went from failure to successfully funding four campaigns for her comic Boston Metaphysical Society. In this book you will learn: *How to choose your platform* How to write an effective Kickstarter Homepage *How to build a core email list* What goes into a pre-launch and campaign strategy *How postage can make you or break you* Is your passion project languishing due to lack of funding? Learn tips in this book that Madeleine's students have used to meet and exceed their crowdfunding goals.

Here's How to Make Your First Dollar in 30 Days and Your First \$100,000 Inside of 12 Months... You already know you want to start an online business. You may have already tried, but something never clicks. Juggling a day job while you build your dream life can just be too difficult. That's where Ed Dale and his book, *Your First Dollar*, comes in. In his book, Ed discusses how he can help you crack the code by installing an 'operating system for the entrepreneur' to get you the freedom of a successful online business in three easy steps. Step 1: Learn how you can understand what type of entrepreneur you are, so creating your business becomes effortless. Step 2: Discover how to figure out which market you'd love to work in and help unlock the formula to having people want to work with you. Step 3: You'll learn how to quickly to build your list and gather your tribe before guiding you to build an offer, product and services your tribe will love. Most entrepreneurs quit their online business right before they're successful because they don't recognize their flawed operating system. Now it's time to get cracking and order your copy of *Your First Dollar* today!

Just a few short years ago, if you wanted to produce a new gadget or raise money to make an independent film, you had no choice but to scrape together funding on your own ... or hope a generous friend or relative might put up seed capital. These days, there's a new approach: crowdfunding. Sites such as Kickstarter, Indiegogo, and GoFundMe can not only help you raise money to fund your idea or cause, they can also help you establish a community of enthusiastic supporters. In *Crowdfunding Basics In 30 Minutes*, author and crowdfunding expert Michael J. Epstein explains how to plan and execute a successful crowdfunding campaign. In a single sitting, you will learn about the different types of crowdfunding projects that are possible, including entrepreneurial startups, creative or artistic projects, charities and community causes, individual support campaigns, and patronage funding. This crowdfunding book covers budgeting basics as well as goal-setting, not to mention the importance of preparing professional-looking campaign assets such as video clips, photographs, and calls-to-action. The author explains how to design reward tiers that not only attract backers, but also won't bankrupt your budget.

Are you interested in using Twitter, but don't know where to start? Are you mystified by hashtags, retweets, and other strange conventions? The revised and expanded third edition of

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Twitter In 30 Minutes is here to help! This unofficial Twitter tutorial will walk you through the basics, using plain English, step-by-step instructions, and lots of examples from real Twitter users. In no time, you'll learn how to: * Create a new Twitter account online or on your phone * Customize your Twitter profile with photos and a bio that's right for you * Navigate Twitter icons, the Twitter app, and Twitter.com * Follow other Twitter accounts ... and block those you don't like * Identify local people and organizations using Twitter * Find people who share the same interests and hobbies * Compose your first Tweets * Share photos * Use hashtags, retweets, and other Twitter conventions There's more. Twitter In 30 Minutes shows you how all kinds of people use Twitter to promote their businesses, connect with their followers, explore their interests, and have fun! It's peppered with real-world examples, from everyday people to celebrities. Authored by award-winning technology journalist Ian Lamont, the revised third edition of Twitter In 30 Minutes covers Twitter's new interface for the Web and mobile devices such as the iPhone and Android phones. There are new screenshots, along with instructions for registration on iOS and Android devices. Twitter In 30 Minutes is a perfect introduction to people who are new to Twitter, as well as those who already have accounts and want to learn how to get the most out of Twitter. Buy the book today! Here's what real readers are saying about TWITTER IN 30 MINUTES: "I quickly set up a Twitter account and started using it within a half hour. I would recommend this book for anyone who doesn't have a Twitter account, for those who do have one but aren't actively using it, and for those who aren't quite sure how to get the most out of their account." "Though I have been using Twitter for some time now, I still learned a thing or two from reading this." "Clarified any issues I had or concerns and listed some excellent precautions." "Perfect introduction to Twitter. Quick and easy read with lots of photos. I finally understand the #!" "I've been tweeting for over a year but learned a lot of helpful details I hadn't been aware of until now. Lots of easy to understand info, and good instructions with screenshots that make it easy to understand. Thanks for the help and making Twitter even more fun." "Just the quick, light intro I wanted. No annoying bits of philosophy. Some careful warnings about privacy and courtesy are included. You really can skim it in 30 minutes." "Easy to read and actually fun to fire up my twitter account and play along with each chapter. Everyone has 30 spare minutes spread out over a week (if not a day) to read this guide." Updated in 2017 to cover the new Dropbox interface and features! What is Dropbox, and how can you get the most out of Dropbox on your computer, phone, or tablet? In Dropbox In 30 Minutes (2nd Edition), award-winning technology journalist Ian Lamont uses step-by-step instructions, screenshots, and a touch of humor to explain everything from basic Dropbox installation steps to best practices for Dropbox sharing. In a single sitting, this quick and easy guide will help you get the most out of Dropbox on your computer, phone, or tablet. The second edition of this popular Dropbox book includes updated chapters as well as additional sections describing new Dropbox features of the Dropbox application for Windows and Mac PCs and laptops, the Dropbox app for iOS devices (including the Dropbox app for iPhones and iPads), and the Dropbox app for Android phones and tablets. The Dropbox manual also covers many useful features of Dropbox.com for backing up, sharing, and recovering files. In addition, the book's popular Dropbox FAQ has been expanded. What's inside * Dropbox system requirements * How Dropbox works in the cloud * Installing Dropbox on Windows PCs (Dropbox on Windows 7 and earlier, Dropbox on Windows 10 and Windows 8) * Installing Dropbox on Macs (macOS), iOS and Android * Saving files to Dropbox * Working with Dropbox folders and files * Dropbox preferences and Selective Sync * Opening a file or folder from a second computer * Dropbox mobile app: Downloading/uploading files * Dropbox Camera Upload for backing up and transferring photos from your mobile phone * Dropbox sharing via links * Dropbox collaboration Dropbox In 30 Minutes also includes an unofficial FAQ that answers the following questions: * How can I get free space on Dropbox? * How secure is Dropbox? * How do I delete Dropbox? * Why is Dropbox taking so long to sync? * Are Dropbox

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Business and Dropbox Pro accounts worth the extra cost? * How can I recover deleted Dropbox files? * What is Dropbox Paper and is it a substitute for Microsoft Word or Google Docs? * What are Dropbox comments? * What happens when the same file is opened simultaneously on more than one computer? * What are third-party Dropbox apps? What readers are saying about this Dropbox book Thousands of satisfied readers have purchased this Dropbox book or downloaded the Dropbox ebook edition. While Dropbox In 30 Minutes is intended for beginners, even experienced users will discover a few new Dropbox tricks. Here's what real readers are saying: "This was truly a 30-minute Dropbox tutorial. I have mastered the basics without bugging my 20-year-old son! Yahoo!" "I have read Ian's books on Dropbox and Google Drive/Docs. He's an excellent writer, and the books are highly worthwhile, especially for people new to these applications." "A short but thorough introduction to Dropbox. In my opinion, this is highly recommendable book for those who are approaching Dropbox or who need it for work and cooperative projects." "I didn't know how to use Dropbox when I bought this book, and after reading it, I was able to set up my account and to use it with my students. It is short and to the point. I am a beginner and much of these online storage options are new to me, but I was able to read the book and to then use the app." Buy your copy today! Note: Dropbox In 30 Minutes is not affiliated with "For Dummies" books, Dropbox, or other services referenced in the guide. In 30 Minutes® is a registered trademark of publisher i30 Media Corp. All rights reserved.

Buying a house, condo, or multifamily property? Let housing expert Jim Morrison explain the processes and best practices for hiring a real estate team, getting financing, evaluating properties, and closing the deal! There are tips for how to handle bidding wars and negotiations, and advice about red flags to watch out for when touring homes. This quick guide uses plain-English explanations and lots of examples from the author's decades of experience as a home inspector and journalist covering the housing industry.

This open access book presents a comprehensive and up-to-date collection of knowledge on the state of crowdfunding research and practice. It considers crowdfunding models and their different manifestations across a variety of geographies and sectors, and explores the perspectives of fundraisers, backers, platforms, and regulators. Gathering insights from a wide range of influential researchers in the field, the book balances concepts, theory, and case studies. Going beyond previous research on crowdfunding, the contributors also investigate issues of community, sustainability, education, and ethics. A vital resource for anyone researching crowdfunding, this book offers readers a deep understanding of the characteristics, business models, user-relations, and behavioural patterns of crowdfunding.

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