What's interesting about RBC
1. Focus on projects
2. Emphasize project's impact
3. Build a network

What successful projects have in common?

Project + Network + Review = Success

It's all about community.

The best thing people can do for your campaign, after contributing, is evangelize.

Review: Advice

Have Good Idea: Advice

Emphasize yourself: Advice
Equity-based crowdfunding
Lending-based crowdfunding
Reward-based crowdfunding
Donation-based crowdfunding

Crowdfunding models

- Equity-based: Investors receive a stake in the business.
- Lending-based: Investors lend money to a project or business in exchange for interest or principal.
- Reward-based: Investors receive a reward for their contribution, regardless of the project's success.
- Donation-based: Investors contribute to a cause without expecting a reward.

Antrocket
CROWD-SOURCING

: the practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people, and especially from the online community, rather than from traditional employees or suppliers

CROWD-FUNDING

: colaboración de un grupo de personas para monetariamente apoyar un proyecto, idea o negocio

"Colaboración de un grupo de personas para monetariamente apoyar un proyecto, idea o negocio"