

COMPETITIVE ANALYSIS

COMPETITOR/ SUMMARY	Kickstarter has become synonymous for crowdfunding, as the most popular site to find funding for creative projects.	Kiva is a registered nonprofit, microlending organization, allowing people to lend money via the internet to low-income entrepreneurs and students in over 80 countries.	Indiegogo, this flexible crowd-funding site serves as an open and accessible option for campaigns worldwide.
TARGET AUDIENCE	Artists, designers, filmmakers, musicians and inventors	Low-income entrepreneurs and students	Everyone
FEATURES	Each project on Kickstarter gets a fundraising page, which includes the funding goal, a video explaining the venture, and the deadline (one to 60 days after the launch). Campaigns are expected to offer rewards to contributors; such perks run the gamut from a thank-you on the company website to a prototype. If you don't hit your goal by your deadline, you won't see a penny.	Kiva never collects interest on loans, and individual Kiva lenders do not receive interest from loans they support on Kiva. Two-thirds of Kiva's operating costs are covered by donations made by Kiva lenders. Grants and donations from foundations and supporters cover the remaining costs.	Each project gets a profile page, with a video, a written summary, descriptions of perks for funders, a fundraising goal, and a deadline (one to 120 days from the launch date). Businesses can keep whatever they raise, whether or not the goal is reached. Contributions can be made via check, credit card, or PayPal.
STRENGTHS	<ul style="list-style-type: none"> - Name recognition - Highest site traffic allows for greater project visibility 	<p>Great chance for social impact investors to help people around the world with as little as \$25</p> <ul style="list-style-type: none"> - People form and join teams from colleges or businesses, or teams focus on common interests. This team support helps boost campaign visibility. - Borrowers repay nearly 99 percent of the funds they receive, which means that lenders tend to put their money into another worthy cause to continue the cycle of giving. 	<ul style="list-style-type: none"> - No application process - Available in every country - Diverse spread of projects
WEAKNESS	<ul style="list-style-type: none"> - Approval process - Limited to creative projects - Only allows projects based in the US and UK 		<ul style="list-style-type: none"> - More expensive if you don't reach your goal, but without the urgency of the all-or-nothing plan - Open to everyone from a root canal to pet surgery, that's a lot of clutter to cut through.