

Q & A: How Some Entrepreneurs Can Avoid Crowdfunding Pitfalls



Q: Whether Kickstarter or a competing platform, any advice for someone thinking about crowdfunding a business project?

A: Look beyond the hype. Investigate the skills and commitment required to succeed in a crowdfunding project. It's far more involved than you may realize.

Check out the blog of Business Librarian, Roger Green, New York SBDC, and two episodes from the PBS show *Start Up* for more details.

Sources

Ramblin with Roger.com

Kapsul-Kickstarter Campaign, June 6, 2018

Kapsul Kickstarter catastrophe: owning mistakes

Start Up: Season 5

<http://startup-usa.com/>

Knockie

Virtual Toys

Dee Adams is the author of
Finding Your Niche: Discover...