

# 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

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