

What to ask

If you're wondering whether the crowdfunding route is right for you, ask yourself these questions:

- Are you in the startup phase? Although crowdfunding can be a great way to build a community around more developed enterprises, it's most effective early on in the life of a startup.
- Will the public connect emotionally with your idea? You will be looking for the support of a kind of extended family – so backers are going to need to emotionally connect to the project. Many businesses looking to crowdfund first invest in a video or other social media tools to explain their project and get future investors fired-up.
- Will your business idea lend itself to lean principles? You should be able to produce a first prototype with a 3D printer, for example, and first batch of production with minimal upfront costs.
