



Summary

“Kickstarter helps artists, musicians, filmmakers, designers, and other creators find the resources and support they need to make their ideas a reality. To date, tens of thousands of creative projects — big and small — have come to life with the support of the Kickstarter community. “

Positioning

Kickstarter is the largest and most popular of the internet-based crowdfunding platforms aimed at helping creators and artists bring their projects to life. They position themselves as a community of creators. Recently reincorporated as a Benefit Corporation requiring them legally to pursue a “positive impact on society” thus pledging themselves to being a helpful vehicle for creators and artists. Projects are required to create something and be shared with the world. In return for backing a project, donors receive some sort of reward based on a donation tier system created by the project creator.

Primary Audience

Creators and Artists. And the people who love them (or at least creations and art). Their platform is geared towards assisting visionaries, artists, and creators get their projects off the ground.

Key Differentiators / Features

- All-Or Nothing Funding Model
- Focus on creating and sharing with the world
- Does not allow for charitable causes

SWOT Analysis

	Positive	Negative
	Strengths	Weaknesses
Internal	Reputation	Prohibits charitable causes
	Brand: fun, minimalist, creative, professional, trustworthy	All-or-nothing funding: if fundraiser does not meet goal, he/she gets nothing.
	All-or-nothing funding: creates security for investors, and motivates creators (and investors) to work hard to promote the products.	Project pages easily look cluttered once a lot of information is provided by the creator.
	Very active community of creators/artists as well as those looking to donate.	Many rules regarding what can and cannot be funded
	Rewards system to encourage donating	60 day limit on project fundraising
	Recent re-incorporation into B-Corporation	Poor mobile/responsive design experience
	Easy to find and discover projects relating to an individuals interests	
	Exciting emphasis on supporting a creative community	
	Curated Suggestions and Pages	
	Smooth account creation process	
	Simple process for backing/payment	
	Excellent project creation flow, and resources to help project creators market themselves.	
	“Updates” Section under Projects - Provides easy to understand timeline of project updates.	
	Opportunities	Threats
External	Allow for select non-profits	Donors looking for opportunities for tax deductions
	Allow for extended durations of projects	Many new players entering the market looking to take a cut of Kickstarter’s market share
	Improvements on IA on the project campaign pages	Competitors with less strict requirements have lower barriers to entry/usage
	Poor mobile/responsive design experience	

BlocStarter - Competitive Analysis



Summary

“Indiegogo is a way for people all over the world to join forces to make ideas happen. Since 2008, millions of contributors have empowered hundreds of thousands of inventors, musicians, do-gooders, filmmakers—and other game-changers—to bring big dreams to life. Indiegogo is democratizing the way ideas get funded and realized across the globe. We have a simple mission: to empower everyone to change the world, one idea at a time. We provide the tools to help campaigns—large and mainstream, or small and personal—boost the awareness and funds to get there.”

Positioning

Indiegogo positions themselves as “democratizing” the process of bringing ideas to life. It offers individuals the opportunity to have creative projects and charitable endeavors funded by the public. Their branding and marketing strategy is focused on a message of empowering people to create the world they would like to create — you can do this by fundraising for your idea/project or by donating to someone’s campaign. No project is too big or too small.

Primary Audience

Anyone and Everyone. Indiegogo attempts to be a simple all purpose crowdfunding platform created for anyone who needs to raise funds. Campaigns can be created in just minutes and you can raise funds on the site for personal use, entrepreneurial pursuits, creative projects, or for charitable reasons.

Key Differentiators / Features

- Allows for flexible funding (fundraisers can keep funds even if goal is not met)
- Allows for both for-profit and non-profit fundraising
- Broad uses

SWOT Analysis

	Positive	Negative
	Strengths	Weaknesses
Internal	Allows for flexible funding	Reputation
	Permits charitable causes	Text heavy “updates” section
	Broad variety of projects allowed to be funded	Viewable list of backers
	Rewards program - charitable gifts indicate what the money is buying per tier	Clutter of Sharing Links
	Painless 2 step payment process	IA of projects pages
	Viewable list of backers	Quality of projects are mixed because of ease and lax project requirements
	Easily create campaigns in a matter of minutes	May opt in and opt out of perks — Main CTA “Contribute now” must opt in to perks/rewards
	“Popular near you” on main page makes it easy to find local projects	Landing page = poor information hierarchy.
	Analytics and Metrics	
	Project creation flow - simple	
Indiegogo InDemand - get perks/products from campaigns past — shopping format		
	Opportunities	Threats
External	Create process and stricter guidelines required for projects	Lots of bad press regarding trustworthiness of site by comparison to competitors
	Improve sharing capabilities and support	Brand attempts to be something to everyone —
	Improve discovery and suggestions	Competitors have carved out their niches within the crowdfunding space
	Simplify “updates” section	
	Highlight interesting projects in a hero	
	Reorganize the IA for the projects pages	



Summary

“CrowdRise is the most innovative, modern crowdfunding platform for charitable causes. CrowdRise's core principles are that giving back should be fun, and that people have unprecedented power to leverage their personal capacity for good. CrowdRise's custom-built platform and game theory, as well as the company's proven record of designing creative crowdfunding strategies, has positioned itself to be the dominant brand in social fundraising.”

Positioning

Crowdrise is a playful platform dedicated to helping individuals and non-profits raise money for their charitable causes. They do not take themselves too seriously. Or seriously at all — as evidenced by copy in their FAQ, and even their slogan, “If you don't give back, no one will like you.” They position themselves as a platform that makes giving back and doing good fun and easy. The platform allows for fundraising pages as well as the creation of fundraising events that allow for multiple participants to create their individual fundraising page to donate to the event's cause.

Primary Audience

Individuals and Non-Profits. And anyone who wants to do some good in the world. Their focus is an altruistic good looking to raise and donate money to causes all over the world.

Key Differentiators / Features

- No goal requirements or campaign deadlines
- Events creation
- Charitable causes only

SWOT Analysis

		Positive	Negative
		Strengths	Weaknesses
Internal	No goal or time deadline requirements.	Does not allow for charitable causes	
	Strong brand message: make donating to causes fun and easy.	All-or-nothing funding: if fundraiser does not meet goal, he/she gets nothing.	
	Simple process for creating fundraising page	Fundraisers do not offer individual perks	
	Create events that allow for multiple participants who can have their own fundraising pages	No updates section	
	Created by Ed Norton, several celebrities use the site to create fundraising campaigns	Perks are provided by Crowdrise, but take a long time to earn	
	Established charitable crowdfunding platform used by UniCef, Corporations, Tough Mudder, etc.	Use of humor might be ill received	
	Simple straight forward UX	Uncertain about brand popularity	
	Pleasant surprise jokes on various content	Poor cause search capabilities — categories/filters not easily found	
	Allows for fundraising for individual causes	Only allows for financial donations	
	Perks provided by Crowdrise for those who donate a lot and regularly	Minimal storytelling	
Low transaction fee and funds available quickly			
Easily create fundraising pages and easily link to a large database of non-profit organizations			
External	Opportunities	Threats	
	Partnering with additional non-profit organizations	Competitors better utilize design trends	
	Provide opportunities for donors to understand how funds will be used.	Competitors allow for variety of ways to give back	
	Improve search/filters/categories	Customers better connect with stories	
	Integrate storytelling		
	Add curation		
	Offer additional ways to donate or help		
	Ability to highlight local causes		
Utilize design trends			



Summary

“GiveForward is the first place to turn when you or someone you love is facing a challenge. It’s the central rallying place for giving and receiving meaningful support. From sending a simple “Thinking of You” to raising money for out-of-pocket expenses, GiveForward empowers anyone to build a community and take action when it counts.”

Positioning

GiveForward positions itself as the premier platform for individuals to get support, financial and otherwise, during their times of need. GiveForward gives donors multiple ways to help — sending words of encouragement, donating meals, purchasing items from a wishlist or donating money for a fundraiser. The focus is not raising money for a universal cause or organization, but to help individuals get back on their feet.

Primary Audience

Individuals in need of help or looking to help. From cancer, to house fires, to pet medical expenses individuals are in need of help to overcome their struggles.

Key Differentiators / Features

- Focus on individual assistance
- Multiple ways to “help” - messages, wish list, money, meals

SWOT Analysis

	Positive	Negative
	Strengths	Weaknesses
Internal	Specific Market: Individual fundraising/assistance — well committed to identity	Narrow focus
	Fundraising pages are based on telling the story of individuals and their needs. Personal	All-or-nothing funding: if fundraiser does not meet goal, he/she gets nothing.
	Low barrier to creating fundraising pages	Attention likely focused on getting donations from friends and friends of friends.
	Allow for multiple ways for people to give: words of encouragement, meals, items from a wish list, funds	Emphasis on individual persons almost makes the listed causes page look like a dating website
	Fundraising pages well organized	
	Quick process to create a fundraising page	
	No required goals or deadlines	
	Opportunities	Threats
External	Search by location, so people can help those in their communities	Customer skepticism of donating to unknown causes
	Improve searches generally	
	Improve design and hierarchy of fundraising pages	
	Innovate other low impact ways to support the cause	

BlocStarter - Competitive Analysis



Summary

“DonorsChoose.org makes it easy for anyone to help a classroom in need. Public school teachers from every corner of America create classroom project requests, and you can give any amount to the project that inspires you.

Positioning

DonorsChoose is a crowdfunding platform with the primary focus of improving education around the nation. Education has been long understood to be an underfunded institution and teachers have been in need of assistance to improve their offerings.

Primary Audience

Teachers and those passionate about education.

Key Differentiators / Features

- Focus on education
- Projects are detailed on how money will be used, and projects are vetted

SWOT Analysis

		Positive	Negative
Internal	Strengths		Weaknesses
		Specific Market: teachers and schools	Narrow focus
		Fundraising pages are based on telling the story of individuals and their needs. Personal	All-or-nothing funding: if fundraiser does not meet goal, he/she gets nothing.
		Quick process to create a fundraising page	IA of projects pages
		Emphasis on searching locally	
		Proposals are very specific so donors can understand what exactly their money is being spent on	
		Everyone has gone to school at some point and understand its importance	
		Strong storytelling position	
		Reputable process because teachers must provide proposals	
		Oprah loves it	
	All or nothing funding		
External	Opportunities		Threats
		Expand to private schools and universities	Other sites allow for multiple forms of giving
		Allow for student organizations to petition for funds with sponsorship of universities/high schools/colleges	Very narrow focus. There are also other organizations that can help with education
		Allow for flexible funding	Limited to public schools, often times private schools have limitations as well
		Improve organization of projects pages	