

Crowdfunding as a form of financing

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Through crowdfunding, new potential customers can be acquired and the loyalty level of existing customers, business partners and staff to the company can be increased. In addition to providing financing funds, crowdfunding is also a marketing and sales tool. However, crowdfunding is also a labour-intensive process which, as a corporate culture, requires increased openness and communication with investors. If the start-up phase of a company goes well, the crowd is involved in this too. Investors can obtain new knowledge as a result of having direct contact with the start-up. This can be particularly interesting for young people because it enables them to experience the start-up phase of a company at first hand and to gain practical business knowledge. Professionals can also gain a direct insight into and experience of new ways of doing business thanks to the communication with the founders.

In addition to financial support, companies can also receive additional stimuli from their backers. If the product or service is then launched on the market, the company's backers can be involved in this process as brand ambassadors, which enhances the company's level of recognition. Through crowdfunding, new potential customers can be acquired and the loyalty level of existing customers, business partners and staff to the company can be increased. In addition to providing financing funds, crowdfunding is also a marketing and sales tool. However, crowdfunding is also a labour-intensive process which, as a corporate culture, requires increased openness and communication with investors. If the start-up phase of a company goes well, the crowd is involved in this too. Investors can obtain new knowledge as a result of having direct contact with the start-up.

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