

# Money from the many: Crowdfunding options for food businesses

<b>Crowdfunding</b>	<b>Securities</b>	<b>Donations</b>	<b>No-Interest Loans</b>	<b>In-kind Pre-pay</b>
<b>Description</b>	Equity investment or loan promising an additional return	Contribution with acknowledgement and giveaway	Small loans without interest	Capital from pre-payments for store credits
<b>Examples</b>	CircleUp , Crowdfunder AgFunder Direct Public Offering, DPO	Indiegogo Kickstarter Barnraiser	Kiva Zip	Credibles
<b>Typical listings</b>	Startups	Creative projects Startups	Small businesses	Local food businesses
<b>Who can invest?</b>	Accredited investors only. DPO: everyone within state	Everybody	Everybody	Everybody (who eats the products)
<b>How does the business pay back?</b>	Dividends, or cash when liquidity event happens (acquisition, IPO)	No pay back, but incentives (e.g. T-Shirt), or launched products (tech)	Cash. Principal only, over 1-3 years.	Products, often with extra store credits for larger funding amounts.
<b>Focus/share of funds food and ag businesses</b>	CircleUp: 40% Crowdfunder: 0% AgFunder: 100%	Kickstarter: 4% Barnraiser: 100%	Kiva Zip: 26%	Credibles: 100%
<b>Campaign duration</b>	2-3 months Campaigns have preview status before launch	Up to 2 months No repeats	Kiva Zip: 6-8 weeks Rarely repeats	Ongoing (After capital raise, use as loyalty program)
<b>Typical amounts raised for food businesses</b>	\$50,000 - \$500,000 DPO: \$100K-\$500K	\$4,000 - \$40,000	\$2,500 - \$10,000	\$5,000 - \$50,000
<b>Fees</b>	CircleUp: \$500 + Investm Banking Commission AgFunder: 5% DPO: \$15,000-\$25,000	9%-10%  Indiegogo: up to 18%	Currently waived by PayPal	Free signup and app 5% payment processing
<b>Comments</b>	Driven by valuations. Post JOBS act, this option is still in its infancy.	Kickstarter & Barnraiser are all-or-nothing, no partial funding	Kiva Zip Lenders need to be supported by a "trustee"	Credibles also offers no-fee gift cards