

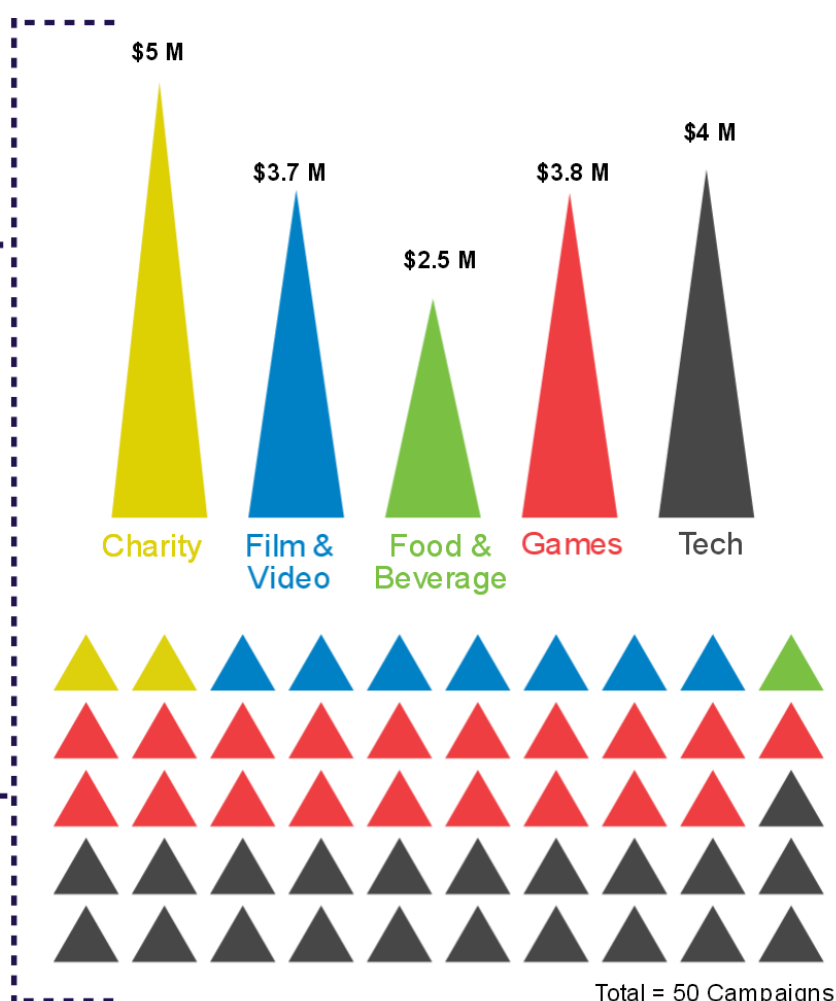
Top 50 Rewards-Based Crowdfunding Campaigns

A look at three characteristics of the 50 rewards-based crowdfunding campaigns that have raised the most money through May 2015

Industries

Average money raised per campaign by category in millions

Number of campaigns per category



What They Have in Common

Three Shared Characteristics

Incorporation

9 out of 10

of the top 50 campaigns were launched by incorporated companies



Enhances Credibility



Protects Personal Assets



Supports Future Growth

Use of Videos

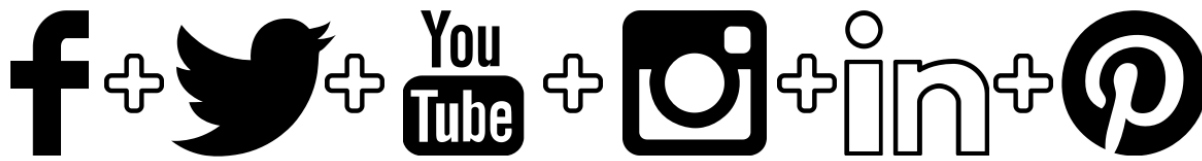
100%

All top 50 crowdfunding campaigns utilized videos to sell their story and solicit funds

High Social Media Following

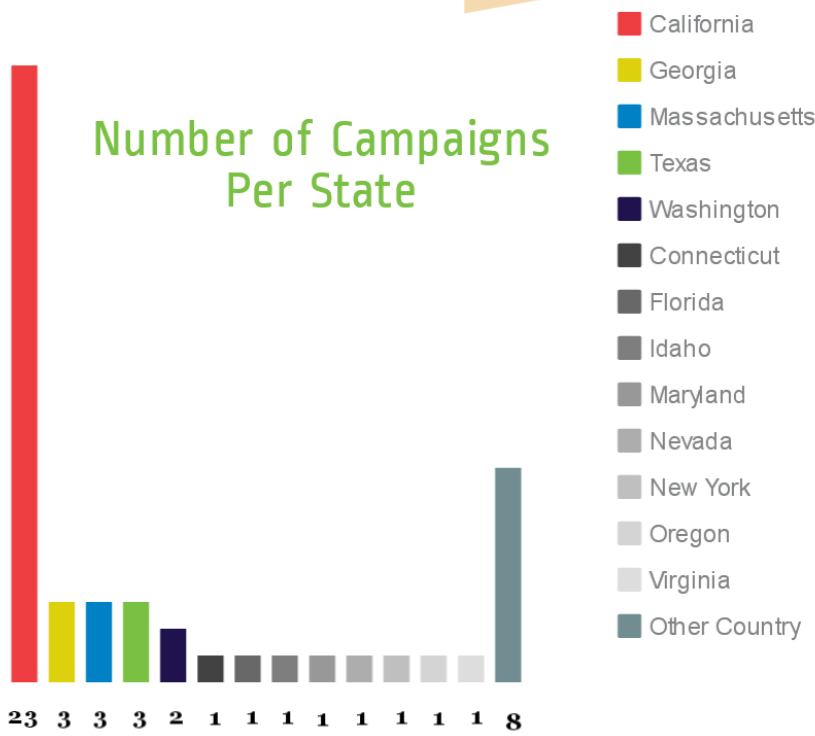
310,200 Followers

Average combined social media following across Facebook, Twitter, YouTube, Instagram, LinkedIn and Pinterest

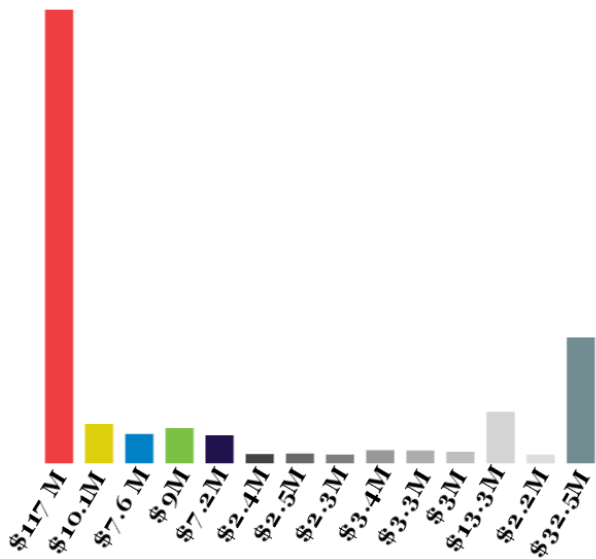


Home Base

Number of Campaigns Per State



Total Money Raised Per State



Learn More

Try the CT Incorporation Wizard to learn which entity is right for you

CTCorporation.com