



Crowdfunding - ein Finanzierungsmodell für Kulturprojekte? (German Edition)

Robert Junge, Philipp Eiding

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Fachbuch aus dem Jahr 2013 im Fachbereich BWL - Investition und Finanzierung, , Sprache: Deutsch, Abstract: Ein kostspieliges Projekt wird erfolgreich finanziert – aber nicht durch eine Bank, sondern dank dem Glauben vieler an die Projektidee. Das Modell der Schwarmfinanzierung ist kein Wunschtraum, sondern mit Plattformen wie kickstarter & Co. Realität.

Wer Fans begeistern und den Wunsch einzelner wecken kann, beim Start eines einzigartigen Projekts von Anfang an dabei zu sein, kann die Macht der vernetzten Öffentlichkeit nutzen, um stille Unterstützer in Kapitelgeber zu verwandeln.

Dieses Buch befasst sich mit Potenzialen von Crowdsourcing und Crowdfunding mit Fokus auf die Kulturindustrie, unter anderem am Beispiel des Themas Film.

Aus dem Inhalt:

Die Macht der Crowd: Einführung ins Crowdsourcing und Crowdfunding

Entstehungsgeschichte des Crowdfunding

Potenziale für die deutsche Kulturindustrie und Vorstellung (deutscher) Crowdfunding-Plattformen

Methoden der Filmfinanzierung und -förderung

Aktuelle Beispielprojekte und Crowdfinancing: Stromberg, Iron Sky u.a.

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Gregory McKinney:

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Alice Edwards:

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