

## Crowdfunding Checklist- How To Raise Money for A Best-Selling Kickstarter in 90 Days

Jonathan Leow

The preceding seven five-star reviews are in the spirit of the book. They are concise, positive, and oriented to the attention span of an online reader.

That defines today's market. It is all about social media and video. A crowdfunding plan has to include top-quality video and still photography and endless contact with potential contributors.

Missing from the discussion are the arguments that a traditional plan would have included. There is no mention of pro forma operating statements, return on investment, or any of the boring business jargon that one would have expected from a prospectus for a company going public.

All this is in the spirit of the times. People buy shares in Tesla motors, Amazon, Google and other up-to-the-minute companies not on the strength of any spreadsheet analysis of their earning potential, but on their hype and sex appeal. For the time being, this is what works. From a pragmatist's point of view, therefore, Loew's short, easy to digest book is ideally targeted at his audience. It tells you how to raise money.

If one were to write another book, how to assess the project in which you are going to invest money, it would be an entirely different work. It would say that Loew's book does not address the most interesting questions that need to be answered. However, this book is what it is, and it is a five-star effort for telling you how to raise money from the modern investor. I am making this review short because people no longer have the attention span for anything longer.

I add, one day after posting this, an anecdote that is very much in the spirit of crowdfunding. I shared this book with Tatyana, a fellow member of Rotary here in Kiev. She was wowed, and wrote to Jonathan Leow, the author, to ask for specifics about crowdfunding a charity project. He sent her back a very helpful response, even down to the Ukrainian angle, and included a request to write a review. Tanya doesn't have an Amazon account, so let this paragraph serve as her five-star review as well. And thanks to Jonathan, so energetic, so helpful, and so convinced of the utility of his message.