

CROWDFUNDING TERMINOLOGY

A QUICK START GLOSSARY

1

BACKER

People who provide funding for a person or project.

2

PITCH

This is the promotion of the crowdfund used to garner interest from potential funders.

3

PLATFORM

The website which facilitates crowdfunding (eg: Kickstarter, Indiegogo, and MyPubFund are all crowdfunding platforms).

4

PLEDGE

The promise to pay the person/people crowdfunding the defined amount.

5

PROJECT

The central purpose of a campaign. On MyPubFund it will be your book or title.

6

REWARDS

This is what funders get in exchange for pledging on a pre-sale/rewards based crowdfunding platform.