



國立清華大學  
NATIONAL TSING HUA UNIVERSITY

# Gender diversity in Crowdfunding

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# Introduction

## ■ Definition

Crowdfunding refers to the efforts by entrepreneurial individuals and groups to fund their ventures by drawing on relatively small contributions from a relatively large number of individuals using the internet (Mollick, 2014)

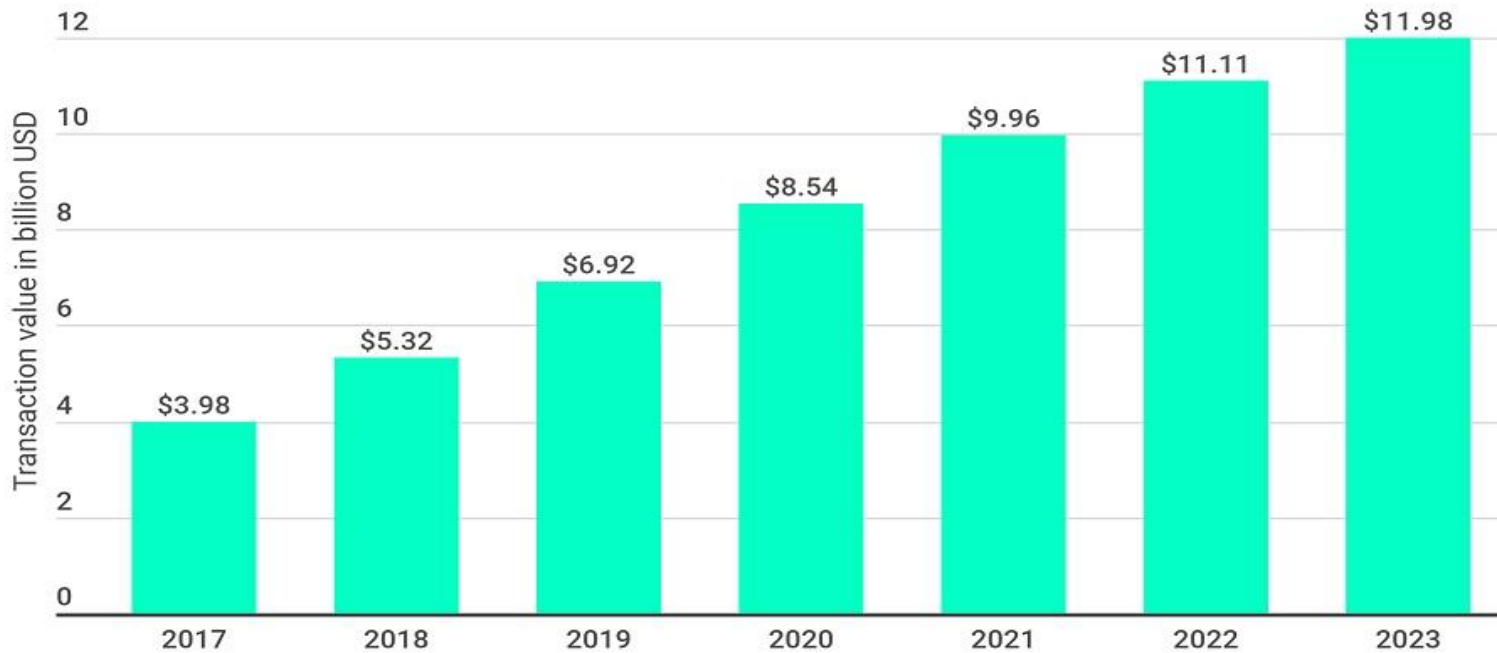




# Introduction

## Total Transaction Value in the Crowdfunding segment 2017-2023 (in billion USD)

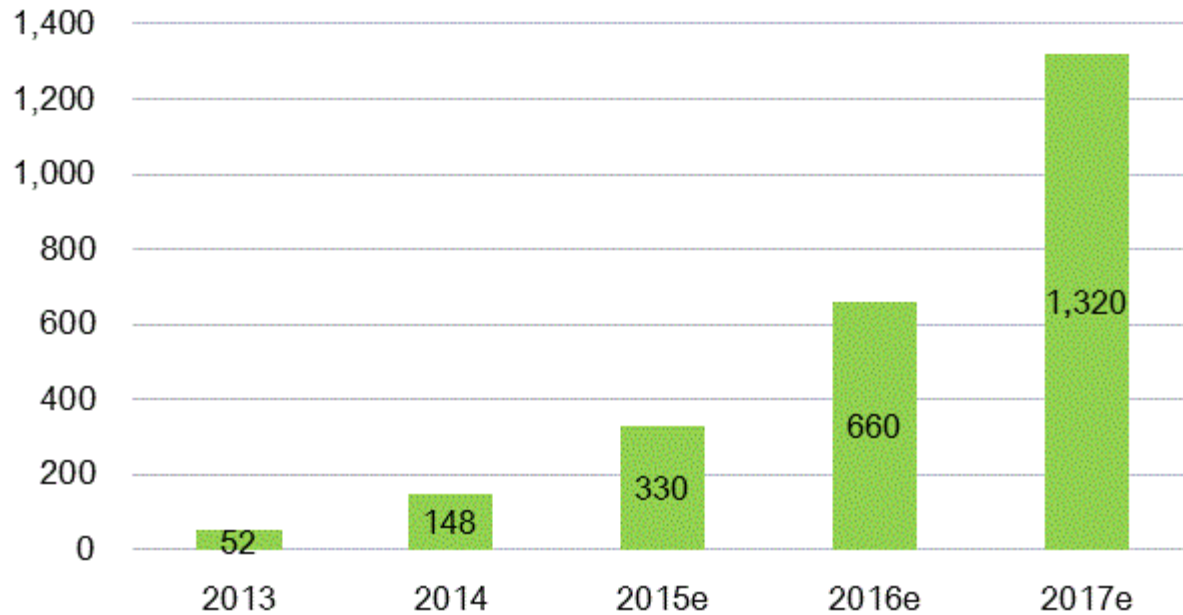
Data: Statista





# Introduction

Total Funds Raised in China's Crowdfunding Market (US\$ Millions)



Source: Various crowdfunding companies, Celent



## ■ Time line of crowdfunding




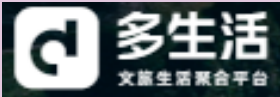
Pre-campaign    Launch campaign    **Campaign outcome**    Campaign close

- 
- Get project approved by the platform
  - Prepare and refine crowdfunding page
  - Execute plan
  - Supporters pledge funding
  - Receive funds if the target amount has been reached
  - Return
  - Successful exit



# Introduction

## ■ Crowdfunding type

Type	Characteristics	Example
Patronage model	Free donations	
Lending model	Peer-to-peer loans	
Reward-based crowdfunding	Non-financial benefit	
Equity crowdfunding	Selling equity shares to small investors	



# Revision

Project	Description	Description
青沐公寓	讓在城市裡追逐夢想的年輕人們，住得安心、舒適、有尊嚴	Let the young people in the city to pursue their dreams, live at ease, comfortable, with dignity.
E+公寓三期	為在異地追夢的年輕人提供一處有品質有溫暖的居住空間，而不僅僅只是冰冷的鋼筋水泥。	Provide a quality and warm living space for young people who are chasing dreams in other places, not just cold steel and concrete.
前門皇家驛棧	“水”文化創意精品酒店	"Water" Culture Creative Boutique Hotel
大地乡居·张泉	北京第一个乡村社交度假空间	Beijing's first rural social vacation space



# Revision

Project	Description	Description
云山美地精品客栈	在最美的云南，最好的位置，做出最好的房间，提供最好的服务....	In the most beautiful Yunnan, in the best location, make the best rooms and provide the best services...
青城山六善酒店	全世界最好的海島型度假酒店	The <b>best</b> island resort in the world
郑州超远丽呈酒店	从2020年4月试营业到现在，郑州超远丽呈酒店平均入住率达90%，OTA收获637条评论，评分稳定在4.8分。	From the trial opening in April 2020 to the present, the average occupancy rate has reached 90% and OTA has received 637 reviews with a stable rating of 4.8





# Revision

- Diversity-based creativity
- Such as unique, exceptional, creative,
  
- Communication benefits
- Feelings and emotions language
- Confident language
- Profit language



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*Thank you*