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Crowdfunding : Mode D'emploi: Comment Trouver De 300 € À 1 Million Grâce Au Financement Participatif ? (Guide Pratique) (French Edition)



Synopsis

Le financement participatif, pensez-y ! Un projet culturel, cr atif, social, humanitaire ? La volont  de cr er son entreprise ? Le besoin de la d velopper ? Tout le monde vous le dira : faites une campagne de crowdfunding. Gr ce   la pr sence sur un site de financement participatif, la foule (crowd) des internautes vous financera gr ce   des milliers de petits dons ou des investissements. Souvent sur un coup de c ur, pour faire partie de l aventure. Kickstarter, Indiegogo, Ulule, KissKissBankBank, WiSeed, Anaxago, Look&Fin, MyMicroInvest,   | Des noms qui font r ver du jackpot. Le crowdfunding para t  tre une solution toute trouv e quand les subsides manquent et que les banques boudent. Comment choisir la bonne plateforme, comment monter le dossier convaincant qui vous fera acc der   la mise en ligne ? Comment concevoir l indispensable plan de communication ? Comment calculer ce que vous co tera l op ration ? Quelles sont les pratiques l gales ? Et quel montant esp rer quand les plateformes mettent en avant leurs collectes record plut t que les  checs ? Ce mode d emploi pratique s adresse autant aux cr atifs qu aux entrepreneurs. Il rassemble des t moignages des pionniers du crowdfunding et des cas v cus. Il  vitera bien des pi ges   ceux qui veulent tenter l aventure et leur fournira quelques cl s pour r ussir, aussi bien en Belgique et en France qu aux Etats-Unis.   PROPOS DE L'AUTEUR Journaliste, Marianne Hendrickx a travaill  pour de nombreux m dias belges : Le Soir, Trends-Tendances, Marianne Edition belge, la t l vision publique belge, ... Elle a  t  longtemps correspondante   Bruxelles de La Lettre de l Expansion. Exp rience compl t e par des responsabilit s dans la communication des grandes entreprises. Elle est l auteure de M c nes, o   tes-vous?, Le Scandale du Cidex  et, comme co-auteure, Cap   l Est, les entreprises belges en Europe de l Est et en Chine. Elle suit depuis trente ans l  volution des mod les de financement alternatifs.

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