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ChargeCard is the slimmest USB charging and sync cable for iPhone. At 0.1" thick (2.54mm), its patent-pending slim design fits seamlessly into your wallet, purse or pocket.

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## Noah Dentzel D'10 Co-Founder CHARGE CARD

This is a big morning for me. I've just launched my very own Kickstarter project. If you already know what Kickstarter is, please visit my page and check out my project. If not, here's the perspective on crowdsourcing and funding from one of your very own, me.

<http://www.kickstarter.com/projects/nomad/chargecard-for-iphone>

Crowdsourcing is changing the way the world works. Wikipedia replaced Microsoft's Encarta; Libyan revolutionaries crowdsourced communication during the media blackouts; Doritos crowdsources its superbowl commercials and even the US Army crowdsourced the design of a new military vehicle. But recently, the "crowd" model has begun to disrupt a much more mundane sector of our economy, and one that's long overdue for some 21st century remodeling: *finance*.

Platforms like Kickstarter.com have catalyzed once again the power of the crowd not only to innovate, but to foster a tidal wave of support for creative and entrepreneurial projects. On Kickstarter, entrepreneurs submit projects in which they ask the crowd to pledge money in exchange for rewards. No equity changes hands and the only assurance that a backer will ever receive her reward is her trust in the project's creators to deliver on their promises. This doesn't sound like the type of finance we learned about back in Hanover.

It's not. And though it turns much of what we've learned from Wall Street on its head, the model is working wonderfully. To date, nearly \$300 million dollars has been raised on Kickstarter.com alone in support of over sixty thousand projects; and seven of these projects have raised over \$1 million each. From dance ensembles to video games (a new game console is currently fundraising and has already reached \$5 million), projects of every creative shape and form are finding an audience of supporters who are pledging real dollars to see them come to life.

And the beauty of Kickstarter is that the model itself is as innovative as the projects showcased. Because Kickstarter is an "all or nothing" funding model, creators only receive their funds if they reach their funding goal in a pre-determined matter of time. So, by using pledges to pre-sell a project's product, creators are able to feel out market demand before committing to costly manufacturing.

Whereas a single angel investor or VC might be wary of shelling out a couple hundred thousand dollars in the production of a new product, thousands of Kickstarter members can collectively accomplish the same thing, and have fun doing so, too. After all, the reward of investing in innovative projects shouldn't be reserved to the big buck players, it should be accessible by all.

PS: A Dartmouth startup needs your help – please pledge to our project!