

## How suitable is your Project for Crowdfunding

*(ANSWER THE FOLLOWING AS HONESTLY AS POSSIBLE)*

Is the product or service new or novel?

Is feedback from friends/relatives or focus groups encouraging?

Does this project have the capacity to capture the public's imagination?

Do you have defined funding goals?

Is the timescale suitable to crowdfunding?

Have you researched other similar projects to yours?

Is there a specific type of crowdfunding that suites the project needs?

Do you understand the associated Terms, Conditions and Fees?

Have you considered all the costs and implications of crowdfunding?

Have you considered an IP strategy or protection by copyright or patent?

Can you cope if the project was extremely successful / viral?

Are you clear on legal / tax implications for funds generated by crowdfunding?