

# Attitudes Towards

# CROWDFUNDING

in Canada

A STUDY BY IDEAVIBES & CATA

This infographic is a representation of the results of an online survey undertaken in August, 2012 by Ideavibes and CATA and was designed to gauge attitudes and thoughts towards crowdfunding from a start-up perspective in Canada.

## ARE YOU FAMILIAR WITH CROWDFUNDING?



## HAVE YOU PARTICIPATED IN THE PAST?

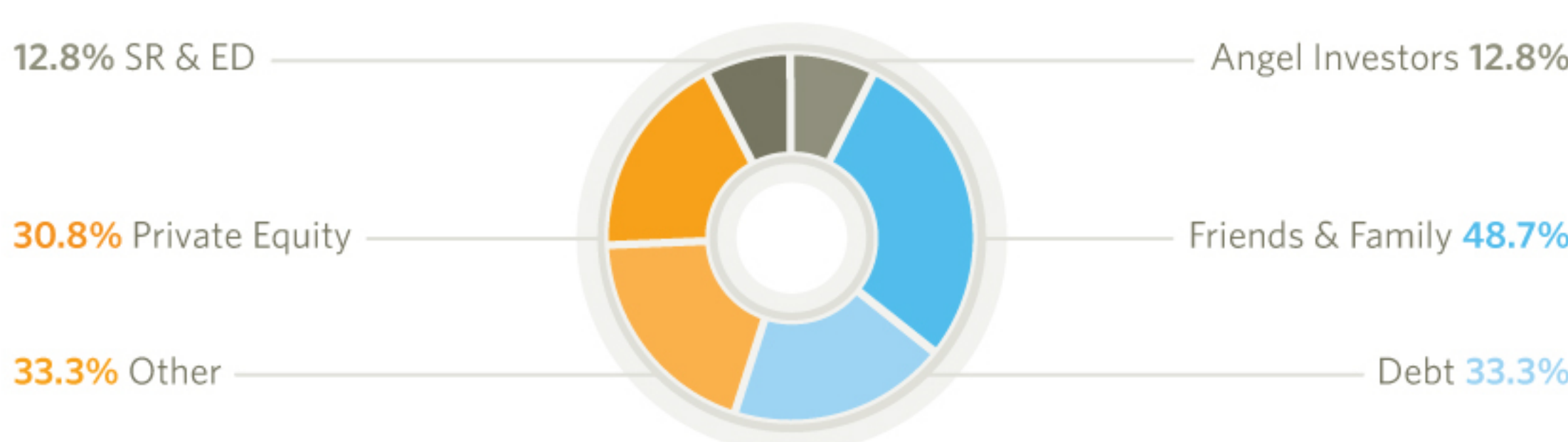


PROVIDING FUNDING **VS** SEEKING FUNDING

## ARE YOU OR WERE YOU A FOUNDER OF A CANADIAN START-UP?



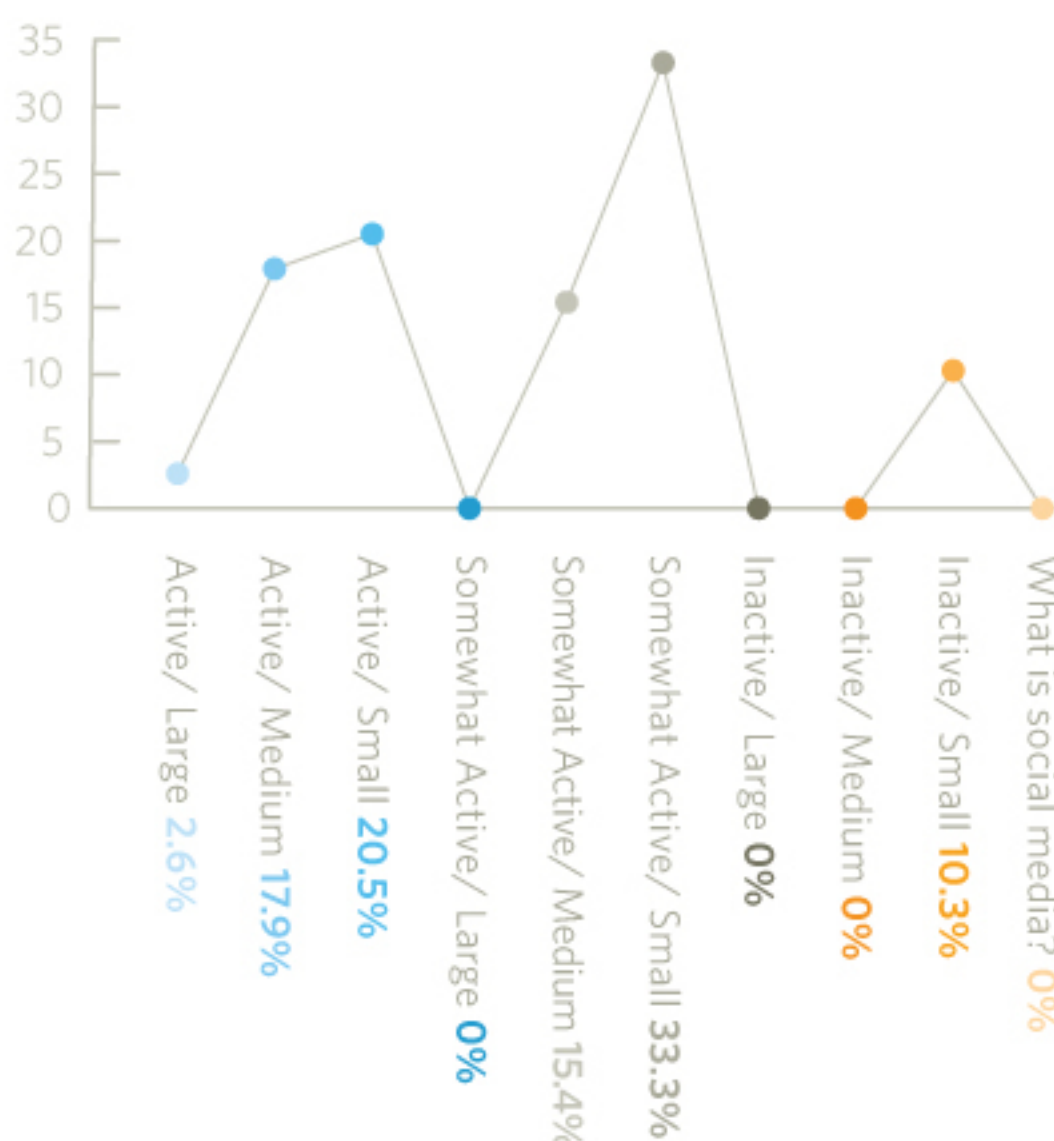
## ★ ★ ★ ★ ★ ★ TOP 6 FUNDING SOURCES ★ ★ ★ ★ ★ ★



## HAVE YOU USED OR CONSIDERED USING CROWDFUNDING TO FUND YOUR START-UP?



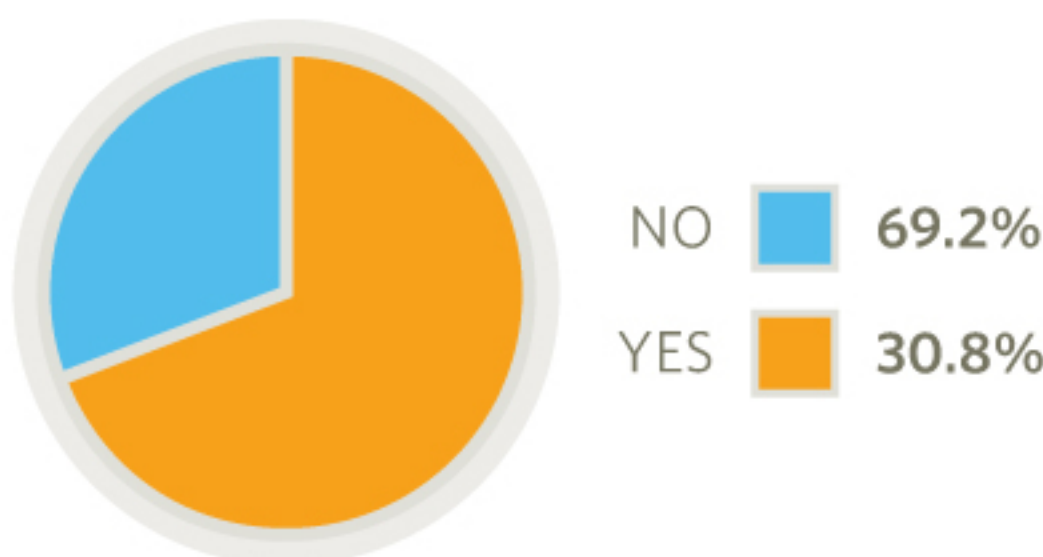
## HOW WOULD YOU RATE YOUR SOCIAL MEDIA FOOTPRINT?



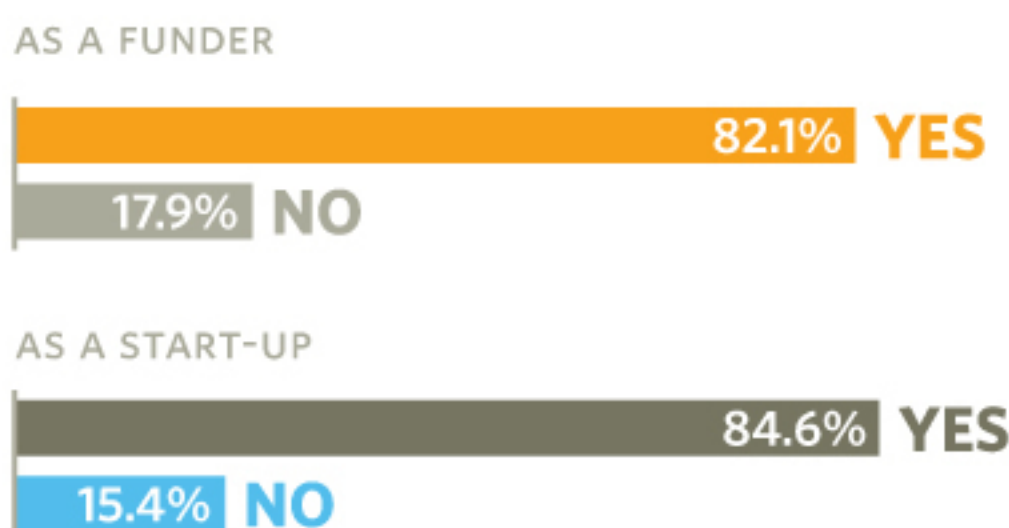
## RATE YOUR WILLINGNESS TO USE ONE OF 5 POPULAR CROWDFUNDING MODELS: (RATING AVERAGE)



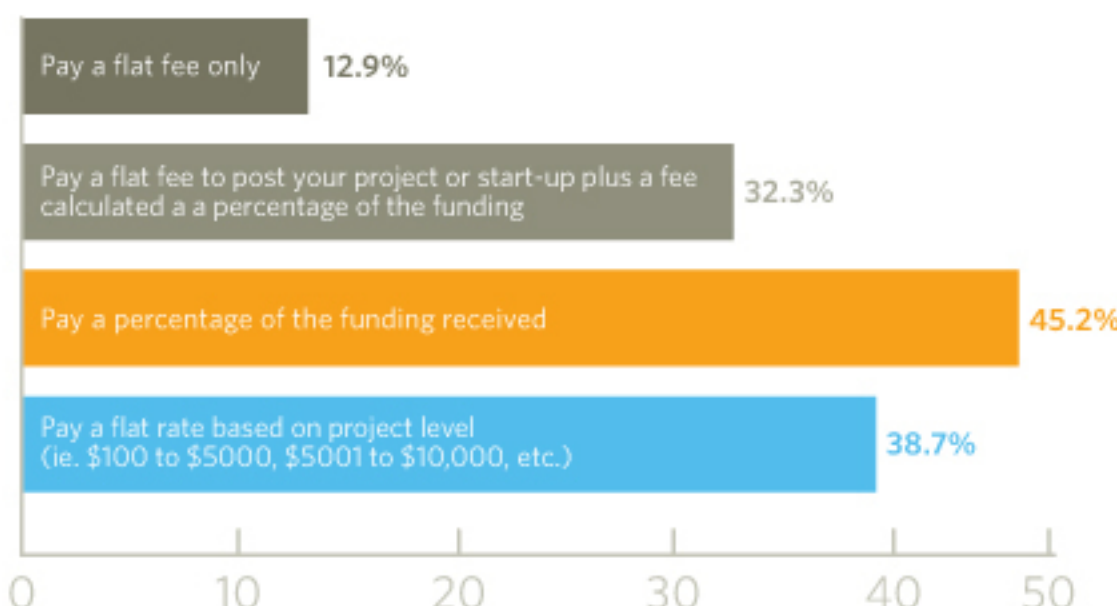
## ARE YOU AWARE THAT THERE IS A GAP IN LEGISLATION IN CANADA THAT CURRENTLY MAKES CROWDFUNDING FOR EQUITY FOR START-UPS HERE ILLEGAL?



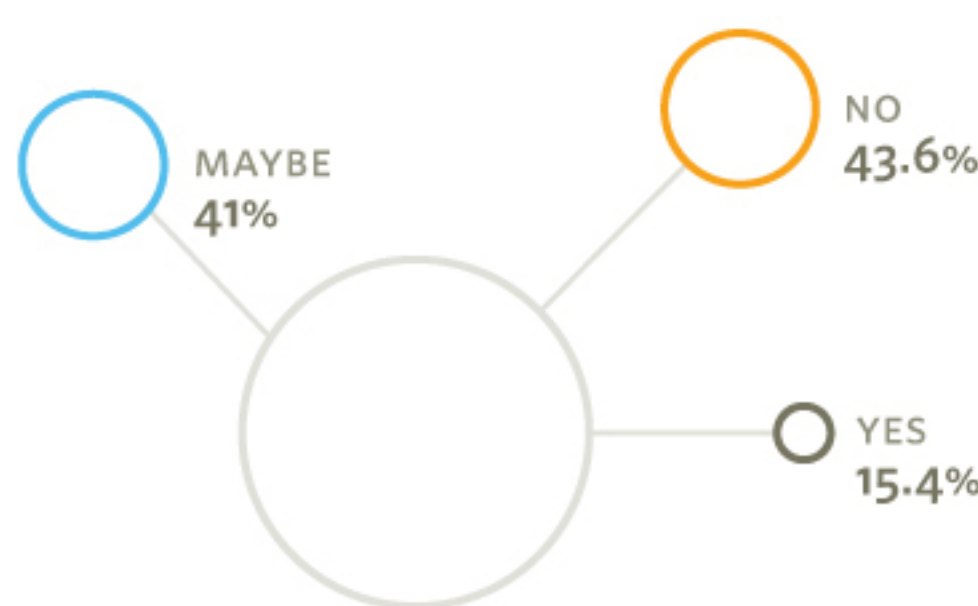
## IF A CROWDFUNDING INITIATIVE FOR START-UPS (EQUITY BASED) WAS LAUNCHED IN CANADA, ONCE LEGAL, WOULD YOU PARTICIPATE?



## HOW WOULD YOU WANT TO PAY FOR A CROWDFUNDING SERVICE IF AVAILABLE?



## DO YOU THINK FUNDERS SHOULD BE PROVIDED A HIGHER LEVEL OF PROTECTION THAN OFFLINE INVESTMENTS BECAUSE THIS ACTIVITY IS HAPPENING ONLINE?



For more information about crowdfunding and this infographic, please contact Paul Dombowsky at [paul@ideavibes.com](mailto:paul@ideavibes.com) or +1-613-878-1681.