

A Study on the Development of Crowdfunding Platforms in Taiwan

Yu-Chiao LO, B.A.

Wenzao Ursuline University of Languages, 2017

Abstract

The rising of international crowdfunding platforms has created a new transaction way to this new business. Kickstarter, a startup firm of the U.S. in 2009, has become the biggest crowdfunding platform in the world. Along with increasing amount of launchers and investors using crowdfunding platform, this growing industry provides a new way to promote their ideas and achieve their preliminary goals.

Crowdfunding platforms in Taiwan started from 2012 and ZecZec and flying are the pioneers. The government had made regulation and set up the related zone on website for this emerging industry. According to the statistic, there are more than 400 cases that have reached the targets they raised and the total amount was about NTD 400 million in 2016. Furthermore, there were 12 each case that rose more than NTD 10 million.

In this paper, the author discusses the types of platforms and uses the interview to find out the effect of different types on the choices of users in crowdfunding Platform. In addition, the author finds out that most of the projects in crowdfunding platforms have the essences of social movement or public welfare.

Keyword: Crowdfunding Platforms, Fundraising, Current events, Immerging industry