Quiz to accompany online CLE Course #181802

1) The Camphouse campaign emphasized one way to utilize crowdfunding:
   a) As a supplement to previously established funding avenues
   b) As a marketing tool for a new business
   c) As a group specific market fundraising tool
   d) None of the above

2) Co.Starters is ___
   a) A project under the umbrella of Company Lab
   b) Located in Chattanooga
   c) Has over 100 locations within the United States
   d) Primarily used for Enoch's guitar business

3) What are the advantages of a local crowdfunding campaign?
   a) Non-profits may prefer to stay local
   b) Donors are able to get tax credits for it
   c) Takes advantage of social capital
   d) All of the above

4) What is the earliest stage that a crowdfunding campaign is appropriate?
   a) At the 'idea' stage
   b) At the market viability stage
   c) At the Production of Income stage
   d) At the established business entity and market stage

5) Are Corporate Sponsorships legal for crowdfunding ventures?
   a) Yes
   b) No

6) The Treehouse Project is a(n) ___:
   a) S-Corp
   b) PLLC
   c) LLC
   d) Partnership

7) How do Platforms act as financial intermediaries:
   a) Through a "tipping point" requiring the goal to be met before funds are given to the project
   b) Through a "milestone" program which allows for funds to be given to the project at specified times during the campaign
   c) Through an "immediate transfer" which provides the funds to the project as soon as they are donated.
   d) Through all of the above.

8) Matt was told at the beginning of the campaign to ___:
   a) Create a business entity
   b) Have everyone he knows donate on the first day
   c) Publish the business plan for review on social media
   d) Partner with an established crowdfunding director

9) Which of the following is not a marketing strategy:
   a) Using the crowdfunding platform itself
   b) Using social media
   c) Word of Mouth
   d) Pre-booking sales

10) What is one of the most important aspects of using the platform when working with the donors on a construction-type project like the Treehouse Project?
   a) Having a model Treehouse complete
   b) Having a peer-review rating for investors to read before donating
   c) Having constant communication with donors
   d) None of the above