

POLISH ENTREPRENEURS' PROJECTS ON POLISH CROWDFUNDING SITES

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Abstract:

The article addresses the issue of social financing on Polish crowdfunding sites. Crowdfunding, i.e. collecting funds via Internet sites, is currently a dynamically developing financing method. It is mainly influenced by a rapid development of information technology and growing importance of innovation and social media. It may be assumed that this financing method will become increasingly popular in the future.

The introduction defines the notion of social funding (crowdfunding). Then, the author analyses collections taken up on Polish crowdfunding sites in the context of their aims. The text focuses on business projects encountered on particular sites and provides their characteristics (e.g. average amount, form of remuneration).

The summary compares information provided by crowdfunding sites and literature (of writers from Poland and abroad) and presents conclusions drawn based on the study.

Keywords: crowdfunding, business projects, social funding, entrepreneurs