

CROWDFUNDING.

Crowdfunding is the process of collecting funds to finance a project or venture set up by organizations or individuals.

The crowdfunding model is based on three main actors:

- the creator, who asks for funds to realize a project;
- the financers, individuals or groups of people that donate an amount to support and realize the project;
- a platform, that unites the two parties (the creator and the financers).

This method of financing is often used to promote innovative ideas and social change, breaking down the traditional barriers of financial investment.