

Crowdfunding Revolution by Kevin Lawton and Dan Marom

CROWDFUNDINGS ORIGINS:

In a wonderful book, that sets crowdfunding in history and discusses its current potential. We will discuss the book in Three Parts, following the book's division.

The first section is a brilliant description of the origins of crowdfunding in Greece. In the dialogue form of democracy. Yochai Bentler at the Harvard Law School has discussed *complexity economics*.

“The rise of the networked, computer-oriented communications environment has changed this basic fact. The material requirements for effective information production and communication are now owned by numbers of individuals several orders of magnitude larger than the number of owners of the basic means of information production and exchange a mere two decades ago.”

“The removal of physical constraints on effective information production has made human creativity and the economics of information itself the core structuring facts in the new, networked information economy. These have quite different characteristics than coal, steel and manual human labor.”

Human patterns of social sharing and exchange have come to play “a substantial role as modes of motivating, informing and organizing productive behavior at the very core of the information economy.”

In discussing the value of being at the edge of chaos, the authors look at that region between order and chaos. If a system is too structured, innovation is squelched. If a system is too chaotic, it is not productive.

Interestingly, 42 % of successful funding campaigns on Indiegogo are led by women. 41% of successful small businesses are.