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Indiegogo Inc.

Introduction

Founded on Indiegogo, the crowdfunding industry was born; today, it unites people from all over the world in their pursuit of bringing ideas to life. The case solution provides an analysis of Indiegogo's tactical and strategic position, competitiveness, competition, business model, and competitive threats in order to sustain its market dominance and encourage creativity and TRT participation.

Key Issues

Several issues are highlighted in the case, such as increased competition through other players such as Kickstarter, How to ensure project authenticity and also the general improvement of the users' experience. Due to the fact that trust plays a very central role here, Indiegogo needs to mitigate risks of fake campaigns or screwed-up projects to be delivered in order to maintain that trust.

Strategic Analysis

Indiegogo is differentiated based on the company's policy that is open and flexible enabling creators in different fields to launch their initiatives. However, for the firm to sustain its competitive advantage it needs to fully embrace the technological developments like artificial intelligence in evaluating the campaign and making personalized suggestions.

Conclusion

The Indiegogo's case solution highlights the key issues of Innovation, flexibility and customer orientation. In terms of its contentious concerns and decisive possibilities, Indiegogo can enhance its position in the uncertain crowdfunding environment. For more comprehensive solution you can visit thecasesolutions.com.

Recommendation

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.