

**MODELING THE ONLINE GLOBAL FUNDRAISING MARKET:
A COMPARATIVE STUDY OF UNITED STATES VS. UNITED KINGDOM**

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ABSTRACT

Total size of the global crowdfunding market has reached over 12 billion dollars. This market is expected to double in size by 2027—growing at an annual rate of 11%. The two largest players in this market are the US and the UK. While the total size of US economy was about eight times larger than the UK economy in 2020, the share of crowdfunding activities from the UK economy is more than 20% higher compared with the US economy. This raises the question as why the largest economy in the world is falling behind a trending technology-based method of fundraising.

References are available upon request.