CRMonitor FAQ

What is CRMonitor?
It is an agreement established between the CrowdCo and the CrowdVestor to provide third party monitoring by CRProduct LLC during a contracted portion of the CrowdCo startup project and may include investor capital tranching and milestone reviews.

An upfront fee is taken for the services provided by CR Product LLC during the development and product launch phase of the project which can be as long as 24 months. Additional on-line reporting fees are paid by the CrowdCo after the development and launch period until CRCover liability is satisfied.

At this time CRMonitor is not a standalone product but is offered through the CRRoyalty and the CRCover Programs

How does it work?
As part of the campaign development, the CrowdCo chooses to offer this service to their CrowdVestors and document the terms and conditions within the campaign documents. This includes but is not limited to:
- Loan Proceed tranching and Milestone Reviews
- Monthly reporting conducted by CR Certified Advisors on site
- Project escalation and funding stoppage if milestones are not met.

It is best to consider this program as the project liaison between the CrowdCo and the CrowdVestor monitoring progress and controlling the invested funds.

Is it a required expenditure for the CrowdCo?
For the CRCover project - yes. It is built into the CRCover program and is considered essential for proper assurance delivery.

For CRRoyalty, it is highly recommended. While we cannot demand monitoring, we consider projects that refuse to be monitored high risk.

Why monitor at all?
We live in a marketplace that somehow decided and 85% failure rate for startups was acceptable. We are burdened with a stagnant economy that has more twists and turns than a rollercoaster and none of them are fun. We are challenged with getting it right this time or maybe being the generation that killed the American dream.

Why monitor? It is not the time for absentee management and we are building a new model of CrowdCreative companies that can re-establish effective corporate culture. It is the time of process change and enhancement to help quality rise to the top and bring those who participate along with us towards success.

The reason to monitor is to get the Crowd involved and to provide a fully transparent process so that the Crowd can be engaged even when the individual CrowdVestor makes a minimum contribution.