

microPledge team-funding now available to any business

microPledge team-funding is now available to any business. Customized versions of the microPledge system are able to prioritize products and help with funding. The system covers markets from software to book publishing to bulk purchasing (e.g., quilters teaming up to purchase a favorite fabric).

Christchurch, New Zealand, April 2008 – The microPledge funding system can now be made to order. Businesses want to prioritize customers' feature requests — and now customers can put their money where their mouth is.

So far the microPledge team has focused on open source software, and the system at microPledge.com has helped fund many open source projects. But now they are also branching out into the business world.

microPledge is offering tailor-made versions of their system that companies can use for their own products or features.

Berwyn Hoyt, the inventor of the microPledge concept, says, “From the beginning, I knew this was more than just about software. Book publishers can use it, for example, to test the waters before they fork out the big money to publish a title. They can wait for potential readers to pledge and let them determine whether or not to go ahead.”

“The publisher wins, because they get the security of the pledges. And the customer wins, because books they like are more likely to get published. And even if a book isn't published, no one has lost anything, because a pledge is exactly that — a pledge.”

microPledge is run by Brush Technology, a small web design and software development firm in Christchurch, New Zealand. They have developed a number of large-scale business websites, so they are already well-positioned for custom web development.

Brush Technology's lead web developer, Bryan Hoyt, notes that they can “create a customized microPledge site with your needs in mind. We can make a basic system, tailored with your own domain name and company logo, or we can make a private site that's fully integrated with your own authentication system. For example, some businesses will only want users of their products signing in.”

For more information about customized microPledge systems, please see their PDF brochure at <http://micropledge.com/custom>, or contact Berwyn Hoyt (details below).

About microPledge

Founded in 2006, microPledge aims to use collaboration to provide high-quality, low-cost services to as many people as possible.

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