

4,000億円

3,000億円

2,000億円

1,000億円

0億円

 **FUNDLY**

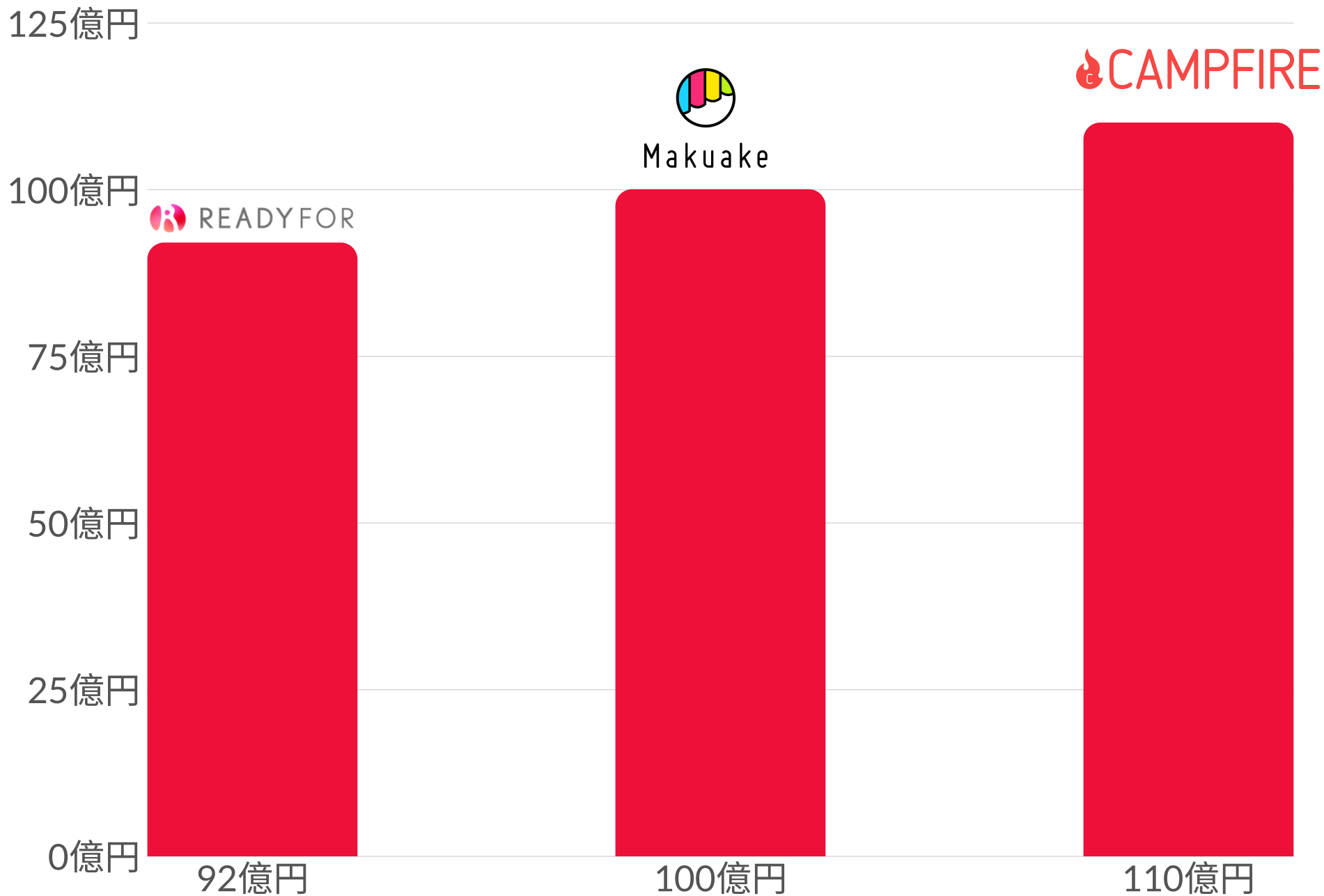
363億円

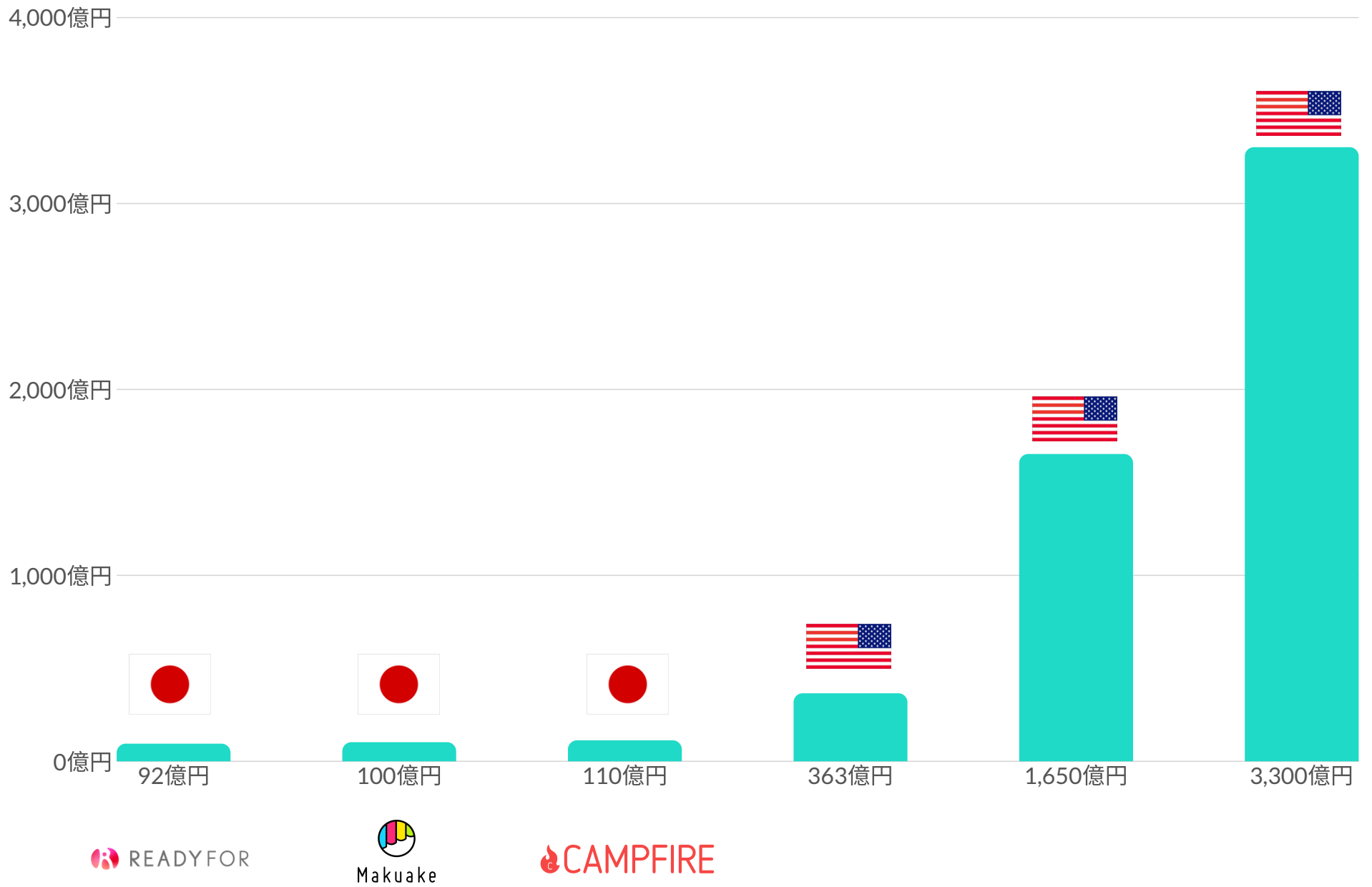
 **INDIEGOGO.**

1,650億円

**KICKSTARTER**

3,300億円





# *What seems to be the problem?*

## TO IDENTIFY THE GOAL

People perform better when they are committed to achieving certain goals. Through an understanding of the effect of goal setting on individual performance, organisations are able to use goal setting to benefit.

