

# Crowdfunding Training Material for Small and Medium Sized Enterprises

Crowd-Fund-Port  
[www.crowdfundport.eu](http://www.crowdfundport.eu)

# About the project “Crowd-Fund-Port”

Crowd-Fund-Port is a project funded by the Innovation and Knowledge Priority of the Interreg Central Europe Programme. The aim of the project is to support SMEs in Central Europe in accessing capital and strengthen Crowdfunding Ecosystems in Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia and Slovenia.

**Interreg**

**CENTRAL EUROPE**



European Union  
European Regional  
Development Fund

**CROWD-FUND-PORT**

# Target groups

- SMEs
  - Without previous Crowdfunding experience
  - With previous Crowdfunding experience
- Consultants
- Incubators and Public Institutions supporting SMEs

# Outline of the Material

- Module 1: Crowdfunding basics
- Module 2: Pre-Campaigning
- Module 3: Campaigning
- Module 4: Post-Campaigning
- Module 5: Tools for Crowdfunding
- Module 6: Best Practices
- Module 7: Exercises and resources

# Crowdfunding-Basics

Module 1


# What is Crowdfunding?

Crowdfunding is a form of **online finance** for **innovative companies**, projects and people. Crowdfunding comes in **many different formats** and purposes - but the overall similarity is the process of **collaborative funding** often on **Crowdfunding platforms**, which bring together the supporters with the recipients of funds.

# Case Study

# Case Study (1)

*Brlog - a cooperative brewery from the Croatian coast - used Crowdfunding to finance brewery equipment.*



COOPERATIVE BREWERY  
BREWED BY WOMAN


— mit Crowdfunding Academy

REGIONALE UNTERNEHMEN

**Brlog. A cooperative brewery on the Croatian coast**  
First women-run cooperative craft brewery in Croatia.

**\$11.856 USD**

INDIEGOGO Entdecken ▾ So funktioniert's Anteilsemissionen **NEU**  [STARTE EINE KAMPAGNE](#) Anmelden Einloggen




zadruga pivovara

Abgeschlossen






**Brlog. A cooperative brewery on the Croatian coast**

First women-run cooperative craft brewery in Croatia.

 Ana Teskera  
Zadar, Kroatien  
[Über](#)

**\$11.856 USD** aufgebracht von 302 Unterstützern

148% von \$8,000 [Flexibles Funding-Ziel](#)

[STORY](#) [UPDATES \(10\)](#) [KOMMENTARE \(11\)](#) [FINANZIELLE UNTERSTÜTZER \(302\)](#)

PERKS



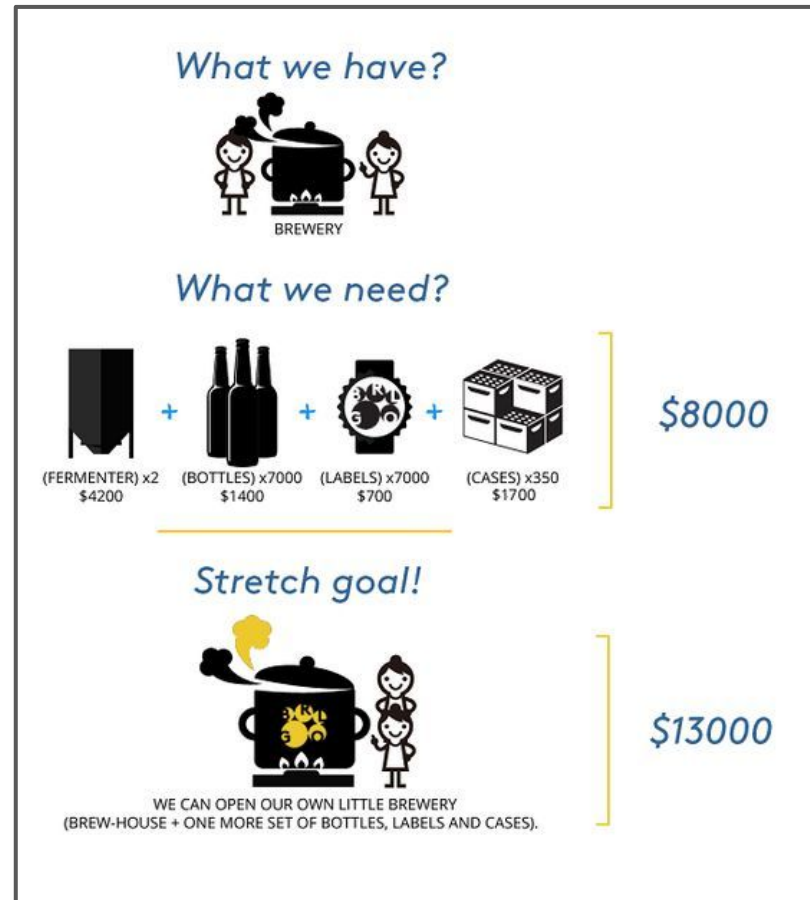
# Case Study (2)

*The main goal of Brlog was to finance brewery equipment: two fermenters for beer production, cases, bottles and labels.*



# Case Study (3)

The campaign helped to visualize what the money was needed for.



Crowdfunding is more than just finance!

*Crowdfunding can be used for marketing, market research, community outreach and press activities.*

# Development of Crowdfunding

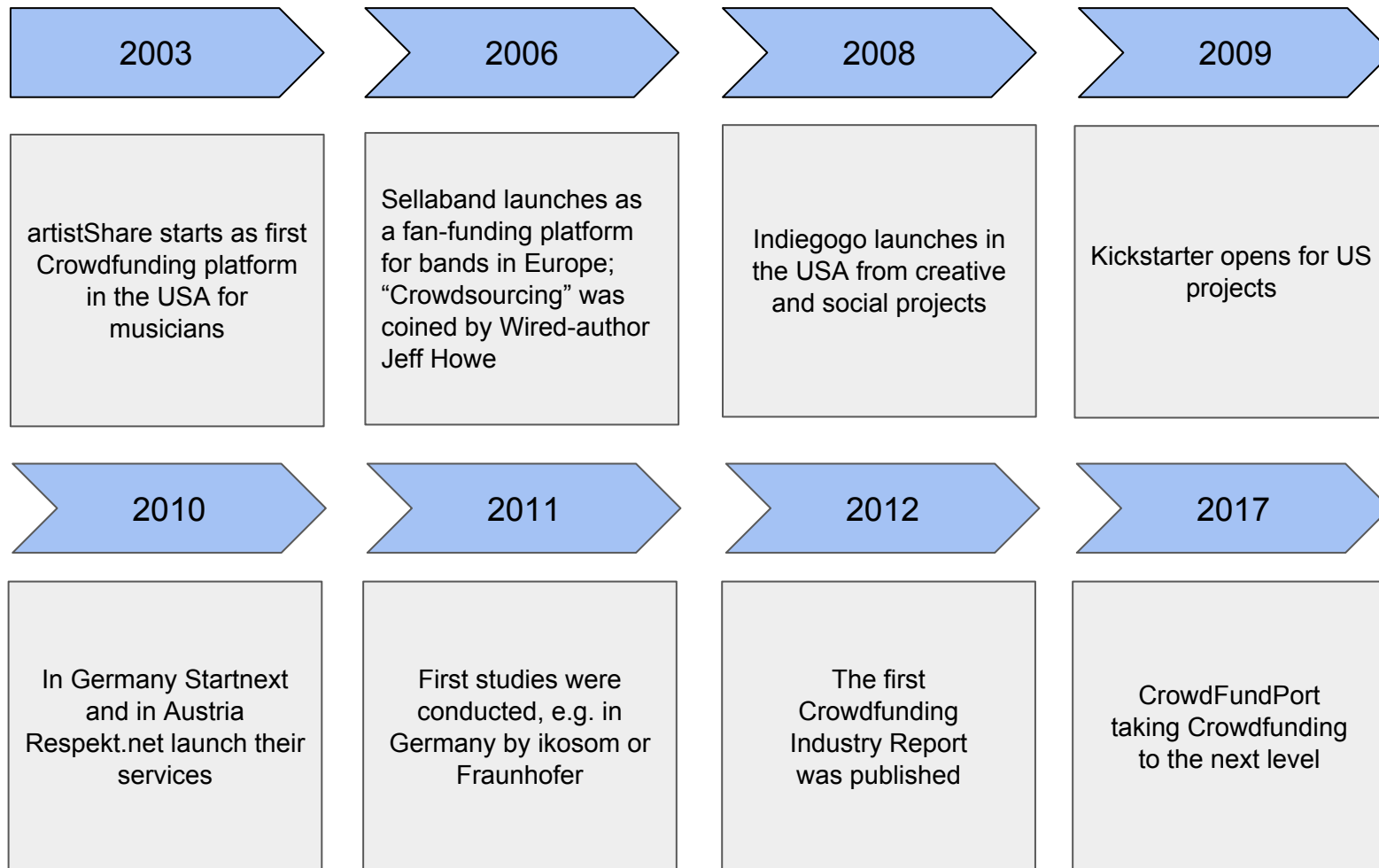
# History of Crowdfunding

*Crowdfunding is not a new concept: The Statue of Liberty is thought to be one of the first documented crowdfunding projects.*



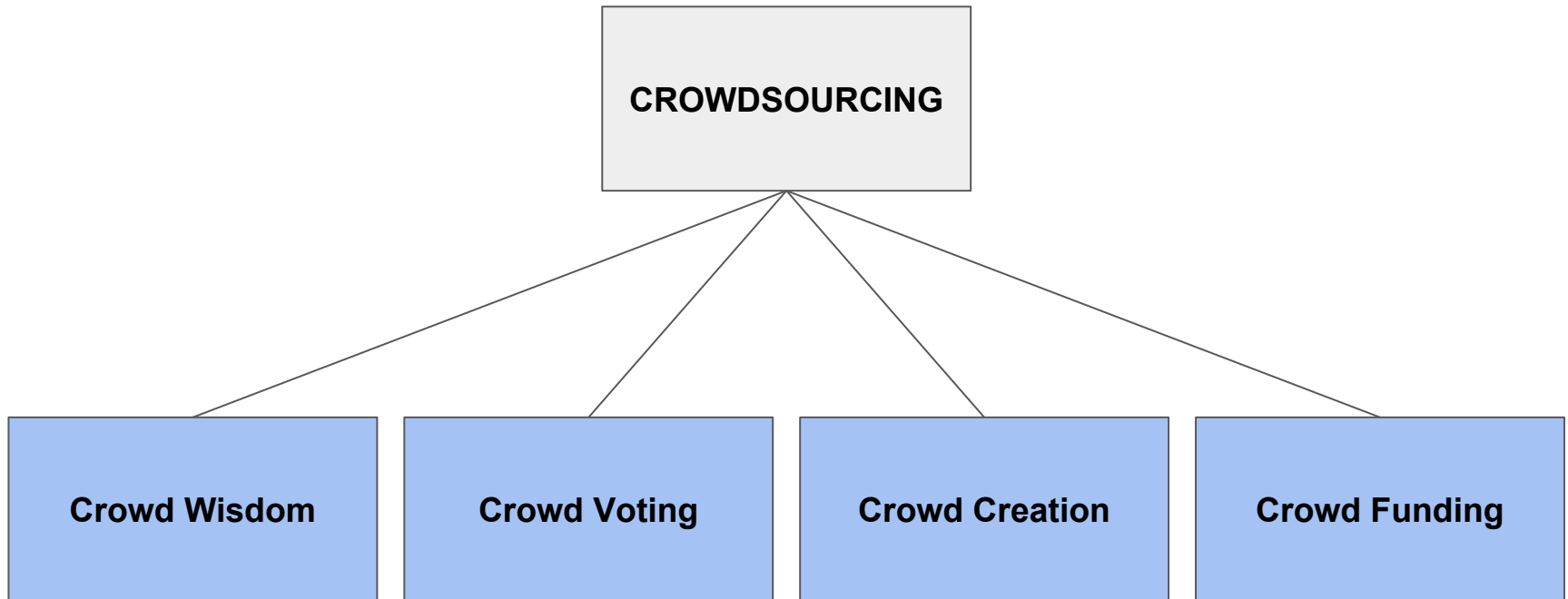
# History of Crowdfunding

*Through the Internet this alternative form of finance became an open and transparent financing tool.*



# Crowdfunding and Crowdsourcing

*Crowdfunding is often seen as a subset of the term Crowdsourcing, originally coined by Jeff Howe in 2006*



# History of Crowdfunding

*Since the early days of Crowdfunding, the number of platforms worldwide rose to over thousand.*

- ***More than 1250 Crowdfunding platforms online worldwide according to the Crowdfunding Industry Report (2015)***
- ***More than 360 Crowdfunding platforms operate in Europe according to the 2ND EUROPEAN ALTERNATIVE FINANCE INDUSTRY REPORT (2016)***
- ***More than 200 Crowdfunding platforms exist in Crowd-Fund-Port member countries (Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia) according to a mapping conducted within the project.***



# Crowdfunding in Central Europe

Country	Number of platforms
Germany	98
Italy	85
Poland	28
Austria	22
Czech Republic	11
Slovakia	10
Croatia	4
Hungary	3
Slovenia	2

## Old EU members

(Austria, Germany & Italy)

Crowdfunding type	Number of platforms	Percentage
Donation-based	35	15.8%
Lending-based	15	6.8%
Reward-based	95	43.0%
Equity-based	76	34.4%

## New EU members

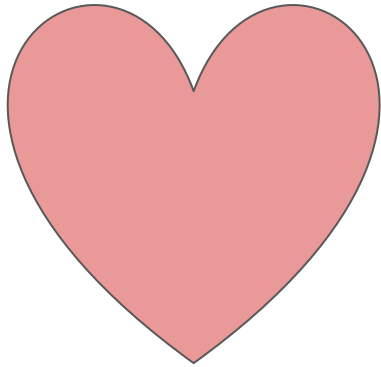
(Poland, Czech Republic, Slovakia, Croatia, Hungary, Slovenia)

Crowdfunding type	Number of platforms	Percentage
Donation-based	15	23.8%
Lending-based	3	4.8%
Reward-based	28	44.4%
Equity-based	17	27.0%

# **Terminology and different types of Crowdfunding**

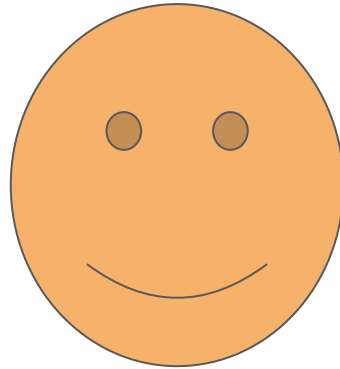
# Definition of Crowdfunding

*There are four main Crowdfunding types, mainly defined by the type of remuneration for the supporters.*



## **donation-based Crowdfunding**

Philanthropic donation or gift, no return expected



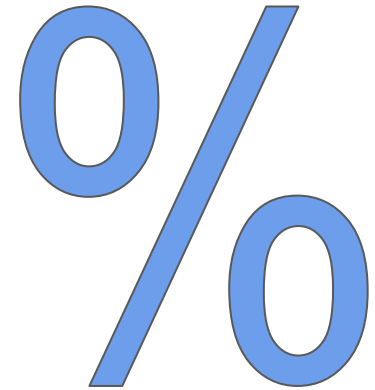
## **reward-based Crowdfunding**

Contribution in exchange for a perk or a pre-order of a product.



## **equity-based Crowdfunding**

Investment for an ownership stake in the business



## **lending-based Crowdfunding**

Capital repayment most often with interest

# Definition of Crowdfunding (2)

*Other forms of differentiation between Crowdfunding platforms exist as well.*

ALTERNATIVE FINANCE MODEL	DEFINITION
Peer-to-Peer Consumer Lending	Individuals or institutional funders provide a loan to a consumer borrower.
Peer-to-Peer Business Lending	Individuals or institutional funders provide a loan to a business borrower.
Equity-based Crowdfunding	Individuals or institutional funders purchase equity issued by a company.
Reward-based Crowdfunding	Backers provide finance to individuals, projects or companies in exchange for non-monetary rewards or products.
Invoice Trading	Individuals or institutional funders purchase invoices or receivable notes from a business at a discount.
Profit Sharing Crowdfunding	Individuals or institutions purchase securities from a company, such as shares or bonds, and share in the profits or royalties of the business.
Real Estate Crowdfunding	Individuals or institutional funders provide equity or subordinated-debt financing for real estate.
Donation-based Crowdfunding	Donors provide funding to individuals, projects or companies based on philanthropic or civic motivations with no expectation of monetary or material return.
Debt-based Securities	Individuals or institutional funders purchase debt-based securities, typically a bond or debenture at a fixed interest rate.
Balance Sheet Business Lending	The platform entity provides a loan directly to a business borrower.

# Crowdfunding-Related Terms

- **Crowdinvesting:** in German speaking countries this term is used as a synonym for equity- (sometimes also lending-) based Crowdfunding
- **Crowdlending/Peer-to-Peer-Lending:** in German speaking countries this term is used as a synonym for lending-based Crowdfunding
- **Alternative Finance:** finance which is not intermediated by a bank
- **Online Fundraising:** using the internet and social media tools to generate funds for projects and companies

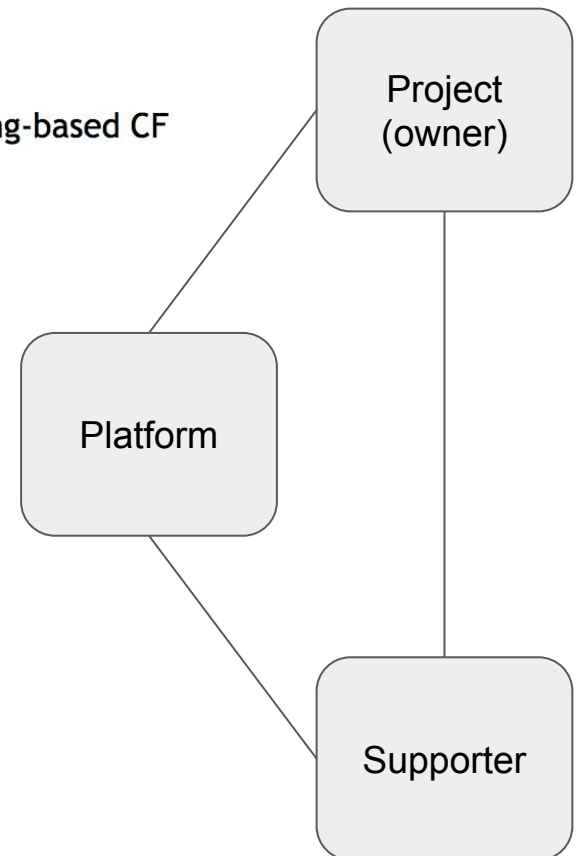
# Crowdfunding Terminology: Basic Terms

**Project** = Entity seeking money

**Supporter** = Entity giving money

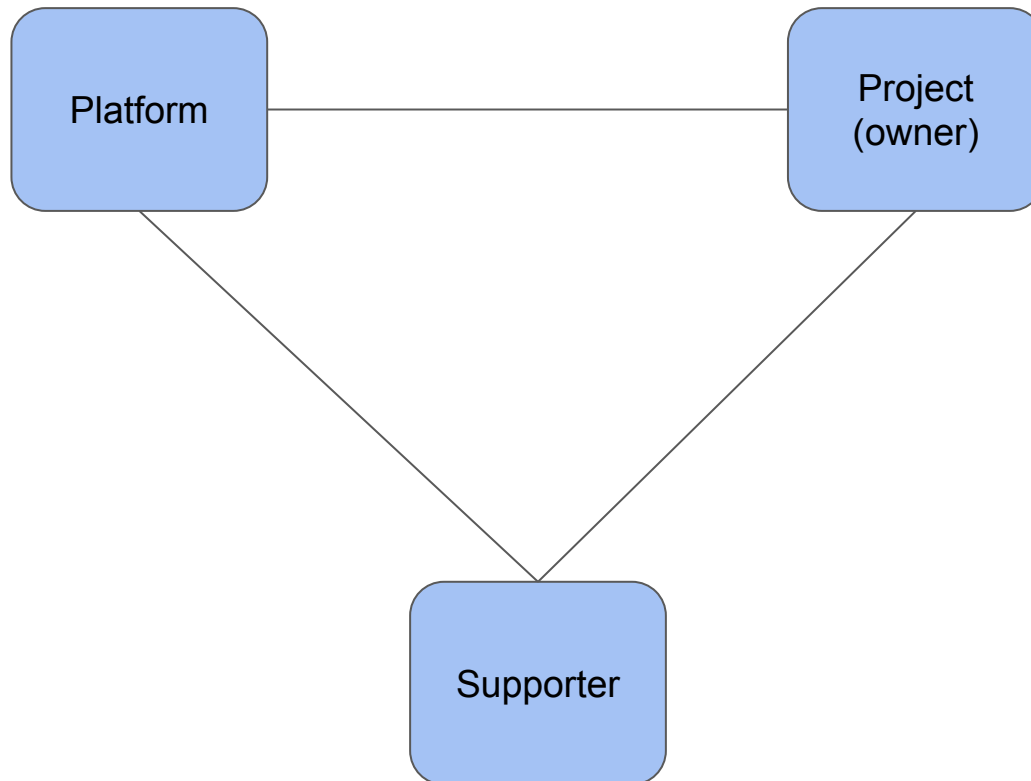
**Platform** = Intermediary between project and supporter

**Project Owner** = team or person behind a project, in equity- and lending-based CF often the owner of the company which seeks funds



# Crowdfunding Terminology: Crowdfunding Triangle

*In general, Crowdfunding takes place on platforms which intermediate the payments from supporter to the project.*



# Crowdfunding Terminology: Different Contributors

*The different supporter types are sometimes referred to with specific names.*

CONTRIBUTORS	ALTERNATIVE FINANCE MODEL
Investors	Equity-based Crowdfunding
Backers	Reward-based Crowdfunding
Donors	Donation-based Crowdfunding
Lender	Lending-based Crowdfunding
Supporters	User of a platform who has participated in a crowdfunding campaign and funded the project. Could be referred to all types of crowdfunding.



# Crowdfunding Terminology: Campaign Terms

*Before starting a Crowdfunding-campaign you should know the terminology and how Crowdfunding works in general.*

- **(Funding) campaign:** all activities of the project to reach out to potential supporters
- **(Funding) time:** (often) specified time in which to reach the funding goal
- **(Funding) goal:** sum of money specified by the project owner
- **(Funding) threshold:** minimum funding goal (where applicable)
- **(Funding) maximum:** maximum funding goal (where applicable)
  
- **Rewards:** material or immaterial items given to the supporter during reward-based Crowdfunding

# The Crowdfunding Framework

# Crowdfunding Framework: Crowdfunding process

*There are three phases: the pre-campaign phase, the campaign-phase itself and a post-campaigning-phase.*



# Crowdfunding framework: Duration

*In reward-based Crowdfunding, projects with shorter durations - the average is between 30 and 45 days - have higher success rates. In equity-based Crowdfunding campaigns tend to last longer, as investors need more time to get the full picture of the offered investment.*

**Campaign Duration\*** ?

How many days will you be running your campaign for? You can run a campaign for any number of days, with a 60 day duration maximum.

45

**Funding duration**

Number of days

30

Up to 60 days, but we recommend 30 or fewer

End on date & time

July 2017

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Time: 2:29 pm CEST

# Crowdfunding framework: KIA vs AON

*Most Crowdfunding-platforms follow an “all or nothing”-approach, some also offer a non-binding funding goal.*

**KIA** = Keep it all = The Funding Goal is not binding = Money will be transferred by the platform from the supporters to the project no matter what

**AON** = All or nothing = The Funding Goal (often the Funding Threshold) is binding = Money will only be transferred by the platform from the supporters to the project if the project campaign reaches its funding goal

Pledged

EUR 12,222 of EUR 11,961



**102%**    **2** days a 19 hour until the end

# Use of Crowdfunding


# Use of Crowdfunding: Examples

Crowdfunding can support companies for market research, marketing or customer-building.

**KICKSTARTER**

Erkunden Starte

LUMA ACTIVE: First-ever lighting headgear for outdoor sports




The world's first all in one caps and headbands for outdoor sports that light up your way and keep you visible and safe.

[CLICK HERE TO BUY](#)

Startnext

Projekte / Spiele



one earth kids - ein riesengroßes (162cm x 58cm), faltbares, magnetisches Spielbuch mit wunderschönen Satellitenbildern der Erde und über 150 Magnetsymbolen. Damit können Kinder die Welt spielerisch entdecken. Wo lebt der Tiger? Wer näht unsere Jeans? Welche Sprachen werden in Kanada gesprochen? Und woher kommt das Schiff mit den Bananen? Und was ist eigentlich fair trade? one earth kids soll Kindern nicht nur die Erde bzw. Geographie näher bringen, sondern auch globale Zusammenhänge.

Salzburg

10.428 €  
25.000 € Fundingziel

157 Fans | 124 Unterstützer

Projekt erfolgreich

Fan werden (157)

**GREEN ROCKET** DE

INVESTMENTCHANCEN CROWDFUNDING ÜBER UNS FAQ LOGIN

nuapua - natural flavor systems



natürlich mit ohne!

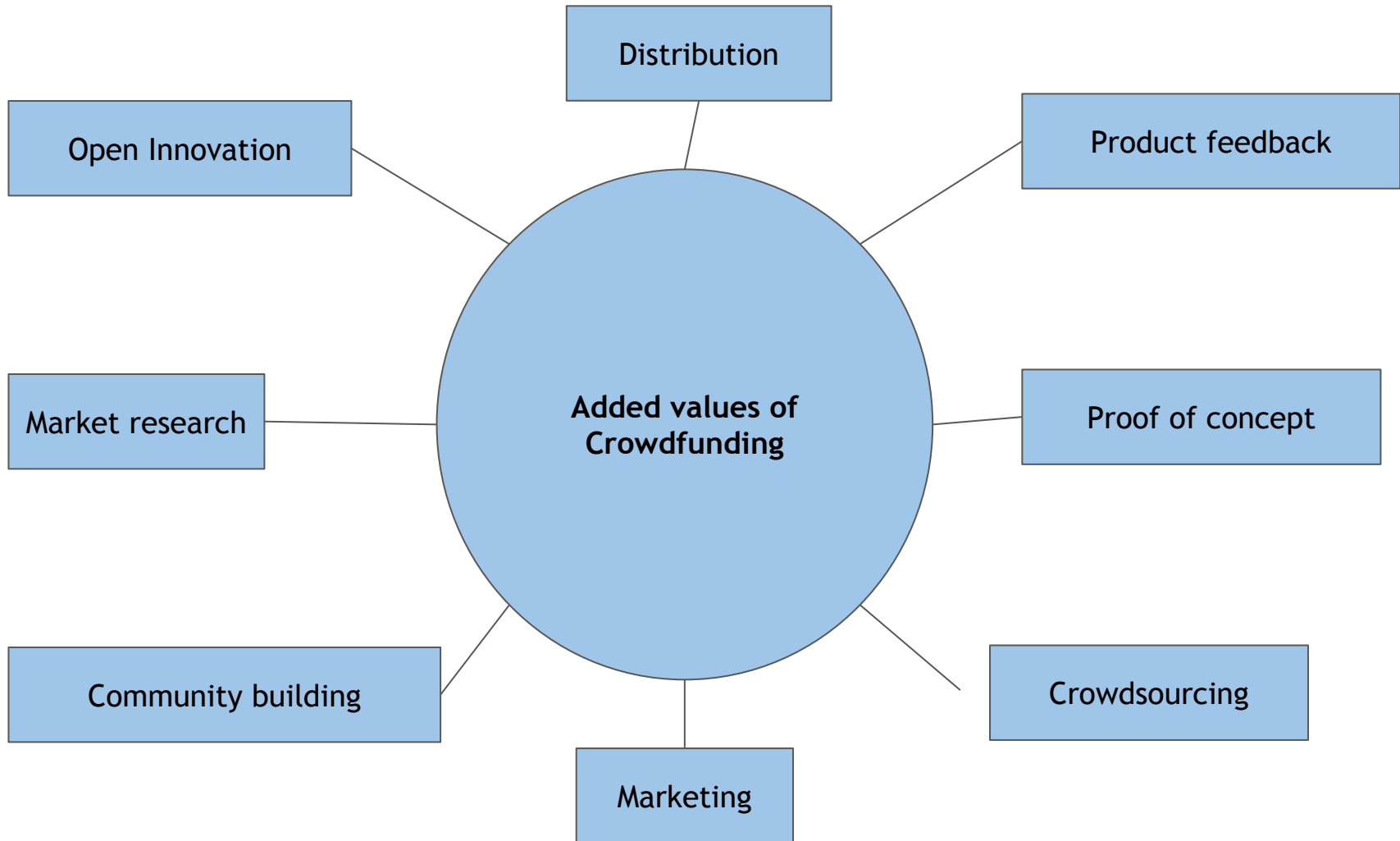
FUNDINGLEVEL	254%
Erfolgreich finanziert	
FUNDINGLIMIT	150.000 €
INVESTOREN	103
FUNDINGSCHWELLE	50.000 €
127.150	EURO INVESTIERT

**ERFOLGREICH FINANZIERT**

Source: LUMA ACTIVE on Kickstarter, <https://www.kickstarter.com/projects/luma/luma-active-first-ever-lighting-headgear-for-outdo>; one earth kids on Startnext, <https://www.startnext.com/one-earth-kids>; nuapua on Green Rocket, <https://www.greenrocket.com/nuapua>

# Use of Crowdfunding: Additional functions

*Crowdfunding is not only a financing tool, but also helps SMEs in many other ways.*





# Use of Crowdfunding: Branch-Specific Usage

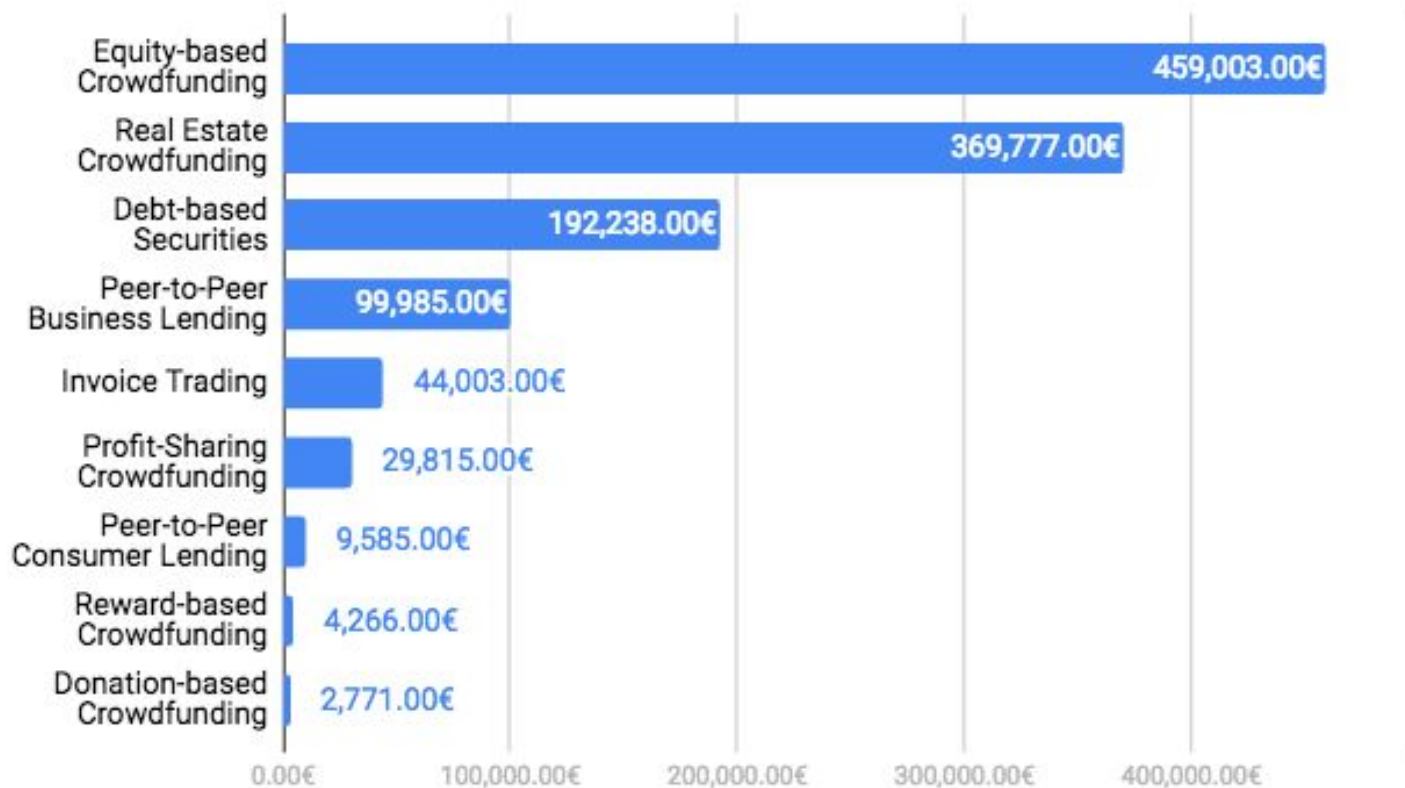
According to a study by the University of Cambridge, different branches use different types of Crowdfunding

Alternative Finance Model	1st	2nd	3rd
Peer-to-Peer Business Lending	Retail & Wholesale	Manufacturing & Engineering	Construction
Peer-to-Peer Consumer Lending*	Education & Research	Community & Social Enterprise	Health & Social Work
Equity-based Crowdfunding	Technology	Manufacturing & Engineering	Health & Social Work
Reward-based Crowdfunding	Arts, Music and Design	Film & Entertainment	Media & Publishing
Donation-based Crowdfunding	Charity & Philanthropy	Health & Social Work	Community & Social Enterprise
Real Estate Crowdfunding	Real Estate & Housing	Construction	
Invoice Trading	Retail & Wholesale	Business & Professional Services	Manufacturing & Engineering
Debt-based Securities	Retail & Wholesale	Energy & Mining	Agriculture
Balance Sheet Business Lending	Retail & Wholesale	Agriculture	Food & Drink
Profit Sharing Crowdfunding	Environment & Clean-Tech	Business & Professional Services	Health & Social Work

# Use of Crowdfunding: Volume-Specific Usage

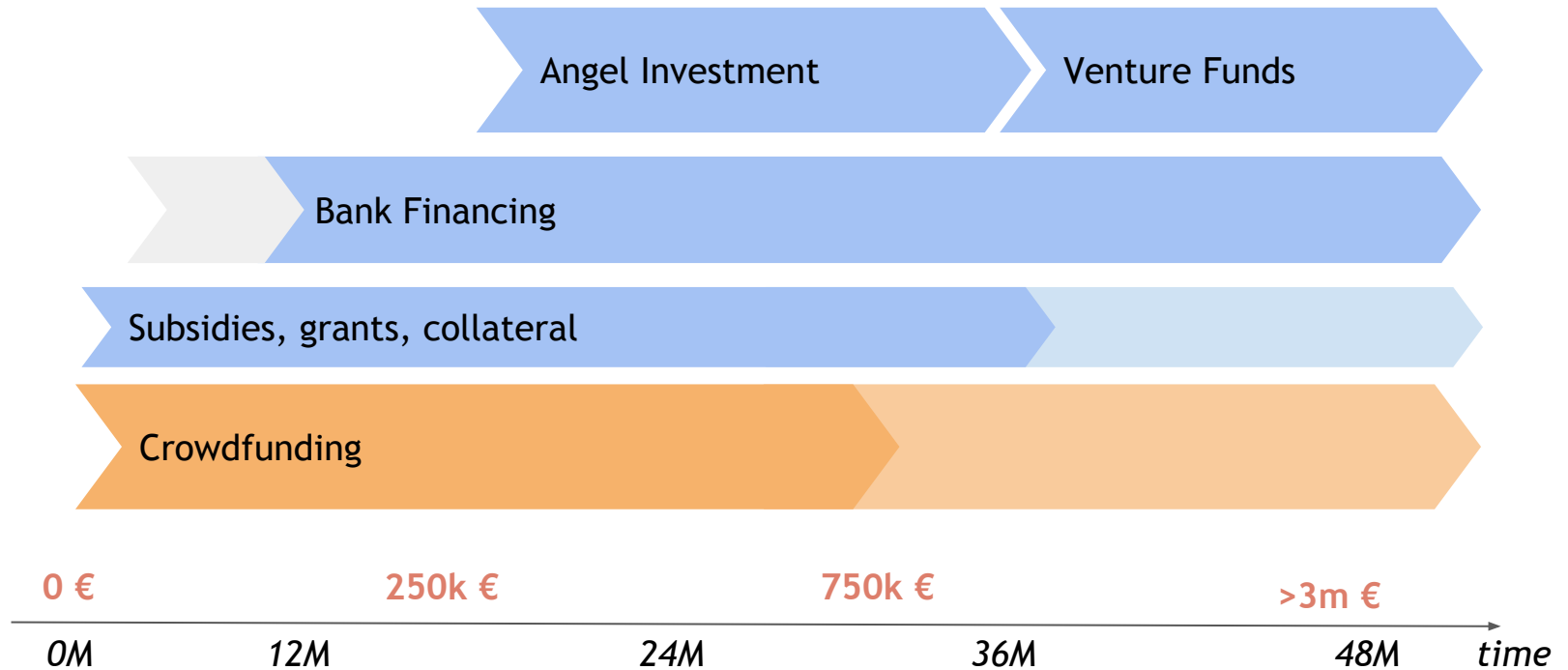
*The average funding size depends on the type of Crowdfunding used.*

## Average Crowdfunding project size



# Use of Crowdfunding: Age-Specific Usage

*As an SME or Startup you can use Crowdfunding combined with traditional financing-sources.*



# Taxes and Crowdfunding

*Before starting a Crowdfunding campaign, for example ask a tax consultant how Crowdfunding affects your business regarding taxes. Many CFPs offer general information on this topic, e.g. a list of further resources.*

- **VAT on Sales for Reward-Based campaigns**
- **Income Tax for Donation- and Reward-Based campaigns**
- **Capital Tax for Equity- and Lending-Based campaigns**

# Why hire a Crowdfunding consultant?

*Crowdfunding experts and consultants can help you in various ways, as they are experienced and can support you in saving time and avoiding to make common mistakes.*

Approach a Crowdfunding consultant for supporting you in...

- ...choosing the right Crowdfunding-platform
- ... getting feedback on the pitch video and the project page
- ... building a community and networking with influencers
- ... creating a communication plan and implementing the campaign

# Transition to the next module

At the end of this module, you should be able to...

- ...understand the different types of Crowdfunding
- ...understand that Crowdfunding has more value than just access to capital
- ...estimate if your company is ready for Crowdfunding

# Crowdfunding: Pre-campaigning

Module 2

# Organise your Crowdfunding campaign

*A successful Crowdfunding campaign needs more than just publishing your project on a Crowdfunding platform.*

## Identify!

- Define your goal
- Define your budget
- Define your milestones
- Define your brand
- Write a business plan\*
- Start a company\*
- Build your team
- Explore Crowdfunding
- Choose the model
- Choose the platform
- Imagine different scenarios

## Prepare!

- Set up project & communication plan
- Assign tasks to team
- Start a pre-launch page
- Produce campaign video
- Produce graphics/pics
- Write campaign texts
- Write FAQs
- Clarify legal issues

## Build!

- Open account & add profile
- Set up payment
- Add campaign title
- Add thumbnail & short text
- Add description texts
- Add graphics & pictures
- Add rewards
- Add your team
- Upload campaign video
- Upload businessplan\*
- Test your campaign & adjust it
- Publish your campaign



**Identify!**

# Identify! Define your goal (1)

*Make sure that your Crowdfunding goal aligns with the campaign - identify your goal first, then plan your campaign*

## LUMA User Group

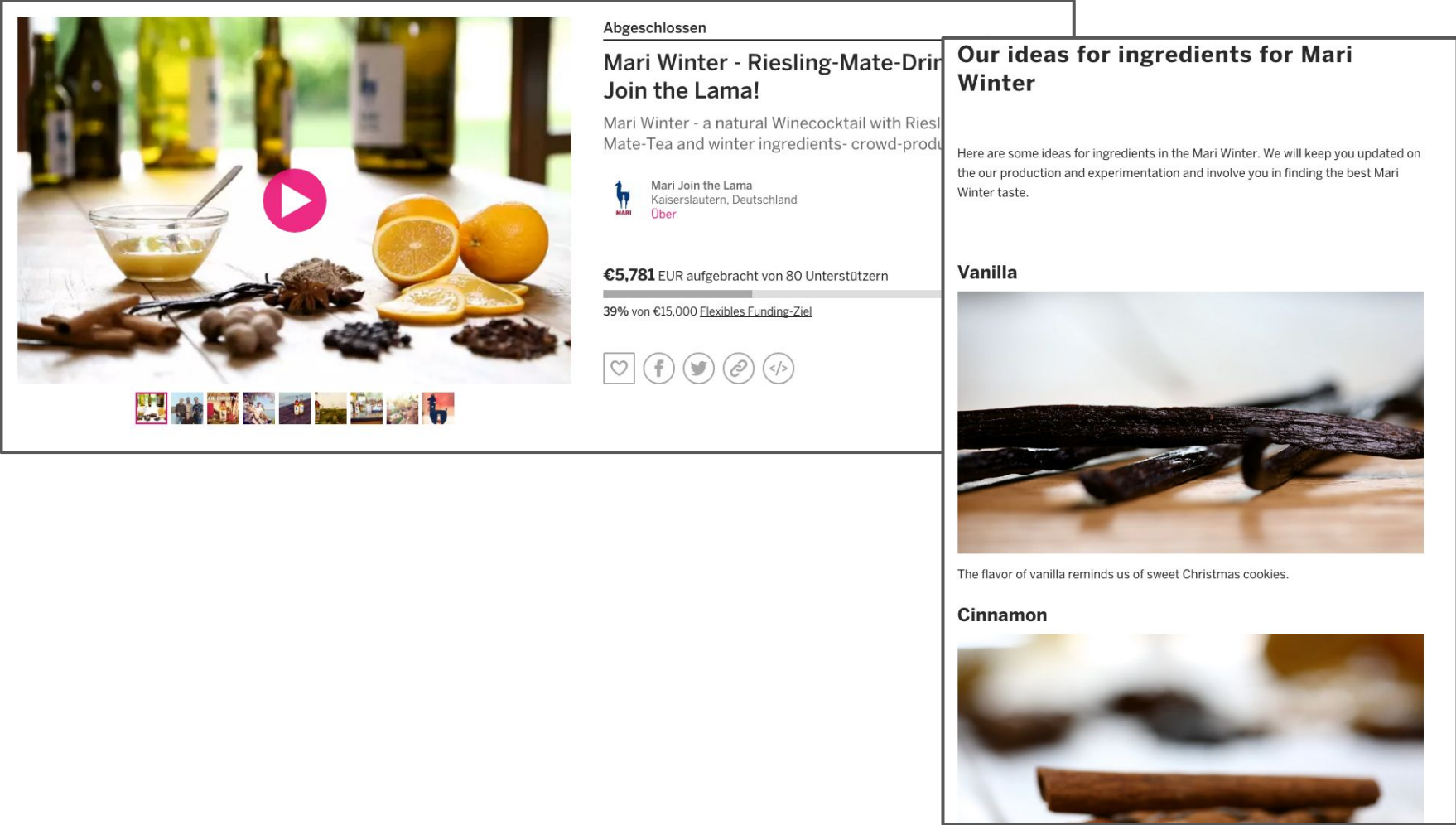
Our LUMA user group consists of more than 130 people who offered their support during this project and had a huge impact on the final result. By taking part in several surveys and by testing LUMA ACTIVE prototypes and providing feedback, they were highly involved in the development process and the definition of product details such as colors and lighting modes.

THANKS FOR YOUR SUPPORT – You really made a difference!



# Identify! Define your goal (2)

If you have defined your goal well, then the Crowdfunding campaign will be a success independent from the funding goal.




The screenshot shows a crowdfunding campaign page for 'Mari Winter - Riesling-Mate-Drink Join the Lama!'. The main image features a wooden table with various ingredients: a glass bowl of yellow liquid, sliced oranges, cinnamon sticks, vanilla beans, and dark chocolate pieces. A pink play button icon is overlaid on the image. The campaign is marked as 'Abgeschlossen' (Completed). The title is 'Mari Winter - Riesling-Mate-Drink Join the Lama!'. The description reads: 'Mari Winter - a natural Winecocktail with Riesling Mate-Tea and winter ingredients- crowd-prod'. The campaign has raised €5,781 EUR from 80 supporters, which is 39% of the €15,000 flexible funding goal. The campaign is by 'Mari Join the Lama' from Kaiserslautern, Deutschland, and is available on the Uber platform. Below the main image is a row of small thumbnail images. To the right, there is a section titled 'Our ideas for ingredients for Mari Winter'. It contains the text: 'Here are some ideas for ingredients in the Mari Winter. We will keep you updated on the our production and experimentation and involve you in finding the best Mari Winter taste.' Below this text are two images: one of vanilla beans and one of cinnamon sticks. The text 'The flavor of vanilla reminds us of sweet Christmas cookies.' is placed below the vanilla image, and 'Cinnamon' is placed below the cinnamon image.

Abgeschlossen


## Mari Winter - Riesling-Mate-Drink Join the Lama!

Mari Winter - a natural Winecocktail with Riesling Mate-Tea and winter ingredients- crowd-prod

 Mari Join the Lama  
Kaiserslautern, Deutschland  
Uber

€5,781 EUR aufgebracht von 80 Unterstützern


39% von €15,000 [Flexibles Funding-Ziel](#)



### Our ideas for ingredients for Mari Winter


Here are some ideas for ingredients in the Mari Winter. We will keep you updated on the our production and experimentation and involve you in finding the best Mari Winter taste.

#### Vanilla



The flavor of vanilla reminds us of sweet Christmas cookies.

#### Cinnamon



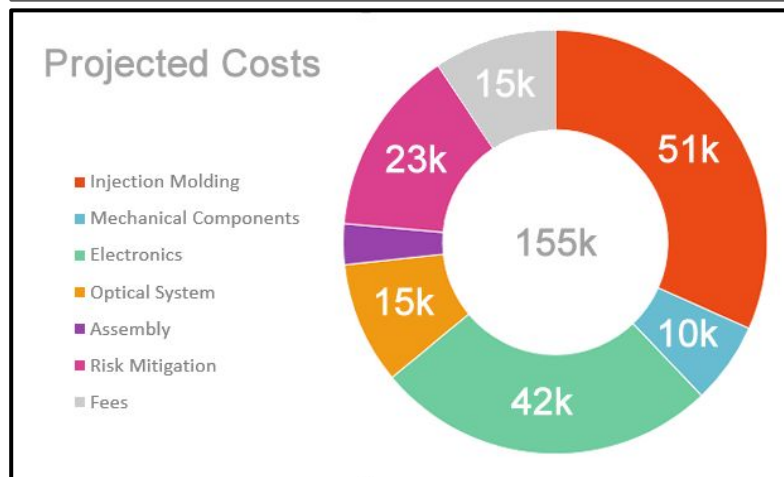
Source: Mari Winter on Indiegogo, <https://www.indiegogo.com/projects/mari-winter-riesling-mate-drink-join-the-lama/x/10470871#/>

# Identify! Define your budget (1)

Consider the following costs when calculating your budget and project goal.

Possible expenses which determine or influence your project goal

- Consulting costs
  - Crowdfunding-consulting
  - Management consulting
  - Legal/Tax consulting
  - Communications consulting
- Project page
  - Production of video
  - Production of photos and graphics
  - Writing texts
  - Translation
- Communication
  - Content planning
  - Press agency
  - Social Media Management
  - Online/Social Advertising
  - Web-Development
  - Events, Fairs
- Rewards
  - Production of your product
  - Shipping
  - Fulfillment
- Platform
  - Fees
  - Transactions
  - Placement
- Taxes



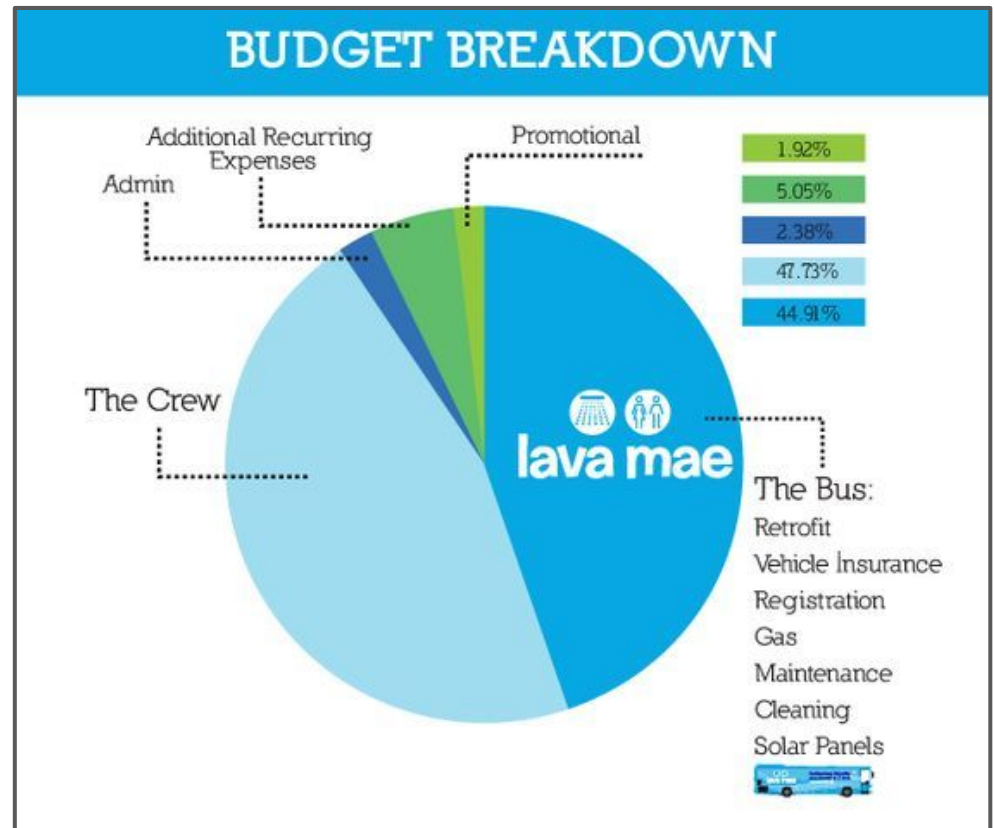
# Identify! Define your budget (2)

*It is important to be transparent about the budget - the budget can really help the crowd to understand what the money is needed for.*

## Internal budget:

- Your own time
- Preparation costs

Sometimes your internal budget will be higher than the funding goal.

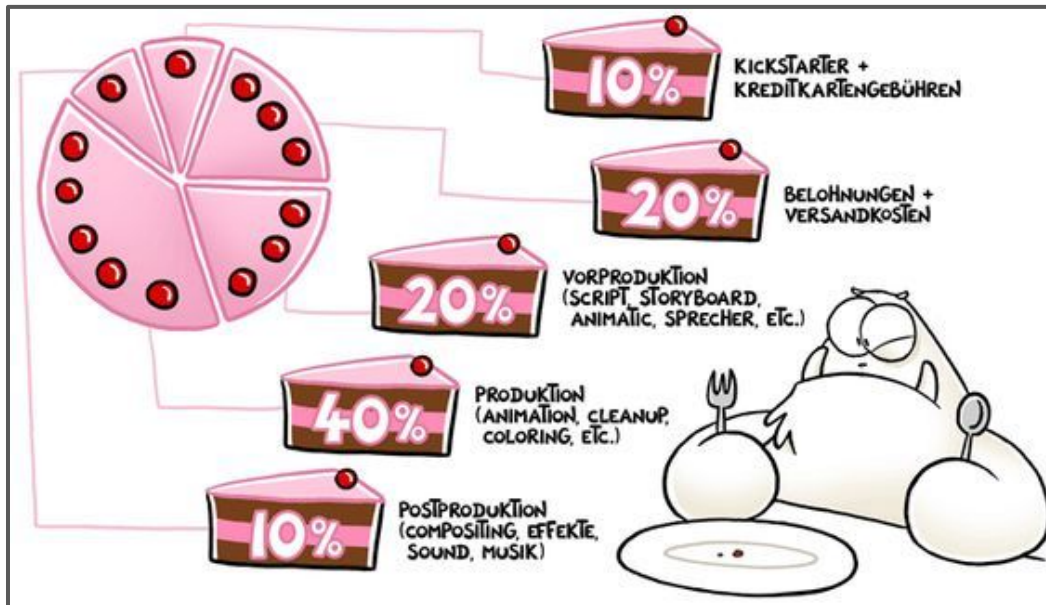
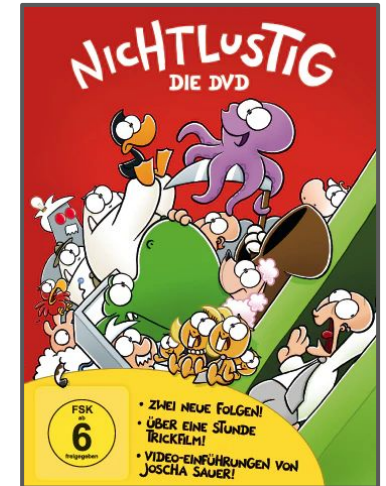


# Identify! Define your budget (3)

The funding goal does not need to cover all costs associated with the project.

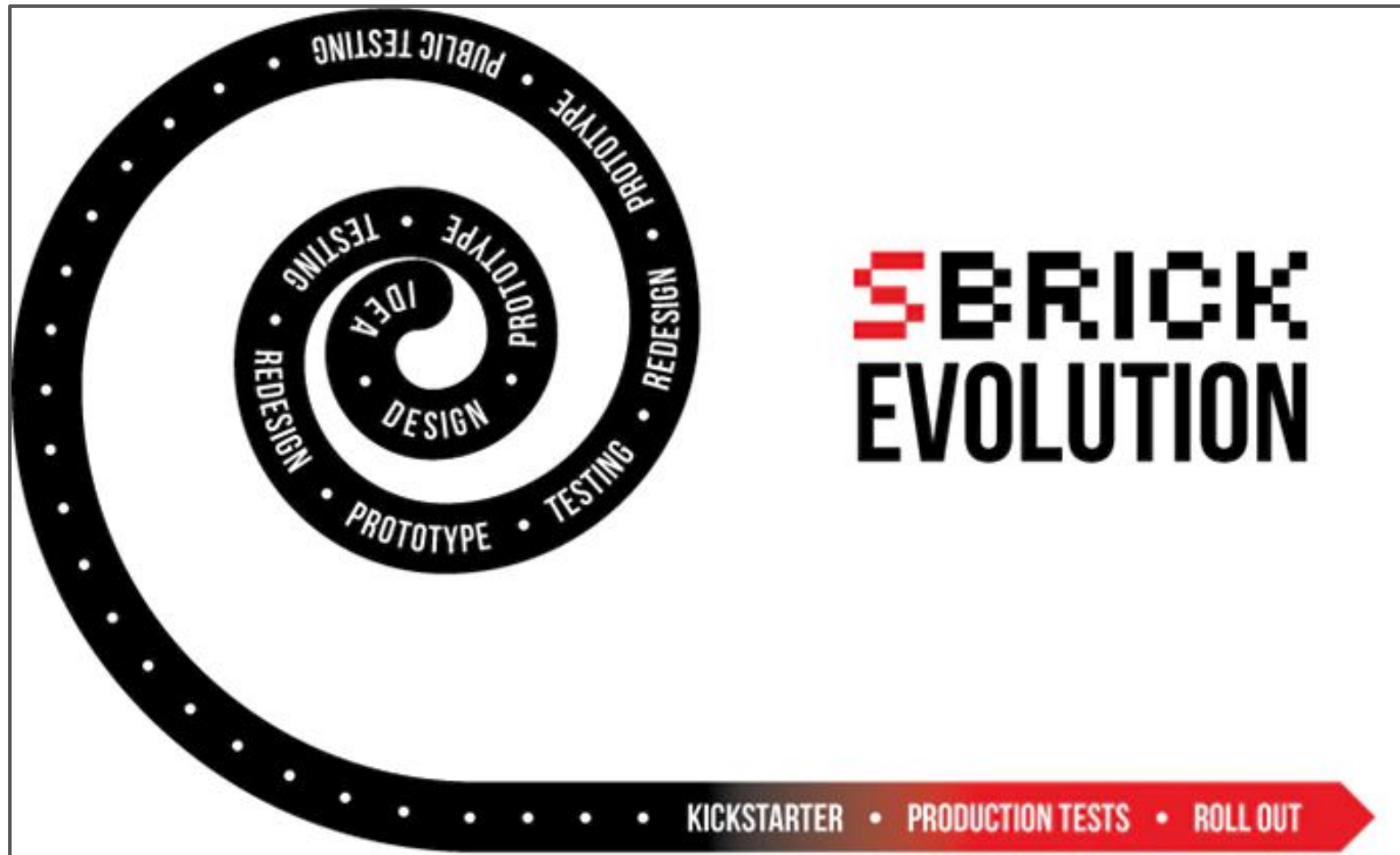
Additional sources of income after the campaign:

- Regular customers
- Reselling of products
- Other forms of distribution



# Identify! Define your milestones (1)

*A rough timetable is useful to successfully finish a Crowdfunding campaign, but also to create a sustainable business.*



# Identify! Define your milestones (2)

*There are different approaches on how to visualize a timetable for your project.*



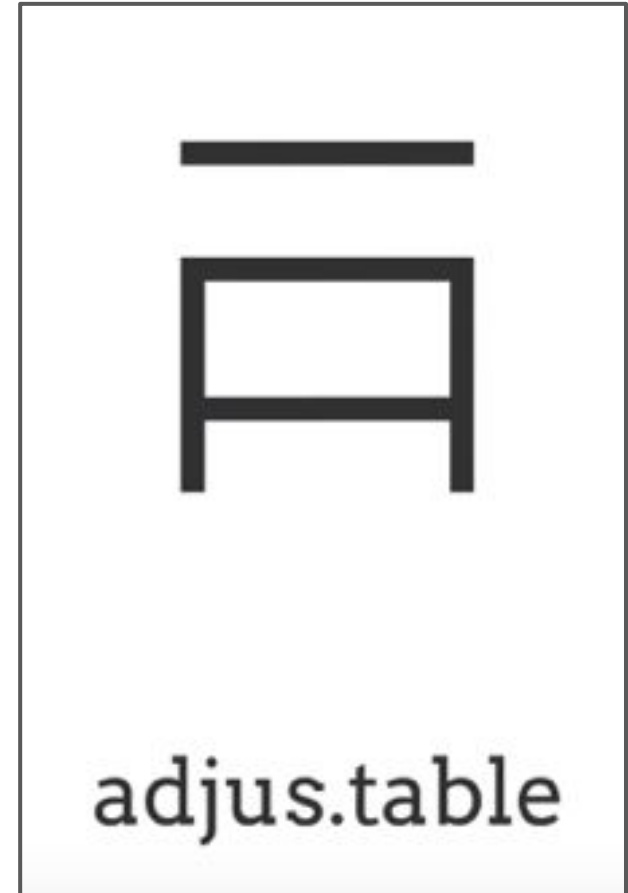


# Identify! Define your brand (1)

*A professionally conducted Crowdfunding campaign comes with a uniform style and branding.*

## Branding components:

- (extra) project title
- (extra) logo
- core message
- story
- thumbnail
- photos, videos



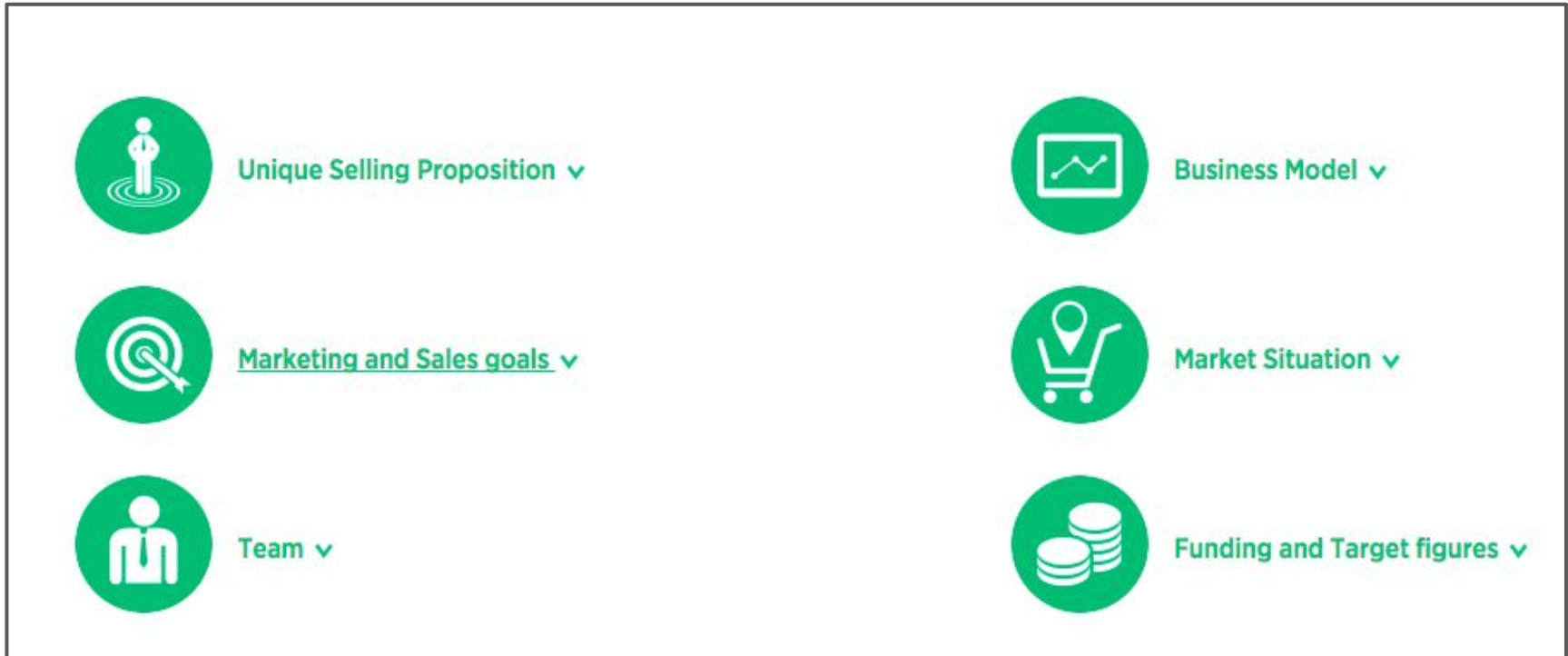
# Identify! Define your brand (2)

*If possible, create an extra project-title or claim and use a special logo for your Crowdfunding campaign.*



# Identify! Write a business plan

*In Equity-based Crowdfunding, a business plan is needed to by most platforms.*



# Identify! Check your public company information.

*If you run an equity-based Crowdfunding campaign, then make sure that all public information about your company is positive.*

**ALL<sup>ST</sup>**

**FINANCE FOR THE REST OF US**

**Home** About us Investor Services Research Reports

# Independent Investment Research

Try an All Street report for free

Small Cap, Private Market and Crowdfunding Coverage

# Identify! Found a company

*Setting up your business framework is important for starting a campaign, especially in equity- and lending-based Crowdfunding.*

Legal form \*

✓ Please select  
GmbH  
UG  
GmbH& Co.KG  
AG  
Other

✓ Select the legal form of your company. If your company has a different legal form, please select "Other" and include the legal form in your pitch deck.

✓ Select the country in which your company is registered.

# Identify! Build your team

Starting a Crowdfunding campaign as a team increases the chance of success.



### THE TEAM

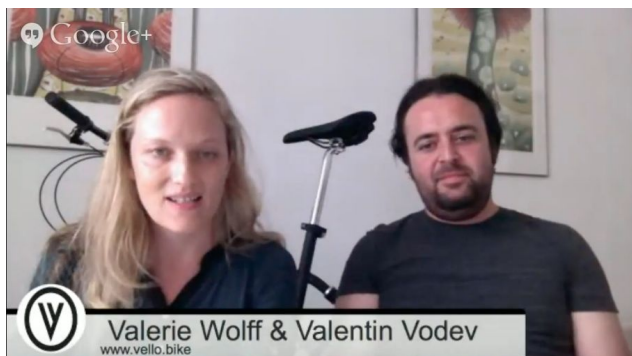
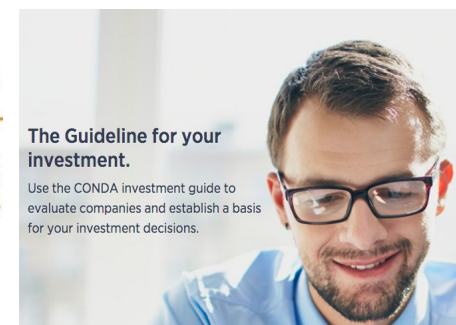
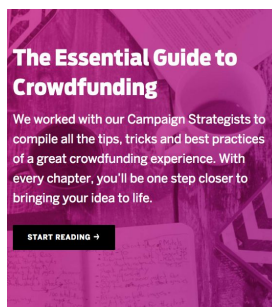
HARDWARE DEVELOPMENT		FRONTEND DEVELOPMENT		MOBILE APP DEVELOPMENT	
Tamás Fábán	Áron Kurucz	Tibor Sándor	Zsolt Szabó	Zsolt Majoros	Zsolt Szrapkó
COMMUNICATIONS		PROJECT LEAD		TESTERS	
Mark Bollobas	Virág Pabeschitz	András Baráth	Lénárd Pásztor	Miron Kovats	Jazon Kovats

Source: Indiegogo Blog, <https://go.indiegogo.com/blog/2015/10/crowdfunding-statistics-trends-infographic.html>; Galaxy of Trian on Kickstarter, <https://www.kickstarter.com/projects/1118278224/galaxy-of-trian>; SBrick on Kickstarter, <https://www.kickstarter.com/projects/sbrick/sbrick-smart-way-to-control-all-your-lego-creation>;

# Identify! Explore Crowdfunding (1)

Ask as many people as possible about Crowdfunding and learn as much as possible about Crowdfunding before starting your campaign.

- + read tutorials on crowdfunding platforms
- + talk to other project-owners
- + support at least one project
- + go to specific events
- + listen to interviews



Source: Crowdfunding-Talk with Vello Bike on ununi.TV, <https://www.youtube.com/watch?v=SekjgCBgYFI&index=4&list=PL9NVYzxXit91PpxoznkNaUJvcGpMYMhV3>; The Essential Guide to Crowdfunding, Indiegogo.com, <https://learn.indiegogo.com/the-essential-guide-to-crowdfunding>; Zagreb Crowdfunding Convention, <http://www.crowdfundingconvention.eu/>; Crowd-Fund-Port, <http://www.interreg-central.eu/Content.Node/CROWD-FUND-PORT.html>; Conda Investment Guide, <https://www.conda.at/en/crowdinvesting/investment-guide/>

# Identify! Explore Crowdfunding (2)

*Talking to an experienced Crowdfunding expert or consultant can help you to save time, avoid mistakes and plan your campaign.*

## INFORMATION

- Basic and advanced know-how transfer
- Providing platform-related insights
- Financial consulting
- Businessplan-optimization

## CONCEPTION

- Choosing a platform
- Producing pictures and videos for the campaign
- Networking with influencers
- Networking with external service providers

## COMMUNICATION

- Support in creating a Contentplan
- Identification of relevant communication channels
- Support in public relations
- Support with Social Media

## IMPLEMENTATION

- Support in creating the projectpage
- Support in launching and running the campaign
- Support in terms of communication
- Support in choosing relevant events



# Identify! Choose the Crowdfunding model (1)

*There are four different Crowdfunding models (three of them also fit for SME's)...*

	<b>Reward</b>	<b>Lending</b>	<b>Equity</b>
<b>Types of Project: purpose</b>	Non-governmental and non-profit initiatives, small and medium sized enterprises, commercial pre-sales of products and services, creative and cultural projects: initial funding	Small business loans, project finance: increasing working capital, small acquisitions, purchasing equipment	Small and medium sized enterprises: expansion, production or marketing
<b>Offer</b>	Pre-orders, tangible rewards	Repayment with or without interest	Ownership stake in the company
<b>Average Funding Amount Sought</b>	€ 10,000 - 20,000	€ 0.3 - 1 mill.	€ 0.5 - 2 mill.
<b>Funders</b>	Anyone, Mostly individuals	Individuals, institutional investors	Mostly individuals, high net worth investors and increasingly professional investors

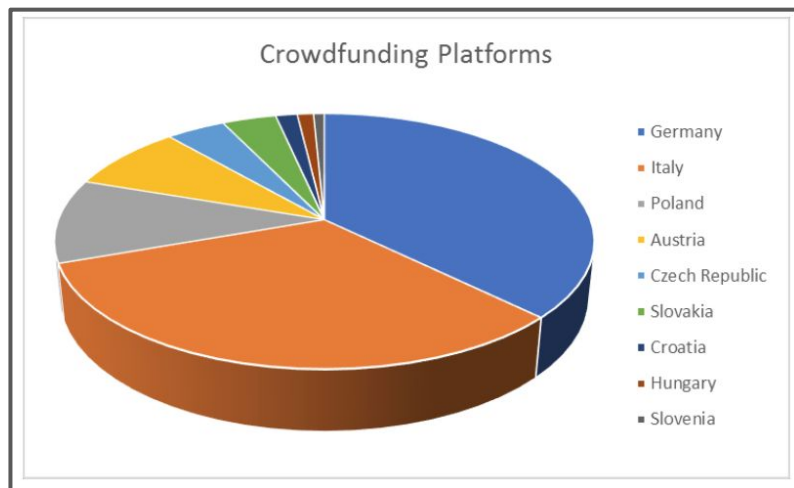
# Identify! Choose the Crowdfunding model (2)

...and each Crowdfunding model follows a slightly different approach.

	Reward	Lending	Equity
<b>Average Duration</b>	Campaign: around 30 days; timeframe for delivery of reward: up to 1 year	Campaign: depending of platform; Loans: will run for months to years (varies according to loan structure and platform)	Campaign: usually up to 30 days, Investment: until sale of business
<b>Fees</b>	+/- 3-5% plus payment fees via third party operators	+/- 3-5% (plus interest)	+/- 5% listing fees, +/- 3-5% transaction fees, due diligence fees
<b>Success Rate</b>	+/- 50% for raising funds	+/- 50%	+/- 40%
<b>Financial Consequence</b>	Booked as revenue in Profit and Loss account	Debt on balance sheet	Asset on balance sheet

# Identify! Choose the Crowdfunding platform (1)

*There are more than 600 platforms operating in Europe, more than 250 platforms in the Central Europe Countries.*



Crowdfunding type	Number of platforms	Percentage
Donation-based	50	17.6%
Lending-based	18	6.4%
Reward-based	123	43.3%
Equity-based	93	32.7%

# Identify! Choose the Crowdfunding platform (2)

*There are many variables to consider when choosing the Crowdfunding platform that fits your purpose.*

Which  
**CROWDFUNDING MODEL**  
fits best?

Which  
**INVESTMENT MODEL**  
fits best?

What about  
**CONTRACTS**  
for using the CFP?

How is the  
**SERVICE QUALITY**  
of the platform?

Are there any  
**LIMITATIONS**  
when using a specific platform?

Which  
**PAYMENT SYSTEM**  
is offered by the CFP?

# Identify! Choose the Crowdfunding platform (3)

*Try to answer most of these questions to find the best CFP for your project.*

What  
**FEATURES**  
does the platform offer?

Does the platform offer  
**MULTILINGUAL INTERFACES?**

How is the  
**USABILITY/DESIGN**  
of the platform?

How much are the  
**PLATFORM FEES**  
**AND COSTS?**

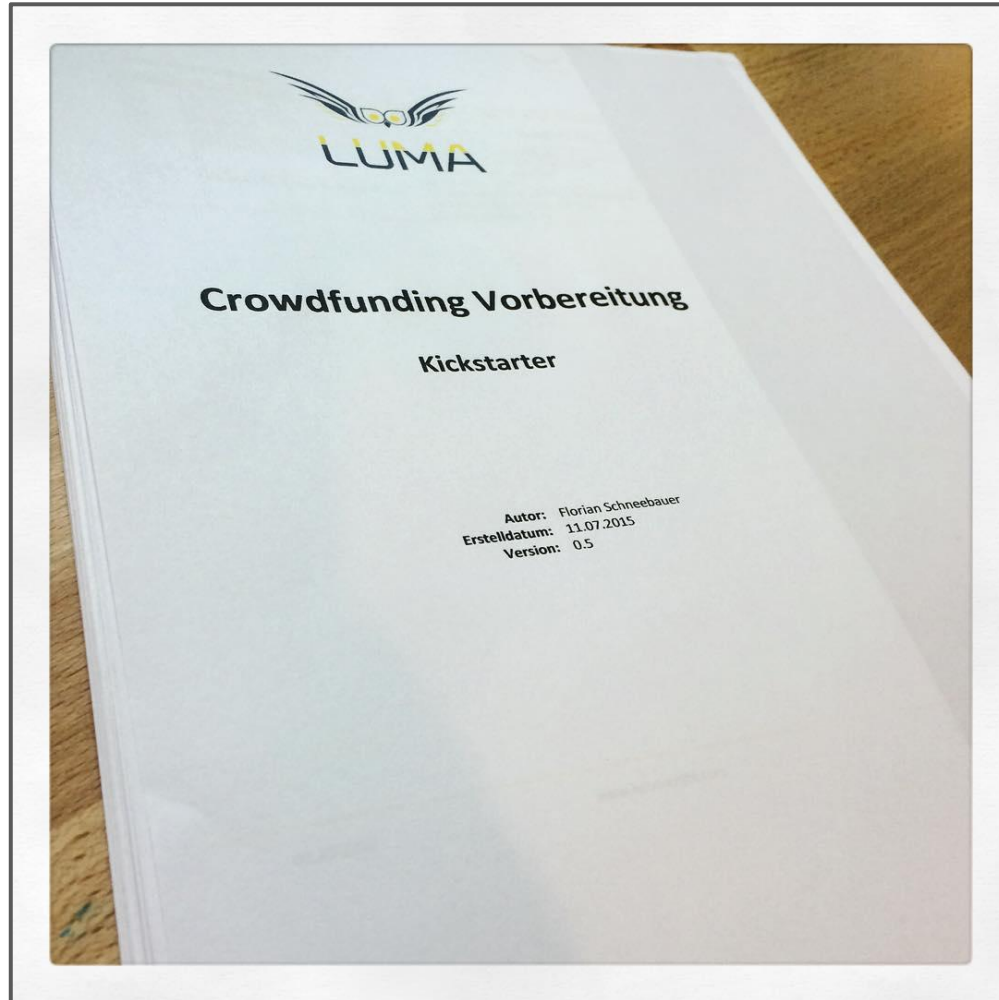
Are there  
**SIMILAR PROJECTS**  
on the CFP?

What is the  
**SIZE OF THE PLATFORM-**  
**COMMUNITY?**

**Prepare!**

# Prepare! Set up project and communication plan

*It is crucial for the success of a campaign to plan your communication in advance.*



# Prepare! Set up project and communication plan

You can use different tools to plan your communication, such as Spreadsheets, Wordpress plugins etc.

The image displays two tools used for project and communication planning. On the left is an Excel spreadsheet titled "Crowd-Fund-Port - Social Media Content Calendar 2017". It features columns for Month, Date, Day, Week, Task/Topic, Campaign-Assignment, Link, Photo/Video, Keywords, Author, Chief Editor, and various social media channels (Facebook, Twitter, Website/Blog, LinkedIn, Newsletter, Press). The spreadsheet shows content scheduled for early 2012, with specific tasks like "Showcase 'Herbert - Grow fresh organic food at home'" and "open workshop for SME's Leipzig".

On the right is a screenshot of the "Posts Calendar" WordPress plugin interface. It shows a calendar view for April and May 2012. The interface includes navigation buttons for "April, 2012 - May, 2012" and "Show Today", along with a "Hide Unscheduled Drafts" button. The calendar grid shows posts scheduled for various days, such as "1pm Deadline Joyland" on Sunday, "10am FTS Testing today" on Monday, and "10am We come in peace for cats and mice everywhere" on Tuesday. A sidebar on the right lists draft posts, including "Draft created on February 24, 2012 at 12:50 am" and "Draft One HERE'S a new one!".

Source: Social Media Redaktionsplan 2017, Marketingblog Mittelstand, <http://www.marketingblog-mittelstand.de/2016/05/12/excel-vorlage-fuer-2017-verfuegbar-social-media-redaktionsplan/#>; Editorial Calendar for Wordpress, [Editorial Calendar](#)



# Prepare! Set up project and communication plan

*According to your story, define what you tell to whom and where to tell it and write it down.*

## What?

- Project details
- Team introduction
- Reward presentation
- Crowdfunding status
- Referral contest
- Press coverage
- etc.

## Who?

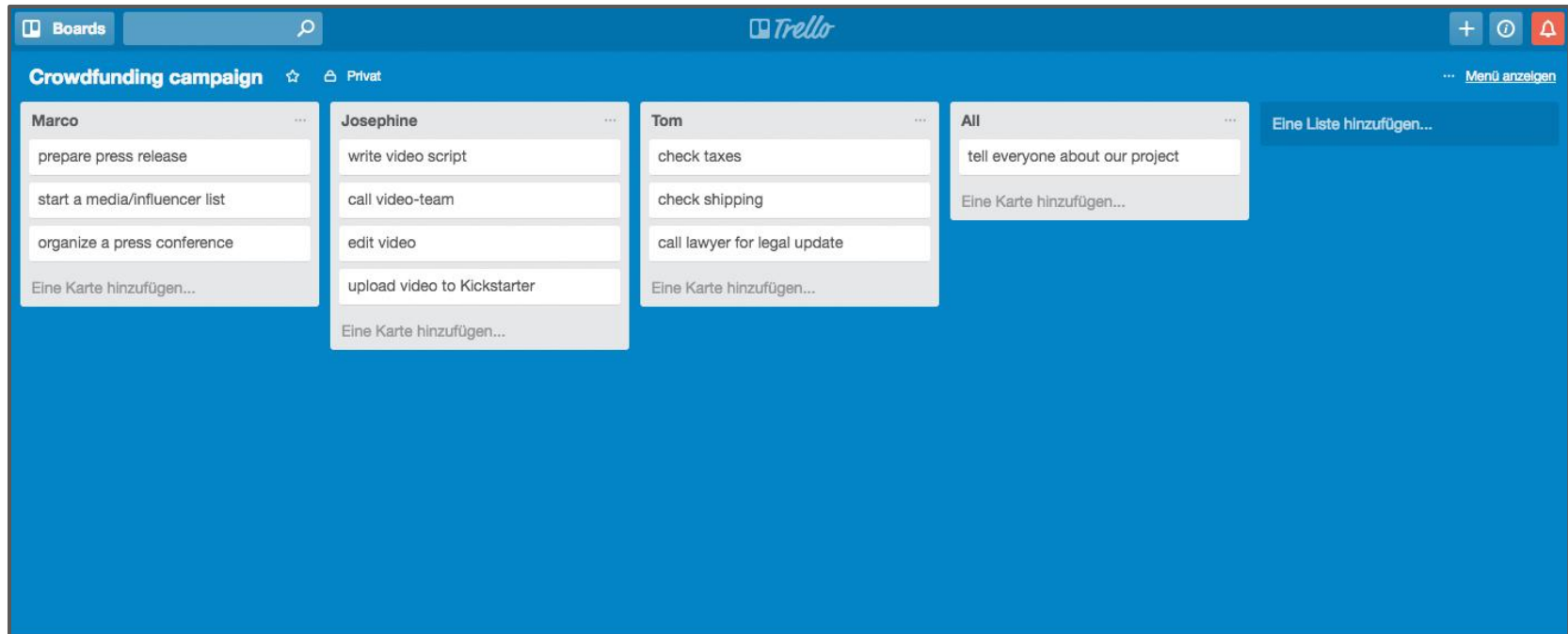
- Family
- Friends
- Colleagues
- Journalists
- Influencers
- Other stakeholder
- etc.

## Where?

- Email-Newsletter
- Personal emails
- (Kickoff)-Events
- Updates on CFP
- Direct Messages
- Social Media updates
- etc.

# Prepare! Assign tasks to team

*You should also clearly define the responsibilities within your team and assign certain tasks to each team member*



# Prepare! Start a pre-launch page

A pre-launch page draws attention to your project before you start and aims to collect as many email-addresses as possible.

M3D

intro print anything specifications **act now**

PRE-ORDER THE MICRO 3D PRINTER

**KICKSTARTER** ?

March 2014

**\$199 to \$299**

Enter your email **NOTIFY ME**

Limited early-bird prices

be notified

Visit our corporate website [PrintM3D.com](http://PrintM3D.com)

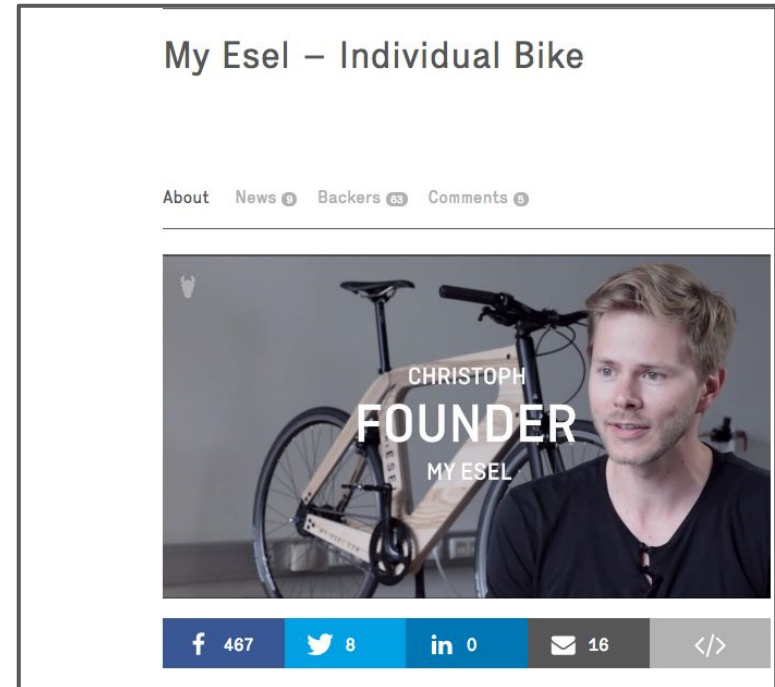
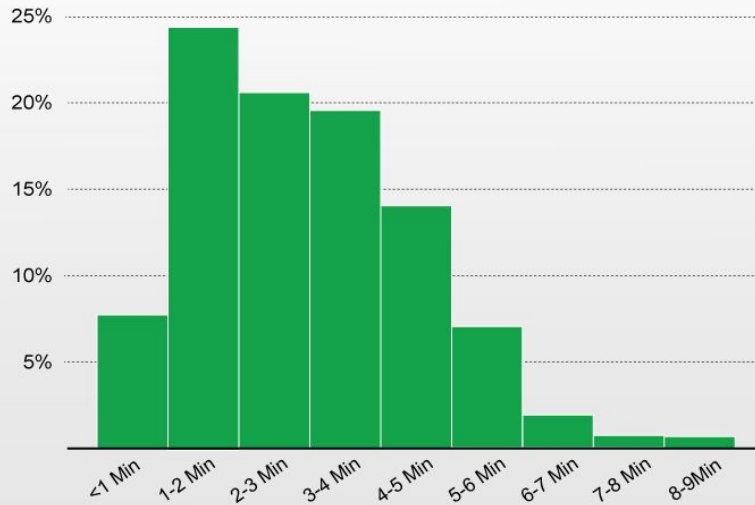
f

Twitter

# Prepare! Produce a campaign video

*When scripting and producing a pitch video, keep in mind that the attention span online is really short!*

**% of Campaigns Reaching Their Goal**  
by Pitch Video Length



# Prepare! Write campaign texts

*In your campaign text you should answer important questions about the project and the team.*

- Who are you?
- What's your product?
- Where does the idea come from?
- When do you plan to realize the project?
- What is your budget/goal?
- Why do you care?
- What do you expect from supporters?

# Prepare! Write campaign texts

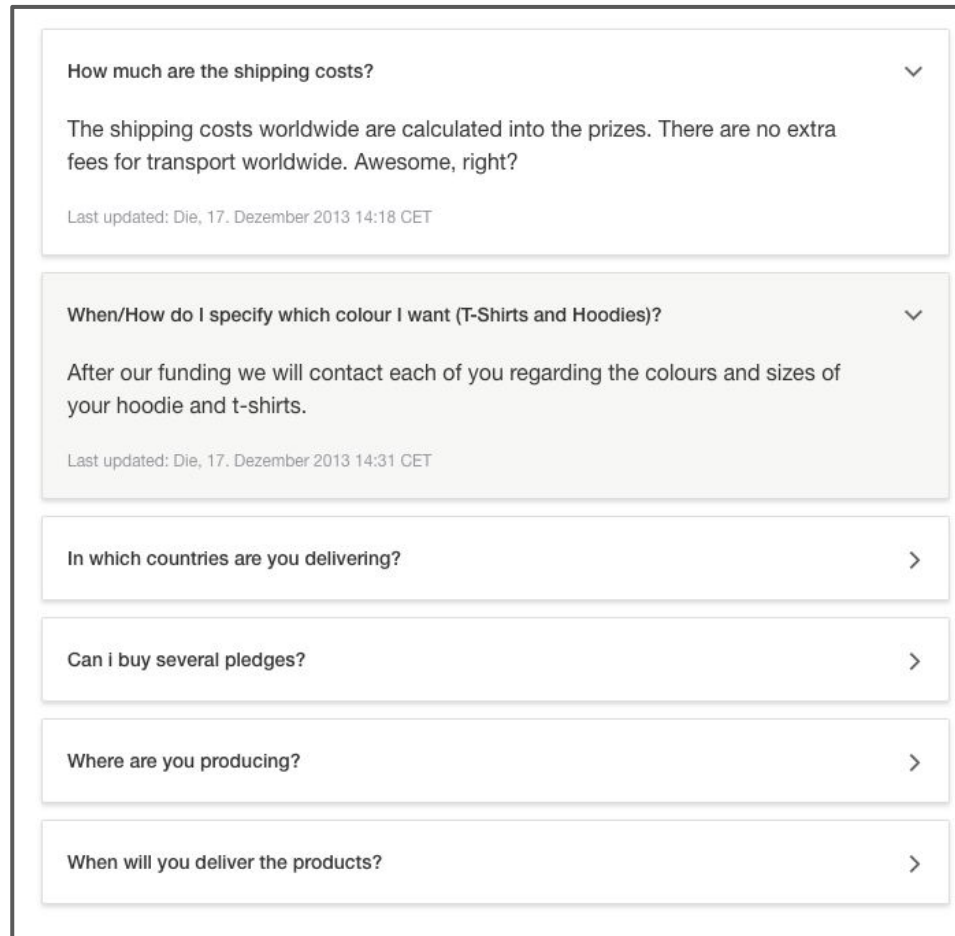
*Try to make sub-headlines and short blocks to improve the readability of your texts.*

## **Why did we develop a compact smart plant watering system?**

Growing plants is a very pleasant experience. It is nice to watch a seed grow into a plant that delights us with blossoms and gives us delicious fruits. But our pace of life gives us little chance to keep the exact rhythm of watering the plants according to their needs. There are a lot of different irrigation systems on the market, but they all have some sort of deficiency. Some continuously water the roots, some timer systems water even when it is not necessary, some rely on the water supply network. Since we did not find a product that would fully satisfy us on the market, we developed our own. While we were developing it, we were thinking about the ideal way for a plant to be watered, about the way a conscientious gardener does it if only the time permits it. That is why our plant watering device continuously measures the soil moisture content, and when the soil is too dry the Daisy.si waters it from a container which has water at an appropriate room temperature, is not hard and can even be enriched with a fertilizer.

# Prepare! Write FAQs

*Most Crowdfunding platforms recommend to answer FAQs, for some CFPs (especially lending-based) this is even mandatory!*



The screenshot shows a list of six FAQ items, each with a question, an answer, and a timestamp. The first two items are expanded, showing their answers. The first item has a downward arrow, and the second has a downward arrow. The remaining four items have rightward arrows.

- How much are the shipping costs?** (downward arrow)  
The shipping costs worldwide are calculated into the prizes. There are no extra fees for transport worldwide. Awesome, right?  
Last updated: Die, 17. Dezember 2013 14:18 CET
- When/How do I specify which colour I want (T-Shirts and Hoodies)?** (downward arrow)  
After our funding we will contact each of you regarding the colours and sizes of your hoodie and t-shirts.  
Last updated: Die, 17. Dezember 2013 14:31 CET
- In which countries are you delivering?** (rightward arrow)
- Can i buy several pledges?** (rightward arrow)
- Where are you producing?** (rightward arrow)
- When will you deliver the products?** (rightward arrow)

# Prepare! Plan fulfillment process

Make sure to pre-check logistics for shipping your product before launching your campaign.

The screenshot displays the BackerKit dashboard interface, divided into two main sections: the fulfillment process flow and the status/balance summary.

**1. QUESTIONS**

Answer a few questions about your product

**1. Choose BackerKit T-Shirt #1**

Let backers make a selection  
Ask backers for item selections, variation preferences, or even ask marketing questions.

step 1 of 3 [Next step →](#)

Color  
Yellow

- Small
- ✓ Medium
- Large
- XL
- 2XL
- 3XL

[Next: Add-ons](#)

[Edit this question](#)

**2. ADD-ONS**

**3. SHIPPING**

**4. CONFIRM**

**STATUS**

- ✓ [Survey is Answered](#)
- ✓ [Rewards and Add-ons are Locked](#)
- ✓ [Shipping Info is Locked](#)
- ✓ [Rewards are Shipped](#)

**BALANCE**

Your Pledge Amount	\$25.00
Pledge Level	-\$22.00
Pledge Level Shipping - Austria	-\$3.00
Add-ons Subtotal	-\$0.00
<b>CREDIT REMAINING</b>	<b>\$0.00</b>

[Next: Add-ons](#)  
or [Go Back](#)



# Prepare! Clarify legal issues

*Also make sure you check legal issues with your lawyer and tax consultant in advance.*

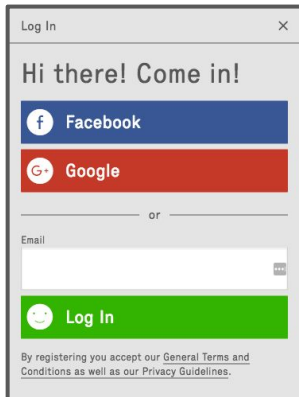


**Build!**

# Build! Open account on platform & add profile

To launch a project on a specific platform you need to register first and some basic information about you/your company.

- add profile name
- add profile pic
- add profile description




## Settings

Account Edit profile Notifications Payment methods Following

**Name**

Your name is displayed on your profile.

**Picture**



Choose an image from your computer

JPEG, PNG, GIF, or BMP • 50MB file limit

**Biography**

We suggest a short bio. If it's 300 characters or less it'll look great on your profile.

**Location**

**Time zone**

Most time zones are automatically adjusted for you. We'll use this setting for emails.

**Vanity URL**

For example, if you'd like your URL to be www.kickstarter.com/profile/polarbear, just type polarbear! Choose wisely though, once you set your vanity URL, it can't be reset.

**Websites**

# Build! Set up payment profile

*Before you launch your project, make sure that your payment is set up correctly to not lose time.*

## Bank Account Holder \*

Enter the information for the individual, business, or nonprofit receiving the funds collected from your campaign. You cannot change this information after you launch your campaign. Once you receive your first contribution, we will ask you to return to this page to fill out the remainder of your bank account and identity information.

AN INDIVIDUAL

A BUSINESS

A NONPROFIT

OTHER

Legal First Name

Legal Last Name

Date of Birth

Country of Legal Residence

Where do you live? We support many countries and currency types but have certain limitations on the possible combinations. For more information, please see our [help article](#) describing limitations on countries and currencies.

## Setting up your Business PayPal account

If you have a Business PayPal account located in a country that can send and receive payments through PayPal, you may be able to offer PayPal as a payment option for your contributors. For a complete list of PayPal-supported countries, see [PayPal's list of localized sites](#).

To accept contributions made via PayPal on your Indiegogo campaign, you'll need to have a PayPal account that meets the following six criteria:

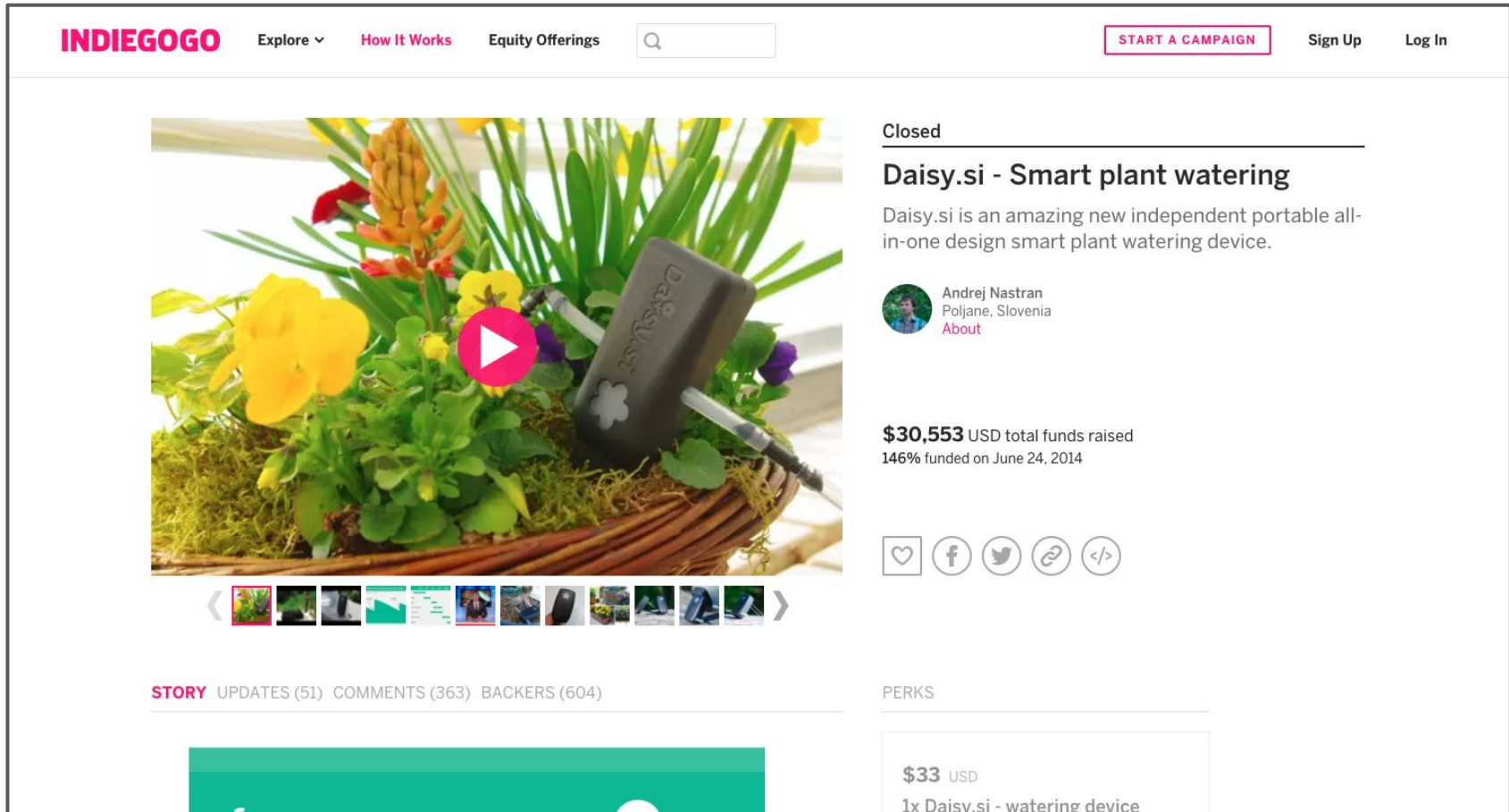
1. Your PayPal account needs to be Verified, which means that PayPal will verify the bank account you added to your PayPal account. We recommend letting your bank know in advance that you linked your bank account to your PayPal account.
2. Your email address must be Confirmed.
3. Your account must be capable of accepting AUD (A\$).
4. Your Payment Receiving Preferences should be set to allow payments in a currency that you do not hold.
5. Your account must be capable of receiving the amount raised on your campaign.
6. Your PayPal account balance must not be negative.

Because PayPal navigation may vary depending on your account status and location, we recommend searching PayPal's Help Center for instructions on how to enable each element above.

For most PayPal accounts, you'll be able to follow the instructions below:

# Build! Add a campaign title

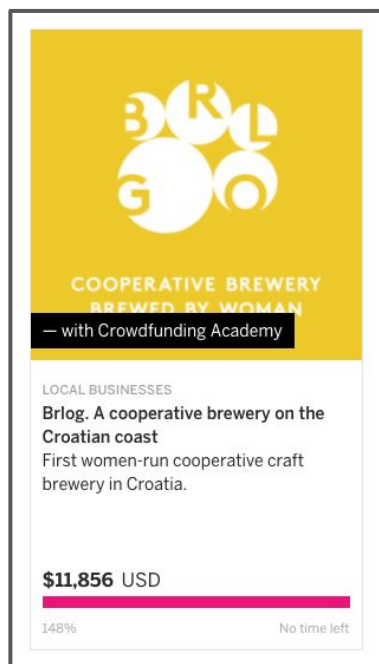
*A short and noteworthy title is important to help platform-visitors remember your project and/or topic.*



The screenshot shows the Indiegogo website interface. At the top, the Indiegogo logo is on the left, followed by navigation links: 'Explore', 'How It Works', and 'Equity Offerings'. A search bar is in the center, and 'START A CAMPAIGN', 'Sign Up', and 'Log In' are on the right. The main content area features a large image of a potted plant with a grey smart watering device. A pink play button is overlaid on the image. Below the image is a carousel of smaller images. To the right of the image, the campaign is marked as 'Closed'. The title is 'Daisy.si - Smart plant watering', followed by a description: 'Daisy.si is an amazing new independent portable all-in-one design smart plant watering device.' The creator is 'Andrej Nastran, Poljane, Slovenia' with an 'About' link. Funding information shows '\$30,553 USD total funds raised' and '146% funded on June 24, 2014'. Social sharing icons for heart, Facebook, Twitter, link, and code are present. Below the image, there are links for 'STORY', 'UPDATES (51)', 'COMMENTS (363)', and 'BACKERS (604)'. On the right, a 'PERKS' section shows a perk for '\$33 USD' for '1x Daisy.si - watering device'.


# Build! Add a thumbnail and short description

Choose a meaningful thumbnail picture and a short description (lead-text) that gets your project to the point.



wemakeit [About wemakeit](#) [Start a Project](#) [Discover Projects](#)

Title image



For the title image, add your best picture here. Please note: do not insert any text.

Title

# Build! Add description texts

*Describe your idea and your story as detailed and emotional as possible to convince potential supporters.*

## HERE IS HOW IT WORKS

ZEI° is a polygon device with a wireless connection to the computer. Through our software, users can assign a project to each face of the device and immediately start tracking time on a project just by placing the polygon to the corresponding project face up and stop the time by changing to another face or turning the device off.



Given this, users can control time tracking within seconds and can therefore, add entries immediately without losing focus while opening and interacting with applications.

✓ Basics   ✓ Rewards   ✓ Story   View project

### Tell us about your project.








Use images, video, and a compelling description to describe what you're making. Be sure to get specific about why people should be excited about your project.

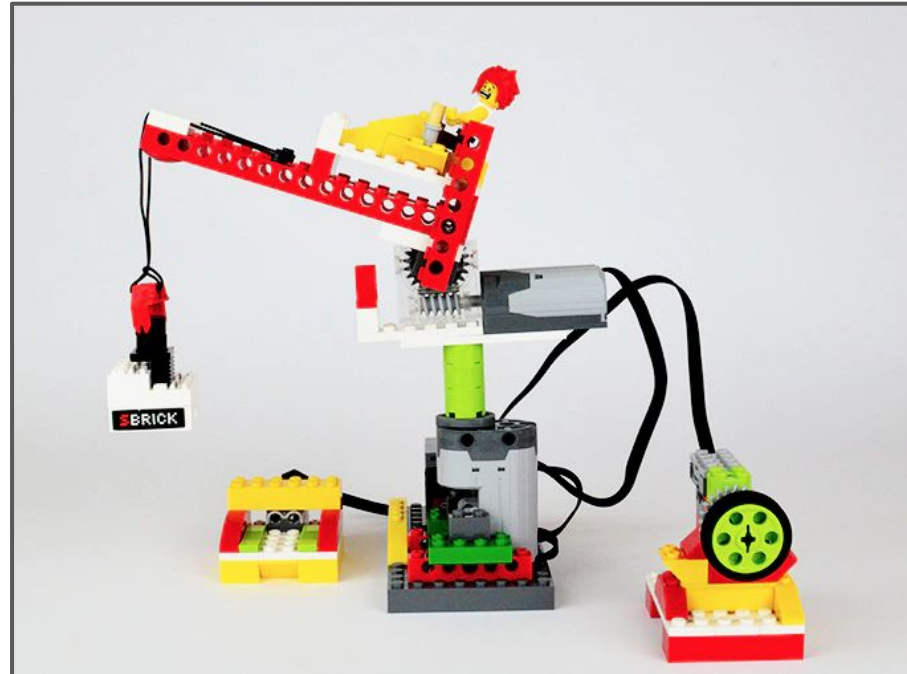
#### Prepare your campaign ^

- Describe your product or service as well as your business model in a short, thrilling way, which is easy to understand.
- Create a short introductory video.
- Provide expressive photos and video-footage of high quality.
- Prepare infographics and diagrams to give your project description an interesting aspect.

# Build! Add graphics, pictures & videos

*Use videos, infographics, photographs and other multimedia material to improve your written presentation.*

HIGHLIGHTED FEATURES	
	<b>LEARNING AND EDUCATION</b> Supports Swift Playgrounds, Scratch and JavaScript. Ideal for parents home schooling their children and a perfect complement to any tech-oriented classroom.
	<b>WIRELESS FREEDOM</b> Radio controlled, compatible with Bluetooth Smart 4.0, 4.1 and 4.2. You can use it indoors or outdoors with low latency, from up to 50m away. You also can control multiple SBricks at the same time.
	<b>LARGE COVERAGE OF DEVICES</b> Apple iPhones, iPads and MacBooks, Android smartphones and tablets, Google Chromebooks, Notebooks, PCs, single board computers with Windows or Linux, Wireless and USB Gamepads
	<b>MAXIMUM COMPATIBILITY</b> Entire Power Functions™ range, Wedo 1.0™, and NXT/EV3 devices are supported. You can control sensors, motors and LEDs.
	<b>CHIP TUNING</b> Juice up your creations with our Chip Tuning feature and have more power fed to your motors. Your creations will be stronger and go faster!
	<b>BUILT-IN SENSORS</b> Your SBrick will tell you the temperature and voltage input, so it can warn you if your batteries are low, or it can automatically protect itself if something goes wrong if it detects overheating.
	<b>SMALL SIZE</b> Easy to hide, you can create more realistic models while using one or more SBricks at the same time.
<ul style="list-style-type: none"><li>• Sensors available using SBrick Plus</li><li>• An adapter is needed to connect the SBrick to NXT/EV3 devices, due to their different connector formats.</li><li>• Chip tuning only available with SBrick</li></ul>	





# Build! Add rewards (1)

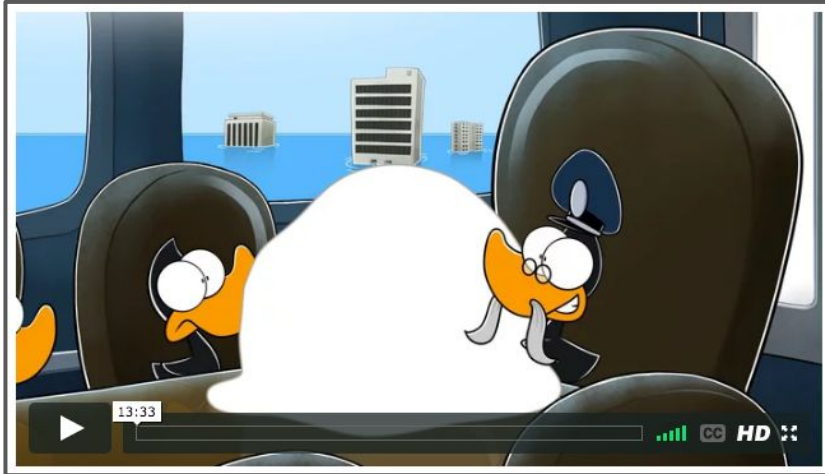
Add at least five rewards to your project and make sure to offer a few for small, some for medium and one or two for bigger purses.

**PLEDGES** Please include 3 GBP shipping cost ♥

	COFFE PLEDGE	STICKER PLEDGE	EARLY BIRD PLEDGE	SBRICK PLEDGE	COLOUR SBRICK	CRANE SET	F1 SET	VOLVO SET	TRANS EDITION	PROTOTYPE TESTER
	5	15	29	40	55	70	120	180	280	300
# OF BRICKS			1 SBrick	1 SBrick	1 SBrick	2 SBricks	3 SBricks	1 SBrick	8 SBricks	3 SBricks
SPECIAL ELEMENTS	Thank you	Sticker	Special Discount	The real deal	Collectors edition	MOC Instruction	MOC Instruction	Full set of 42030	Instructions for our track switch and semaphore designs	(one is a prototype out of the 3 SBricks)
VALUE FACTOR		★	★★★	★	★	★★	★	★★★	★★★	★★
HELP FACTOR	★★	★★	★	★★	★★	★★	★★★	★★	★★	★★★

# Build! Add rewards (2)

*Personalized rewards can help to make it more attractive to join a Crowdfunding campaign.*



# Build! Add rewards (3)

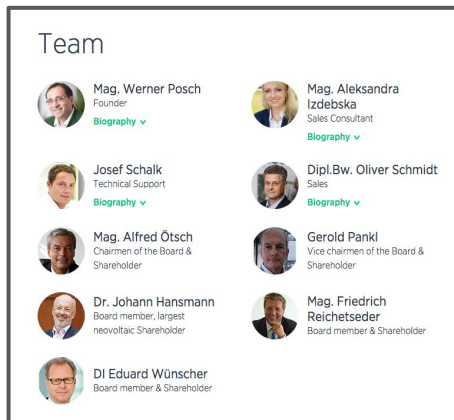
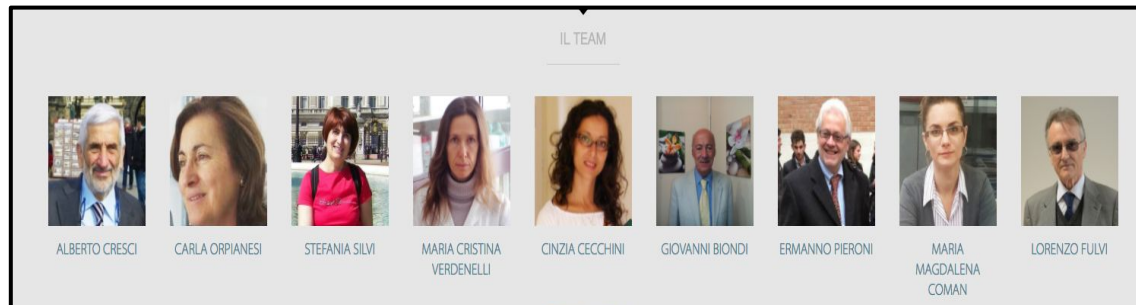
Awards can also be used to attract retail partners.



<b>3 WATCHES</b> (Any 3 watches of your choice)		Estimated Retail \$300 <b>Indiegogo \$180</b> <b>Early-Bird \$162</b> (Limited Quantity)
<b>5 WATCHES</b> (Any 5 watches of your choice)		Estimated Retail \$500 <b>Indiegogo \$300</b> <b>Early-Bird \$215</b> (Limited Quantity)
<b>10 WATCHES</b> (Any 10 watches of your choice)		Estimated Retail \$1,000 <b>Indiegogo \$600</b> <b>Early-Bird \$415</b> (Limited Quantity)
		

# Build! Add team members

Some CFPs offer a direct assignment of team-members to your project. Adding them shows that you are not alone and helps building trust.



# Build! Upload your campaign video

*You can link your YouTube or Vimeo-URL to integrate your pitch video into the campaign-page, although some platforms want you to upload it from your computer.*

Pitch Video or Image


Add a video or image to appear on the top of your campaign page. Campaigns with videos raise 2000% more than campaigns without videos. Keep your video 2-3 minutes. [Learn how to make a great video.](#)

VIDEO IMAGE


Video URL \*

Enter a YouTube or Vimeo URL to appear at the top of your campaign page.

ADD VIDEO



Project video



After an amazing journey of developing interaction, we're finally here to proudly show you what we created.

[Choose a video from your computer](#)  
MOV, MPEG, AVI, MP4, 3GP, WMV, or FLV • 5GB file limit

Have fun – add a video! Projects with a video have a much higher chance of success. For a dose of inspiration, check out the [Creator Handbook](#). Need some help? Visit our [Creator FAQ](#).

Subtitles & Captions

English — English ▾ [Add track](#)

# Build! Upload businessplan and other documents

Most equity- and lending-based CFPs offer a simple PDF upload to make your business plan and other financial documents accessible to investors.

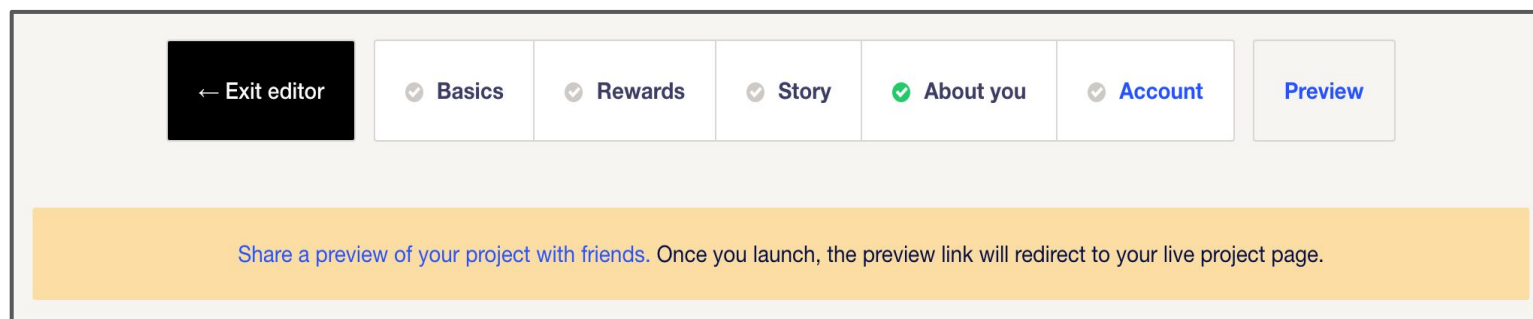
The screenshot displays the Cynny crowdfunding interface. At the top left, a video player shows two women talking, with the title 'Cynny | The Instant Video - Features'. To the right, the offer details are listed: 'CODICE OFFERTA 4492', 'INVESTITORE PROFESSIONALE PRESENTE', and 'LOTTO MINIMO\* € 108'. A note states '\* si accettano sottoscrizioni pari al lotto minimo o multipli PER SAPERNE DI PIÙ' with social media icons for Facebook, LinkedIn, and YouTube. On the far right, the capital requested and collected is shown as '€ 116.829'.

Below this, a navigation menu on the left includes 'IL PROGETTO', 'BUSINESS PLAN', 'CURRICULUM VITAE', 'DOCUMENTI', and 'DOCUMENTO INFORMATIVO'. The 'BUSINESS PLAN' section is active, showing a PDF icon and the title 'Cynny-B2C-Instant-Video-Information-Memorandum'. A description follows: 'I dettagli relativi al progetto Cynny sono riportati nel documento sopra con una descrizione anche del mercato di riferimento e delle dinamiche di creazione di valore per gli investitori.'

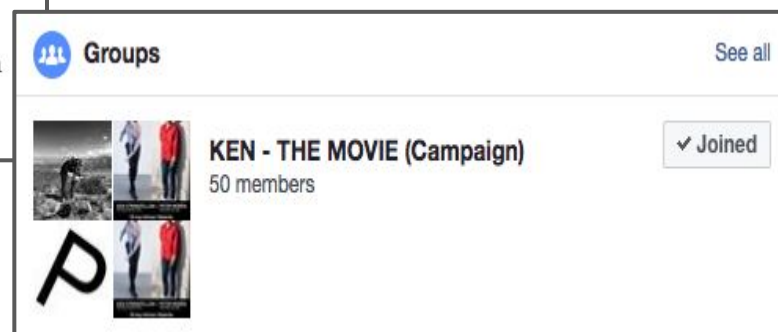
On the right, a 'PROGETTI SOTTO LA LENTE' section features a 'WS websim' logo and a list of recent updates with timestamps and titles, such as '02-12-2015 14:30:35 ALPHABET ENTRA NELLA COMPETIZIONE PER IL MERCATO DEI VIDEO ONLINE' and '16-11-2015 18:28:24 AI GIGANTI DEL WEB FANNO GOLA I VIDEO'.

# Build! Test your campaign and adjust it

Send a preview of your campaign page to friends and colleagues to get feedback. If necessary, adjust your campaign.



Share your campaign with as many people as possible using the Kickstarter preview link to gain feedback to make sure your campaign is clear. Be prepared to make your video more than once if feedback says to make it again. I received advice to remake the video halfway through my campaign but didn't have access to the friend who helped make the first video. :)



# Build! Publish your campaign


*Once everything is set up and you passed the CFP's review process, you can launch your campaign by one simple click!*

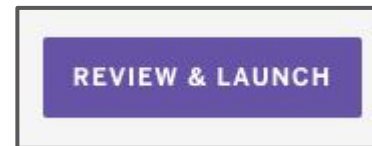
**You can do this.**

Now it's time to think through the specifics: your story, goal, rewards, and why backers should support you.

In the next few days, we'll follow up with tips and resources to guide you through building your project. If you have questions in the meantime, ask the community on [Campus](#) or visit the [Creator Handbook](#).

[Return to your project](#)

 **Kickstarter**





# Transition to the next module

At the end of this module, you should be able to...

- ...understand the different steps necessary to prepare a campaign
- ...select a platform which is suitable for you.
- ...build up the internal structures for your team.

# Crowdfunding: campaigning

Modul 3

# Run your Crowdfunding campaign

*After publishing your campaign there's a lot of work to do, to create buzz and keep your project going.*

## Generate!

- Send personal (e)mails
- Publish press release
- Send direct messages
- Update your community
- Advertise in Social Media
- Use buzz-creation tools
- Organise a kickoff event

## Engage!

- Answer emails & FAQs
- Plan a live Q&A session
- Start a referral contest
- Visit offline events
- Ask for feedback
- Socialize on established channels
- BEWARE: the valley of tears

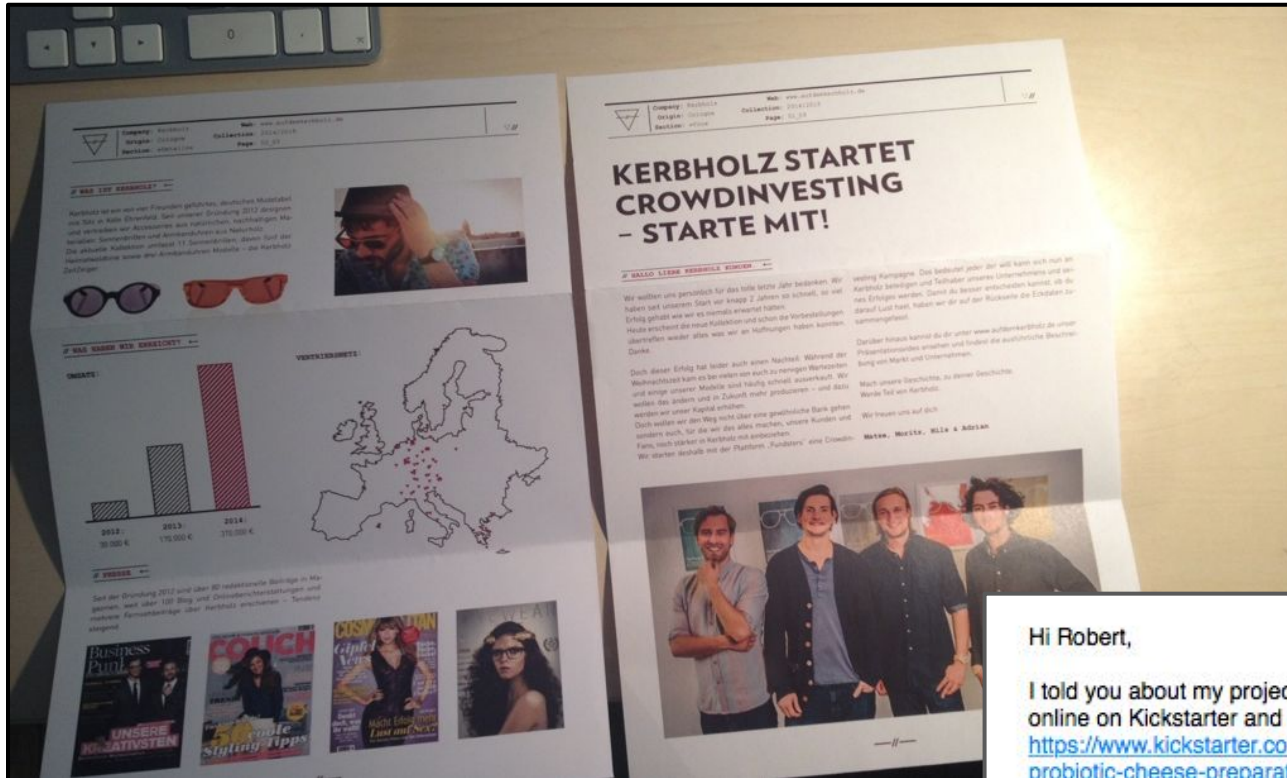
## Update!

- Inform about project status
- Post interviews & articles
- Send out email-newsletter
- Send reminder to close contacts
- Use news/update-area on CFP
- Communicate new rewards & stretch goals
- Present testimonials

**Generate!**

# Generate! Send personal (e)mails

Inform your family & friends about the campaign launch by sending personalised (e)mails.



Hi Robert,

I told you about my project last week, when we met in Maribor. Now it's online on Kickstarter and I'd really appreciate if you share the link:

[https://www.kickstarter.com/projects/353596452/kefirko-cheese-maker-probiotic-cheese-preparation?ref=home\\_popular](https://www.kickstarter.com/projects/353596452/kefirko-cheese-maker-probiotic-cheese-preparation?ref=home_popular)

Regards,  
Marco Polko

# Generate! Publish a press release

Provide a press release and send it out to as many journalists as possible to get some coverage at campaign-start.

**EIN PRESSWIRE** Questions? +1 800-883-2055 [LOGIN](#)  
[Set Up FREE Account](#) [Submit Release](#)

[Why Us](#) [Press Releases](#) [Services](#) [Pricing & Comparison Chart](#) [Distribution](#)  [Resources](#) [Contact](#)



There were 1,023 press releases posted in the last 24 hours and 170,891 in the last 365 days. [World Media Directory](#) · [RSS](#) · [Email Newsletters](#)

## Funded overnight! flying tent reached funding goal on Kickstarter within 24 hours

*flying tent, the world's first all in one floating tent, bivy tent, hammock and rain poncho instantly excites the backer community.*

ST. VEIT AN DER GLAN, CARINTHIA, AUSTRIA, April 14, 2016 /EINPresswire.com/ -- To bring flying tent to life the Austrian start up started a crowdfunding campaign on [Kickstarter](#). Within 24 hours the project reached the funding goal of EUR 20.000. Now the project is 500% funded.

As soon as you start packing for any outdoor adventure, you will find yourself standing in front of tons of equipment. With this problem in mind and due to their passion for traveling and nature the young Austrians started to find smart solutions and created the unique flying tent to be prepared for every outdoor situation.



**Contact Author**

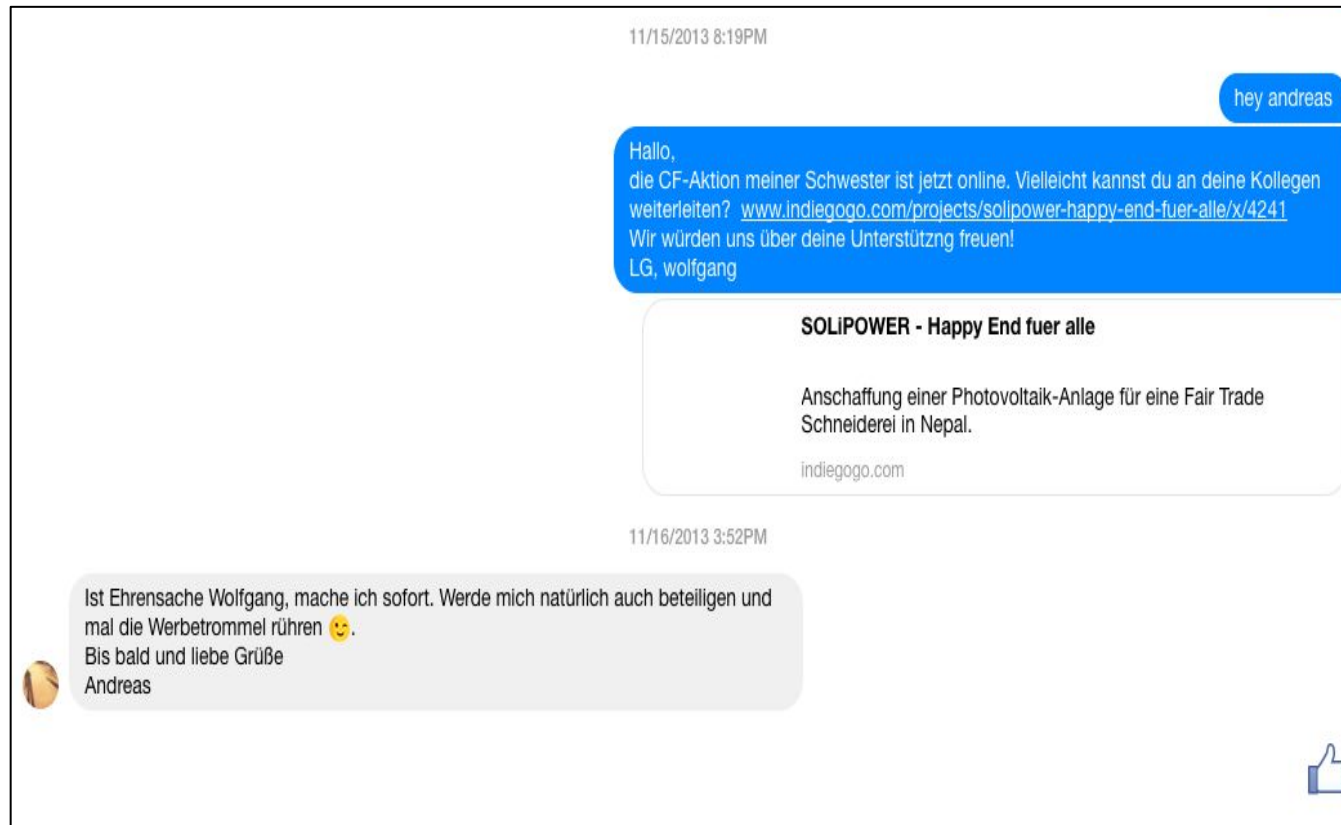
Eva Rieseemann  
flying tent  
+4367684352222  
[email us here](#)

**Share This Story**

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[Google+](#)  
[Print](#)  
[PDF](#)

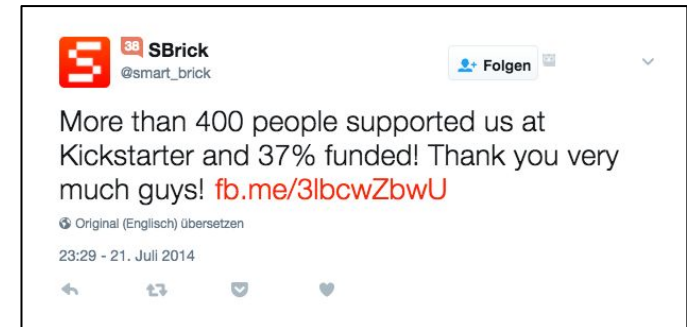
# Generate! Send direct messages

*Use Facebook, WhatsApp and other messengers to tell your friends about your campaign-start.*



# Generate! Update your community

*Whenever something happens worth knowing, tell your friends & fans about it on every channel possible.*






# Generate! Advertise in Social Media

Use e.g. Facebook-Ads to navigate potential customers to your project-page or website or grow your community.


Advertisers define who they want to reach based on factors like interests, age, location and more.

We show their ads to the people most likely to be interested in their products, services and causes.

When an advertiser wants to reach...  
Nearby cyclists



We show their ad to people like...  
Elena



- Between **18 - 35** years old
- Female**
- Within **20 miles** of my store
- Interested in **bicycling**
- Mobile** users

- 30** years old
- Female**
- Menlo Park, CA**
- Interested in **bicycling** movies, cooking
- iPhone user** car shopper, gamer

Sponsored Create Ad



**Cooler Brettspiel + Exklusive Goodies für Supp...**  
kickstarter.com  
★ Unser Kickstarter Kampagne ist Live! Warum solltest du uns auf Kickstarter unterstützen...




**GREEN ROCKET**  
PROJEKT ENTDECKEN

Jetzt am Gewinn partizipieren & 5% Zinsen p.a. ...  
www.greenrocket.com  
GreenTec Award 2016 Gewinner EXYTRON schafft bis dato Unmögliches: Unbegrenzte Kapazitäten...

**paprcuts.de**  
Sponsored · €

Sieht aus & fühlt sich an wie ein Armband aus Papier, aber es ist eigentlich deine tolle neue ARMBANDUHR.  
Hol dir jetzt nur mit diesem Link deine PAPER WATCH versandkostenfrei:  
[bit.ly/1xPAPERWATCHnoshopping](https://bit.ly/1xPAPERWATCHnoshopping)



**Der Crowdfunding Megaerfolg aus Berlin**

Hol dir deine PAPER WATCH für 30€!

**The PAPER WATCH**  
Ein kurzes Video vom Team und dem Produkt findest du auf der Crowdfunding Page.

INDIEGOGO.COM Learn More

18 1 Comment


# Generate! Use buzz-creation tools

Work with trustworthy online tools to spread the word about your campaign and get some social reach.

## Phonebloks

by Dave Hakkens category: **Product**

**“Show the world we want a phone worth keeping! #phonebloks <http://thndr.it/12IPDsQ>”**



Dave Hakkens

EMBED </>

**SUPPORTERS**  
**979,203** of **900,000**  
108% of goal supported

**SOCIAL REACH**  
**381,740,087**  
People

**TIME LEFT**  
**Complete**  
Ends Oct 29, 11:00 AM EDT

**COMPLETE**

This campaign ended on **October 29 at 11AM**



**Krowdster**

@krowdster FOLGT DIR

Crowdfunding Marketing & PR Software for Rewards & Equity Campaigns. Find Backers, grow your crowd on Twitter, viral launch contests & more

📍 Santa Monica, CA

🔗 [krowdster.co](http://krowdster.co)

# Generate! Organise a kick-off-event

*Invite family & friends to a special event to celebrate your Crowdfunding launch and also share it online.*



24.11.16

**KICK OFF PARTY**

Vresh Store Eferding

VRESH PUN SCH FREE

preorder & support on **KICK STARTER**

VRESH

The image is a promotional graphic for a 'Kick Off Party' event. It features a central text area with the date '24.11.16' in green, followed by 'KICK OFF PARTY' in large, bold, black letters, and 'Vresh Store Eferding' below it. To the left is a green pineapple logo with the text 'VRESH PUN SCH FREE'. To the right is a pair of folded dark blue denim jeans with a green circular sticker that says 'preorder & support on KICK STARTER'. The 'VRESH' brand name is visible on the jeans pocket.

**Engage!**

# Engage! Answer emails & FAQs

Be prepared that potential supporters will have questions about your product, company or Crowdfunding-related issues and try to answer it as soon as possible.

The screenshot shows the Visionbakery website interface. At the top, there's a navigation bar with 'Home', 'All Projects', 'Start a crowdfunding project', 'Blog', 'FAQ', and 'About'. The main header features the 'detektor.fm' logo and the text 'Journalism Leipzig, Germany'. Below this, there are tabs for 'Project details', 'Blog (0)', 'Questions (4)', and 'Supporters (717)'. The 'Questions' tab is active, displaying a list of questions. The first question is from Michael Möller, asking about the choice between two mail addresses. The second question is from detektor.fm, asking 'Warum habt ihr geholfen?'. On the right side, there's a project summary for 'DETEKTOR.FM' showing it is 'Already ended!' with a goal of €44,937.90 and a current amount of €48,068.65 (107% funded). It also shows 717 supporters and a 'Successfully funded!' badge.

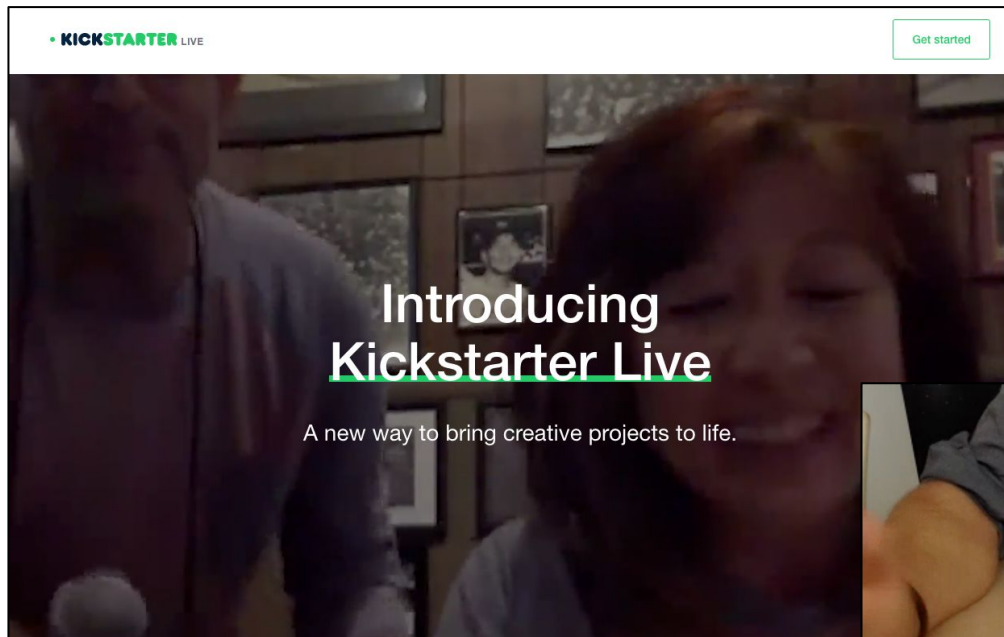
The screenshot shows a PRYNT newsletter or FAQ page. It starts with the text: 'PRYNT will launch in **January** and we will notify you the exact Launch Date soon however we would like to answer a few questions that some of you have asked :'. There are three main sections, each with a question and an answer:

- What Phones does PRYNT work with?**  
PRYNT is currently compatible with the **iPhone 5 & 6** and the **Samsung Galaxy S4 & S5**. However we are working on making PRYNT compatible with more phones and we would love to know what phone you would like to be on our priority list **<watch this space for more>** !
- How do I buy PRYNT?**  
If you want to be the first one to get a PRYNT case, you will be able to participate in the pre-order campaign that we will launch in January. The case will cost **only 99\$**, and will be available to buy from **everywhere in the world**. Also we will have loads of other deals for you to choose from in case you wish to buy more than one.
- What about the Paper?**  
The paper used for the case works on **Zero Ink** - that means no ink cartridges, the magic is in the paper! You will be able to buy some with your case initially and later purchase more on our website or directly from our application. That simple! It will cost only **30 cents/sheet**.

At the bottom, there's a closing statement: 'We will soon update you on the steps to buy PRYNT and answer more of your questions, but feel free to contact us in case you have a question not listed here or you have something to say to us.'

# Engage! Plan a live Q&A session

*Give the crowd a possibility to ask questions live by using video-streaming portals or integrated tools on the CFP.*



Source: Kickstarter Live, <https://live.kickstarter.com/explore>; EXCHIMP on Kickstarter Live, <https://live.kickstarter.com/stefan-ponsold/live-stream/exchimp-ai1-virtual-reality-headset-q-and-a-session-2>;

# Engage! Start a referral/launch contest

CFPs often offer unique URLs to track which supporter/user shared the campaign. This feature can be used for a referral contest: Let people help you spreading the word and offer something in return for e.g. the 3 most active supporters.

<p><b>\$1,000</b></p> <p>Refer as many friends as you can. When their contributions total at least \$1,000, you'll get a free Geek Out!</p> <p><b>24</b> earned</p> 	<p><b>\$2,500</b></p> <p>When your friends' contributions total at least \$2,500, you'll also get a free Geek Pulse!</p> <p><b>10</b> earned</p> 
<p><b>\$3,500</b></p> <p>When your friends' contributions total at least \$3,500, you'll also get a free Geek Blue!</p> <p><b>7</b> earned</p> 	<p><b>\$5,000</b></p> <p>When your friends' contributions total at least \$5,000, you'll also get a free Geek LPS!</p> <p><b>5</b> earned</p>  <p>updated December 17</p>

**Launch Contest Demo Page**

Replace this text with your contest description. You can customize logo, text, team, and backgrounds and add analytics and more!

[More Information](#) [Enter to win](#)

**Enter to Win our Contest**

Subscribe to our launch notification list and enter to win one of our awesome rewards.

Enter your First Name

Enter your Last Name

Enter your Email Address

**ENTER TO WIN!**

# Engage! Visit offline events

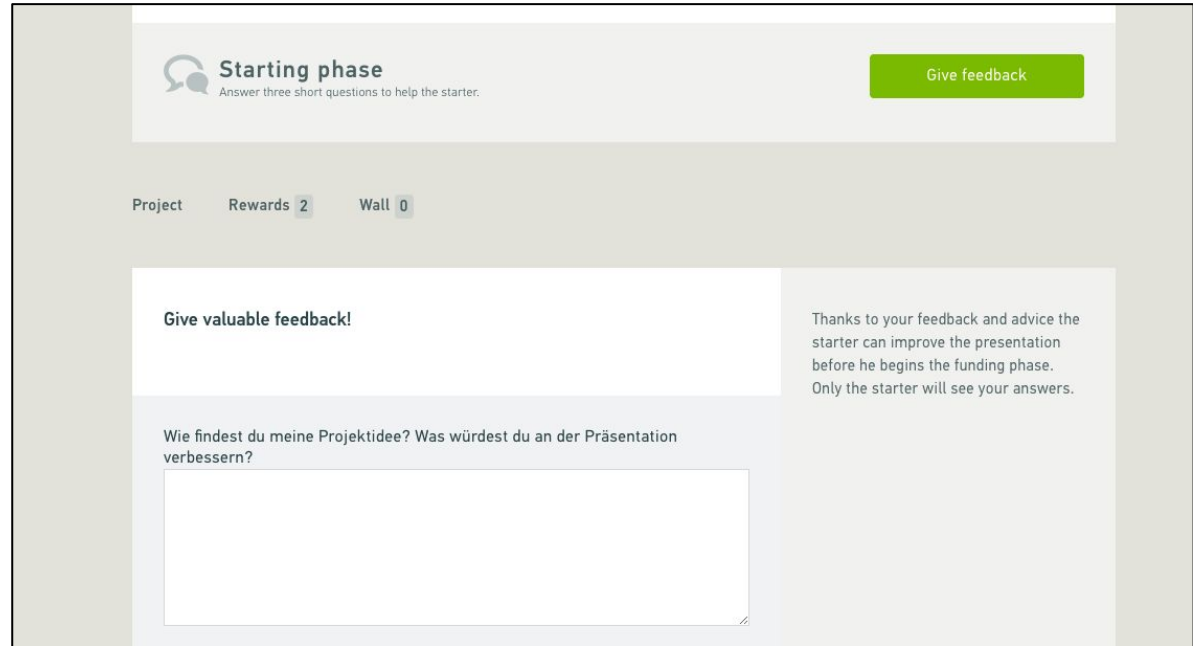
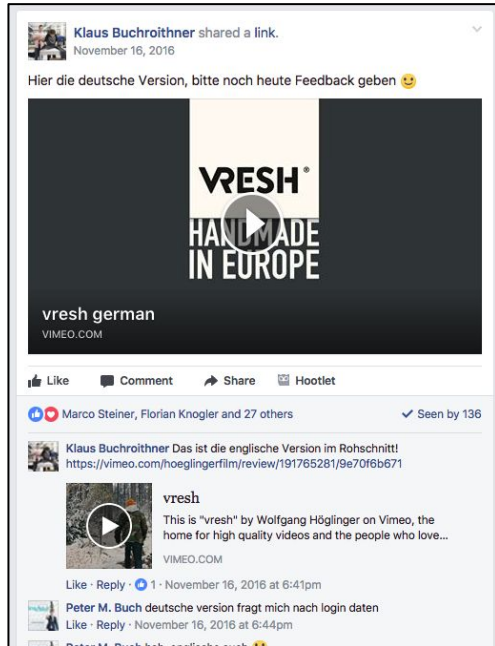
*Be present at special industry & Crowdfunding events and tell attendees about your product/project.*





# Engage! Ask for feedback

*You can either use your own channels (like closed Facebook groups, email etc.) or the built-in features on CFPs to get valuable feedback from your family & friends before you launch your campaign.*



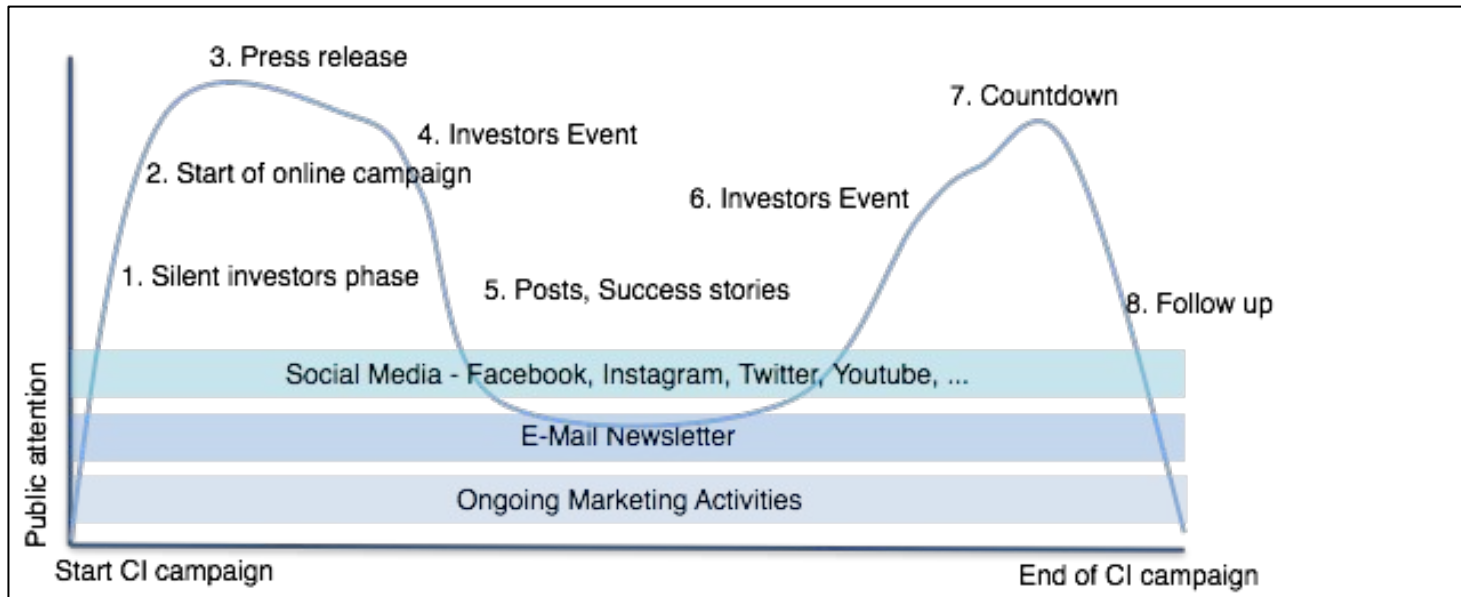
# Engage! Socialize on established channels

*Use your preferred channels to talk and chat with your community and get them to support your project/cause.*



# Engage! The valley of tears

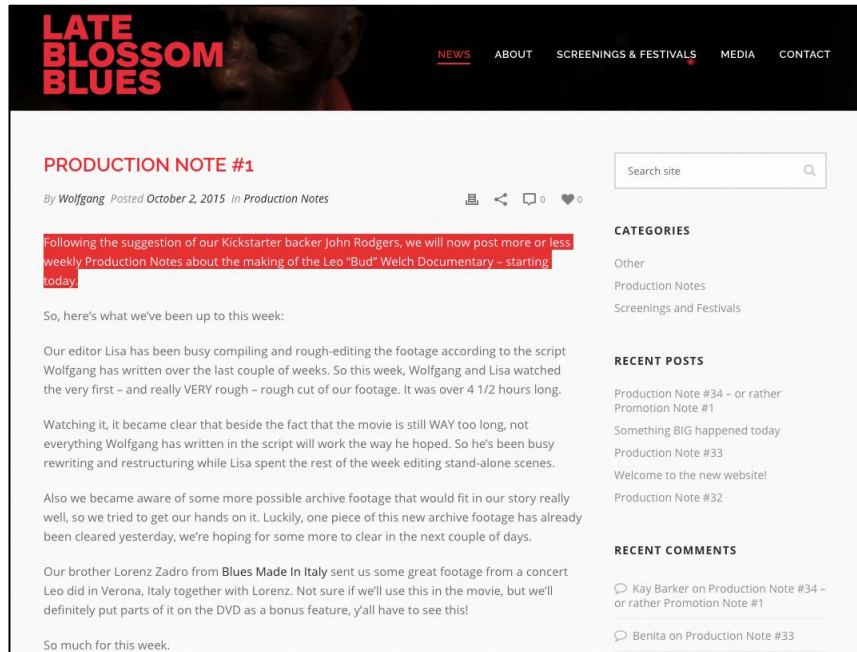
*Although you communicate about your project all the time, be prepared that there will be some days without any interaction.*



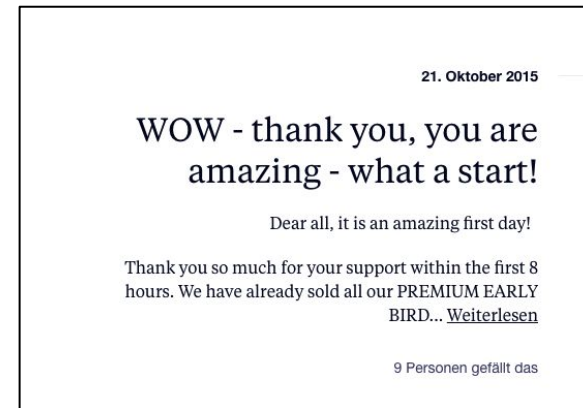
**Update!**

# Update! Inform your contacts about project status

Keep your fans & supporters in the loop about the project itself, but also update them about the Crowdfunding-status.



The screenshot shows a blog post on the website 'LATE BLOSSOM BLUES'. The post is titled 'PRODUCTION NOTE #1' and is dated October 2, 2015. The author is Wolfgang. The post content discusses the production process, mentioning that the editor Lisa has been busy compiling and rough-editing the footage. It also mentions that the script Wolfgang has written over the last couple of weeks is being watched and that the very first - and really VERY rough - rough cut of their footage was over 4 1/2 hours long. The post concludes with a note that their brother Lorenz Zadro from 'Blues Made In Italy' sent them some great footage from a concert in Verona, Italy, which they hope to use in the movie.



The screenshot shows a crowdfunding update dated 21. Oktober 2015. The text reads: 'WOW - thank you, you are amazing - what a start! Dear all, it is an amazing first day! Thank you so much for your support within the first 8 hours. We have already sold all our PREMIUM EARLY BIRD... Weiterlesen'. At the bottom, it says '9 Personen gefällt das'.



The screenshot shows a crowdfunding update dated 6. April 2016. The text reads: '100% FUNDED within 24 hours 100% FUNDED within 24 hours. We're totally overwhelmed. There will be definitely no sleep tonight „grin“ THANKS FOR YOUR SUPPORT and joining the flying tent tribe. Spread the word... Weiterlesen'.

Source: Late Blossom Blues Blog, <http://lateblossomblues.com/production-note-1>; LUMA ACTIVE on Kickstarter, <https://www.kickstarter.com/projects/luma/luma-active-first-ever-lighting-headgear-for-outdo/updates>; flying tent on Kickstarter, <https://www.kickstarter.com/projects/255929858/flying-tent-7-seconds-to-the-stars/updates>

# Update! Post interviews & articles

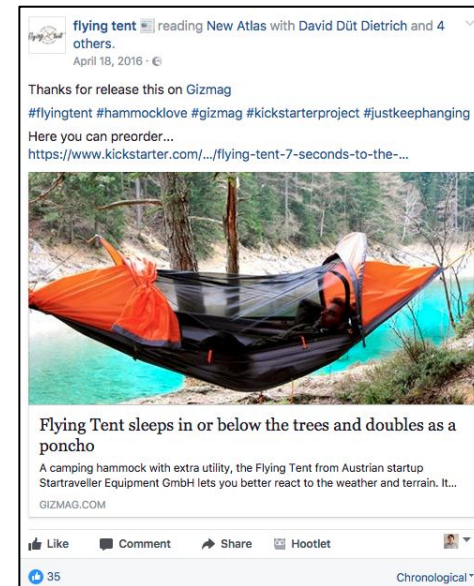
As soon as you get press coverage, share these articles and interviews with your community to provide additional insights on you and your projects.

## LUMA ACTIVE IN THE MEDIA

We are super happy that a number of reports about LUMA ACTIVE have already been published and more are yet to come. One report about LUMA ACTIVE has also been broadcasted on TV!!!




**SPORT**  
aktiv



# Update! Send out email-newsletters

*Use your email-lists to regularly update your community about Crowdfunding-successes, but also the process of the main project.*



Dear friends, we're soon leaving California, so here is one last update from the road:

**Third week of KEN - THE MOVIE shooting!**


In Santa Cruz (California) we did some shooting in a laundromat, at the beach, in a record store and at the Saturn diner. After that we headed into San Francisco, not shooting, sadly but picking up a second camera (we had tech issues). Amazing city! Someone should make a film there. Ahem. Traveling onward to Bellingham (Washington), the Character finds himself immersed in green trees dappled in sunlight, and floating on sun-sparkling lakes...find some pics on Facebook: [week three](#)


**Special video & the last hours on Indiegogo!**

Today, we had our very last shooting day of KEN - THE MOVIE, which makes us feel happy sad! It was such an honor to work with these great people, sharing this really intense and overwhelming experience. We are humbled, confused, touched. And dear supporters, thank you all for your help and trust. We recorded a short video for all of you - but especially for those who already backed our campaign and those who will in the last few days. Here is our video, [watch it now](#), and keep on telling your friends about on [KEN - THE MOVIE on Indiegogo](#), please!

Thank you so much,  
Claudia Rorarius (director) and Ken Stringfellow (main cast)

Jetzt schnell zugreifen!

 **ONLY 48 HOURS LEFT!**



**Hallo Wolfgang,**

T-Tick, tack, tick, tack, die Zeit tickt! Unsere Kickstarter Kampagne hat ihr erstes Ziel erreicht. Fast **300 Personen** unterstützen und vertrauen uns!

Wir brauchen nur mehr 1.635€, damit wir das erste Stretch-Goal erreichen!

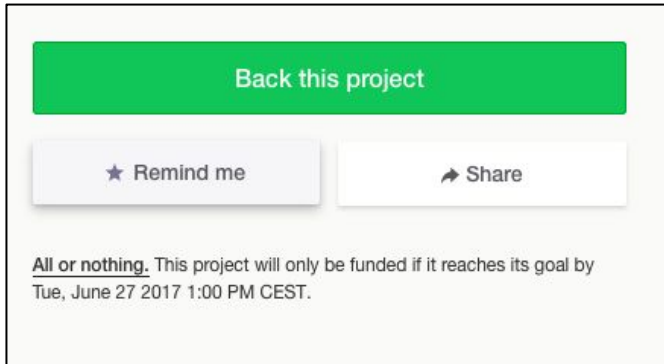
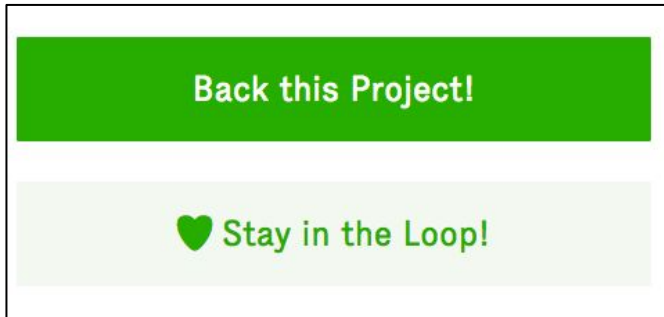
Die Kickstarter Kampagne endet am 19. Mai, also in **48 Stunden**. Schnapp Dir Dein Exemplar von „INTERACTION – Langeweile war gestern!“, solange Du noch die Möglichkeit hast!

[>> UNTERSTÜTZE DIE KAMPAGNE UND BEKOMM DAS SPIEL<<](#)

Liebe Grüße,  
Gerti

# Update! Send reminder to close contacts

*Supporters sometimes use the integrated reminder-feature of the CFP, but it is more efficient and convincing to send out personal reminders (email, direct messages etc.).*





# Update! Use news/update-area on CFP

*Every CFP has a news/blog/update-area you can use for providing breaking or important news about your project. Use it!*

O PROJEKTE **NOVINKY 10** KOMENTÁRE PODPOROVATELIA 135 O AUTOROCH

## Nová edícia Memoniku je na svete!

Update #10, 18.12.2016

Vážení predobednávateľa!

S veľkým potešením vám chceme oznámiť, že nová edícia Memoniku je už niekoľko dní na svete :) Hra už obsahuje všetky komponenty, dokonca aj niečo navyše:) V priebehu minulého týždňa si už prví z vás mohli preto odnieť nové Memoniky do svojich domácností.

Tí z vás, ktorí nás ešte nekontaktovali, vedzte, že pre dodanie predobjednaných hier si môžete vybrať **osobný odber** v Bratislave, alebo **doručenie kuriérom**.

Prosíme vás o zaslanie odpovede na [info@memonik.sk](mailto:info@memonik.sk) a v prípade doručenia kuriérom nám dopyšte aj adresu, kam máme Memonik doručiť + kontaktné telefónne číslo.

Prajeme vám mnoho príjemných chvíľ strávených s našim hmatovým pexesom. Ďakujeme za vašu podporu a trpezlivosť.

S pozdravom

Váš Memonik tím



posted by Ana Teskera  
Feb 22, 2017 • 3:58PM  
3 months ago

Exactly one year ago from today we started this campaign, so here's an update just to let you know what you've done...

You invested in a successful business - we sell beer in more than 35 bars and stores all over Croatia and we already doubled the production since August 2016.

You invested in a successful campaign - we have shipped all the perks (except those who required postponing by demand).

You invested in a cooperative that makes a difference - we share our knowledge in as many conferences or emails (etc) as we can.

You invested in other breweries - we help them find their own solutions for businesses.

So if you feel guilty as charge for the above mentioned - find yourself in this transparent we made out of your names. Brlog is made of YOU - the best crowd ever!



Love, Maja&Ana

# Update! Communicate new rewards & stretch goals

As soon as you reach your (minimum) funding goal, inform your supporters about your next goal and - if available - about new rewards to motivate them and keep the traction going.

**Stretch Goals**

**FUNDING GOAL € 15,000**  
LUMA ACTIVE MANUFACTURING CAN START NOW.

**ADDITIONAL COLORS € 30,000**  
TWO ADDITIONAL COLORS WILL BE AVAILABLE FOR EVERY BACKER AT THE END OF THE CAMPAIGN.

**THERMO EDITION € 60,000**  
THE BLACK LUMA ACTIVE CAP AND HEADBAND WILL ALSO BE AVAILABLE WITH THERMOLITE® FABRICS THAT ISOLATE AND KEEP YOU PLEASANTLY WARM ON COLDER DAYS. EVERY BACKER CAN CHOOSE THE FABRICS AT THE END OF THE CAMPAIGN.

**IT REMAINS EXCITING € 100,000**

**Funding Goal (€ 15,000)**  
LUMA ACTIVE manufacturing can start now.

**Additional colors (€ 30,000)**  
Two additional colors will be available for every backer at the end of the campaign.

**THERMO edition (€ 60,000)**  
The black LUMA ACTIVE cap and headband will also be available with THERMOLITE® fabrics that isolate and keep you warm on colder days. Every backer can choose their preferred LUMA ACTIVE fabric at the end of the campaign.

**adeo ALPIN internationalization**  
– funding goal increased to EUR 1,250,000,-

🕒 19. April 2017 by Lara Scheibner in [adeo ALPIN Hotels](#)

Due to the great demand in Austria, adeo ALPIN Hotels expand the crowdfunding campaign to international guest markets and increase the funding goal to EUR 1,250,000. "Our successful crowdfunding campaign is clearly notable in the booking center. Through the further expansion to Germany, Switzerland, Slovenia and Slovakia, we want to win investors, but most importantly [...]"

[read more](#)

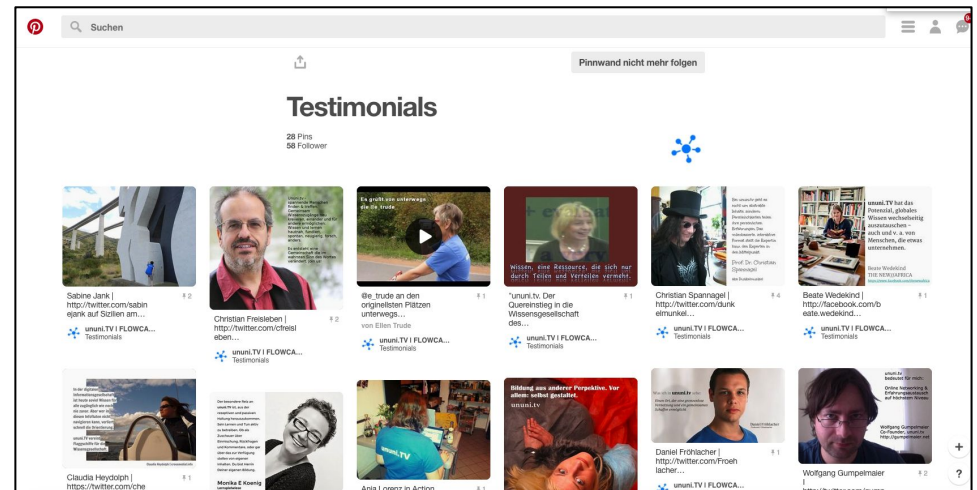
# Update! Present testimonials

*Ask influencers to support you during your campaign with quotes, pics or recommendations to leverage your reach!*

With courage and passion, we have already succeeded in convincing the most successful Austrian business angels Hansi Hansmann, Michael Altrichter and Stefan Kalteis. With your support as our Crowdinvestor, we will be one of the country's leading technology companies in the coming years.



Johann "Hansi" Hansmann, Damian Izdebski, Stefan Kalteis, Michael Altrichter



# Transition to the next module

At the end of this module, you should be able to...

- ...run a campaign
- ...have ideas about online and offline events during the campaign
- ... have ideas on how to overcome obstacles in your campaign.

# Crowdfunding: post-campaigning

Module 4

# Finish your Crowdfunding campaign

*After a successfully finished Crowdfunding campaign, founders often focus on their main businesses. Do not forget your Crowd!*

## Thank!

- Communicate your success
- Special thank your supporters
- Update your campaign-page
- Follow-up journalists and influencers
- Party with your team

## Fulfill!

- Send out backer-surveys
- Produce your product
- Invite supporter to events
- Prepare bills for everyone
- Check your taxes/account
- Reward supporters as promised
- Write quarterly reports\*
- Communicate milestones

## Grow!

- Redirect to your online shop
- Document learnings from your campaign
- Identify “true” believers amongst your supporters
- Work with your success
- Prepare another campaign
- Establish a Crowd-business
- Turn Crowdfunding into eCommerce

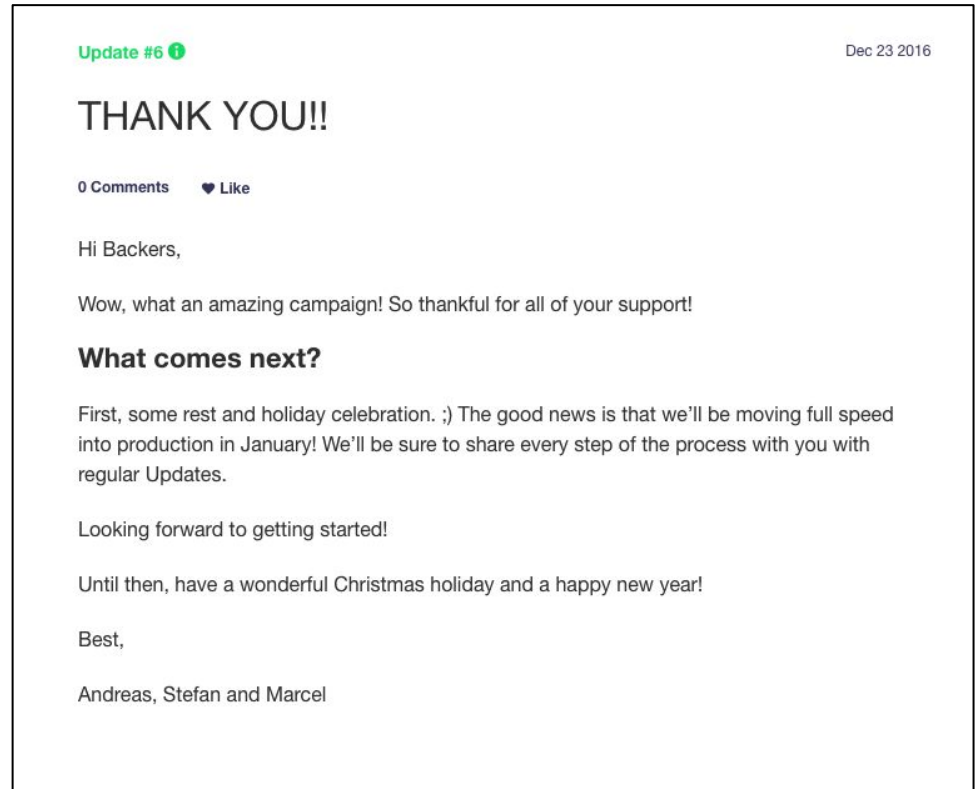
**Thank!**

# Thank! Communicate your success

*The moment your campaign ends successfully is the moment to tell everyone about this fact. Spread the word!*



A screenshot of a Facebook post from the page 'Bionictoys'. The post is dated December 22, 2016. The text of the post reads: 'We did it!! We're now 100% FUNDED!!! Thanks everyone for your amazing support! We can't wait to bring you bionicTOYS in the new year! Until then, happy to see what more these last 12 hours will bring.' Below the text is a video thumbnail showing a young child with blonde hair, smiling broadly, with the text '100% Funded thank you so much!' overlaid on the image. At the bottom of the post, there are interaction buttons for 'Love', 'Comment', 'Share', and 'Hootlet'. Below these buttons, it says 'You, Christine Utterberg and 61 others' and 'Chronological'.

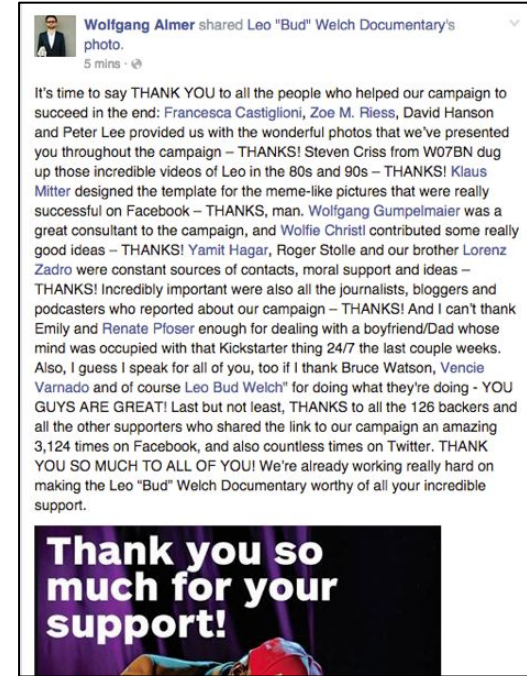


A screenshot of an 'Update #6' from the Bionictoys page, dated Dec 23 2016. The update title is 'THANK YOU!!'. Below the title, it shows '0 Comments' and a 'Like' button. The main text of the update reads: 'Hi Backers, Wow, what an amazing campaign! So thankful for all of your support! **What comes next?** First, some rest and holiday celebration. :) The good news is that we'll be moving full speed into production in January! We'll be sure to share every step of the process with you with regular Updates. Looking forward to getting started! Until then, have a wonderful Christmas holiday and a happy new year! Best, Andreas, Stefan and Marcel'.



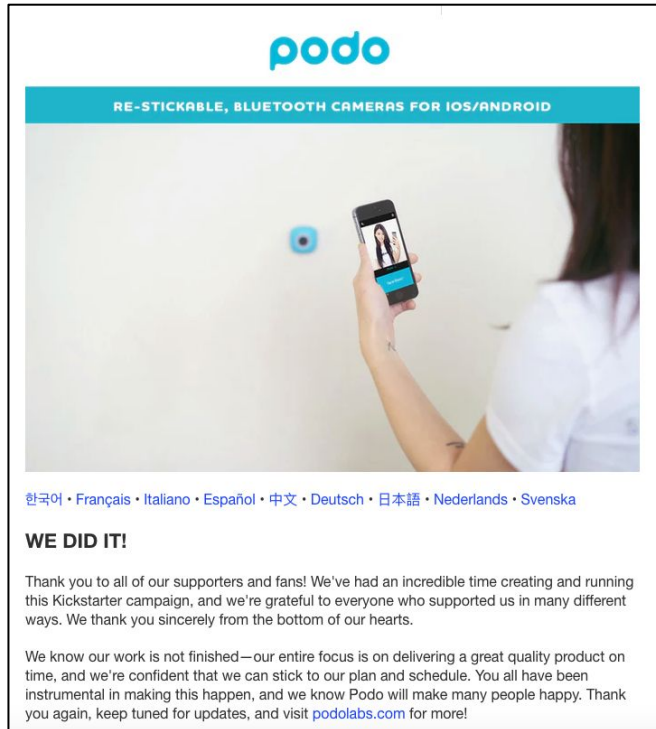
# Thank! Special thank your supporters

*Include personalized thank you notes in Facebook, where you can tag the supporters.*



# Thank! Update your campaign-page

*Add an additional text block to inform visitors about the successfully funded project and redirect them.*



**podo**

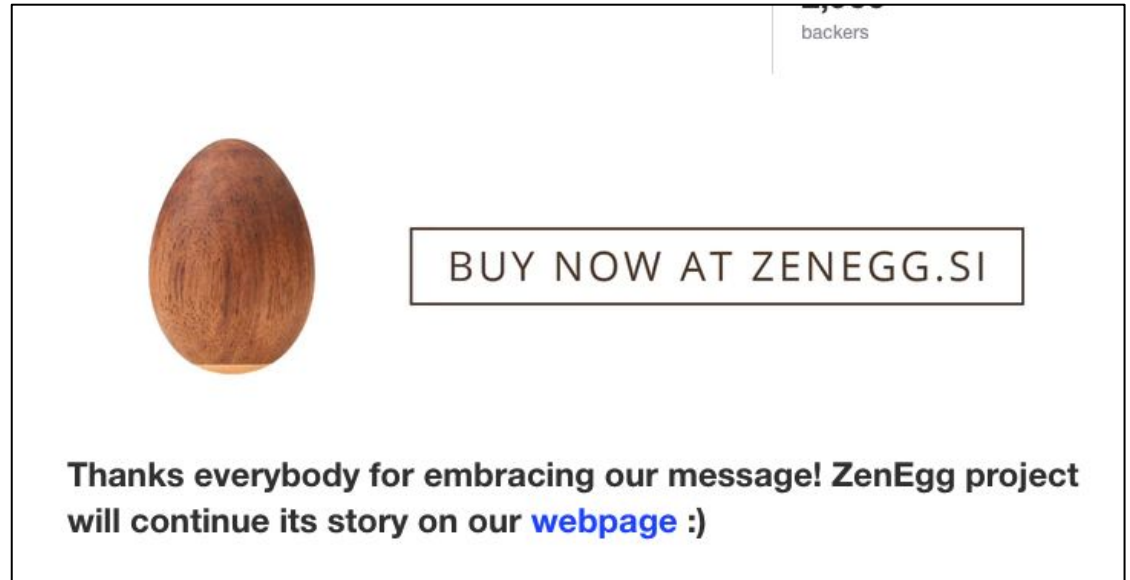
RE-STICKABLE, BLUETOOTH CAMERAS FOR IOS/ANDROID

한국어 · Français · Italiano · Español · 中文 · Deutsch · 日本語 · Nederlands · Svenska

**WE DID IT!**

Thank you to all of our supporters and fans! We've had an incredible time creating and running this Kickstarter campaign, and we're grateful to everyone who supported us in many different ways. We thank you sincerely from the bottom of our hearts.

We know our work is not finished—our entire focus is on delivering a great quality product on time, and we're confident that we can stick to our plan and schedule. You all have been instrumental in making this happen, and we know Podo will make many people happy. Thank you again, keep tuned for updates, and visit [podolabs.com](http://podolabs.com) for more!



backers

BUY NOW AT ZENEGG.SI

**Thanks everybody for embracing our message! ZenEgg project will continue its story on our [webpage](#) :)**

# Thank! Reflect your Crowdfunding experience

*Use the post-campaign strategy to write about what the Crowdfunding campaign achieved, but also what went wrong*

**What we learnt about crowdfunding, from our own crowdfunding campaign.**



Article from  
medium.com

Read it

In case you haven't heard, we recently finished a very successful Kickstarter campaign. According to Kickstarter we were the 6th most...

Published November 17, 2015  
Written by Luuv

# Thank! Follow up journalists & influencers

*Do not forget to update journalists after you finished your campaign. You will need so more press-coverage for your product-launch in the future.*

## **Most Successful European Crowdfunding Campaign**

04/04/2014

The new press release is available here.

[Read more](#)

---

## **Bragi goes Kickstarter**

31/03/2014

The high resolution press kit is available here.

[Read more](#)

# Thank! Party with your team

*Sometimes a Crowdfunding campaign seems like a 24/7 job. After you reached your goal, take a moment, breathe and celebrate. But do not forget to take a picture :)*



**Fulfill!**

# Fulfill! Send out supporter surveys

*Make sure all your supporter-data is correct before sending out rewards.*



posted by Team Nimuno - Division of Chrome Cherry Design Studio  
May 9, 2017 • 8:47PM

vor 9 Tage

## **Backerkit Surveys – Within the next 48 Hours**

Dear Backers thank you for making our project a reality and for being patient while we set up the BackerKit Surveys! **You will receive an email with a special link to your BackerKit surveys within the next 48 hours.** It is important to respond to your survey as quickly as you can since we need this information for fulfilling your rewards.

You do not need to create a BackerKit account to fill out your survey, just click on the survey link, fill it out, and you're all good to go! **You will be able to choose colors and tape types, provide shipping information, and pledge for more "add-ons" if you'd like.** You do not have access to this survey link yet, but it will be available soon via email!

If you decide later that you want to edit your survey response, you can go back to your survey and change it any time before we lock down the surveys for processing.

If you need to review your information or pledge status, you will be able to recover your survey here: [nimunoloops.backerkit.com](http://nimunoloops.backerkit.com).

If you used your Facebook login for your Indiegogo account, the BackerKit survey will be sent to the email you used for your Facebook account. If you have another email address that you would prefer to use, please contact support at [nimunoloops.backerkit.com/faq](mailto:nimunoloops.backerkit.com/faq) and we'll get you sorted out!

Regards,

Team Nimuno

# Fulfill! Produce your product

*After you finished your campaign, you have to make sure to start with producing your product properly.*

- Finish prototyping
- Find a manufacturer
- Find a retailer
- Open a webshop
- Organise shipping
- Manage packaging
- ...



# Fulfill! Invite supporters to events

*Organise a supporters/investors party to show your product and give away your rewards, if promised.*



25.04.17 11-19 Uhr

**RELEASE PARTY WIEN**

**NOB**  
**NOBs** Die Bonbon Manufaktur  
Neubaugasse 80, 1070 Wien

funded with  
**KICK STARTER**

VRESH

# Fulfill! Prepare bills for everyone




After the campaign, you have to provide a bill to all supporters. Platforms will let you download all information necessary to correctly create those bills.

## Payment information

Your card will not be charged at this time. If the project is successfully funded, your card will be charged \$5.00 when the project ends.

**Card information** SECURE Visa, MasterCard, or American Express

Name

Card number    

Expiration   CVN

Remember this card for future pledges

**Billing address**

Country

Address 1

Address 2

City

State

Postal code

By pledging you agree to Kickstarter's [Terms of Use](#) and [Privacy Policy](#)

**IMPORTANT**

Kickstarter does not guarantee projects or investigate a creator's ability to complete their project. It is the responsibility of the project creator to complete their project as promised, and the claims of this project are theirs alone.

[Learn more about accountability](#)

PLEDGE AMOUNT

**\$5.00** [Edit](#)

SELECTED REWARD

**Pledge \$5 or more**

Hug

Estimated delivery: Feb 2015

FREQUENTLY ASKED QUESTIONS

- [How do I pledge?](#)
- [When is my card charged?](#)
- [So I'm only charged if funding succeeds?](#)
- [What can others see about my pledge?](#)
- [What if I want to change my pledge?](#)
- [If this project is funded, how do I get my reward?](#)

# Fulfill! Check your taxes/account

*Talking to your tax consultant is important - especially afterwards to avoid unexpected payments.*

- **VAT on Sales for Reward-Based**
- **Income Tax for Donation- and Reward-Based**
- **Capital Tax for Equity- and Lending-Based**

# Fulfill! Reward supporters as promised

*No matter if you promised a reward or regular updates, do not forget to fulfill them as soon as possible.*

## wall of good – good sagt danke!

Aufgrund des großartigen Engagements vieler konnten wir unser ursprüngliches Funding-Ziel mit 194% beinahe verdoppeln. Wir sagen danke und präsentieren eines der Versprechen der Crowdfunding-Kampagne: die wall of good!




Alexander Da Silva Sebö | Andrea | Andreas Woschnagg | Antonio Thomas (www.orbi.to) | Barbara Inmann | Bartholomeus | Bernhard | Carina | Carsten Schmitz | Charlotte | Christian | Christine | Daniel Seegers | davidak | Django | Erika Bitter | Erwin Frenzl | F. Meyer-Bürger | Felician | Georg | Gerald | Guenter | Horst | job van dooren | Jörn Witt (speaker-search GmbH) | Jule & Uli | Jürgen Ertelt | Karsten Wenzlaff | Katrin Frenzl | Klaus | Kurt | Linette Heimrich | Lukas | Mag. TG Gergely Teglasz (b-cared.com) | Maik Meid | Maria R. | Maria B. | Marie-Sophie | Martina Wacker | Matthias | Michael Türk | Mio Furukawa | Ovidiu Constantinescu | Patrick Widera | Philipp Frenzl | Renate | Ricarda Frenzl | Robert Schuster | Roland Fasching | Supersol | Viktoria | Wolfgang Gumpelmaier | Wolfram

STORY **UPDATES (40)** KOMMENTARE (601) FINANZIELLE UNTERSTÜTZER (1,836)

PERKS

**EMPFOHLEN**



**\$399** USD + Versand ~~\$499~~ (20 % Rabatt)  
**1 x Mikme Microphone**  
Get one (1) Mikme Microphone for \$399. Includes USB cable. Save \$100 OFF the \$499 retail price for a limited time. (Price excl. tax)  
28 angefordert  
Weltweiter Versand  
GESCHÄTZT: MÄRZ 2017

gepostet von Philipp Sonnleitner  
Apr 26, 2017 • 3:24nachmittags/abends vor 23 Tage

### USA – ship, ship, hooray!



It felt like forever. From the announcement of shipping to the actual arrival of our master box, it took so long that we almost lost faith... Almost. Now we can finally report the first (black) 40 microphones have arrived safely in Amazon's warehouse in the US and are on their way to their final destinations within the USA! So a few of you should have received a tracking notification already and have it in your hands by some day this week.

The first export to the USA was the trickiest and most time consuming, but also most important. It took us almost a month to get the first master box through US Customs. During that time we delivered about 600 black microphones throughout Europe and kept producing.

This means: the pallet with 480 microphones is also ready and currently underway by air freight. We expect it to arrive in our US warehouse, and for more US orders to be fulfilled in the next 2-3 weeks. We still hope for a bit more of your patience, but want to repeat one thing: We are finally, successfully shipping to the USA – hooray!


# Fulfill! Write quarterly reports

*Investors of equity-based Crowdfunding-campaigns receive regular updates of the project.*

 <b>Investors report, 4th quarter 2016</b>	<b>Executive Summary</b> <b>Highlights</b> <b>Lowlights</b>
	<b>Market &amp; Competition</b> <b>Activities including Product-development</b> <b>Research &amp; Development</b>  <b>Marketing &amp; Distribution</b> <b>Human Resource Development</b> <b>Forecast</b>
	<b>Events</b> 
	<small>Kontakt: Muster AG, Musterstraße 36, 1120 Wien, +43 1 33 69 069, team@muster.at</small>

# Fulfill! Communicate milestones

*Update your fans and supporters and share news about important milestones, the good and the bad ones.*

 gepostet von Philipp Sonleitner  
Sep 15, 2016 • 6:20nachmittags/abends vor 8 Monate


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**From creating to making**

It is an extremely exciting time for us, and so it must be for you. While one part of the team was busy moving business forward and lucky to meet a few of you guys at IFA in Berlin, the others were hard at work in Munich.

In Germany, where production takes place, we currently take every effort to prepare at best for mass production. 50 Mikme Microphones have already been put together. This first batch is crucial for the rest that follows. Now we need to very thoroughly test, compare and if necessary improve all units before the first 1000 pieces can make their way to you. We simply need to make sure all units meet our high production standards.

Let's go back to excitement and have a look how production in Munich looks like:




**Grow!**

# Grow! Redirect to your online shop


*Let people know that you are running a business and that your product is finished by redirecting them to your online shop.*

**Miss out on backing Fidget Cube?**

**Buy Fidget Cube here** 

**What is Fidget Cube?**

Fidget Cube is a desk toy for anyone who likes to fidget.





# Grow! Write down learnings from your campaign

*Even if you fail, try to document your learnings and take your business to the next level.*

Many, many thanks - Help us to better understand!

0 Comments   Like   5 likes

## Many, many thanks!

Many thanks for all your lovely support of the Mikme Kickstarter campaign. We were able to collect \$85,000 and 410 backers and more importantly a lot of feedback. Unfortunately we missed our goal of \$217,000, so we were not funded successfully.

This was our first Kickstarter campaign and we already got lot's of feedback from you our backers.

*'Don't stop here'*

*'Where can i get one outside Kickstarter'*

*'I love your product'*

*'This is what i looked for several years'*

*'Please relaunch'*

*'Make your goal lower, reorganize your pledges, restart and i back again'*

*'Mikme can be so much more than just a mic for musicians'*

*'Open Mikme for other users such as video, bloggers, skippers...'*

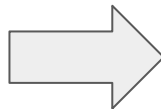
*'Relaunch and i will back again'*

...

These are just some comments we got. We take your feedback seriously and will incorporate it in our next Kickstarter campaign. As we got a lot of positive feedback we have decided to go ahead and not stop here.

## Help us to understand?

[Please help us and fill out our small survey](#)



AUDIO

## Mikme - Wireless Recording Microphone

One-button audio recording in studio-quality. For musicians, filmmakers, bloggers and skypers.

**\$401,085** USD

InDemand

# Grow! Identify “true” believers amongst supporters

*There are a few supporters who stand out of the Crowd. Contact them and make them to friends or team.*



# Grow! Work with your success


*Sometimes the success of your Crowdfunding campaign leads to another project. Embrace this opportunity!*

The screenshot shows the Vision Bakery profile for Enno Seifried, located in Leipzig, Germany. The profile is divided into three tabs: Profil, Eigene Projekte, and Unterstützte Projekte. The 'Eigene Projekte' tab is active, displaying three successful crowdfunding campaigns:

- Geschichten hinter vergessenen Mauern - Lost Place Stories aus Leipzig**: A historical film document. Project by Enno Seifried. A time-historical film document that no one should see? NO! With your help, we gift the storytellers our hearing and...  
12.000,00 € erhalten 214 % Erfolgreich finanziert!
- Geschichten hinter vergessenen Mauern - Lost Place Dokumentarfilm**: A historical film document. Project by Enno Seifried. A time-historical film document that no one should see? NO! With your help, we gift the storytellers our hearing and...  
21.626,50 € erhalten 360 % Erfolgreich finanziert!
- GESCHICHTEN HINTER VERGESSENEN MAUERN - Die Lost Place Dokfilmtrilogie**: A historical film document. Project by Enno Seifried. A time-historical film document that no one should see? NO! With your support, we end the Lost Place Trilogy.  
22.187,00 € erhalten 277 % Erfolgreich finanziert!
- VERGESSEN IM HARZ - Lost Place Dokumentarfilm**: A previously untold story of the Harz region, away from the usual tourist paths. Project by Enno Seifried.  
28.321,50 € erhalten 354 % Erfolgreich finanziert!

# Grow! Work with your success

*A successfully funded Crowdfunding campaign helps you reaching your further goals, e.g. more press coverage, new investors etc.*



BRAGI

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April 4, 2014  
**PRESS RELEASE**

**THE WORLD`S FIRST SMART WIRELESS  
HEADPHONES – THE DASH – RAISED MORE  
THAN USD 3.3 MIO. ON KICKSTARTER.  
NOW AVAILABLE ONLINE FOR PRE-ORDER**

# Grow! Prepare another Crowdfunding campaign

You can use Crowdfunding several times, e.g. for getting initial funding and later finance another product or part of your project.

## SBrick - Smart way to control all your LEGO® Creations



SmartBrick is the next level in remote controlling your LEGO®. Build more, play more like never before.

[Shop Now](#)

Created by  
Mark Bollobas


1,284 backers pledged £88,152 to help bring this project to life.

Campaign    FAQ 17    Updates 18    Comments 297    Community

For you

**KICKSTARTER**

## Connect. Code. Create. With SBrick Plus



Take learning and playing with LEGO® to the next level with sensors! Build creations with SBrick Plus and make them interactive!

[Shop Now](#)

Created by  
Mark Bollobas

834 backers pledged \$106,222 to help bring this project to life.

Source: SBrick on Kickstarter, <https://www.kickstarter.com/projects/sbrick/sbrick-smart-way-to-control-all-your-lego-creation>; SBrick on Kickstarter, <https://www.kickstarter.com/projects/sbrick/connect-code-create-with-sbrick-plus>

# Grow! Prepare another Crowdfunding campaign

Companies also grow with the Crowd and first start with reward-based and later switch to lending-/equity-based Crowdfunding.

Blog Suchen

**nuapua - Revolutionäres Trinksystem.  
Rein natürlich und mit Stil**

nuapua ist eine völlig neue Art zu trinken. nuapua ist ein Trinksystem, mit dem du dir selbst dein Wasser mit Geschmack versehen kannst - völlig ungesüßt, 100% natürlich und ohne jegliche Zusatzstoffe...

Video abspielen ♥ Fan werden (487)

PROJEKTE / ERFINDUNG

die neue Art des Trinkgenusses.  
**nuapua**  
a revolutionary drinking system

nuapua ist eine völlig neue Art zu trinken. nuapua ist ein Trinksystem, mit dem du dir selbst dein Wasser mit Geschmack versehen kannst - völlig ungesüßt, 100% natürlich und ohne jegliche Zusatzstoffe. Die langlebige Trinkflasche lässt sich immer wieder befüllen und mit dem Geschmack deiner Wahl anfüllen. Das ist natürlich und smart.

nuapua Team

**GREEN ROCKET** | AT

INVESTMENTCHANCEN CROWDFUNDING ÜBER UNS FAQ MEIN PROFIL

**nuapua - natural flavor systems**

natürlich mit ohne!

FUNDINGLEVEL **254%**

Erfolgreich finanziert

FUNDINGLIMIT	150.000 €
INVESTOREN	103
FUNDINGSCHWELLE	50.000 €

**127.150** EURO INVESTIERT

**ERFOLGREICH FINANZIERT**

Jetzt auf Facebook teilen

nuapua ist ein neues, patentiertes Trinksystem, mit dem lokales Wasser mit Geschmack versehen werden kann - ungesüßt, natürlich und ohne jegliche Zusatzstoffe. -98% Verpackung, -99% Transportgewicht, +100% Genuss!

# Grow! Establish a Crowd-business

*Some artists, but also creative entrepreneurs or journalists integrate Crowdfunding in their business models and follow new approaches.*

Home Dashboard Explore Search Post

**Sarah Burrini is creating Comics!**

Overview Posts Community Become a patron

170 patrons  
\$330 per comic  
Follow Share

Über mich und meinen Webcomic  
Tach!  
Mein Name ist Sarah Burrini und Ihr kennt mich vielleicht als Zeichnerin des Webcomics "Das Leben ist kein Ponyhof".  
In dem Comic gehts um meinen Alltag als Fulltime-Nerd und mein Zusammenleben mit

REWARDS  
**Pledge \$1 or more per comic**  
53 patrons  
Dafür bekommt Ihr eine digitale Dankeschön-Zeichnung! Und "early access" für den neuesten

# Grow! Turn Crowdfunding into eCommerce (1)

For successful Crowdfunding campaigns, several options are available when finishing the campaign successfully

## STARTERSTORE

crowdfunding products

Warenkorb ▾

0 Artikel 0,00 €

Top 10 Neu Fashion Design Gadgets Sale Preorders

Suche ...



Neutron S Silber

23,90 €



I Sea Pasta

5,95 €



Kole Flask - Der runde Flachmann

99,90 €



Enclave Bradford Matte & Tortoise

49,90 €

Hilfe



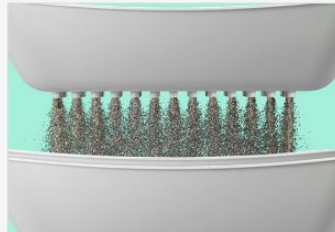
# Grow! Turn Crowdfunding into eCommerce (2)

*With Indiegogo Indemand, succesful campaigns can continue selling their products through the website.*

## Raise Even More with Indiegogo InDemand

After your crowdfunding campaign is over, continue raising money and building your community for as long as you'd like. No fundraising target, no deadline limits.

### Success Stories



#### LUUP Takes in An Additional \$1.8M in Funds

After raising over \$800k from their initial campaign, the LUUP three sifting tray litter system brings in an additional \$1.8M in InDemand.

[See InDemand page](#)



#### Prep'd Offers New Product Add-On's

This intelligently designed, beautifully crafted lunchbox and smart lunch recipe app quickly collected more than \$1.4M, doubling their funds raised to a total of \$2.8M, allowing them to give their backers more product add-on's.

[See InDemand page](#)



#### Meater Doubles Their Community

This Wire-Free Smart Meat Thermometer brought in more than \$1.2M in InDemand and grew their community by more than doubling their number of backers.

[See InDemand page](#)

# Transition to the next module

At the end of this module, you should be able to...

- ...plan the activities after a successful Crowdfunding campaign
- ...understand the steps that are necessary to create several campaigns or use Crowdfunding as an ongoing source of finance.

# Crowdfunding-Tools & Resources

Module 5

# Tools, tools, tools ... and resources!

*There are many helpful resources and tools out there, which you can use to improve your campaign.*

- **Online Resources:** helpful for getting a better understanding of how Crowdfunding works
- **Communication-tools:** helpful for organizing the communication process with supporters and team
- **Pre-Launch-tools:** helpful for building a community of supporters
- **Press & promotion-tools:** helpful to generate media awareness
- **Fulfillment-tools & investor relations:** helpful to manage the process of delivering the rewards and managing the relations with your investors

# Online Resources

# Resources on Crowdfunding: [www.crowd-fund-port.eu](http://www.crowd-fund-port.eu)

- List of platforms
- List of Crowdfunding events
- List of local partners
- Code of Conduct for Platforms
- Legal Information
- Best Practices
- Training Material



# Resources on Crowdfunding: Guidebook by the European Union

*The guide for small businesses conducted by the European Commission explains what crowdfunding is and how to use it.*

Legal notice | Cookies | Contact | Search | English (en)

**GROWTH**  
Internal Market, Industry, Entrepreneurship and SMEs

European Commission > Growth > Tools and Databases > Guide on crowdfunding

Search

Single Market and Standards | Industry | Entrepreneurship and SMEs | Access to finance for SMEs | Sectors

## Crowdfunding

- What is Crowdfunding? ▾
- The different types ▾
- How to do it ▾

Access to SME finance - links

News

Events

**Tools and Databases** ▾

- EDEN - European Destinations of Excellence
- Guide on crowdfunding**
- Contracts and grants
- Public consultations
- Publications

## Guide on crowdfunding

**The guide for small businesses explains what crowdfunding is and how to use it. It offers information for small and medium-sized enterprises (SMEs) on different types of crowdfunding and gives practical tips on how to access it.**

### What is crowdfunding

Crowdfunding is a way of raising money to finance projects and businesses. It enables fundraisers to collect money from a large number of people via online platforms. [Learn what crowdfunding is.](#)

### The different types of crowdfunding

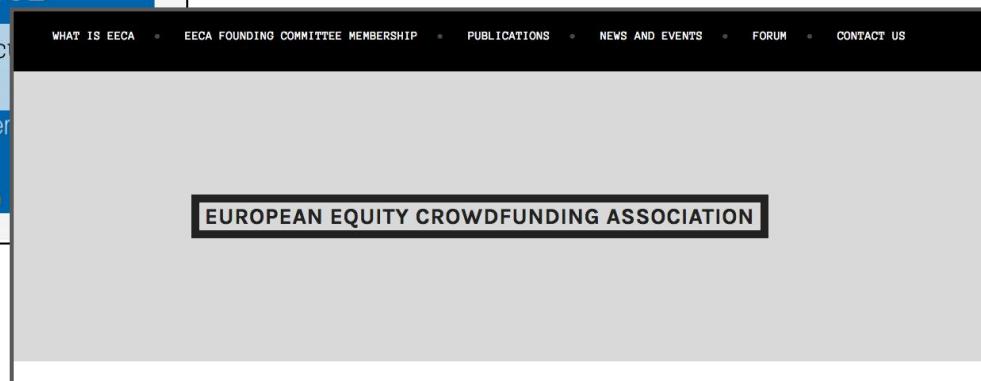
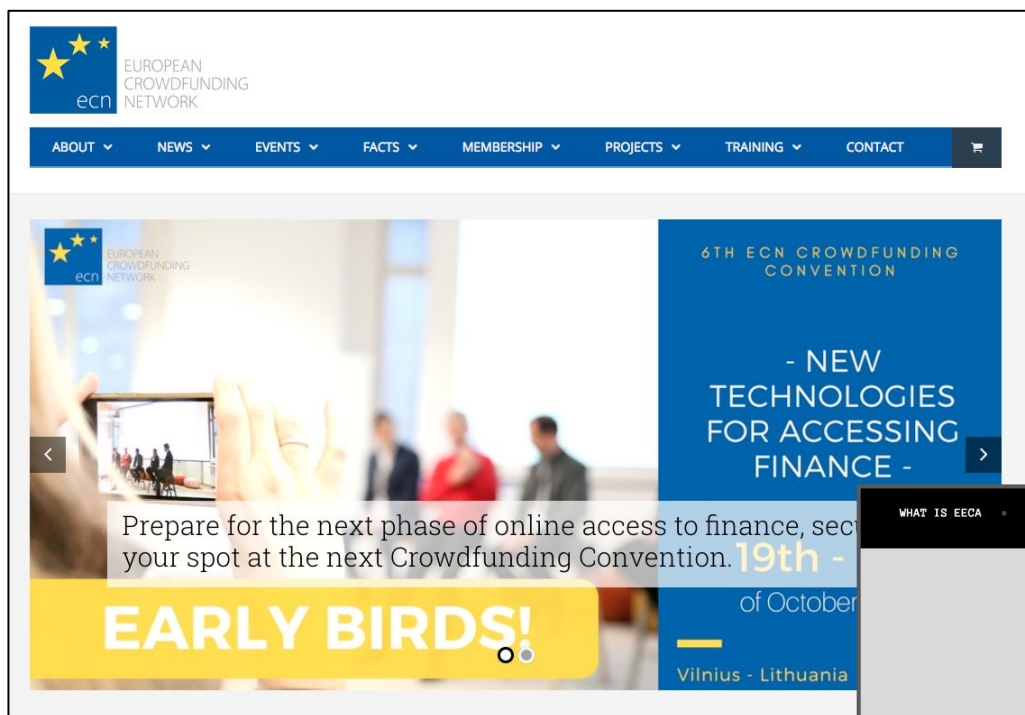
There are different types of crowdfunding ranging from peer-to-peer lending to rewards-based crowdfunding. Learn more about [the different types of crowdfunding.](#)

### How to do it

How to make this type of raising money work for you? Have a look at the case studies and learn how to makes use of different types of crowdfunding. Learn [how to do it.](#)

# Resources on Crowdfunding: EU-wide initiatives

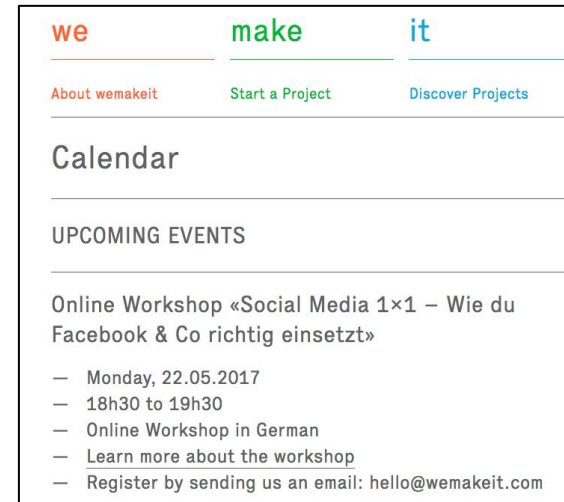
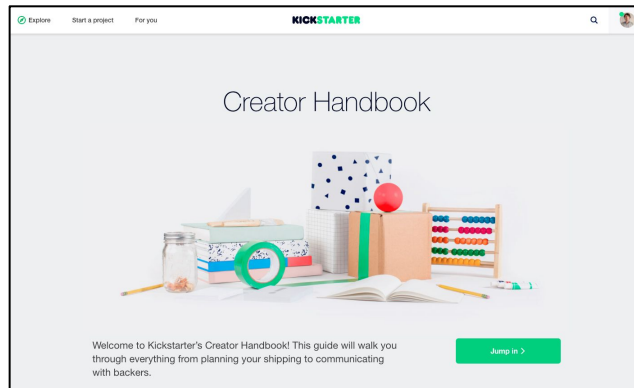
*The European Crowdfunding Network AISBL (ECN) and the European Equity Crowdfunding Association (EECA) are professional networks promoting Crowdfunding at different levels.*





# Resources on Crowdfunding: Platforms

*Most Platforms offer detailed advice (tutorials, webinars, blog-posts etc.) on how to create a Crowdfunding campaign.*



Source: Kickstarter Handbook, <https://www.kickstarter.com/help/handbook> and <https://www.kickstarter.com/campus?lang=de>; wemakeit Calendar, <https://wemakeit.com/pages/events?locale=en>; Indiegogo Guide to Crowdfunding, <https://learn.indiegogo.com/the-essential-guide-to-crowdfunding/>

# Resources on Crowdfunding: Regional Portals

A number of regional portals are helping Crowdfunding projects to receive a first orientation or even detailed consulting.

Ein Projekt des Vereins Regionalentwicklung Vöckla-Ager

Facebook icon | Newsletter Anmeldung | SENDEN

**WIR BEWEGEN**  
Die regionale Crowdfunding-Plattform

BLOG LEADERREGION CROWDFUNDING? PLATTFORMEN PROJEKTE TERMINE KONTAKT

wirbewegen.eu - das Crowdfunding-Portal der Leade...  
Was bedeutet Crowdfunding?

**WIRBEWEGEN.eu**

...ist die Crowdfunding-Plattform der Region Vöckla-Ager. Zwischen diesen beiden Flüssen soll die Plattform Projekte durch gemeinschaftliche Finanzierung zum Leben erwecken. WIRBEWEGEN.eu will darüber hinaus regionale Sichtbarkeit für innovative Projekte schaffen, zu Kooperation motivieren und einen Beitrag zur Verbesserung der digitalen Kompetenzen der Bevölkerung leisten. Workshops und individuelle Beratung werden Projektträgerinnen in der Startphase bei der erfolgreichen Umsetzung von Crowdfunding-Kampagnen unterstützen. WIRBEWEGEN.at versteht sich als Meta-Plattform, die regionalen Projekten auf etablierten Crowdfunding-Plattformen zusätzliche Sichtbarkeit verleiht.

WEITERLESEN...

**CROWDFUNDING BERLIN**

HOME MAGAZINE PLATFORMS PROJECTS INSTITUTIONS AND NETWORKS FAQ & FACTS EVENTS EN

11 May, 2017  
**Isabelle de Voldere: "Crowdfunding adds a new dimension to the financing debate"**

26 April, 2017  
**Geht auch ohne**

Crowdfunding as a financing tool has become a sort of status-quo in the cultural and creative sector. But what role ...

Flaschen, die was hermachen und zu 100 Prozent ökologisch sind: Die soulbottles stellen sie her, ein Sozial-Unternehmen aus Berlin...

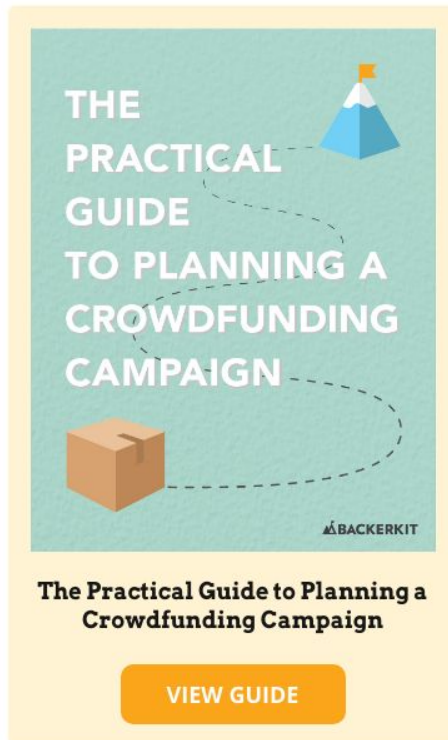
**What is Crowdfunding Berlin?**  
Crowdfunding Berlin is online: What is it about and who produces Crowdfunding Berlin?  
**GO NOW!**

**You want to start or support a project?**  
Your have a project and want it to be crowdfunded? You want to support a project?  
**GO NOW!**

**Questions and Answers**  
What is Crowdfunding, What is Crowdinvesting, What should you know about them?  
**GO NOW!**

# Resources on Crowdfunding: Commercial Guides

*Free and commercial guides can be found everywhere on the Internet. A good one is the BackerKit Guide*



**THE PRACTICAL GUIDE TO PLANNING A CROWDFUNDING CAMPAIGN**

BACKERKIT

**The Practical Guide to Planning a Crowdfunding Campaign**

[VIEW GUIDE](#)

This card has a teal background. It features a dashed line path starting from a cardboard box at the bottom left and ending at a blue pyramid with a yellow flag at the top right. The BackerKit logo is at the bottom right.



**Crowdfunding Strategy**

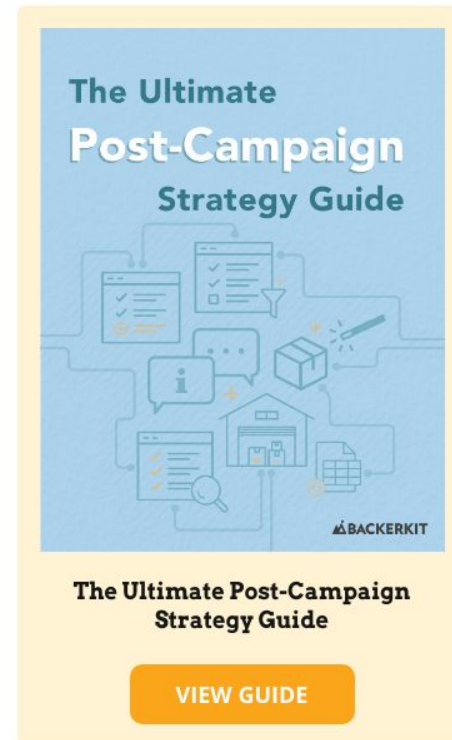
**How to Get More Backers**

BACKERKIT

**Crowdfunding Strategy: How to Get More Backers**

[VIEW GUIDE](#)

This card has a light orange background. It features a blue megaphone icon at the bottom. The BackerKit logo is at the bottom right.



**The Ultimate Post-Campaign Strategy Guide**

BACKERKIT

**The Ultimate Post-Campaign Strategy Guide**

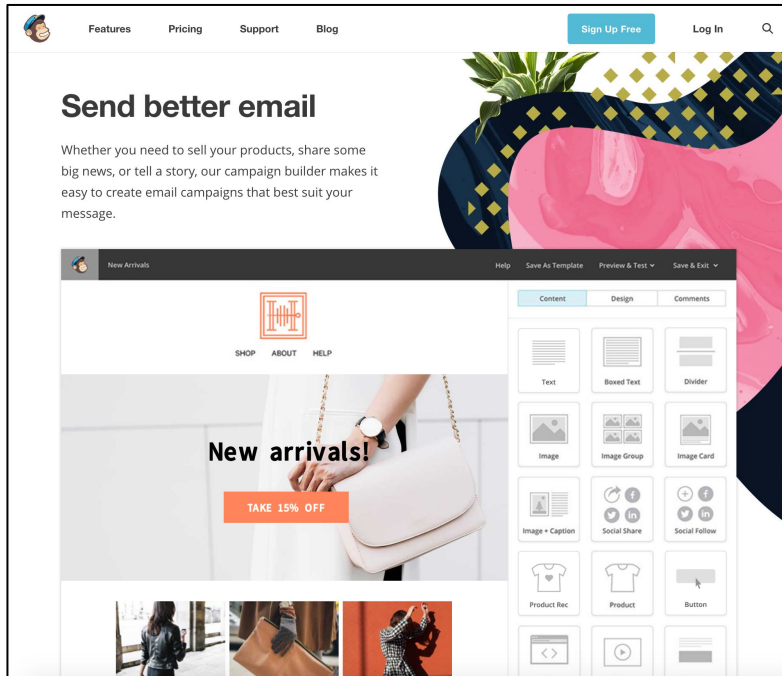
[VIEW GUIDE](#)

This card has a light blue background. It features a complex diagram of icons representing various business and marketing processes, including a funnel, a house, a magnifying glass, and a document. The BackerKit logo is at the bottom right.

# Communication Tools

# Communication: Email-newsletters

*Newsletter-tools like Mailchimp or CleverReach are necessary to build and organize your email-lists.*

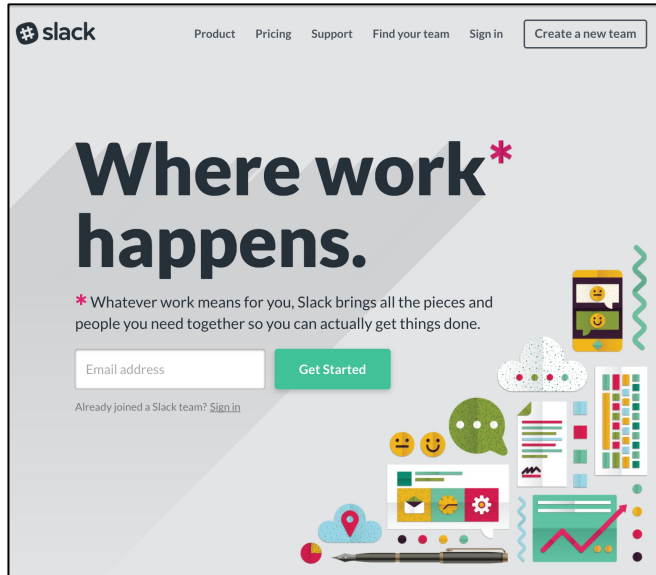


The screenshot shows the Mailchimp Lists management interface. At the top, there are navigation links for Campaigns, Templates, Lists, Reports, and Automation. The user is identified as Ben Hathaway University. A "Create List" button is visible in the top right. Below the navigation, there is a "Sort by" dropdown set to "Custom order". The main content area displays a table of lists with columns for List Name, Subscribers, Opens, and Clicks. Each list entry also includes a creation date, a star rating, and buttons for adding members and viewing stats.

List Name	Subscribers	Opens	Clicks
Hathaway Shopify Store Created Jun 10, 2016 1:40 pm ★★★★☆	22,817	59.5%	5.4%
Hathaway Students Created Apr 27, 2016 11:57 am ★★★★☆	6,500	49.9%	24.0%
Independent Donors Created Apr 27, 2016 11:50 am ★★★★☆	6,350	51.0%	22.3%
Hathaway University Newsletter Created Feb 11, 2015 2:12 pm ★★★★★	6,522	15.7%	27.7%
Hathaway University Alumni Created Feb 11, 2015 2:11 pm ★★★☆☆	2,076	0.0%	0.0%

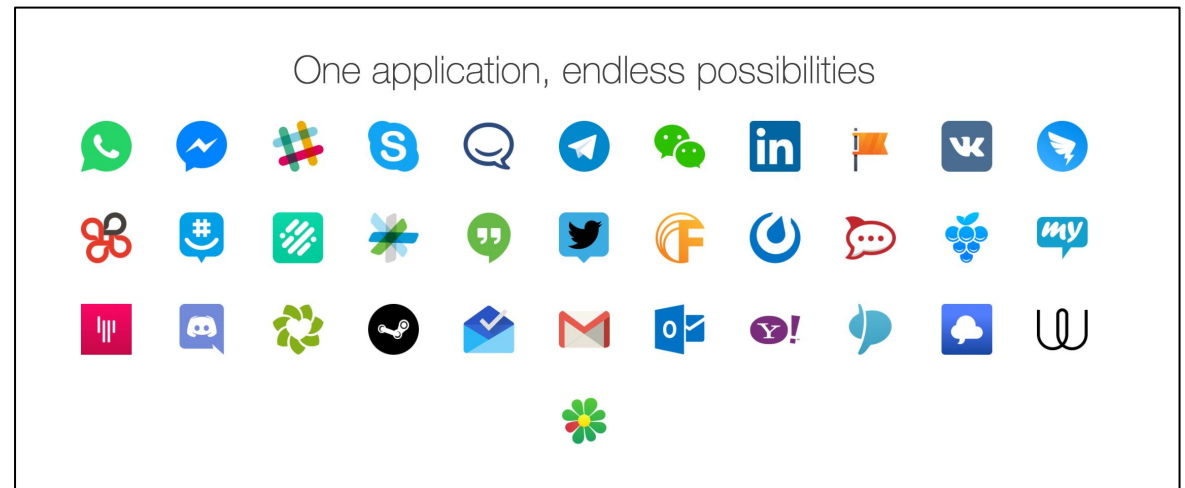
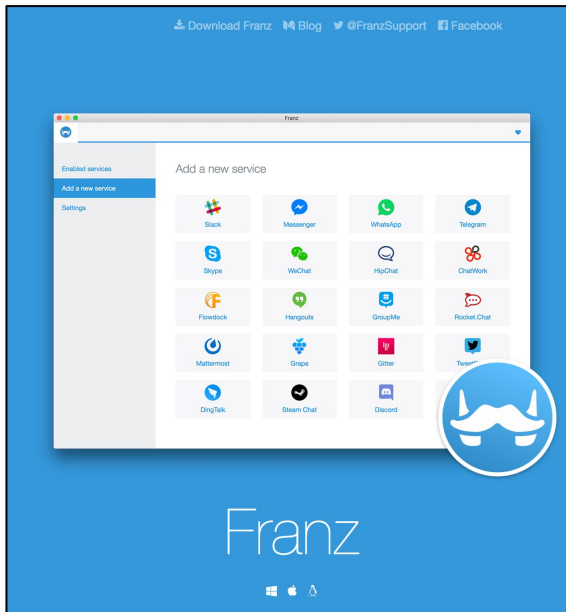
# Communication: Team- /Project-Management

*Tools like Slack or Trello help you to assign and follow-up on tasks and communicate/chat with other team-members.*



# Communication: Team- /Project-Management

*FRANZ is a multi-messenger that combines all your channels in one place, like Facebook Messenger, WhatsApp and Slack.*

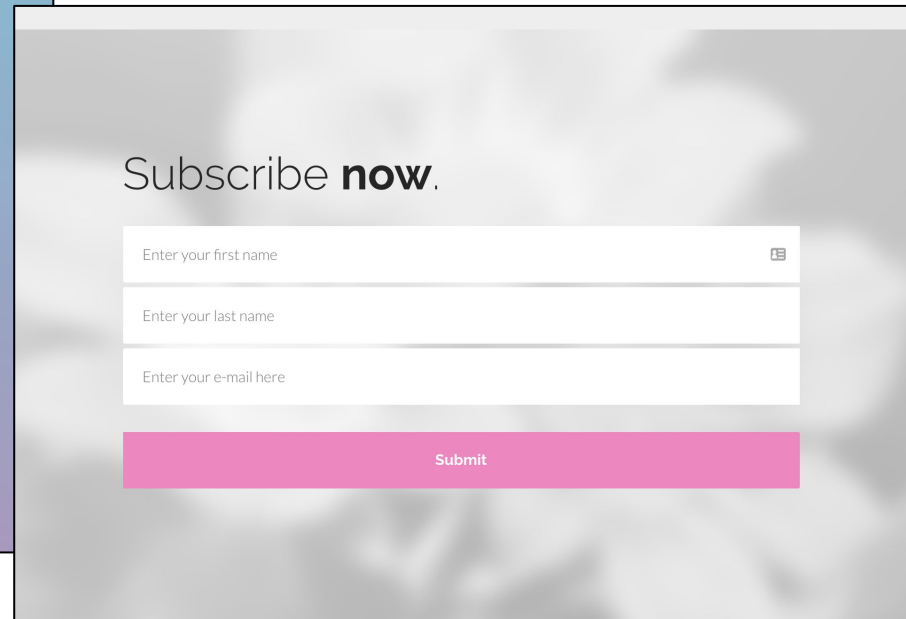


# Pre-Launch Tools



# Pre-Launch: Landing-Pages

*With Krowdster you can build landing-pages within minutes to collect email-addresses and pre-inform about your project.*



# Pre-Launch: Landing-Pages

*You can also use Launchrock for building your pre-launch pages, including your own pictures, logos and texts.*



**Bald werden wir gemeinsam Leben retten!**  
Mit einer einzigartigen App. Speziell für ältere Menschen.

Infos zu b-cared & dem erfolgreichen Crowdfunding können Sie hier lesen.

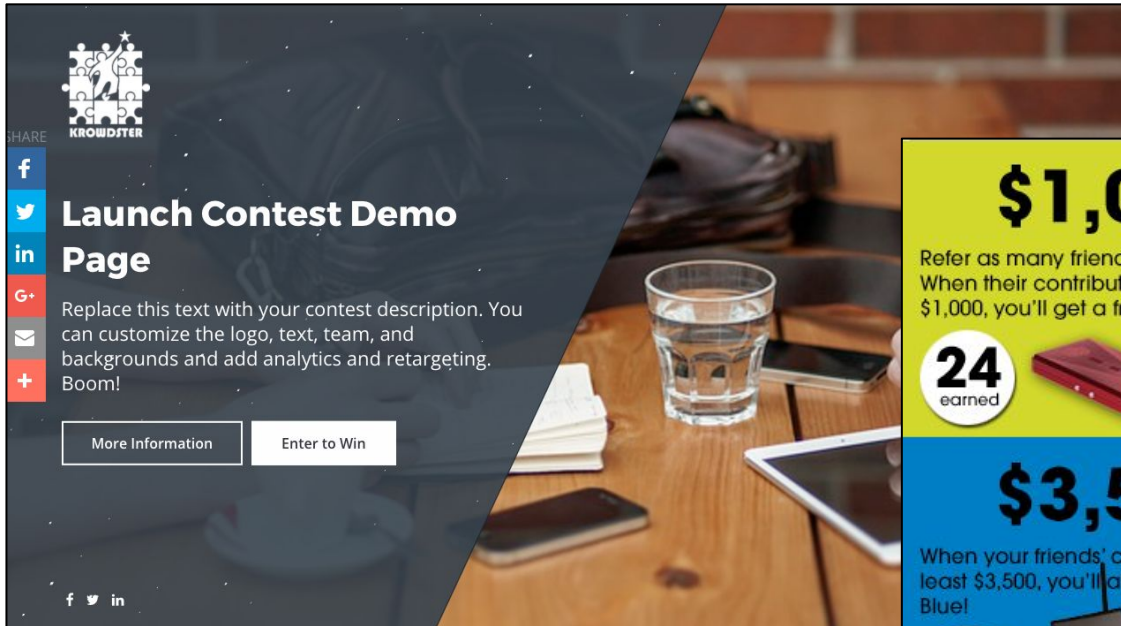
**Wen sollen wir informieren?**  
Tragen Sie für jemanden Sorge? Bald gibt es mehr Infos (kostenlos & unverbindlich).  
Schreiben Sie uns: [mail@b-cared.com](mailto:mail@b-cared.com) oder tragen Sie Ihre E-Mail, die Ihrer Angehörigen  
oder Freunde ein, um informiert zu bleiben:

Email

b-cared ist die Notfall-App für ältere Menschen. Sie kommt ohne „Notrufarmband“ aus und ist unabhängig von einer Haus-Basisstation.  
Und kann selbst dann Hilfe holen, wenn die Person dazu nicht in der Lage ist.

# Pre-Launch: Contest-Pages

*In order to build a community, contests can be used for motivating people to register or spread the word.*

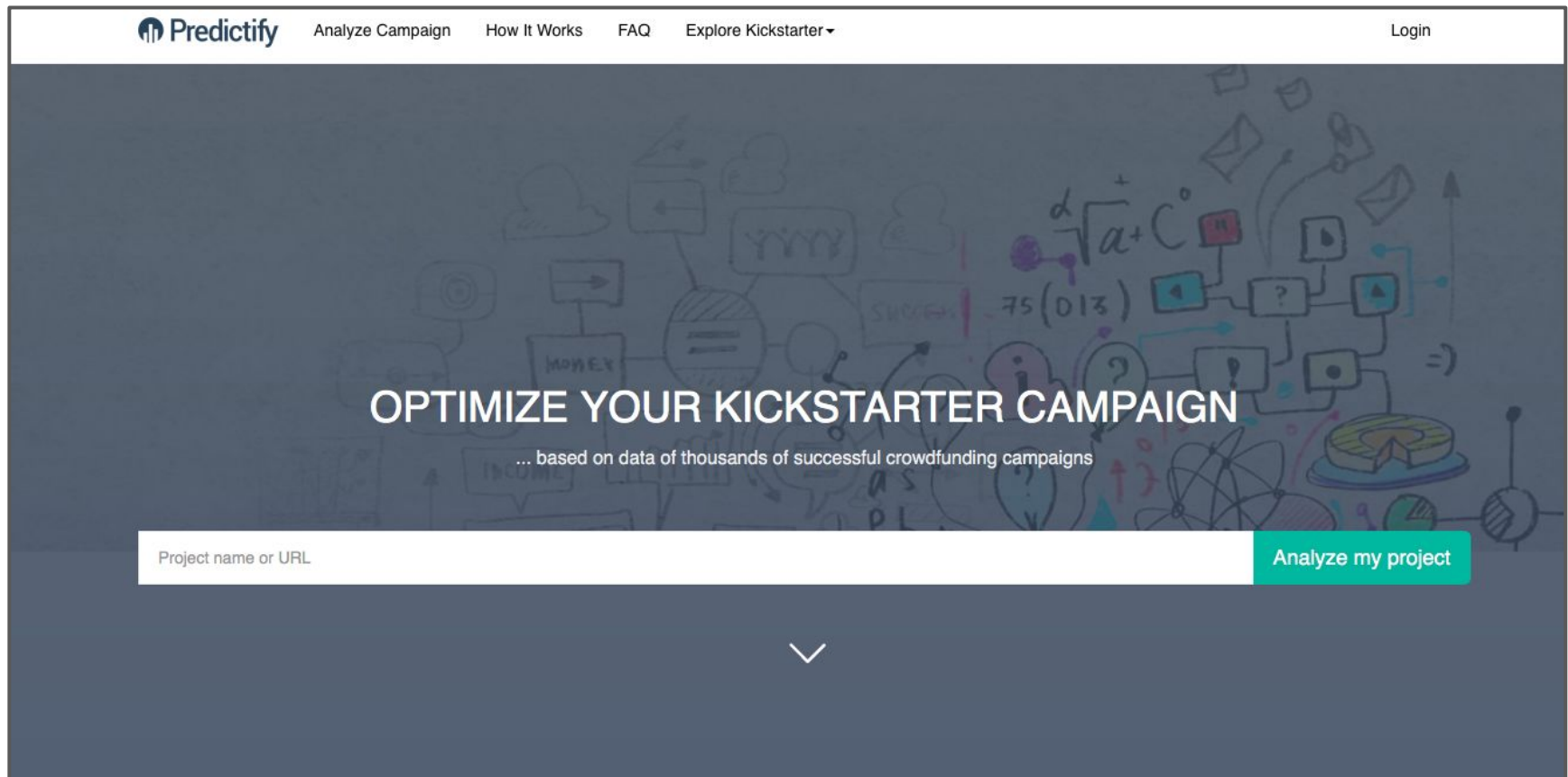


<p><b>\$1,000</b></p> <p>Refer as many friends as you can. When their contributions total at least \$1,000, you'll get a free Geek Out!</p> <p><b>24</b> earned</p> 	<p><b>\$2,500</b></p> <p>When your friends' contributions total at least \$2,500, you'll also get a free Geek Pulse!</p> <p><b>10</b> earned</p> 
<p><b>\$3,500</b></p> <p>When your friends' contributions total at least \$3,500, you'll also get a free Geek Blue!</p> <p><b>7</b> earned</p> 	<p><b>\$5,000</b></p> <p>When your friends' contributions total at least \$5,000, you'll also get a free Geek LPS!</p> <p><b>5</b> earned</p> 

updated December 17, 2013

# Pre-Launch: Analysing & Predicting (1)

*Analyse your Crowd and calculate your budget respectively your goal based on the size of your community.*



The screenshot displays the Predictify website interface. At the top, the Predictify logo is on the left, and navigation links for 'Analyze Campaign', 'How It Works', 'FAQ', and 'Explore Kickstarter' are in the center. A 'Login' link is on the right. The main content area features a dark background with a collage of hand-drawn icons related to business, finance, and technology. The central text reads 'OPTIMIZE YOUR KICKSTARTER CAMPAIGN' in large white letters, followed by the subtitle '... based on data of thousands of successful crowdfunding campaigns'. Below this is a white input field labeled 'Project name or URL' and a teal button labeled 'Analyze my project'. A white downward-pointing chevron is centered below the input field.

# Pre-Launch: Analysing & Predicting (2)

Analse your communication channels and your reach.

The screenshot shows the Crowdfunder.io website. At the top, it says "CROWDFUNDER.IO". Below that, the headline reads "We predict how much you'll raise and increase your chance of crowdfunding success". The form is divided into three steps:

- Step 1:** "How much are you trying to raise?". A progress bar shows a range from 2,000 to 100,000. The user has entered "\$15,000".
- Step 2:** "What type of campaign are you creating?". A dropdown menu is set to "Reward Based (e.g. creative campaign)".
- Step 3:** The third step is partially visible at the bottom of the frame.

The screenshot shows the Hallocrowd website. At the top, it says "hallocrowd". Below that, there are navigation links: "HOME", "NETZWERK", "LOGIN", and "REGISTRIEREN". The main content area is divided into two columns:

- Left Column (Blue background):** "Du willst deine Crowdfunding Kampagne erfolgreich durchführen?". It includes a sub-headline "Viele Crowdfunding Projekte scheitern bereits in der Anfangsphase, weil die falschen Maßnahmen oder Annahmen getroffen werden." and a paragraph: "Mit unserer kostenlosen Analyse erhältst du sofort wertvolle Praxistipps, um dein Crowdfunding Projekt erfolgreich auf den Weg zu bringen."
- Right Column (Green background):** "Über Hallocrowd". It lists three benefits:
  - ✓ „KOSTENLOS“ - erhalte eine automatisierte Analyse kostenlos
  - ✓ „NEUTRAL“ - wir sind unabhängig und plattformneutral
  - ✓ „PRAXISERFAHREN“ - seit 2011 Erfahrung aus 800 Crowdfunding ProjektenA blue button labeled "ANALYSE STARTEN" is at the bottom.

# Pre-Launch: Analysing & Predicting (3)

*There are tools to calculate a good budget for your Crowdfunding-campaign.*

Think Before You Kickstart beta Actions ▾

## Project Overview





Everything you need to know about how your project cost is effected by incentives, costs, and backers!

Project Cost	<input type="text" value="\$ 0"/>	How much will your project cost to make happen?
Total Incentive Cost	<input type="text" value="\$ 0"/>	How much will your kickstarter incentives cost based on estimated backers?
Kickstarter Needed (+10%)	<input type="text" value="\$ 0"/>	How much will you need to raise to cover project and incentive cost? (Includes est. kickstarter and amazon cost)
Total Raise Prediction	<input type="text" value="\$ 0"/>	How much are you predicting you raise?
Difference	<input type="text" value="\$ 0"/>	What is the difference between your total need and prediction?
Total Backer Count	<input type="text" value="0"/>	How many total backers are you predicting?

## Incentives

Create and play around with different incentive and backer possibilities to see how it effects your overall goals!

Incentive Title	Donation Required	Cost of Incentive	Backer Prediction	Total for Incentive	Cost for Incentive
<input type="text"/>	<input type="text" value="\$ 0"/>	<input type="text" value="\$ 0"/>	<input type="text" value="0"/>	<input type="text" value="\$ 0"/>	<input type="text" value="\$ 0"/>
<input type="text"/>	<input type="text" value="\$ 0"/>	<input type="text" value="\$ 0"/>	<input type="text" value="0"/>	<input type="text" value="\$ 0"/>	<input type="text" value="\$ 0"/>
<input type="text"/>	<input type="text" value="\$ 0"/>	<input type="text" value="\$ 0"/>	<input type="text" value="0"/>	<input type="text" value="\$ 0"/>	<input type="text" value="\$ 0"/>

  Home Calculator Example About the calculator Feedback  

## Crowdfunding calculator

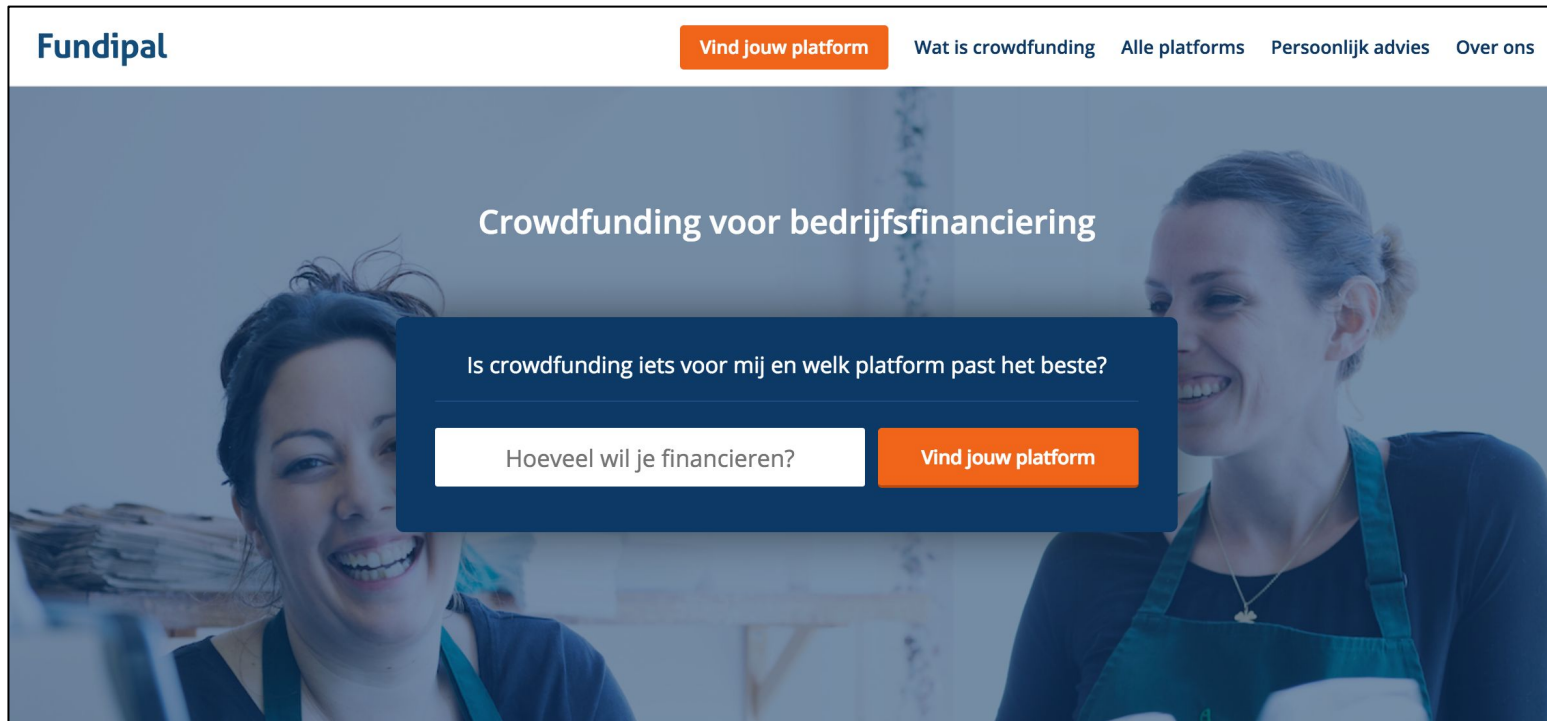
Using crowdfunding successfully and profitably

Are you considering using crowdfunding to finance a planned project, be it a product or a service? Then you have come to the right place. The crowdfunding calculator will quickly and simply work out the expected profit or loss of your crowdfunding campaign. Why should I use the crowdfunding calculator? It is not as easy as it seems at first glance to calculate the expected profit or loss of a crowdfunding campaign in advance, but it is an essential step in avoiding any unpleasant surprises. Aside from fixed and variable costs, certain costs will only arise if specific intermediate stages are reached. Neglecting these probabilities can lead to losses, despite good planning otherwise. How does the crowdfunding calculator help me? The crowdfunding calculator helps you to plan your crowdfunding campaign by taking into account the probability of reaching specific intermediate stages, in addition to numerous possible costs. In addition, we provide data on real crowdfunding campaigns in order to draw relevant comparisons. The use of the crowdfunding calculator is free of charge, non-binding and the results can be viewed immediately. You can try out different amounts and see for yourself how the expected results change.

- Will I achieve a profit or a make a loss with my crowdfunding campaign?
- Are the set goals and expectations for my crowdfunding campaign realistic?
- Are my projections comparable with results from real crowdfunding campaigns?

# Pre-Launch: Analysing & Predicting

*Dutch Fundipal uses a pre-check-tool for SMEs to find out if Crowdfunding is the right financing tool.*



# Pre-Launch: Present & presell

On websites like Prefundia you can present your product in advance and notify people of the upcoming campaign.

The screenshot shows the Prefundia website homepage. At the top left is the logo "Prefundia" in a stylized font. To the right of the logo are links for "Submit a Project" and "Log In". Below the logo is a horizontal navigation menu with categories: "Featured", "Popular", "Newly Posted", "Recently Launched", "Apps", "Film & Video", "Fashion", "Games", "Design", "Technology", and "Other". The main content area features a large banner with a background image of a mechanical watch movement. The banner text reads: "Welcome to the world's 'coming soon' platform" in a large, bold, white font. Below this, in a smaller white font, it says "Over \$68 million generated by Prefundia alumni launches". A blue button with the text "GET STARTED" is centered below the text. Below the banner is a section titled "Featured Coming Soon Pages" with a "See More >" link on the right. This section contains three featured items, each with a thumbnail image and a caption below it: 1. A thumbnail showing a white watch with a metal bracelet and several rings, with the caption "Swizz-new watch philosophy". 2. A thumbnail showing a laptop displaying a group photo and a gold-colored cube, with the caption "I CASE YOU, a contemporary reliquary th...". 3. A thumbnail showing the word "NEEMEZ" in large white letters above several colorful, pixelated robot characters, with the caption "NEEMEZ".



# **Press & Promotion**


# Press & Promotion: Spread the word in Social Media

On Thunderclap.it you need to synchronize the social media accounts (Twitter, Facebook and Tumblr) of at least 100 people. Once the social media accounts are all on board, your message is posted on all the accounts at the same time.

## SOLiPOWER - Happy End für alle

by Wolfgang Gumpelmaier category: **Environment**

**“Unterstütze die Partner-Schneiderei von  
“Fairytale Fashion” in Nepal bei der  
Anschaffung einer Photovoltaik-Anlage.  
<http://thndr.it/1iBTIQh>”**



Wolfgang Gumpelmaier

EMBED  
</>

**SUPPORTERS**  
**124** of **100**  
124% of goal supported

**SOCIAL REACH**  
**60,097**  
People

**TIME LEFT**  
**Complete**  
Ends Dec 05, 3:00 PM CET

**COMPLETE**

This campaign ended on **December 05 at 3PM**

# Press & Promotion: Deliver press releases

*Krowdster offers an international press service that improves and delivers your press release to hundreds of media outlets.*

The screenshot shows the Krowdster Press Release Service interface. On the left is a dark sidebar with a logo and navigation menu including Dashboard, Crowdfunding Course, Pre-Launch Pages, Viral Contest, Backer Directory, Twitter Marketing, Media List Service, and Press Release Service. The main content area is titled "Press Release Service" and contains a form for editing a PR distribution. The form includes fields for Logo (with a "selfbuild motorhome" image), Title ("Kickstarter-Campaign For Self-Building A Motorhome"), Crowdfunding Image (with a "Kickstarter" image), and Category (with checkboxes for "Industry verticals", "State Targeting", and "Types of Crowdfunding deal"). Below the form is a rich text editor with a toolbar and a preview of the press release text.

The screenshot shows a press release on the ReleaseWire platform. The header includes the ReleaseWire logo, navigation links (Services, Process, Newsroom, Help, About), and user options (Sign Up, Login). The main content is titled "Ulrich Dolde's Kickstarter Crowdfunding Campaign for Build Your Own Motorhome" and includes social media sharing icons. The text describes the campaign, mentioning the author Ulrich Dolde and the book "Motorhome Self-Build and Optimization". A "Media Relations Contact" sidebar on the right provides contact information for Ulrich Dolde. Below the main text are sections for "Follow Press Releases", "Related Images", and "Related Links".

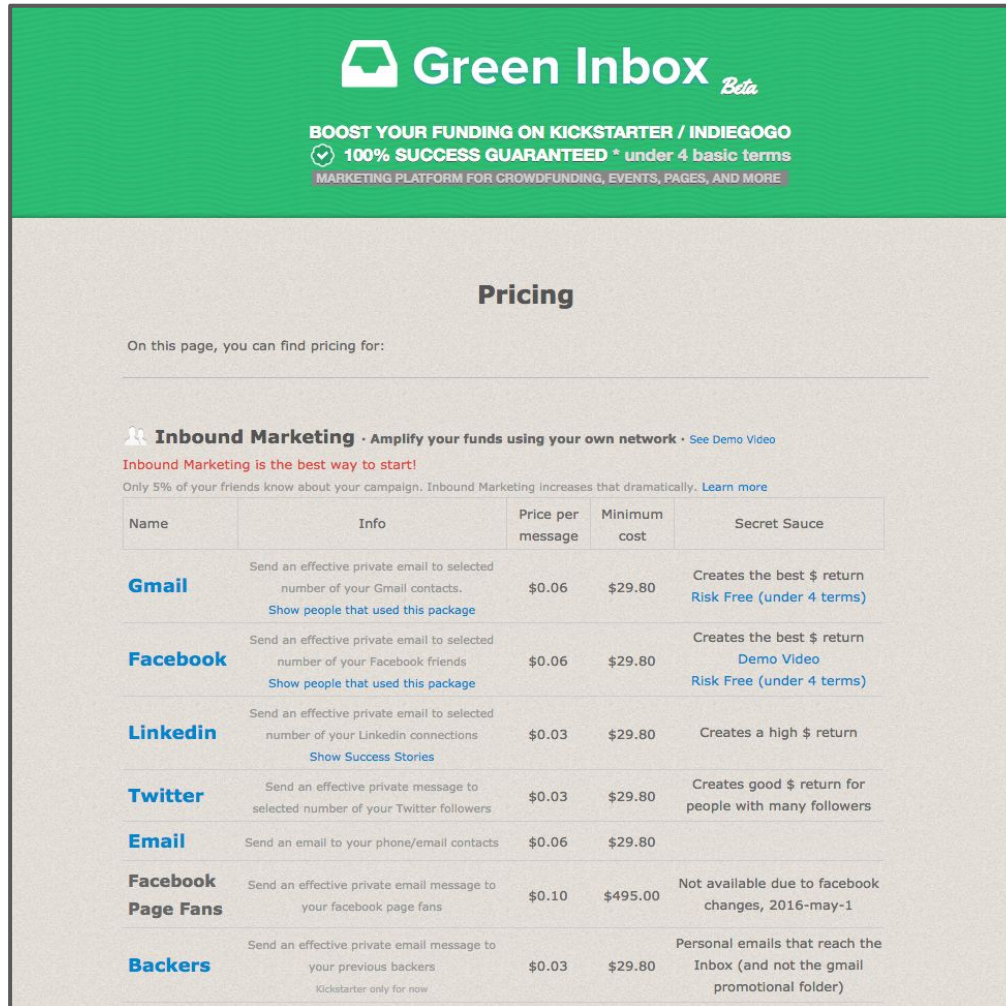
# Press & Promotion: Advertise on Social Media

*Jellop Crowdfunding is an online marketing agency to leverage an already successful campaign through advertising on Facebook.*

The image is a promotional graphic for Jellop Crowdfunding. It features a dark background with a silhouette of a person's torso and arms. The Jellop logo, in green, is positioned at the top center. Below it, the words 'JELLOP CROWDFUNDING' are written in large, white, bold, sans-serif capital letters. Underneath that, the phrase 'AMAZING RETURNS, STRAIGHTFORWARD DEAL' is written in smaller, white, sans-serif capital letters. At the bottom of the graphic, there is a dark rectangular box containing white text that reads: 'At Jellop we run ad campaigns to boost the best Kickstarter projects. We usually generate \$5 to \$15 worth of pledges for each \$1 put in ads.'

# Press & Promotion: Advertise via Email

GreenInbox allows you to send direct links to your contacts on Social Media.



**Green Inbox** *Beta*

**BOOST YOUR FUNDING ON KICKSTARTER / INDIEGOGO**  
✓ **100% SUCCESS GUARANTEED** \* under 4 basic terms  
MARKETING PLATFORM FOR CROWDFUNDING, EVENTS, PAGES, AND MORE

## Pricing

On this page, you can find pricing for:

**Inbound Marketing** - Amplify your funds using your own network · [See Demo Video](#)  
Inbound Marketing is the best way to start!  
Only 5% of your friends know about your campaign. Inbound Marketing increases that dramatically. [Learn more](#)

Name	Info	Price per message	Minimum cost	Secret Sauce
<b>Gmail</b>	Send an effective private email to selected number of your Gmail contacts. <a href="#">Show people that used this package</a>	\$0.06	\$29.80	Creates the best \$ return <b>Risk Free (under 4 terms)</b>
<b>Facebook</b>	Send an effective private email to selected number of your Facebook friends <a href="#">Show people that used this package</a>	\$0.06	\$29.80	Creates the best \$ return <a href="#">Demo Video</a> <b>Risk Free (under 4 terms)</b>
<b>LinkedIn</b>	Send an effective private email to selected number of your LinkedIn connections <a href="#">Show Success Stories</a>	\$0.03	\$29.80	Creates a high \$ return
<b>Twitter</b>	Send an effective private message to selected number of your Twitter followers	\$0.03	\$29.80	Creates good \$ return for people with many followers
<b>Email</b>	Send an email to your phone/email contacts	\$0.06	\$29.80	
<b>Facebook Page Fans</b>	Send an effective private email message to your facebook page fans	\$0.10	\$495.00	Not available due to facebook changes, 2016-may-1
<b>Backers</b>	Send an effective private email message to your previous backers <small>Kickstarter only for now</small>	\$0.03	\$29.80	Personal emails that reach the Inbox (and not the gmail promotional folder)

# Press & Promotion: Motivate supporters with cash

Through affiliate tools like Kickbooster, supporters (of reward-based campaigns) can earn money by sharing the link online.

INTERACTION - No more boredom! Other Campaigns [Logout](#)


## Your Booster Tracking URL

Use the link below to help this campaign reach it's funding goal.  
You will receive a 12% referral fee for all funds raised through this link.  
The more you spread the word, the more commission you will earn!

[Copy to Clipboard](#)

Or share your link on Social Media [f](#) [t](#)

Current Reward <small>(updated hourly)</small>	\$0.00
Clicks	457
Referrals	0
Total Raised <small>(updated hourly)</small>	\$0.00

Campaign created with   
[Privacy Policy](#)


INTERACTION - No more boredom!


## Earn 12% cash back for helping us spread the word.

Share our campaign with your friends and we will give you 12% of every dollar you help raise. All you have to do is click the button below to register, and we will give you a unique link to share. The more you share, the more you earn!

[Help boost our campaign](#)

Already a Booster? [Login here](#)



Campaign created with   
[Privacy Policy](#)

# Press & Promotion: Paid recommendation

Kicktraq is an analytics tool for Kickstarter campaigns, but they also offer outreach tools for project owners.

The screenshot displays the Kicktraq interface for a successful Kickstarter campaign. The main header features the Kicktraq logo and navigation links: News, Browse, Hot List, Browser Add-On, and Project Owners. The campaign title is "flying tent - 7 seconds to the stars" by Veit an der Glan, Austria, with a timer showing 000:00:00. A green banner indicates "FUNDING SUCCESSFUL". Key statistics include a current pledge level of €471,748 (2358% of goal) and 2121 backers. A "FINAL DAYS" badge is visible for the "BARBARIANS THE INVASION" project. A line graph shows the funding progress over time, reaching the goal. Below the graph, there are tabs for "Funding Progress", "Daily Data", "[Exp] Projection", "[Exp] Trend", and "Mini-Chart".

No really, we do. We believe strongly in the Kickstarter model. We, as consumers, are on the cusp of a new way to interact with product designers, game developers, musicians, and more and - let's face it - there would be no Kickstarter or Kicktraq without project owners and your dedication to sharing your art/game/movie/music/etc.

We at Kicktraq don't ask anything specifically from you as a project owner for us to track your project and share that information with our thousands of Kicktraq users. We want to help others find you so we can all be excited to watch your campaign reach and exceed its goal! That said, we can do a much better job of helping you if you add your project to Kicktraq as soon as it goes live. We make it super-simple, all you need to do is visit the [Kicktraq Homepage](#) and paste your Kickstarter URL in the search bar. What does it get you? More data = more accurate analysis. It's that simple!

Those of you who add your projects to Kicktraq on Day-1 will be automatically added to our "Day-1 Projects" page at the very top of the category navigation. Because projects that are tracked from the very beginning have more accurate data than the ones that start being tracked later in a project's life, Day-1 Project tracking could help reassure your backers that you're on track to reach your goal throughout the life of your project. Want to show off your Day-1 pride on your next project? Feel free to download one of these fabulous badges and embed it in your project page, then link to your project's Kicktraq page to help your backers stay engaged. People love charts!

[transparent.png \(58K\) \[download\]](#) [solid.gif \(14K\) \[download\]](#)

Jumping on the Kicktraq band-wagon a little late for Day-1 Project tracking? It's ok. We made a button for you to embed and link to your Kicktraq project page like a boss, too. While data gathered after the start of a project won't trend quite as accurately, most of our original projects were added by backers well after the projects had begun and people were ludicrously excited about what they were seeing. Did we mention that people love charts?

# Press & Promotion: Agencies

*A number of agencies exist that will offer campaign management and communication services.*

## Project partners:

- Brodoto.com
- Crowdfunding-Service.com
- ikosom.de

## Other agencies (not complete list):

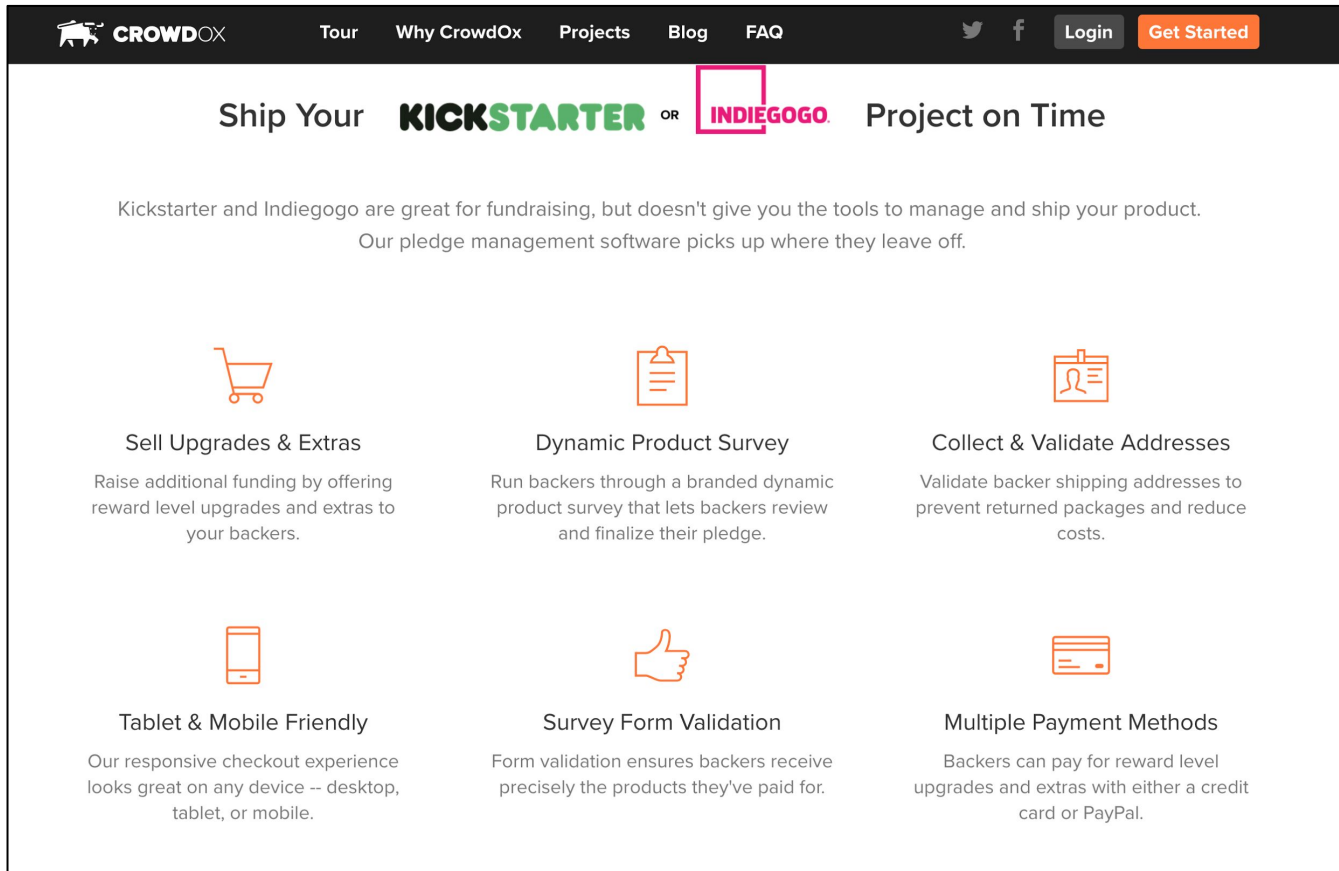
- Douw&Koren
- DynamoPR
- EventysPartner



# **Fulfillment & Investor Relations**

# Fulfillment: Manage your campaign

*Crowdox lets you send beautiful, dynamic product surveys and identify supporters' further needs.*



The screenshot shows the Crowdox website interface. At the top, there is a navigation bar with the Crowdox logo, links for 'Tour', 'Why Crowdox', 'Projects', 'Blog', and 'FAQ', and social media icons for Twitter and Facebook. There are also 'Login' and 'Get Started' buttons. The main heading reads 'Ship Your **KICKSTARTER** OR **INDIEGOGO** Project on Time'. Below this, a sub-heading states: 'Kickstarter and Indiegogo are great for fundraising, but doesn't give you the tools to manage and ship your product. Our pledge management software picks up where they leave off.' The page features six key features, each with an icon and a brief description:

- Sell Upgrades & Extras**: Raise additional funding by offering reward level upgrades and extras to your backers.
- Dynamic Product Survey**: Run backers through a branded dynamic product survey that lets backers review and finalize their pledge.
- Collect & Validate Addresses**: Validate backer shipping addresses to prevent returned packages and reduce costs.
- Tablet & Mobile Friendly**: Our responsive checkout experience looks great on any device -- desktop, tablet, or mobile.
- Survey Form Validation**: Form validation ensures backers receive precisely the products they've paid for.
- Multiple Payment Methods**: Backers can pay for reward level upgrades and extras with either a credit card or PayPal.

# Fulfillment: Manage your pledges

*You can use BackerKit in order to manage the process of creating and delivering the promised rewards.*

The screenshot displays the BackerKit website interface. At the top, there is a navigation bar with the BackerKit logo, links for Features, Plans, Customers, Blog, and Resources, and buttons for Log In and Sign Up. The main content area features a large heading "Crowdfunding Software for Fulfillment" and a sub-headline "BackerKit makes it easy to survey, collect data, accept pre-orders and process pledges for fulfillment." Below this, there are "Sign Up" and "Learn More" buttons, and a play button icon with the text "See what customers say about us". The background of the main content area is a warm-toned image of a desk with a computer monitor, speakers, a lamp, and a cactus. The computer monitor displays a dashboard with various charts and data points, including a "Survey" section with counts for "No Yes", "Not Answered", "Canceled", "Ready to Buy", and "Pledge", and a "Shipping" section with counts for "Ready to Ship" and "Pledge". The dashboard also includes a "Take Action on Your Backers" section with a list of actions and a "Backed in BackerKit" line graph.

# Fulfillment: Manage your campaign

*Crowdpilot is a German company in beta that not only provides surveys, but also sends out the rewards etc.*



CROWDPILOT

## STARTS SOON!

Crowdpilot is a management & fulfillment software for successful funded Crowdfunding campaigns.

Currently we're in a closed beta, but if you're interested in our services and located in the European Union, please contact us.



+49 3632 828233



AIMPLIFY Distribution Inc.,  
Talstr. 12, 99706 Sondershausen, Deutschland  
Amtsgericht Jena HRB 511615, UST-ID: DE302126291  
Geschäftsführer: Matthias Vogel



[info@crowdpilot.com](mailto:info@crowdpilot.com)

# Fulfillment: Shipping your rewards

There are also various offers online for shipping-services, such as Product Hunt's "Ship".

## Ship

A toolkit for makers to ship awesome products

✓ Access requested

**1,912 makers are on the waitlist before you**

Signup for a pro plan or share to move up on the waitlist

[SHARE ON TWITTER](#) [SHARE ON FACEBOOK](#)

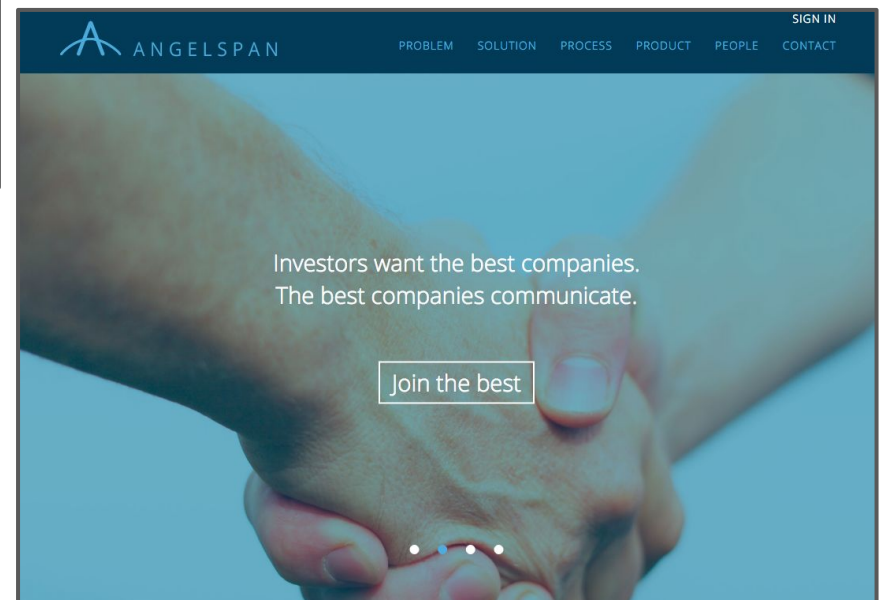
<p><b>Super Pro</b> ✨</p> <p>\$199.00/month</p> <p>Billed annually or \$249.00 month-to-month</p> <p>SELECT</p> <ul style="list-style-type: none"><li>✓ Unlimited landing pages</li><li>✓ Unlimited email messages</li><li>✓ Instant access</li></ul>	<p><b>Pro</b> ★</p> <p>\$59.00/month</p> <p>Billed annually or \$79.00 month-to-month</p> <p>SELECT</p> <ul style="list-style-type: none"><li>✓ Unlimited landing pages</li><li>✓ Unlimited email messages</li><li>✓ Instant access</li></ul>	<p><b>Basic</b></p> <p>Free</p> <p>✓ SELECTED</p> <ul style="list-style-type: none"><li>✓ 1 landing page</li><li>✓ 1 email message/week</li><li>✓ Waitlist</li></ul>
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# Investor-Relations: Communication Management

*With KoreConX and AngelSpan you can keep your investors informed.*



The screenshot shows the homepage of the KoreConX website. At the top left is the KoreConX logo, and at the top right are links for "LOG IN" and "GET STARTED FOR FREE". The main heading is "THE ALL-IN-ONE BUSINESS PLATFORM", followed by the subtext "KORECONX IS AN EFFECTIVE TOOL FOR MANAGING ALL OF YOUR BUSINESS ACTIVITIES". A prominent orange button says "GET STARTED FOR FREE". Below this are four icons representing different business activities: a bar chart and pie chart for "MANAGE YOUR PORTFOLIO", a table for "MANAGE YOUR CAP TABLE", a door for "MANAGE YOUR DEALROOM", and a handshake for "MANAGE YOUR INVESTOR RELATIONS".



The screenshot shows the homepage of the AngelSpan website. The top navigation bar includes the AngelSpan logo and links for "PROBLEM", "SOLUTION", "PROCESS", "PRODUCT", "PEOPLE", and "CONTACT", along with a "SIGN IN" link. The main content area features a background image of two hands shaking, with the text "Investors want the best companies. The best companies communicate." and a button that says "Join the best".

# Investor-Relations: Trading Shares

Trading shares of companies in equity-based Crowdfunding is difficult - few providers are working on finding a solution.

The screenshot shows the Asset Match website. The header includes the logo and navigation links for investors, companies, markets, and more. Below the header, there's a section titled "Our Platform" with the subtext "Access quality UK private companies in three different markets." Three main categories are listed: Equity (acquire shares in profitable, growing private companies), Loans (bid for secondary market debt and loans), and Fundraising (make SEIS/EIS investments in select growth companies). A "Is it for me?" link is present. The bottom section, also titled "Is it for me?", is divided into three columns: "For investors" (invest in established UK private companies, diversify portfolio, straightforward trading), "For companies" (provide liquidity, set auction parameters, access to 3,000 investors), and "For shareholders" (signing up new companies, finding others, contact info: 020 7248 2788).

The screenshot shows the Codia startup exchange website. The header includes the logo and navigation links for Home, Secondary market, Startups, SMEs, Investors, Mentors, About Us, and More. The main content area is titled "How it works? Buying / Selling Startup & SME shares" and features a four-step process: 1. Create Account & Upload Funds, 2. Buy Shares, 3. Trade Shares, and 4. Grow Your Portfolio.

The screenshot shows the Seedrs website. The header includes the logo and navigation links for INVEST, RAISE, SECONDARY MARKET (marked BETA), and MORE. The main content area features a large banner with the text "Trading Tuesdays<sup>SM</sup> are here" and "The Seedrs Secondary Market is the place for investors to buy and sell shares from each other." Below the banner, there are five navigation links: "The story so far", "Successful trades", "The benefits", "How it works", and "Buying".

# Link-list of tools and resources (international)

- **Online Resources:**

- [Crowd-Fund-Port](#)
- [Guidebook by the European Union](#)
- [European Crowdfunding Network](#)
- [European Equity Crowdfunding Association](#)
- [Kickstarter Creator Handbook](#)
- [Kickstarter Campus](#)
- [wemakeit Calender](#)
- [Indiegogo's The Essential Guide to Crowdfunding](#)
- [wirbewegen.eu](#)
- [Crowdfunding-Berlin](#)
- [BackerKit Guides](#)

- **Communication-tools:**

- [Mailchimp](#)
- [Slack](#)
- [Trello](#)
- [FRANZ](#)



# Link-list of tools and resources (international)

- **Pre-Launch-tools:**
  - [Krowdster](#)
  - [Launchrock](#)
  - [Viral contests with Krowdster](#)
  - [Viral contests on Indiegogo](#)
  - [Predictify](#)
  - [Crowdfunding.io](#)
  - [HalloCrowd Analyse](#)
  - [Think Before You Kickstart](#)
  - [Crowdfunding calculator](#)
  - [Fundipal](#)
  - [Prefundia](#)
- **Press & promotion-tools:**
  - [Thunderclap](#)
  - [Press with Krowdster](#)
  - [Jellop Crowdfunding](#)
  - [Greeninbox](#)
  - [Kickbooster](#)

# Link-list of tools and resources (international)

- **Fulfillment-tools & investor relations:**

- [Crowdox](#)
- [Backerkit](#)
- [crowdpilot](#)
- [Ship](#)
- [KoreConX](#)
- [AngelSpan](#)
- [Assetmatch](#)
- [cadia](#)
- [Seedrs](#)

# Transition to the next module

At the end of this module, you should be able to...

- ...have knowledge about the various tools which can help your campaign.
- ...understand the pros and cons of using each tool.

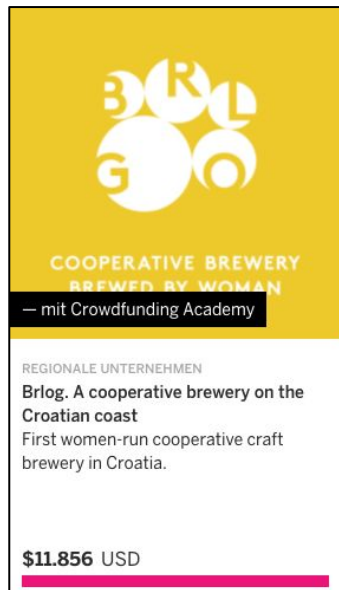
# Crowdfunding Best Practices

Module 6

# Croatia

# What is Crowdfunding?

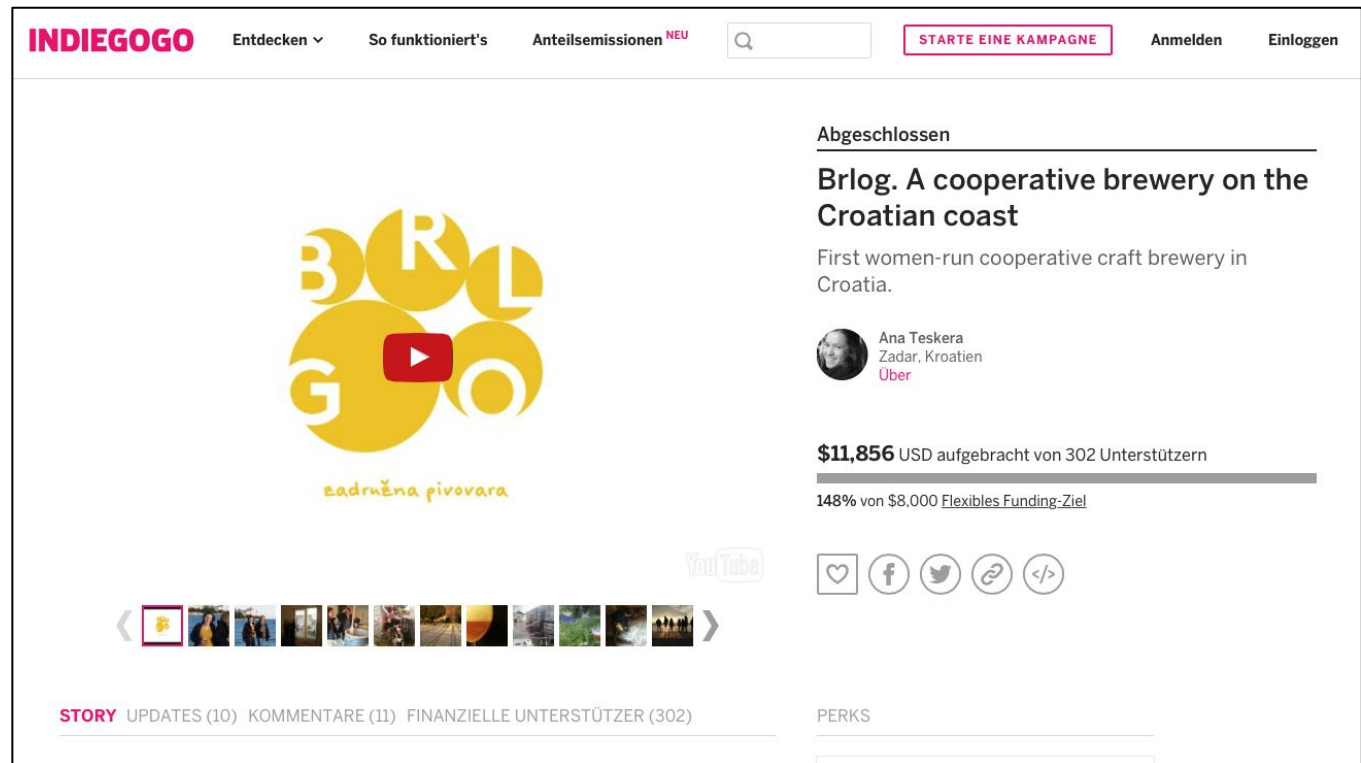
*Brlog - a cooperative brewery from the Croatian coast - used Crowdfunding to finance brewery equipment.*



**BRLO**  
COOPERATIVE BREWERY  
BREWED BY WOMAN  
— mit Crowdfunding Academy

REGIONALE UNTERNEHMEN  
**Brlog. A cooperative brewery on the Croatian coast**  
First women-run cooperative craft brewery in Croatia.

**\$11.856** USD




**INDIEGOGO** Entdecken ▾ So funktioniert's Anteilsemissionen <sup>NEU</sup>  [STARTE EINE KAMPAGNE](#) Anmelden Einloggen

Abgeschlossen


## Brlog. A cooperative brewery on the Croatian coast

First women-run cooperative craft brewery in Croatia.

 Ana Teskera  
Zadar, Kroatien  
[Über](#)

**\$11,856** USD aufgebracht von 302 Unterstützern

148% von \$8,000 [Flexibles Funding-Ziel](#)



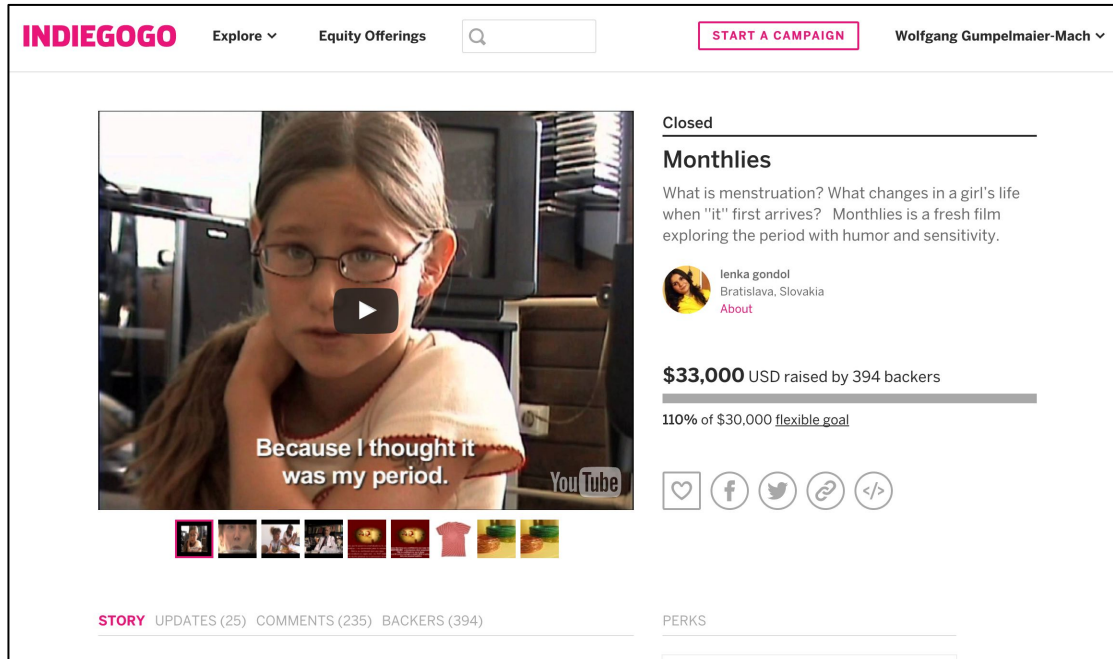
**STORY** [UPDATES \(10\)](#) [KOMMENTARE \(11\)](#) [FINANZIELLE UNTERSTÜTZER \(302\)](#)

PERKS

**Slovakia**

# What is Crowdfunding?

*Monthlies* is a documentary movie about taboo subject of menstruation. The filmmakers used Crowdfunding for financing, but also for raising awareness. The campaign also helped to bring the film to schools in Slovakia and other countries as an educational tool.



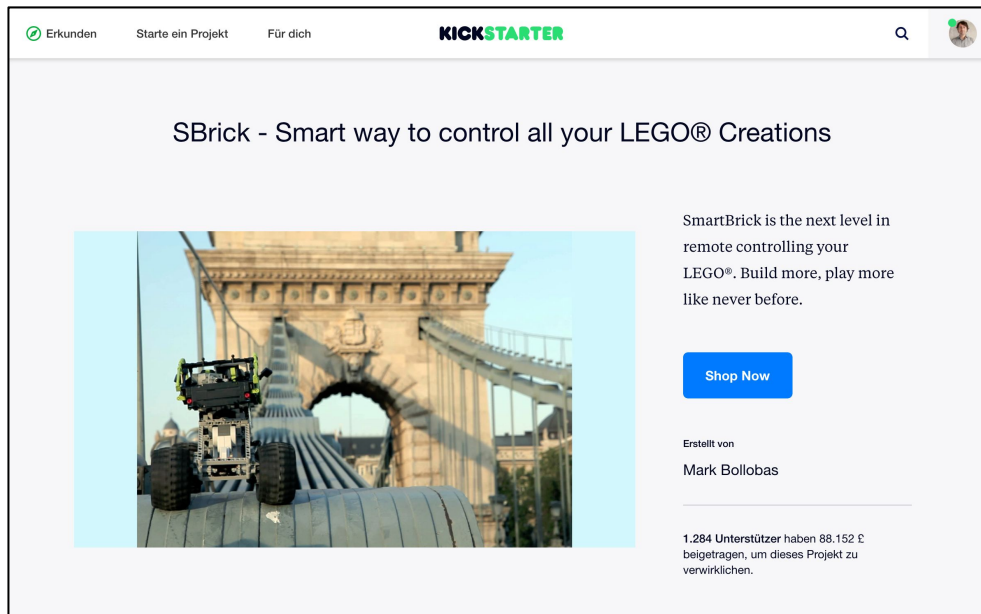
The screenshot shows the Indiegogo website interface. At the top, there's a navigation bar with the Indiegogo logo, 'Explore', 'Equity Offerings', a search bar, a 'START A CAMPAIGN' button, and the user name 'Wolfgang Gumpelmaier-Mach'. The main content area features a video player on the left with a play button and the text 'Because I thought it was my period.' Below the video is a row of small thumbnail images. To the right of the video, the campaign is marked as 'Closed'. The title 'Monthlies' is followed by a description: 'What is menstruation? What changes in a girl's life when "it" first arrives? Monthlies is a fresh film exploring the period with humor and sensitivity.' Below this is the creator's profile: 'lenka gondol, Bratislava, Slovakia' with an 'About' link. A progress bar shows '\$33,000 USD raised by 394 backers' and '110% of \$30,000 flexible goal'. Social sharing icons for heart, Facebook, Twitter, LinkedIn, and code are present. At the bottom, there are tabs for 'STORY', 'UPDATES (25)', 'COMMENTS (235)', 'BACKERS (394)', and 'PERKS'.



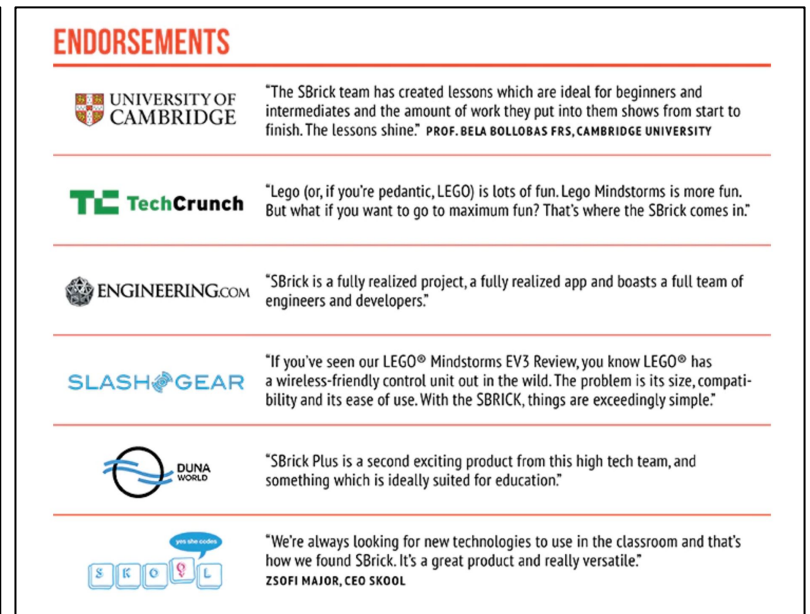
**Hungary**

# What is Crowdfunding?

*Kickstarter was used by SBrick twice to generate international media awareness and a network of international distributors.*



The screenshot shows the Kickstarter campaign page for SBrick. The header includes navigation links: 'Erkunden', 'Starte ein Projekt', 'Für dich', and the 'KICKSTARTER' logo. The main heading is 'SBrick - Smart way to control all your LEGO® Creations'. Below this is a large image of a LEGO Mindstorms EV3 robot on a bridge. To the right of the image, the text reads: 'SmartBrick is the next level in remote controlling your LEGO®. Build more, play more like never before.' Below the text is a blue 'Shop Now' button. Further down, it says 'Erstellt von Mark Bollobas'. At the bottom, it states '1.284 Unterstützer haben 88.152 £ beigetragen, um dieses Projekt zu verwirklichen.'



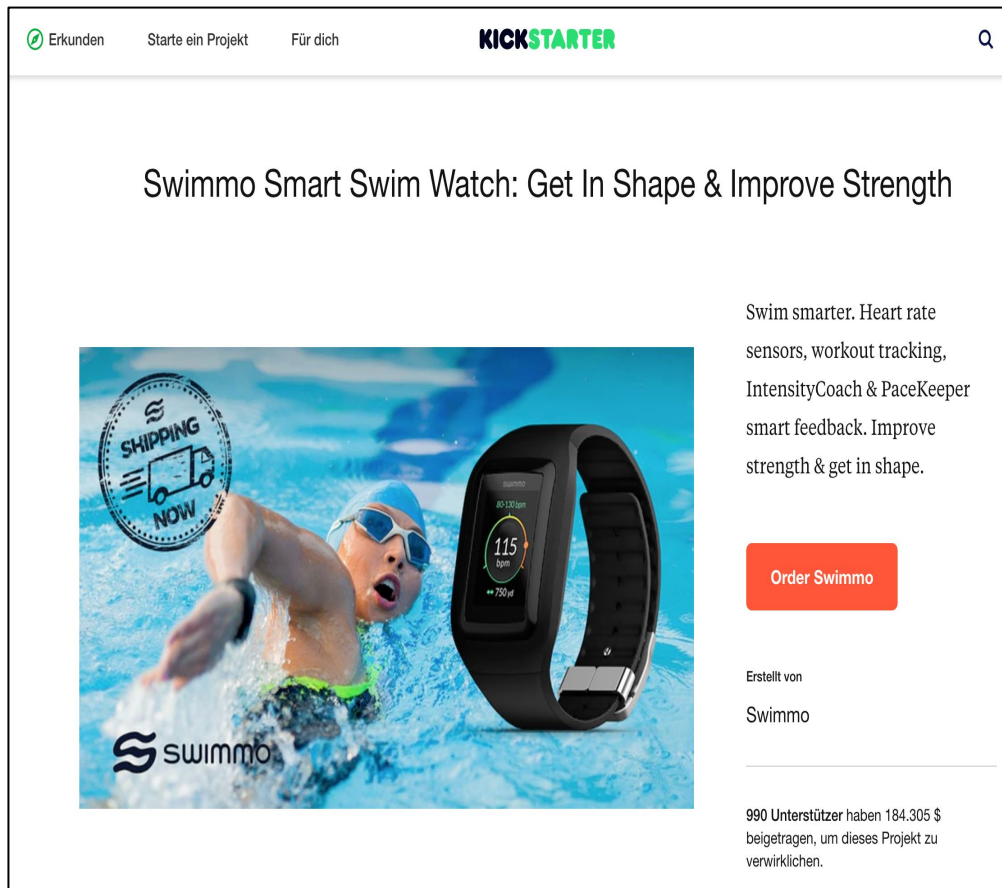
The screenshot shows the 'ENDORSEMENTS' section of the SBrick Kickstarter page. It features five endorsement cards, each with a logo and a quote:

- UNIVERSITY OF CAMBRIDGE**: "The SBrick team has created lessons which are ideal for beginners and intermediates and the amount of work they put into them shows from start to finish. The lessons shine." **PROF. BELA BOLLOBAS FRSc, CAMBRIDGE UNIVERSITY**
- TechCrunch**: "Lego (or, if you're pedantic, LEGO) is lots of fun. Lego Mindstorms is more fun. But what if you want to go to maximum fun? That's where the SBrick comes in."
- ENGINEERING.COM**: "SBrick is a fully realized project, a fully realized app and boasts a full team of engineers and developers."
- SLASHGEAR**: "If you've seen our LEGO® Mindstorms EV3 Review, you know LEGO® has a wireless-friendly control unit out in the wild. The problem is its size, compatibility and its ease of use. With the SBRICK, things are exceedingly simple."
- DUNA WORLD**: "SBrick Plus is a second exciting product from this high tech team, and something which is ideally suited for education."
- SKOOL**: "We're always looking for new technologies to use in the classroom and that's how we found SBrick. It's a great product and really versatile." **ZSOFI MAJOR, CEO SKOOL**

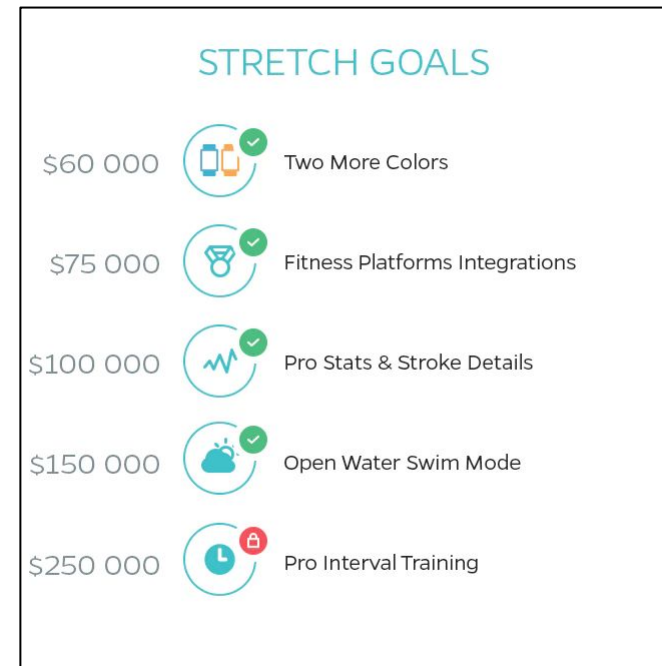
**Poland**

# What is Crowdfunding?

Swimmo is a smart watch for swimmers created by four designers and engineers from Poland, who are also passionate swimmers. The campaign is a good example of how to use infographics for explaining the benefits of the product.



The screenshot shows the top navigation bar of the Kickstarter page with links for 'Erkunden', 'Starte ein Projekt', and 'Für dich', the 'KICKSTARTER' logo, and a search icon. The main heading reads 'Swimmo Smart Swim Watch: Get In Shape & Improve Strength'. Below this is a large image of a swimmer in a pool wearing the Swimmo smartwatch, with a 'SHIPPING NOW' badge overlaid. To the right of the image, the text describes the watch's features: 'Swim smarter. Heart rate sensors, workout tracking, IntensityCoach & PaceKeeper smart feedback. Improve strength & get in shape.' Below the text is an orange 'Order Swimmo' button. At the bottom, it says 'Erstellt von Swimmo' and '990 Unterstützer haben 184.305 \$ beigetragen, um dieses Projekt zu verwirklichen.'



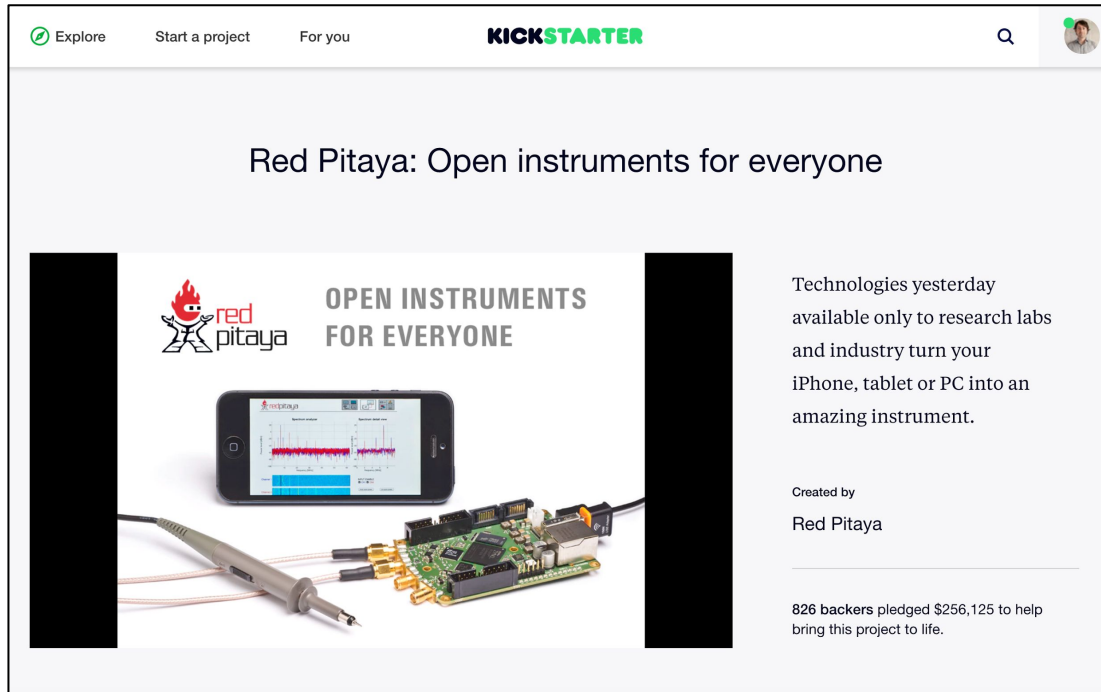
The infographic is titled 'STRETCH GOALS' and lists five funding milestones with their corresponding features:

- \$60 000: Two More Colors (represented by a smartphone icon with a checkmark)
- \$75 000: Fitness Platforms Integrations (represented by a dumbbell icon with a checkmark)
- \$100 000: Pro Stats & Stroke Details (represented by a heart rate line icon with a checkmark)
- \$150 000: Open Water Swim Mode (represented by a cloud and sun icon with a checkmark)
- \$250 000: Pro Interval Training (represented by a clock icon with a lock icon)

**Slovenia**

# What is Crowdfunding?

*The Red Pitaya is an open source measurement and control tool that is plugged into the smart phone/computer and eliminates many expensive measuring instruments. The product is a result of a long-term process. One reason they used Crowdfunding was the money to start the production and on the other hand, they wanted to test the market.*

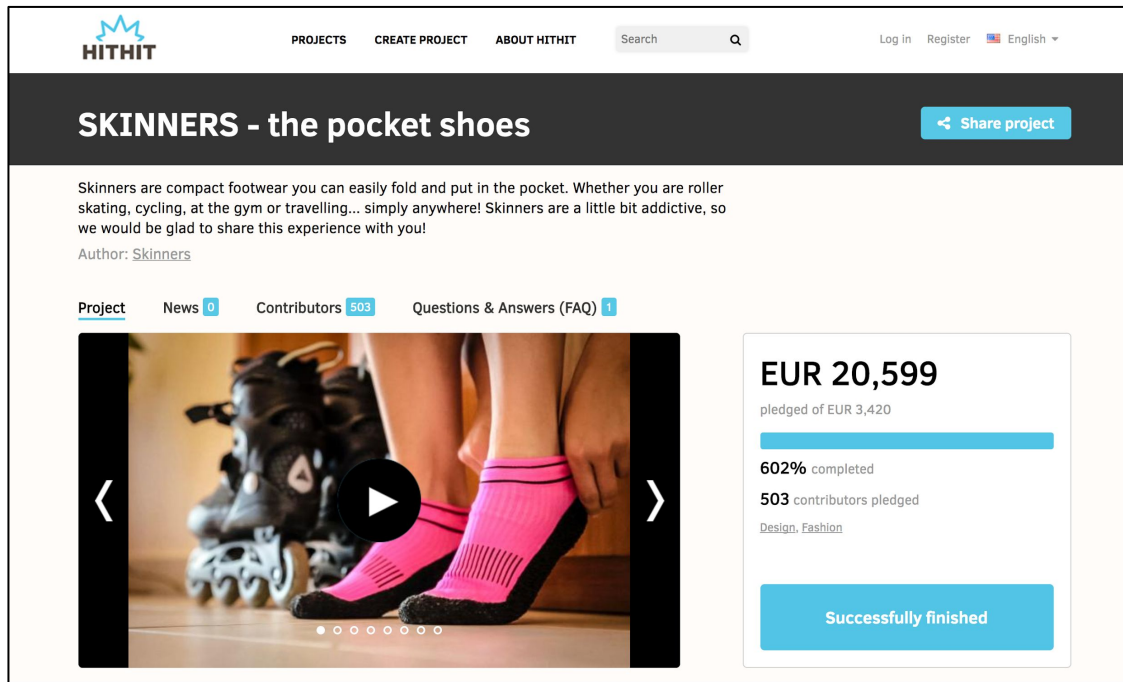


The image shows a screenshot of a Kickstarter campaign page for 'Red Pitaya: Open instruments for everyone'. The page features the Kickstarter logo at the top, navigation links for 'Explore', 'Start a project', and 'For you', and a search icon. The main heading is 'Red Pitaya: Open instruments for everyone'. Below this is a large image showing the Red Pitaya hardware board connected to a smartphone displaying a measurement interface. To the right of the image, there is a description: 'Technologies yesterday available only to research labs and industry turn your iPhone, tablet or PC into an amazing instrument.' Below the description, it says 'Created by Red Pitaya'. At the bottom, it states '826 backers pledged \$256,125 to help bring this project to life.'

# Czech Republic

# What is Crowdfunding?

*The aim of the campaign was to create portable shoes-socks. The successful campaign was innovative and reached 602% of goal volume gathered. The project is still alive and seems thriving, expanding abroad. Later campaigned on Kickstarter as well, showing that reward-based CF on a local platform can also help build the community for a larger international campaign.*



The screenshot shows a crowdfunding campaign page for 'SKINNERS - the pocket shoes' on the HitHit platform. The page features a navigation bar with 'PROJECTS', 'CREATE PROJECT', and 'ABOUT HIT HIT'. A search bar and user options like 'Log in', 'Register', and 'English' are also present. The main heading is 'SKINNERS - the pocket shoes' with a 'Share project' button. Below the heading, there is a description of the product: 'Skinners are compact footwear you can easily fold and put in the pocket. Whether you are roller skating, cycling, at the gym or travelling... simply anywhere! Skinners are a little bit addictive, so we would be glad to share this experience with you!' and the author 'Skinners'. There are navigation tabs for 'Project', 'News 0', 'Contributors 503', and 'Questions & Answers (FAQ) 1'. A video player shows a person wearing pink and black shoes. To the right, a progress bar indicates 'EUR 20,599' pledged, which is 602% completed (pledged of EUR 3,420) by 503 contributors. A 'Successfully finished' button is at the bottom.

**SKINNERS - the pocket shoes** [Share project](#)

Skinners are compact footwear you can easily fold and put in the pocket. Whether you are roller skating, cycling, at the gym or travelling... simply anywhere! Skinners are a little bit addictive, so we would be glad to share this experience with you!

Author: [Skinners](#)

[Project](#) [News 0](#) [Contributors 503](#) [Questions & Answers \(FAQ\) 1](#)

**EUR 20,599**  
pledged of EUR 3,420

602% completed  
503 contributors pledged

[Design, Fashion](#)

**Successfully finished**



**Germany**

# What is Crowdfunding?

The project expanded the portfolio of an existing online only radio station, and add a morning news section. The company behind detektor.fm had already run a crowdfunding campaign on the same platform and built on the previous community. But more importantly, it has used co-partnerships to offer funders additional perks. It shows how SMEs can use partnerships to boost their campaign.

The screenshot shows a crowdfunding campaign page on the Visionbakery platform. The campaign is titled "detektor.fm startet eine Vormittagssendung" and is categorized under "Journalismus" in "Leipzig, Deutschland". The campaign has reached its goal of 44,937.90 € with 48,068.65 € raised by 717 supporters. The campaign is marked as "Erfolgreich finanziert!" (Successfully funded!). The page features a video player with a teapot and a cup of coffee, and a progress bar showing the funding status. The campaign is supported by "Macht mall" with a perk starting at 10,00 €.

vision bakery

Bekannt aus ARD\* ZEIT ONLINE

Projekte suchen... Registrieren Login

Start Alle Projekte Crowdfunding Projekt starten Blog FAQ Über uns

detektor.fm startet eine Vormittagssendung

Journalismus Leipzig, Deutschland

Projektdetails Blog (9) Fragen (4) Unterstützer (717)

Projekt von DETEKTOR.FM kontaktieren →

Bereits abgelaufen!

€ 48.068,65 €  
107 % von 44.937,90 € Ziel

717 Unterstützer

Erfolgreich finanziert!  
Dieses Projekt erreichte bis zum 05.12.15 MEZ die benötigte Summe und konnte in 33 Tagen finanziert werden.

Gegenleistungen

Macht mall \* ab 10,00 €

Gefällt mir 1.372 Personen gefällt das. Sei der/die Erste deiner Freunde.

< Widgets >

**Austria**

# What is Crowdfunding?

*Neovoltaic is innovative energy supplier in the future market of Green Energy proved that profitability and sustainability are not a contradiction: media awareness not only for Crowdfunding, but in the same time for challenges of energy market.*

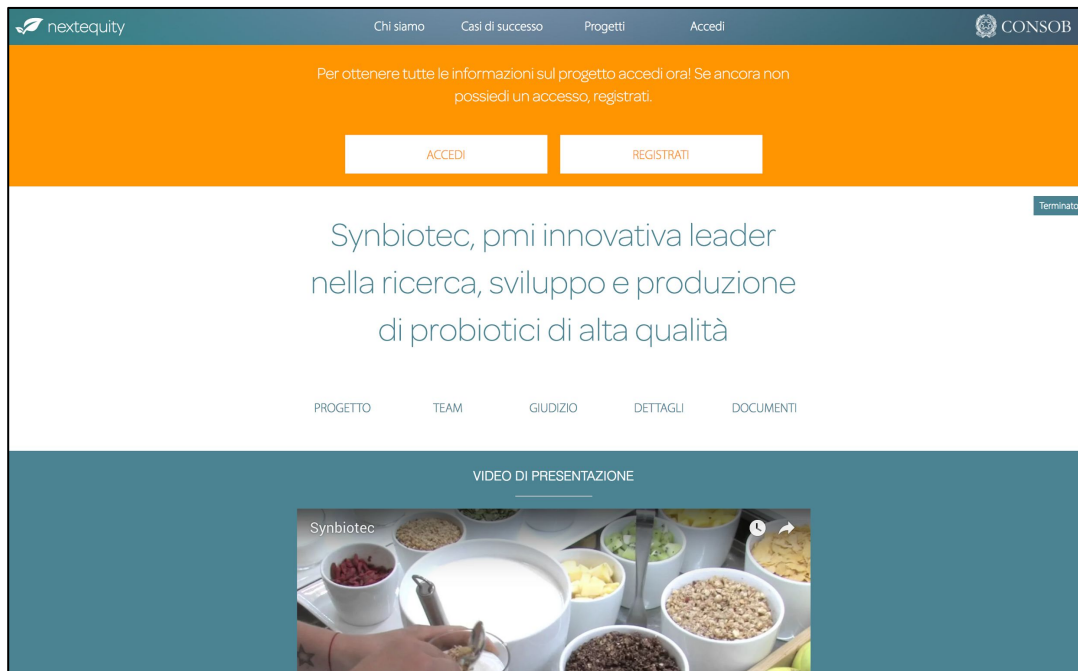
The screenshot shows the crowdfunding page for Neovoltaic on the Conda platform. The page features a navigation bar with the Conda logo and links for 'CROWDINVESTING', 'PROJEKTE ENTDECKEN', 'SO FUNKTIONIERT CROWDINVESTING', 'PROJEKT EINREICHEN', 'ÜBER CONDA', and 'ANMELDEN'. The main header includes the Neovoltaic logo and the tagline '- die neue Kraft'. Below this, a text block reads: 'Wir machen Sie unabhängig von Energiekonzernen. Schwimmen Sie gegen den Strom und werden Sie mit Ihrem Investment Teil der neuen Energiebewegung!'. A green button labeled 'MEHR ERFAHREN' is positioned below the text. The background image depicts a person standing on a wooden log, holding a flag with the Neovoltaic logo against a bright sky. A navigation menu at the bottom of the header includes 'ÜBERSICHT', 'DETAILS', 'FRAGEN+ANTWORTEN', and 'NEWS'. The main content area is divided into two sections: a video player on the left showing a person's profile and the text 'Crowdinvesting neovoltaic AG', and an 'Investitionsinfo' box on the right. The investment information is summarized as follows:

Investitionsinfo		
ABGESCHLOSSEN		
1.452% finanziert	726.100€ investiert	348 Investoren

**Italy**

# What is Crowdfunding?

*La Synbiotec S.r.l. is a spin-off of Camerino's University, born in 2004. It deals with probiotics, dedicating its research, development and production. Synbiotec is a best practice, in the frame of SME Crowdfunding, because demonstrates to have and to be capable to use its strategic capacity.*



The screenshot shows the crowdfunding page for Synbiotec on the NextEquity platform. The page features a dark blue header with the NextEquity logo and navigation links: "Chi siamo", "Casi di successo", "Progetti", and "Accedi". A CONSOB logo is also present in the top right corner. Below the header, an orange banner contains the text: "Per ottenere tutte le informazioni sul progetto accedi ora! Se ancora non possiedi un accesso, registrati." Two white buttons labeled "ACCEDI" and "REGISTRATI" are positioned below this text. The main content area is white and displays the text: "Synbiotec, pmi innovativa leader nella ricerca, sviluppo e produzione di probiotici di alta qualità". A "Terminato" badge is visible in the top right corner of this section. Below the text, there are navigation links: "PROGETTO", "TEAM", "GIUDIZIO", "DETTAGLI", and "DOCUMENTI". At the bottom, a dark blue section titled "VIDEO DI PRESENTAZIONE" contains a video player showing a person preparing food in a kitchen, with various bowls of ingredients and a large bowl of white liquid. The video player has a "Synbiotec" logo in the top left corner and a play button in the top right corner.

# Crowdfunding Exercises

Module 7

# **Exercises for Module 1**



# Your Crowdfunding Past

Each team member explains...

- a) ...which Crowdfunding Platform he/she knows.
- b) ...which projects he/she has heard of before.
- c) ...which projects he/she has supported before.

## The second best outcome

The team imagines that the Crowdfunding was successful and all the goals were fulfilled.

What was the second-best outcome? Each team member notes the outcome and then presents it front of the group.

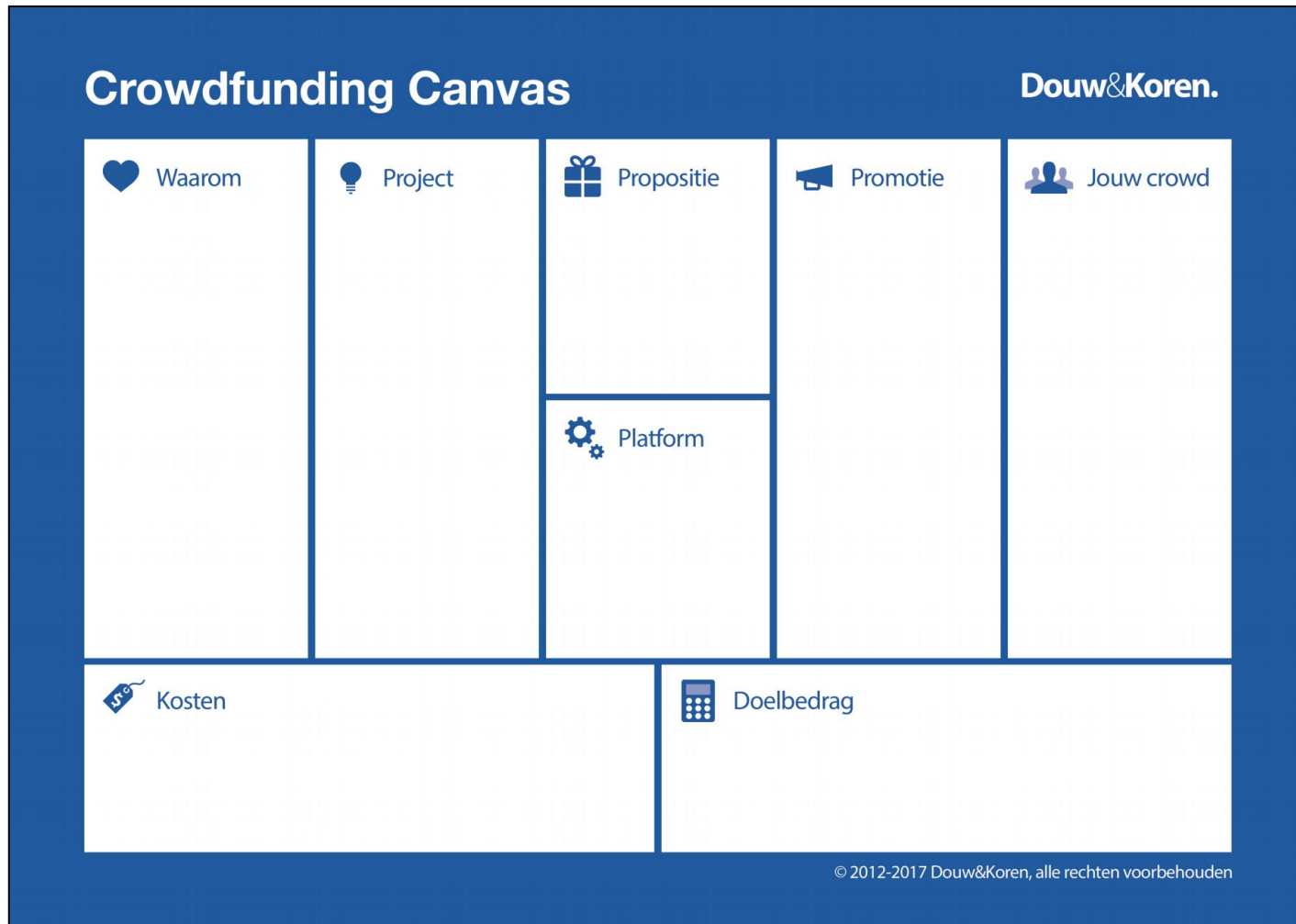
Together, a ranking of second-best outcomes is developed.

# **Exercises for Module 2**

# Pitch Practice

Each team member presents the Project Idea in 30 seconds, 1 slide, or 3-4 sentences to the rest of the team.

# Explore the Crowdfunding Canvas!



# Research Similar Projects

- Research a list of platforms suitable for your project.
- Each team member then has to identify projects with similarities to your own project:
  - Project Idea
  - Target Group
  - Funding Goal
  - Location
  - Branch
- Afterwards, the team members present their most-liked and least-liked project to the whole team.

# Three Scenarios

What happens if...

... the project reaches its funding goal before the end of the funding time?

... the project receives much more than the required funding goal?

... the project receives significantly less than the required funding goal?

# Reward Simulation

Create virtual rewards for your project

Each team member receives virtual coupons to be spent on the rewards.

The team then discusses why certain rewards were more attractive.



# **Exercises for Module 3**

# Create a video script

Team Members form groups of three.

Together they develop a short 30 seconds pitch video including the pitch texts.

Each pitch video is performed in front of the group.

# Facebook Experiment

- Create a closed, secret Facebook group for all workshop participants
- Let the participants create facebook posts for different events in the campaign:
  - 10 days before the campaign
  - 1 day before the campaign
  - Launch Day
  - You have reached 70% of your funding goal.
  - You have reached 100% of your funding goal.
  - You are starting the shipping of your rewards.

# Create a media timetable

Each team member creates three documents:

- Press release
- List of five media sources where the target group can be found
- Three ideas to gather the attention of the media

Together all the members create a media timetable.

# **Exercises for Module 4**

# Several campaigns or Crowdsustaining?

Each team member visits a Crowdsustaining platform (such as Patreon) and identifies interesting projects.

The team discusses:

- Can we split our budget on several campaigns?
- Would we prefer ongoing support through the Crowd?

# The ideal Crowd Supporter (Post-Campaign)

Describe how the ideal Crowd Supporter behaves after the campaign:

- Does he/she visit any additional websites?
- Does he/she create a profile outside of the platform page?
- Does he/she interact with the SME team in a special way?

# Checklist



# Checklist (1): Is Crowdfunding right for your SME?

## Does Crowdfunding make sense for this project?

- Is it possible to summarize the project in three sentences?
- Is the project intended for consumers or for business?
- Which intention is achieved beyond the funding (marketing, market research, public relations)?
- Has the team had previous experiences with Crowdfunding?
- Does the team know the difference between donation-based, reward-based, equity-based and lending-based Crowdfunding?
- Is the time frame and the funding goal already determined?
- In which stage is the project (Ideation Phase, Prototyping, Production)?
- Are there similar projects on existing Crowdfunding platforms?  
What can be learned from these projects, what can be done differently?
- What is the budget for the Crowdfunding campaign?  
Is the team willing to spend money before the Crowdfunding project?

# Checklist (2): Is your team ready?

## Team

- Who are the team members and which roles do they have?
- Does the team have any time constraints in the next few weeks to prepare the campaign (other jobs, vacation)?
- Who is the person in charge of the Crowdfunding campaign?
- Who is the natural or legal person receiving the money at the end?
- Who decides about which material is published?
- Does the project work together with a tax consultancy?
- Is everybody comfortable in the team to use their own private names when advertising the project?

# Checklist (3): Is your product ready?

## Product

- Is the product name already fixed? Is the brand secured?
- Is the development of the product already financed?  
With the financing, how long will the development of the product take?
- How much are the production costs per unit?
- How much are the shipping costs per unit?
- Should pre-selling via Crowdfunding yield a return?
- Is it possible to make different packages of the product, for instance as special edition or luxury version?
- Can the product be combined with other products or services?

# Checklist (4): Who is in your target group?

## Target Group

- What do you know about the audience and potential customers?
- Were there already contacts to the target group, for instance through earlier sales?
- Can we use the feedback from earlier sales for the Crowdfunding campaign, for instance through testimonials?
- Is the target group regional, national or international?
- Has the product been certified or received awards?

# Checklist (5): Is your marketing ready?

## Marketing

- Is there marketing material which already exists?
- Is there a website with a landing page? Who is responsible for the website?
- Which texts are already ready for the project?
- Which fotos exist for the projects?
- Which video material exists for the project?
- Are there descriptions and pictures of all team members?
- Are there pictures showing the product while being used?
- What kind of external material can be used (media clips, customer reviews, testimonials)?

# Checklist (6): Are you ready for media coverage?

## Press/Media

- Have there been previous contacts to media?
- Which media are being used by the target group?
- Is there a budget for media relations? Is there a budget for advertisements?
- Are there existing media texts?
- Who is responsible for media relations? Is there a special agency?
- Are there special events during the campaign which could be an anchor for media coverage?

# Checklist (7): Are your rewards ready?

## Rewards in Reward-Based Crowdfunding:

- How high are production and shipping costs?
- What are expected retail volume and returns?
- Who is responsible for the production of the rewards?
- Are some rewards limited by the production?
- Can some rewards be personalized?

# Checklist (8): Are your business details ready?

## Business Details (Equity-based Crowdfunding)

- Is there a pitch deck?
- Is there a business plan and a financial plan?
- How is the structure of owners?
- Are there other financing rounds planned outside of Crowdinvesting/Crowdlending?
- Has the business model been evaluated externally?
- What is the value of business with similar products or services?
- What type of information can be provided to investors, what type of information cannot be shared with investors?



# Checklist (9): Social Media Ready?

## Social Media

- Which Social Media Channels are being used right now, which need to be established?
- Which Social Media Channels are used by the target group?
- Who is responsible for Social Media in the team?

# Checklist (10): Video Ready?

## Video

- Do you have contacts to video agencies?
- Which video equipment is accessible? Does your team have knowledge about video editing?
- Which scenes have to appear in the video?
- What kind of story does the video tell?
- How long will the video be?
- Will the video also be available after the Crowdfunding campaign?

# Checklist (11): Campaign Ready?

## Campaign

- Which funding threshold and which funding goal will be set?
- Which funding time will be set?
- Which networks and contact lists can be used for the campaign?
- Which external events can be used for the campaign?
- Are there special events planned at the start, middle and end of the campaign?
- Are there ways you can involve the Crowd in your campaign?
- Who is responsible in your team for the questions of the crowd?
- Are there regular team meetings?
- What follow-up possibilities exist?

# Checklist (12): Platform Ready?

## Platform

- Should the platform have regional, national or international reach?
- What are the fees of the platform?
- Which functions are provided by the platform?
- Has the team worked with a specific platform before?
- Does the team have accounts in the relevant payment systems?

End ;-)