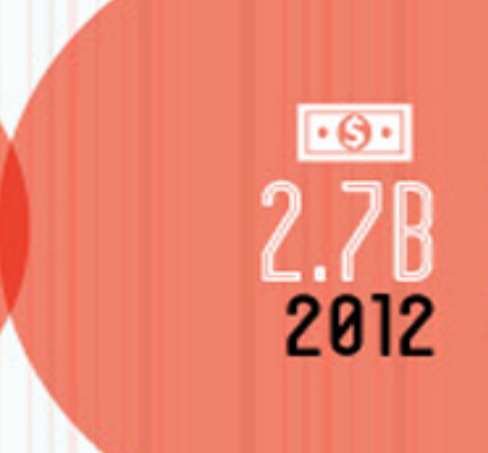


What is Crowdfunding?

“The practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.”

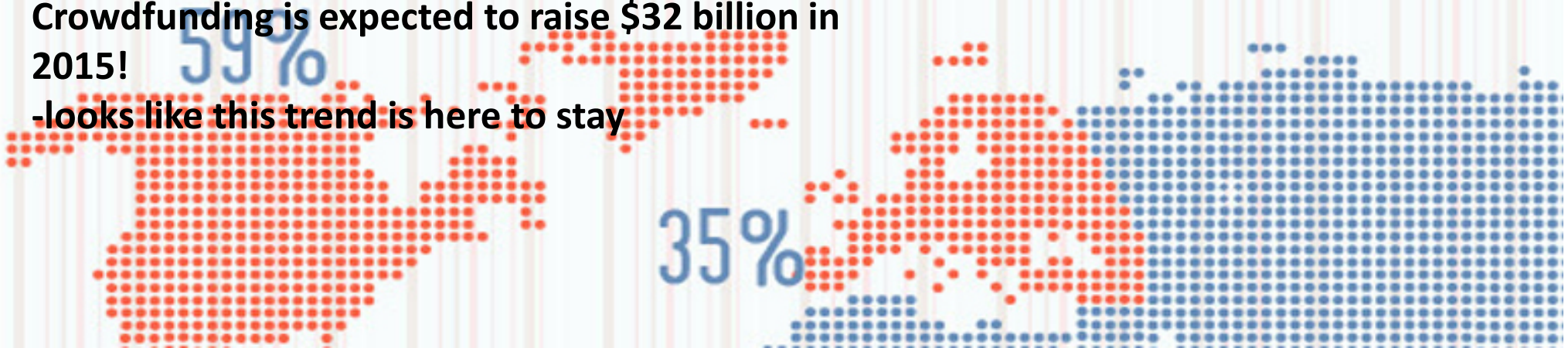
Crowdfunding is a growing trend:



Up in 2014 to \$16 billion


Crowdfunding is expected to raise \$32 billion in 2015!

-looks like this trend is here to stay



Statue of Liberty – Pioneering Crowdfunding in 1884

MODEL
Of the Statue of
"LIBERTY ENLIGHTENING THE WORLD,"
Issued by the American Committee
IN AID OF THE PEDESTAL FUND.



THE American Committee in charge of the construction of the Base and Pedestal of this great work of art, in order to raise funds for completing their work, have prepared a miniature statuette six inches in height.—The statue bronzed; pedestal nickel-silvered,—which they are now delivering free of expense to subscribers throughout the United States, at

ONE DOLLAR EACH.

This attractive souvenir and Mantel or Desk ornament is a perfect fac-simile of the model furnished by the artist.

The Statuette in same metal, twelve inches high, at

FIVE DOLLARS EACH,

delivered.

The designs of Statue and Pedestal are protected by U. S. Patents, granted to A. BASTIEN in 1878-79, and the models can only be furnished by this Committee.

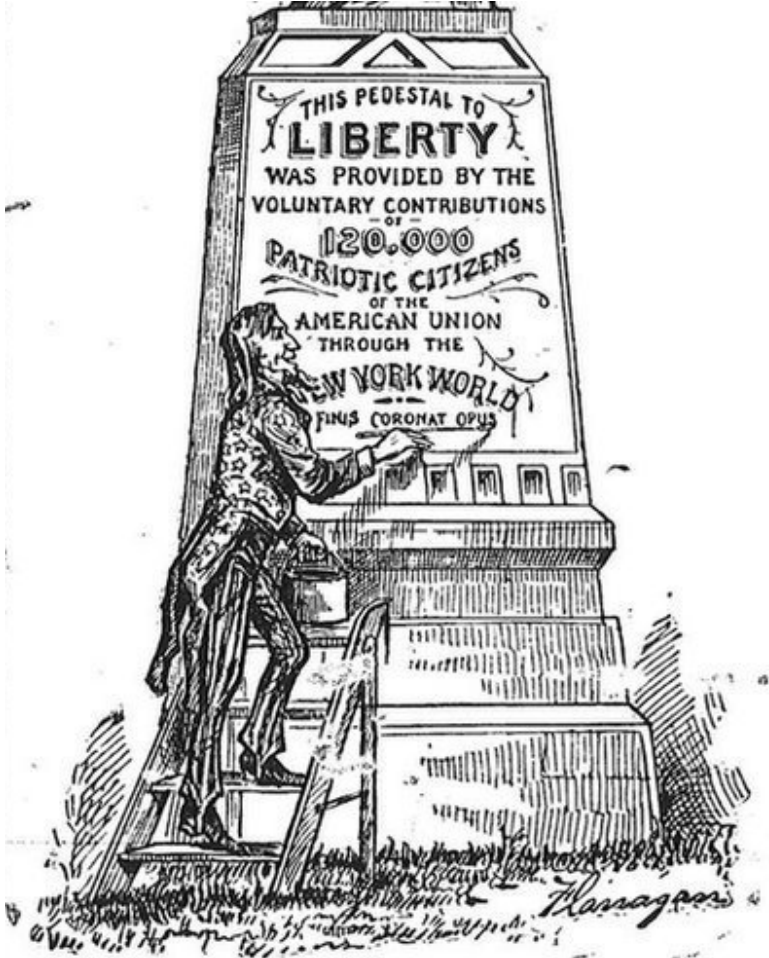
The people of France donated the money to build the Statue and presented it to the United States of America.

Every American citizen should feel proud to donate to the Pedestal Fund and own a Model in token of their subscription and proof of title to ownership in this great work.

Address with remittance,

RICHARD BUTLER, Sect'y,
American Committee of the Statue of Liberty,
33 Mercer St., New York

Orders Received Here.



... proud record that the great subscription attracted attention to the names of John H. the largest number amount acknowledged names and a great character of this ... The four dollar Van Wormer, of B ... We received the ...

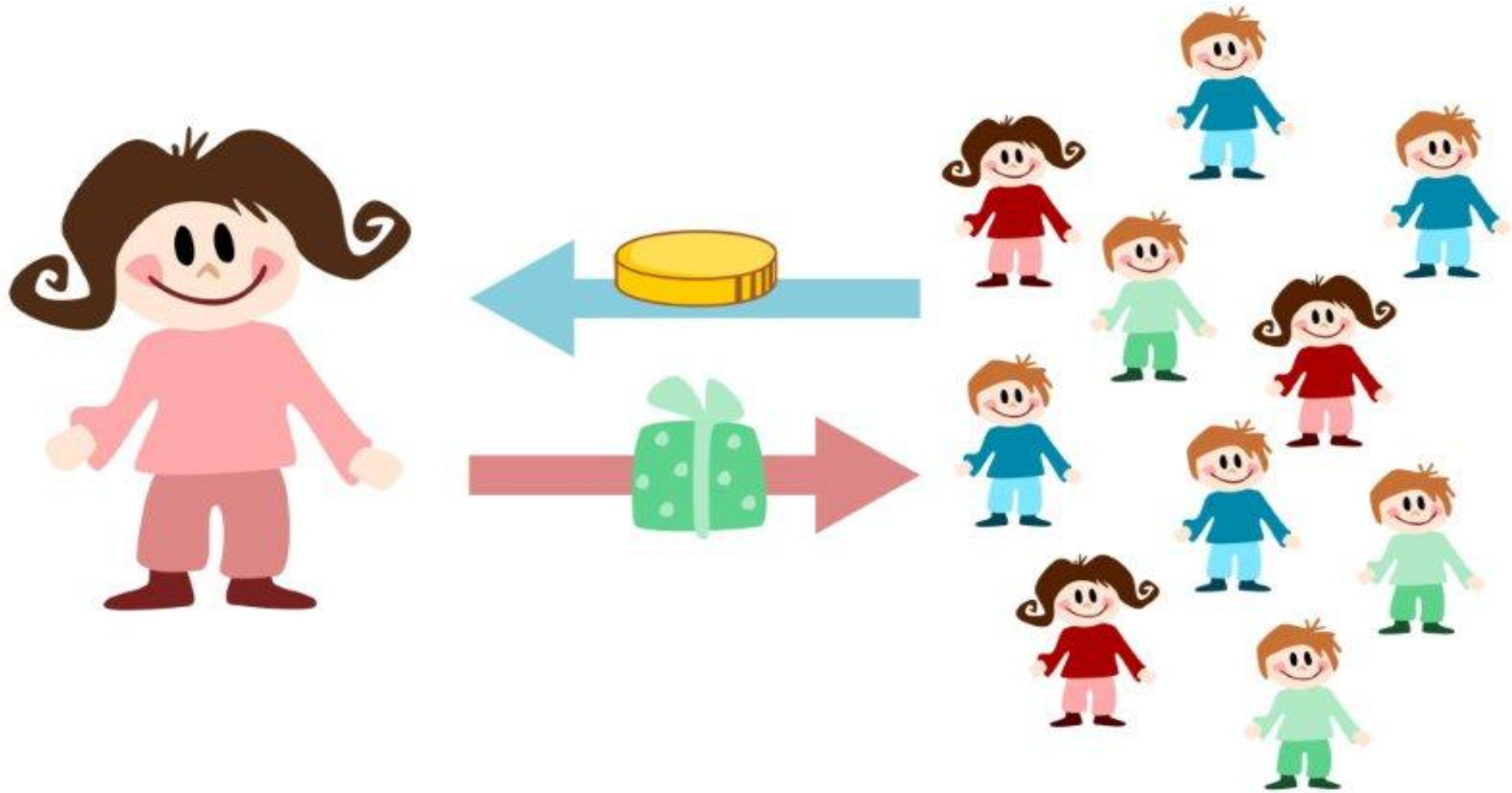
To the Editor of The ... We notice your Pedestal Fund. It ... on us for the bal ... Broadhead Wors

Jamestown, N. J.

This had to be ... than completed. ... 42 Broadway, had contributed the ... according to our offer we also de ... time pledges of fund.

Some time ago Messrs. Wanier & Broadway, to draw needed to complete their request yesterday presented to-day a ... We count among Jere. A. Wernberg of Brooklyn. We his check would be ... The ... aper of farewell address, Williams for \$18 ... took the photograph Grant was born. Mr. W. H. Randall, and Fifth street, worth all that Mrs ... We have \$55 to Electrical World. we have had thro ... Two more of ... pen" to-day, Thon Sonnerborn. T forty-one that ha ...

Reward Based



- **Campaign** - The term for a crowdfunding project, usually around 1 month in length.

“Have you seen that T-shirt company’s Kickstarter campaign?”

- **Goal** - The minimum amount your campaign must raise to be funded. It cannot be changed once your campaign starts.

“Yeah, they passed their \$10k goal yesterday!”

- **Backer** - The term for a crowdfunding customer.

“Good, I was one of that campaign’s first backers!”

- **Pledge** - A verb to describe what a backer does when they support your campaign.

“I pledged \$10 for that epic T-shirt with the giant shark on it!”

- **Reward** - What the backer gets in exchange for their pledge.

“I cannot wait to get my T-shirt reward!”

- **Fixed Funding** - Example: **Kickstarter.com** - If you do not reach your goal, you get absolutely nothing, none of your backers get charged, and the platform does not take their fee.

- **Flexible Funding** - Example: **Indiegogo.com** - they take a 9% fee if you do not make your goal, and 4% if you do.

Why would a person or business Crowdfund?

- **No debt and no loan payments**
- **No giving up equity to investors**
- **Test market demand for your idea without risking losing your savings, or going in debt.**
- **- Inventory forecasting**
- **- You get EARLY feedback. – Before it's too late to make changes.**

-The backers often feel more connected to your brand or venture because they helped create it - they often become your biggest advocates: *if you deliver rewards that exceed their expectations.

*****BUT***** you have to fulfill the rewards if your campaign is funded! **If you are going to Crowdfund, please, be conservative.** There have been campaigns that reached their goal, but underestimated the final cost of production and fulfillment and lost a lot of money!

Warm and fuzzy inspirational example: If you fail you can iterate and try again

The Coolest: Cooler with Blender, Music and So Much More

by Ryan Grepper



Why can't my cooler blend DRINKS, play MUSIC, carry GEAR, and GRILL food?! Here's the perfect tool for all your tailgate & outdoor fun!

Portland, OR Product Design [Share this project](#)

279

backers

\$102,188

pledged of \$125,000 goal

0

seconds to go

Funding Unsuccessful

This project's funding goal was not reached on December 25, 2013.

Ryan Grepper

2 created | 46 backed

[coollest.com](#)

[See full bio](#) [Contact me](#)



COOLEST COOLER: 21st Century Cooler that's Actually Cooler

by Ryan Grepper



62,642

backers

\$13,285,226

pledged of \$50,000 goal

0

seconds to go

Funded!

This project was successfully funded on August 29.

Ryan Grepper

2 created | 46 backed

[coollest.com](#)

[See full bio](#) [Contact me](#)



Portland, OR Product Design [Share this project](#)

My #1 Take Away From My Little Experience doing a campaign, and from 3 Courses & Expert Consulting:

- The **prelaunch** work you put into your campaign and marketing will determine how successful your campaign will be.
- **The platforms such as Kickstarter and Indiegogo will not generate very much traffic to your campaign page by themselves.**
- The first couple of days determine the momentum that your campaign will (or will not) have.

How to Plan Your Campaign

- Research similar campaigns to yours.
- Start marketing and collecting potential backers' **emails** - ideally months **before** your campaign starts.
- Make a list of “influencers” contact info: media journalists and bloggers who wrote about those successful and similar campaigns. (More on how to do this below)
- Send your press releases out at least 3 weeks before you launch, but embargoed for the date of your campaign launch.

How to Research Similar Campaigns


- -**Kicktraq**- For seeing data from expired campaigns. Good graphs on day to day data for every campaign.
- -**Bit.ly** - For measuring traffic, look for spikes on certain days. Called “bitlink” or “short link”.

Remember... rewards are IMPORTANT

- Most consumers prefer to get instant gratification... backers often do not get their rewards for a year or more in some cases... it is a LOT to ask of someone to BUY YOUR PRODUCT MONTHS BEFORE THEY'LL GET IT
- I show some examples later... There are many ways to make it worth it to your backers to support your campaign despite, if reward based project, being an inconvenience for them...
- For example, you can offer a discount, or something exclusive, or something personalized. MOST SUCCESSFUL CAMPAIGNS OFFER SOMETHING SPECIAL FOR THEIR BACKERS.

How to research campaigns: Boot Company

Brooklyn Boot Company
by Brooklyn Boot



857
backers

\$117,817
pledged of \$50,000 goal


0
seconds to go

Funded!
This project was successfully funded on October 15.

We're making top-quality boots in the USA and cutting out the retail markup in order to make our products more accessible.

📍 Martinsburg, PA 🧦 Footwear [Share this project](#)

Brooklyn Boot
🕒 First created | 2 backed
🌐 BrooklynBoot.com
[See full bio](#) [Contact me](#)



Boot Company Research Example:

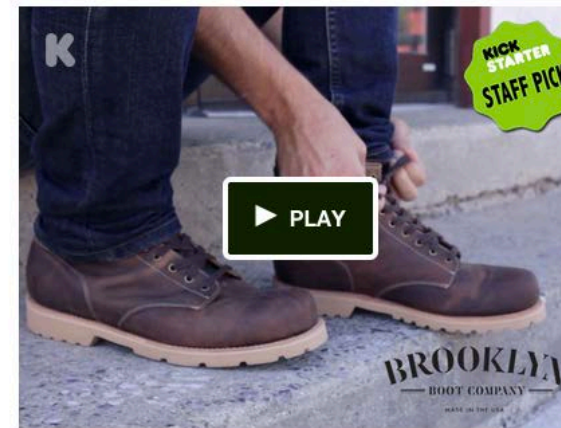
How to use bit.ly, click “share” then “embed” to find “bitlink”

This is what you will then see, copy the short link – AKA “bitlink”

We're making top-quality boots in the USA and cutting out the retail markup in order to make our products more accessible.

📍 Martinsburg, PA 📁 Footwear [Share this project](#)

[Story](#) [Updates \(10\)](#) [Comments \(131\)](#)



After choosing a video size, copy and paste the embed code above.

480 x 360 640 x 480 800 x 600 Custom size: 480 x 360



[Brooklyn Boot Company](#)
Brooklyn Boot

We're making top-quality boots in the USA and cutting out the retail markup in order to make our products more accessible.

[Martinsburg, PA](#)
Successfully funded!

Project short link

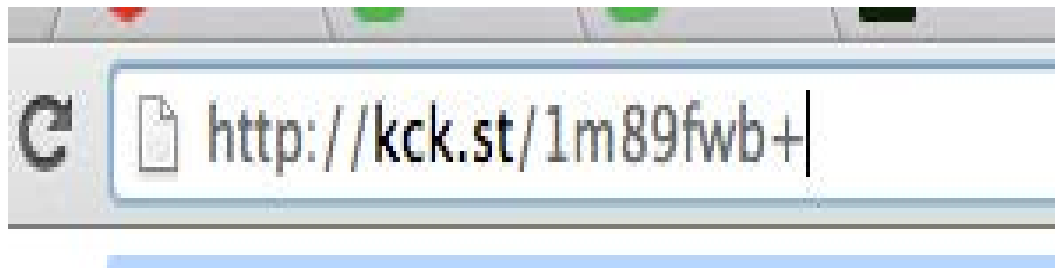
<http://kck.st/1m89fwb>

YOU NOTE
KERS. You'

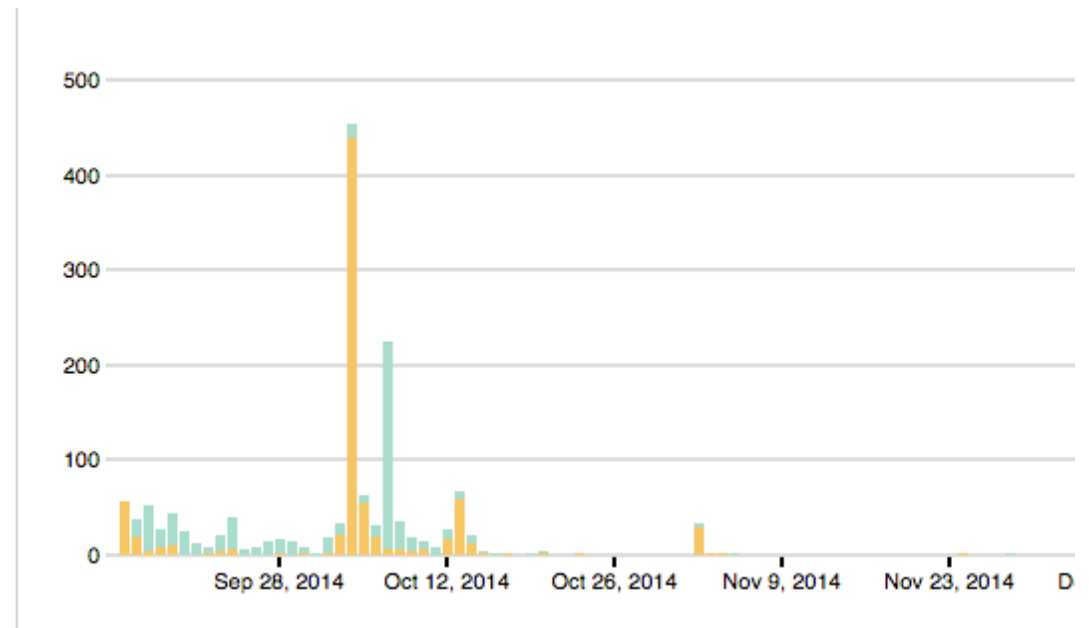
receive a sincere thank you note from

Continued Boot Company Research:

Just paste the short link and add a “+” to the end:

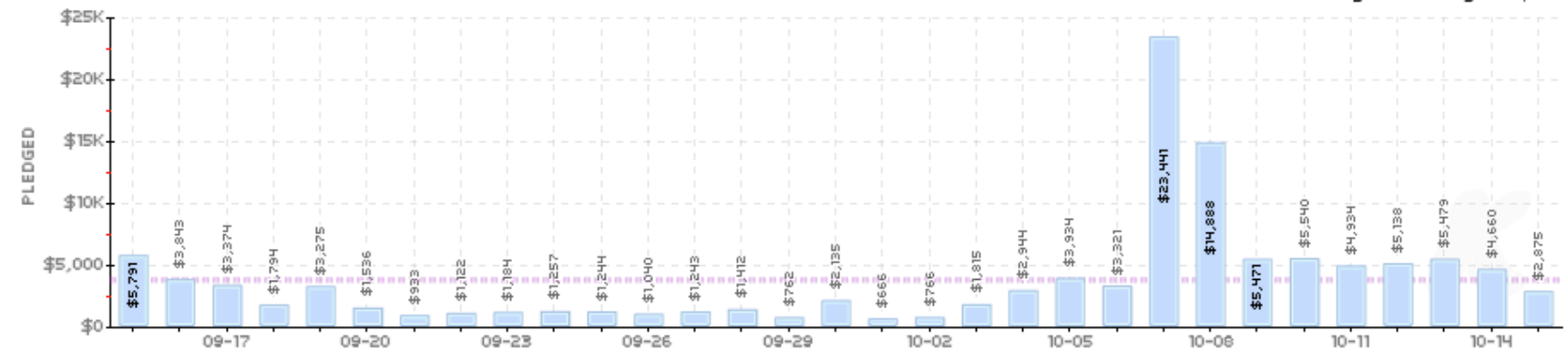


Look for spikes in traffic, like October 4th and 7th (you can sometimes see the source just by scrolling down):



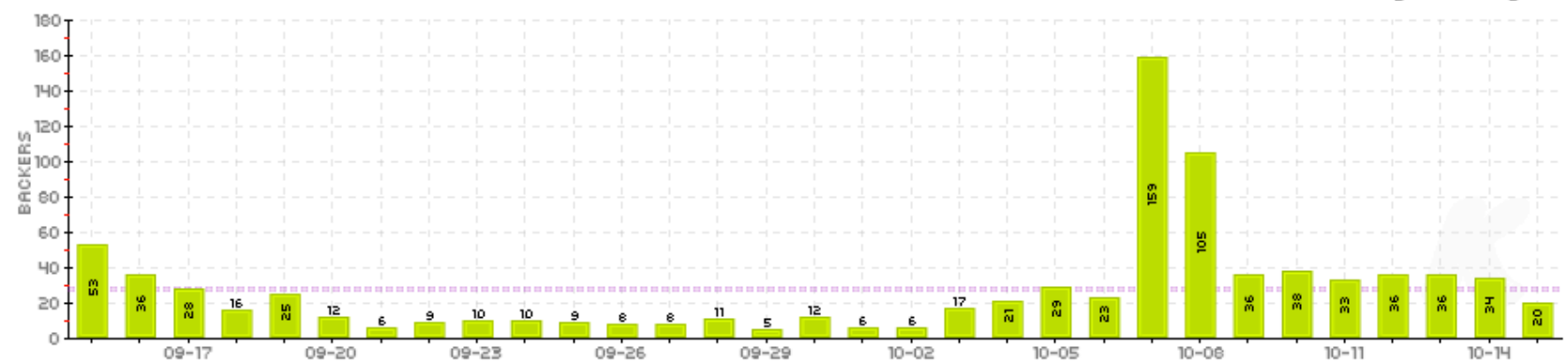
Cont. Boot Co Research – Kicktraq graphs

Pledges Per Day: Brooklyn Boot Company



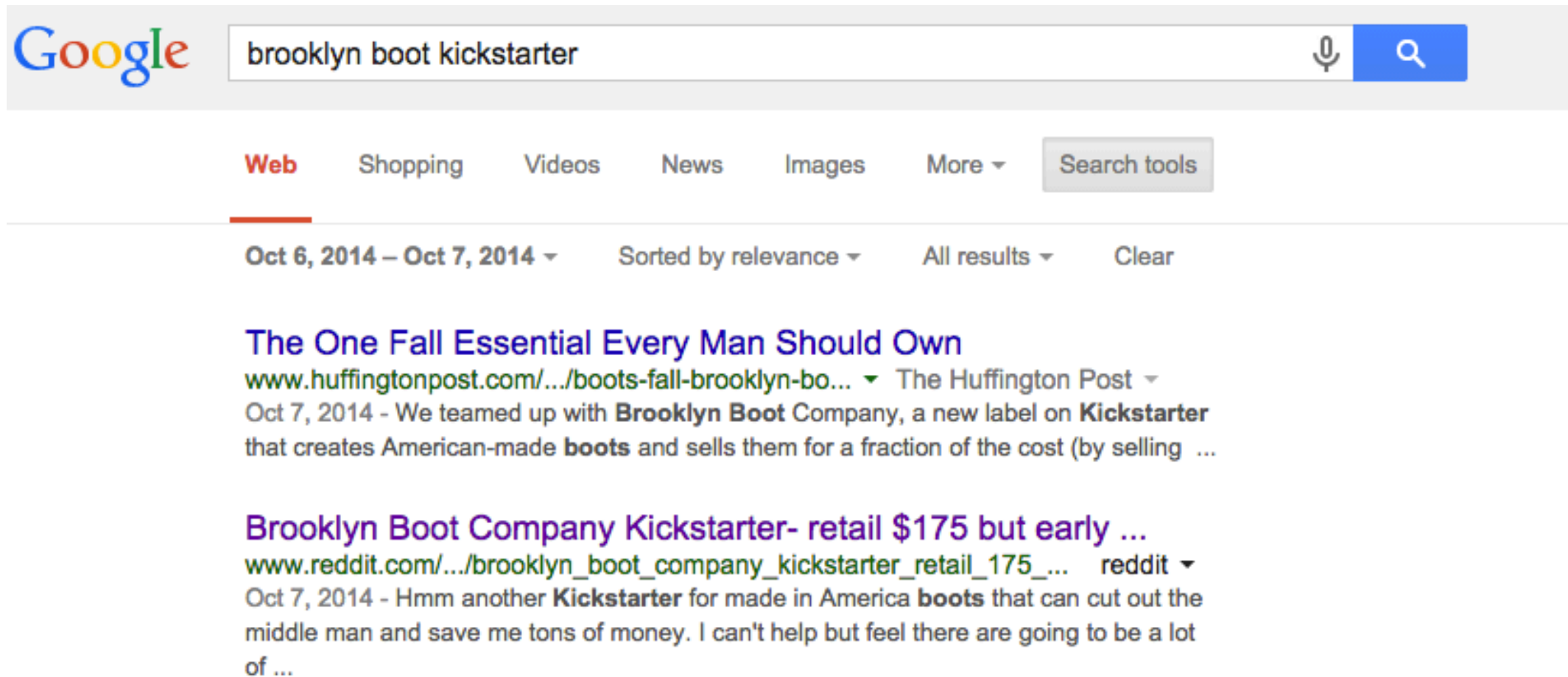
(c)2014 Kicktraq. Additional content provided by Kickstarter Inc. and Brooklyn Boot. Trademarks and related content are owned by their respective companies. Shared under the creative commons (CC BY-NC 3.0) license. Read more about sharing this image at www.kicktraq.com/projects/1.053586392/brooklyn-boot-company/#sharing

Backers Per Day: Brooklyn Boot Company



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Cont. Research: Search Google for articles posted within 24 hrs of the spike in pledges:



The image shows a Google search interface. The search bar contains the text "brooklyn boot kickstarter". Below the search bar, the "Web" tab is selected. The search results are filtered for the date range "Oct 6, 2014 – Oct 7, 2014", sorted by "relevance", and showing "All results". Two search results are visible:

- The One Fall Essential Every Man Should Own**
www.huffingtonpost.com/.../boots-fall-brooklyn-bo... The Huffington Post
Oct 7, 2014 - We teamed up with **Brooklyn Boot** Company, a new label on **Kickstarter** that creates American-made **boots** and sells them for a fraction of the cost (by selling ...
- Brooklyn Boot Company Kickstarter- retail \$175 but early ...**
www.reddit.com/.../brooklyn_boot_company_kickstarter_retail_175_... reddit
Oct 7, 2014 - Hmm another **Kickstarter** for made in America **boots** that can cut out the middle man and save me tons of money. I can't help but feel there are going to be a lot of ...

Winner Winner:

January 23, 2015

HUFF
POST STYLE

Edition: U.S. ▾



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ENTERTAINMENT

CELEBRITY

WOMEN

WEDDINGS

TRAVEL

HOME

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ALL SECTIONS

Style • Fashion Trends • The Beauty Page • Models • Michelle Obama • Celebrity Style • Fashion Week • Plus-Size Style • Glam4Good • Storytelling

The One Fall Essential Every Man Should Own

The Huffington Post | By Michelle Persad   

Posted: 10/07/2014 9:47 am EDT | Updated: 10/11/2014 9:59 pm EDT

1k 179 77 97 67

 Like  Share  Tweet  Pin it  Comment



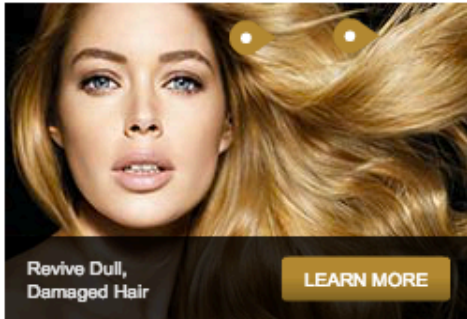
Guys, we get it. Going shopping and dropping a wad of cash on a new wardrobe is less than appealing. But come fall, there are definitely a few items that need updating -- namely your footwear. Instead of buying a cheap pair of boots that will fall apart after one season, why not invest in a pair that you can wear for decades? Just think, you won't have to set foot in a mall this time next year.

We teamed up with [Brooklyn Boot Company](#), a new label on [Kickstarter](#) that creates American-made boots and sells them for a fraction of the cost (by selling direct-to-consumer instead of through retailers), to show just how versatile good quality boots

ADVERTISEMENT

Because you're worth it.
L'ORÉAL
PARIS

Hair Expertise At Your Fingertips



Revive Dull, Damaged Hair [LEARN MORE](#)

Successful Example: Socks made from coffee

FUNDING SUCCESSFUL



Walk the Globe in ATLAS: a second-skin dress sock that performs so well, you'll actually want to wear it.

Fashion

Backers: 3150
Average Pledge Per Backer: \$65

Funded: \$204,601 of \$30,000
Dates: Jun 21st -> Jul 24th (33 days)
Project By: **Ministry of Supply**

VISIT PROJECT

SHARE

0

Tags:

- apparel
- fashion
- +Suggest

\$204,601
CURRENT PLEDGE LEVEL

682%
OF GOAL

LAST UPDATED: JULY 24 @ 14:30 -0400 GMT

\$0
TRENDING TOWARD
FUNDING PERIOD ENDED

0%
OF GOAL

TRENDS ARE NOT PROJECTIONS. READ MORE

Funding Progress

Daily Data

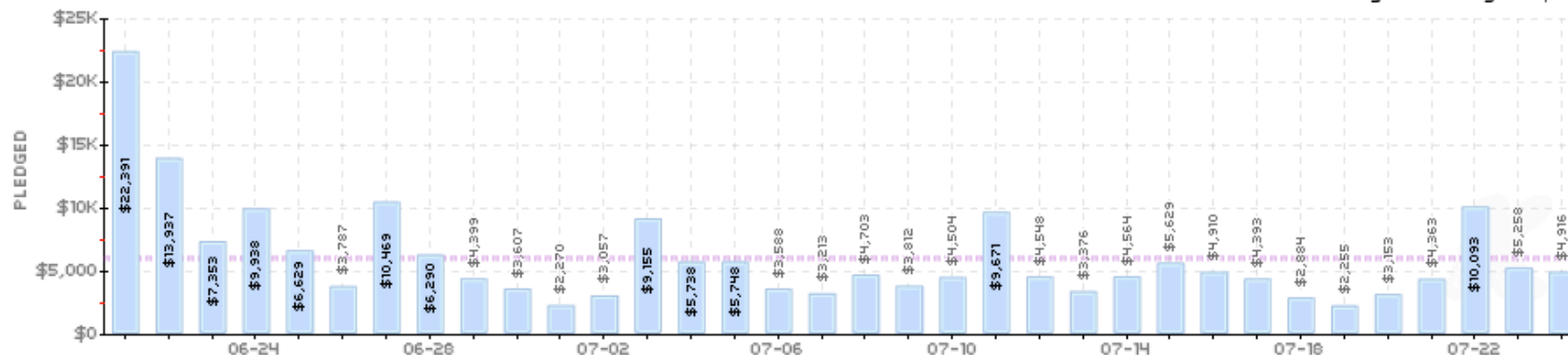
[Exp] Projection

[Exp] Trend

Mini-Chart

Pledges Per Day: ATLAS: Performance Professional Comes to Socks

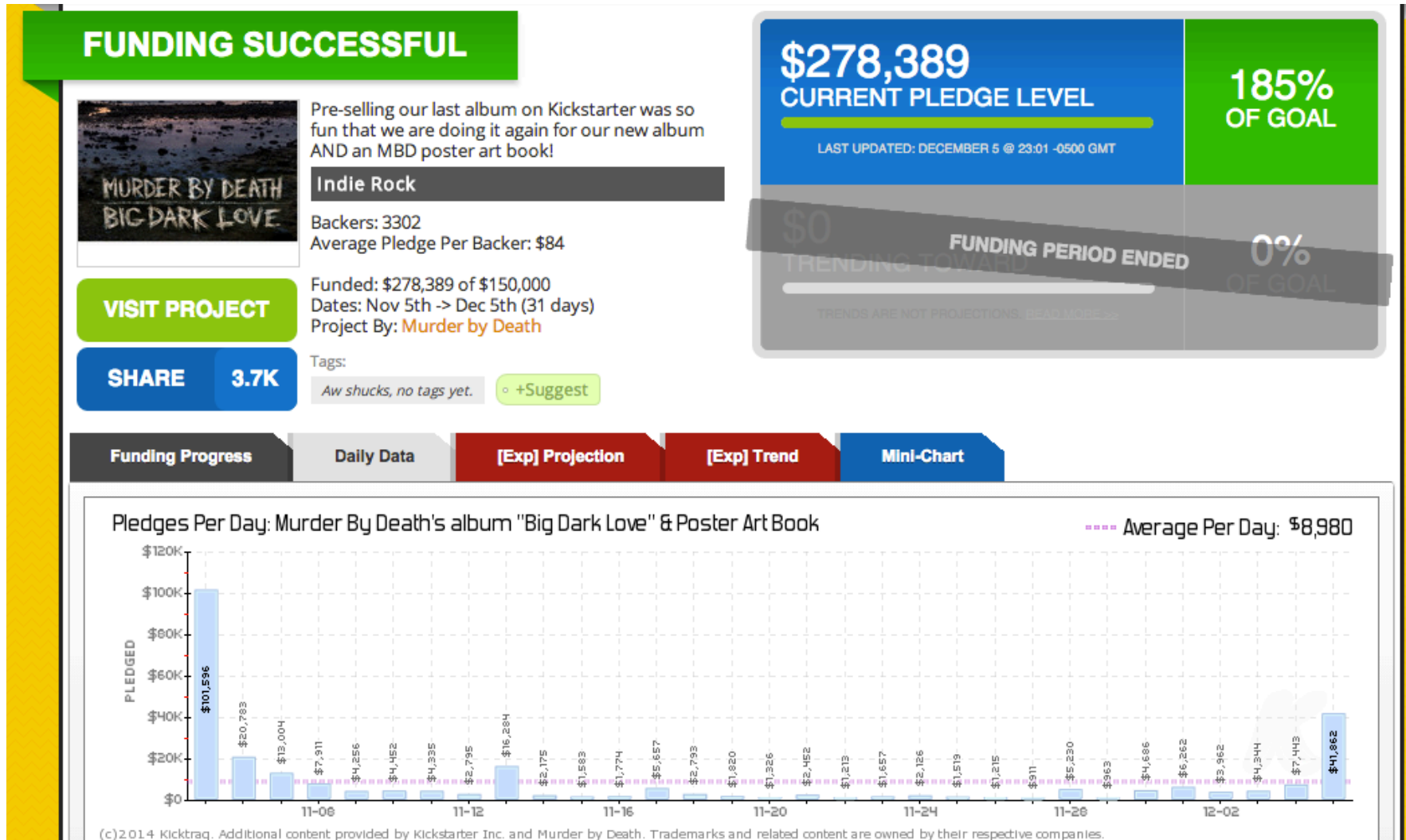
----- Average Per Day: \$6,018



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Successful Example: Band Funds Their New Album



Successful Example: Hot Sauce Company

FUNDING SUCCESSFUL



You've never tasted sriracha quite like this before.

Aged in whiskey barrels for a unique fruity, spicy, and smoky flavor. You've never tasted sriracha quite like this before.

Food

Backers: 2165
Average Pledge Per Backer: \$48

Funded: \$104,146 of \$20,000
Dates: Jan 27th -> Mar 8th (40 days)
Project By: [Sосу Sauces](#)

VISIT PROJECT

SHARE 10.9K

Tags:

Aw shucks, no tags yet.

+Suggest

\$104,146
CURRENT PLEDGE LEVEL

520%
OF GOAL

LAST UPDATED: MARCH 8 @ 17:31 -0500 GMT

\$0
TRENDING TOWARD

0%
OF GOAL

TRENDS ARE NOT PROJECTIONS. READ MORE >>>

Funding Progress

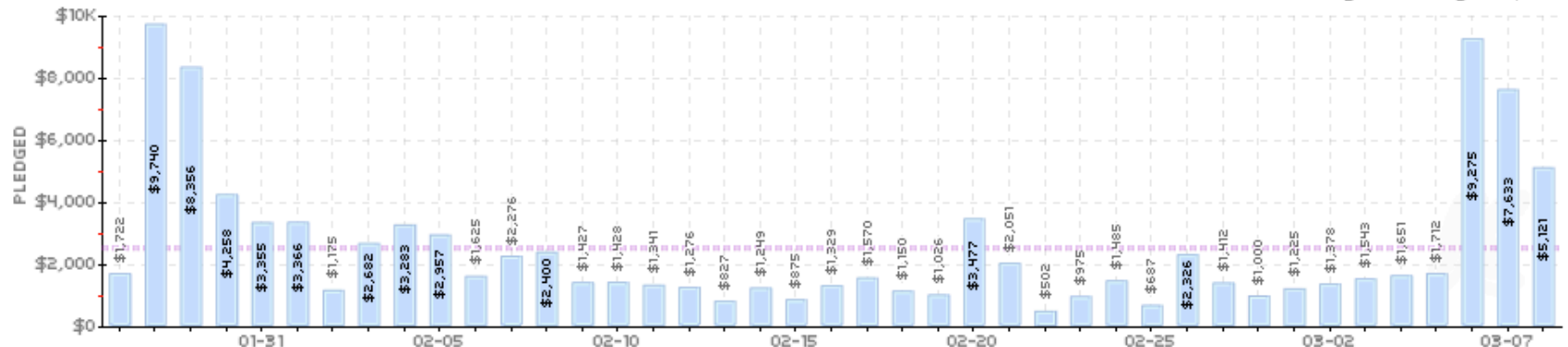
Daily Data

[Exp] Projection

[Exp] Trend

Mini-Chart

Pledges Per Day: SOSU Barrel-Aged Sriracha



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Hot Sauce Rewards

\$25 reward

100 backers All gone!

EARLY RELEASE: Receive one of the first bottles of Barrel-Aged Sriracha. Only 100 bottles will be available in the first release! Domestic shipping included.

Estimated delivery: Apr 2014
Only ships to: United States

\$25 reward

1,045 backers

2014 VINTAGE RELEASE: Receive one bottle of Barrel-Aged Sriracha from our 2014 season! Domestic shipping included.

Estimated delivery: Oct 2014
Only ships to: United States

\$35 reward

50 backers All gone!

LIMITED EDITION 3-MONTH AGED BARREL-AGED SRIRACHA: Receive one limited edition sriracha, aged for 3 months. This is a robust, oaky, and balanced spicy sriracha. Domestic shipping included.

Estimated delivery: Apr 2014
Only ships to: United States

\$50 reward

100 backers All gone!

BARREL-AGED STARTER KIT: Love Barrel-Aged? This deal gets you started. One (1) Barrel-Aged Sriracha - aged 1 month, One (1) Barrel-Aged Hot Sauce, One (1) Sriracha Salt. Domestic shipping included.

Estimated delivery: Apr 2014
Only ships to: United States

\$50 reward

388 backers

BARREL-AGED STARTER KIT (Oct, 2014 RELEASE): Love Barrel-Aged? This deal gets you started. One (1) Barrel-Aged Sriracha - aged 1 month, One (1) Barrel-Aged Hot Sauce, One (1) Sriracha Salt. Domestic shipping included.

Estimated delivery: Oct 2014
Only ships to: United States

\$75 reward

102 backers

BARREL-AGED STARTER KIT (2014 RELEASE): Love Barrel-Aged? This deal gets you started. Two (2) Barrel-Aged Sriracha - aged 1 month, One (1) Barrel-Aged Hot Sauce, One (1) Sriracha Salt. Domestic shipping included.

Estimated delivery: Oct 2014
Only ships to: United States

\$100 reward

100 backers All gone!

SRIRACHA LOVER'S PACKAGE: Great value and a little bit of everything for the lover in you! One bottle each of (1) Barrel-Aged Sriracha (1) Limited Edition 3 month Barrel-Aged Sriracha (1) Barrel-Aged Hot Sauce (1) Sriracha Salt (1) T-shirt (1) Tote bag. Domestic shipping included.

Estimated delivery: Apr 2014
Only ships to: United States

\$100 reward

128 backers

SRIRACHA LOVER'S PACKAGE (2014 RELEASE) Great value and a little bit of everything for the lover in you! One bottle each of (1) Barrel-Aged Sriracha (1) Limited Edition 3 month Barrel-Aged Sriracha (1)

Final Tips

TIP:

Try to get backers to back EARLY in the campaign, common strategy is “early bird” discount or delivery time

- Use autoresponder programs to send you mass emails to save time.
- I suggest Kickofflabs for your email collecting landing page. Ubounce is another popular option.
- I learned a lot from Eli Regalado’s Course “\$1Million Crowdfunding Formula” on Udemy.com
- I highly recommend the course to anyone considering crowdfunding.

(I have taken 3 course since my first campaign last year, this one is by far the most useful).

Marketing...

- There are too many different methods to cover... Most important concept I want to drive home is...

PRELAUNCH MARKETING

DO IT... It is your chance to find out what works for you business/project/venture. Hard to recover from a slow start...

And always be A/B Testing... You can never stop improving.

I suggest not spending much money, if any, on Ads before launching you campaign when you can measure the ROI, but you might want to do some small budget test ads before to test your copywriting and landing page and to plan out your budget strategy.

I Hope You Enjoyed My
Presentation.

Thank You