Introduction and top tips for crowdfunding.

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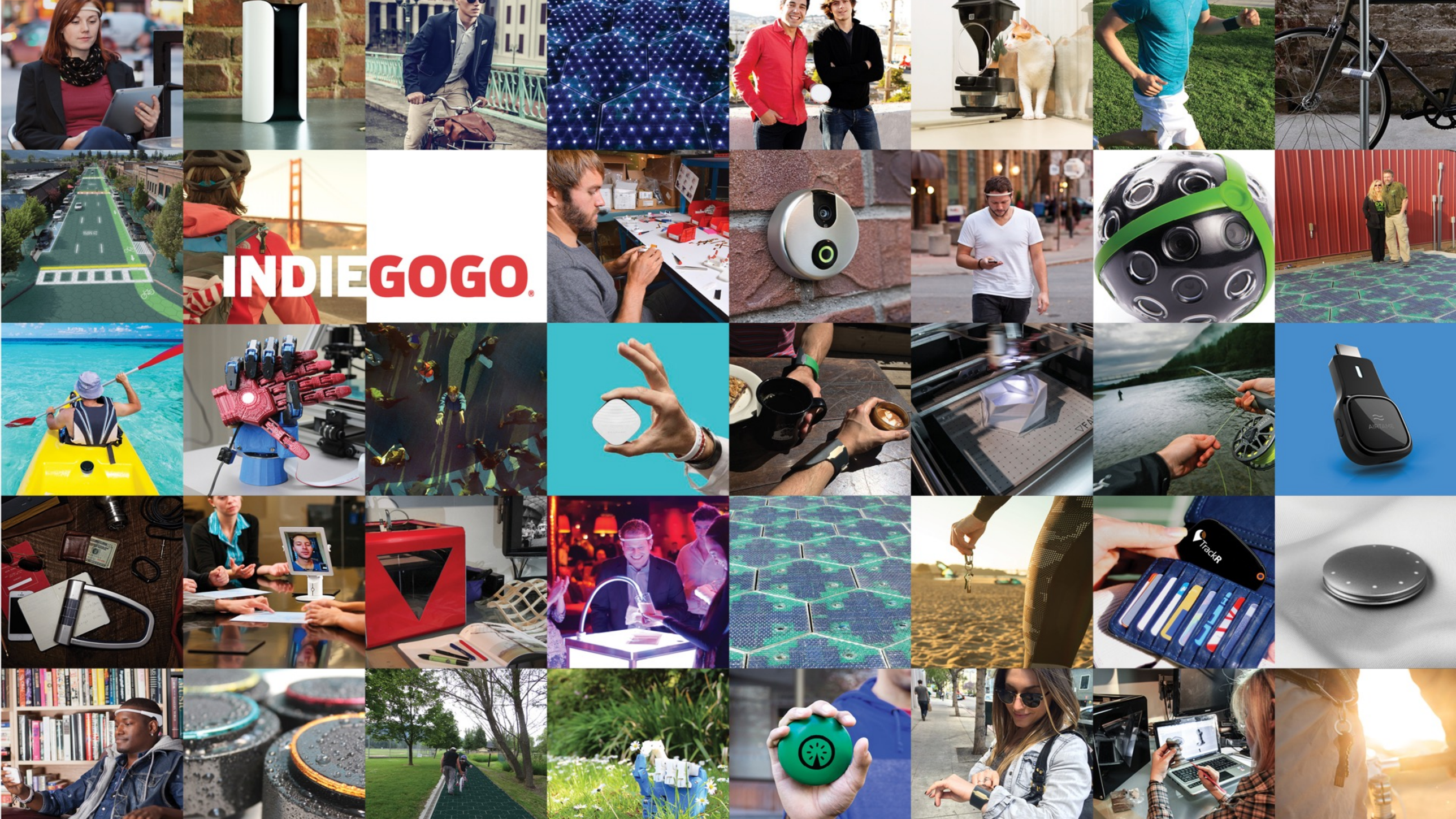
What is crowdfunding?

The **collective** effort of **individuals** who network and pool their money, usually via the internet, to **support** efforts initiated by **other people** or organisations.

What crowdfunding isn't..

It is **not begging,**
it is **not a new idea...**

Statue of Liberty
Over $250,00 raised in 1885
From 125,000 New Yorkers


INDIEGOGO
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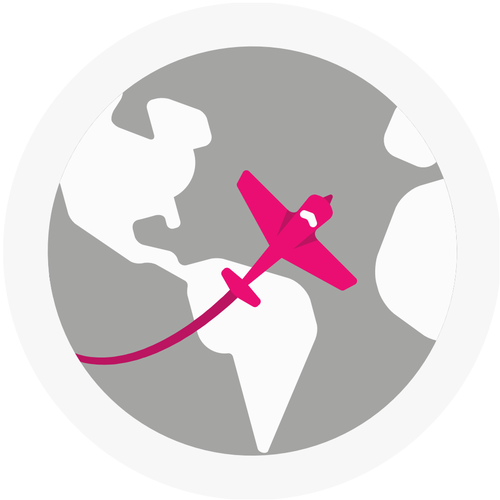
The Problem? GATEKEEPERS

Mission

To empower people to fund what matters to them.

There are over 900 crowdfunding platforms in the world

Why Indiegogo?



Global

Open

Customer Focused

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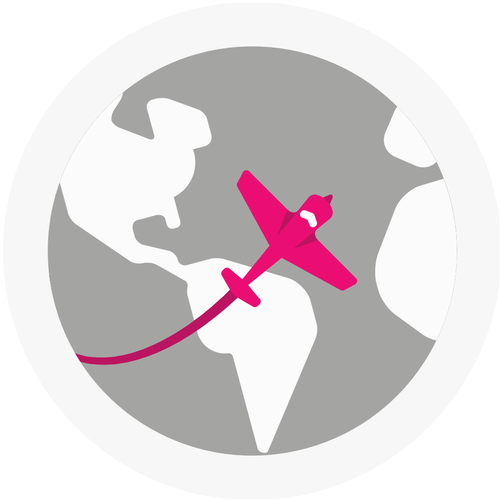

Global

- 400K+ campaigns from 224 countries/territories
- 5 currencies
- 4 languages
- People: Israel, Canada, UK
- Offices: SF, NY, LA

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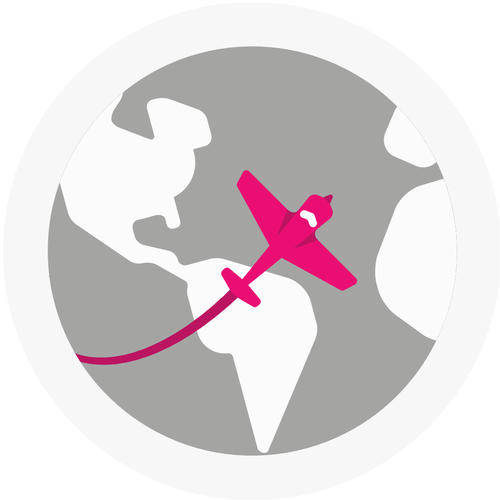

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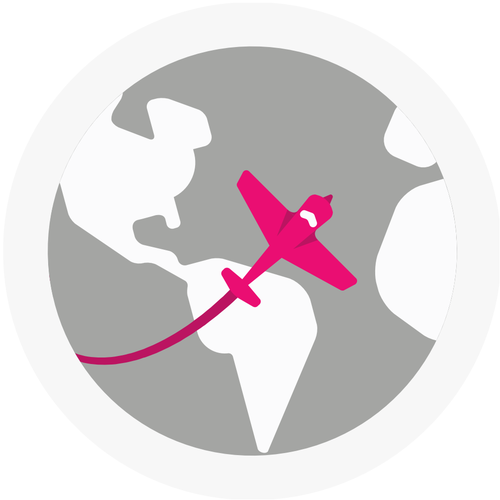

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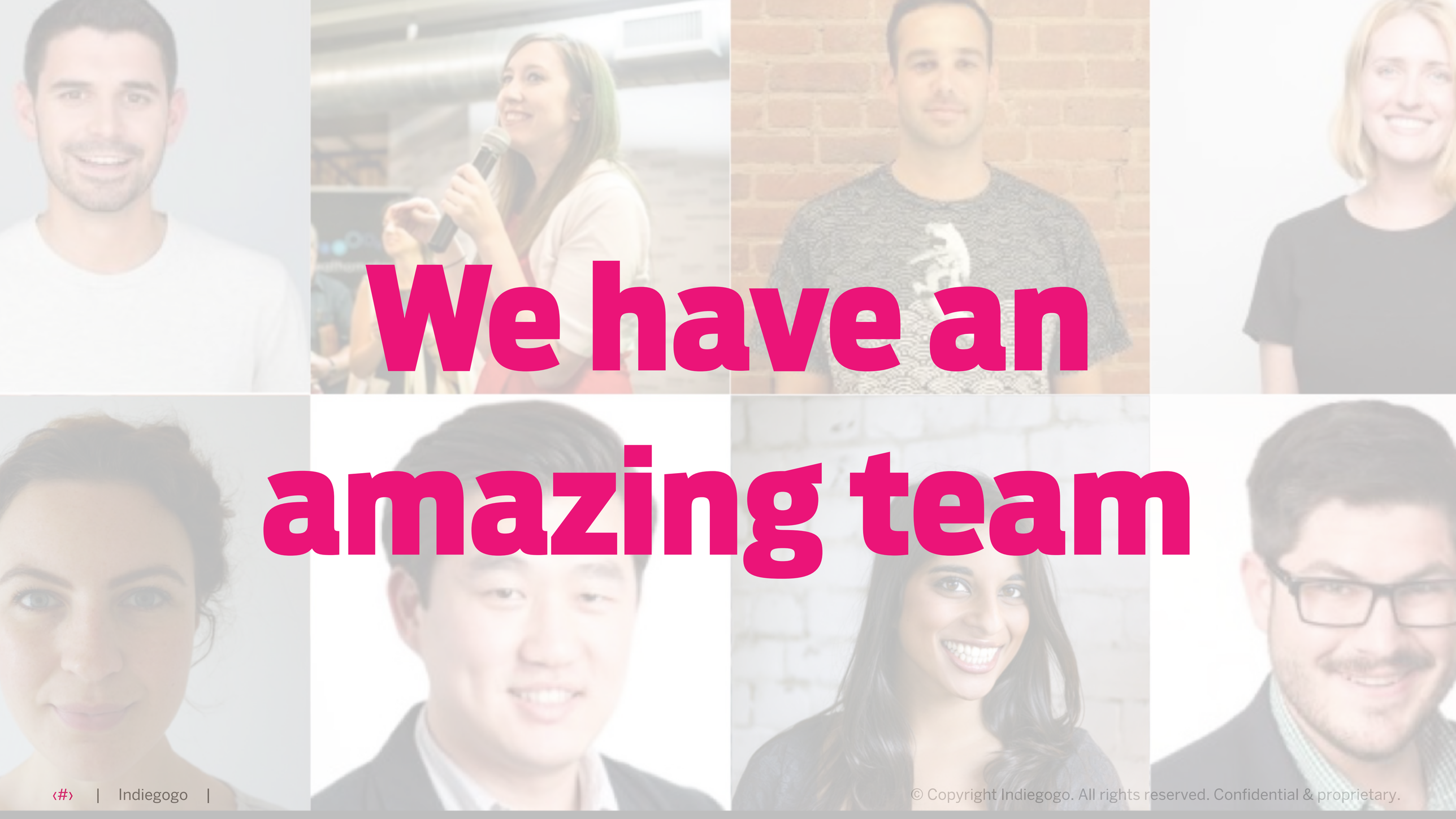
Customer Focused

- Customer Happiness 24-hour response time
- Educational materials
- Flexible & Fixed funding



We have an amazing team

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In the last 9 months, our team has helped raise over

$100 Million

In the Technology Category

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In the past 3 years we've had

$300m+

VC funding into successful Indiegogo campaigns

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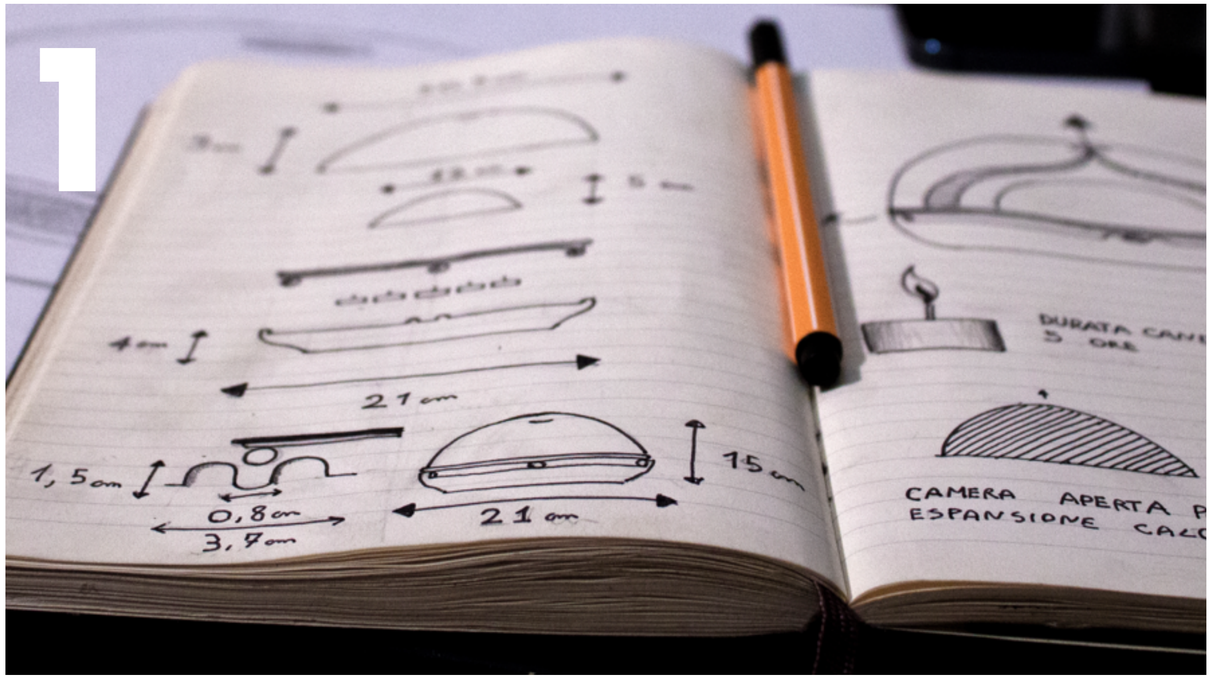
It's About the Crowd, Not the Funding

- Validate your idea
- Gain awareness
- Capture data
- Connect with customers
- Create evangelists
- Raise money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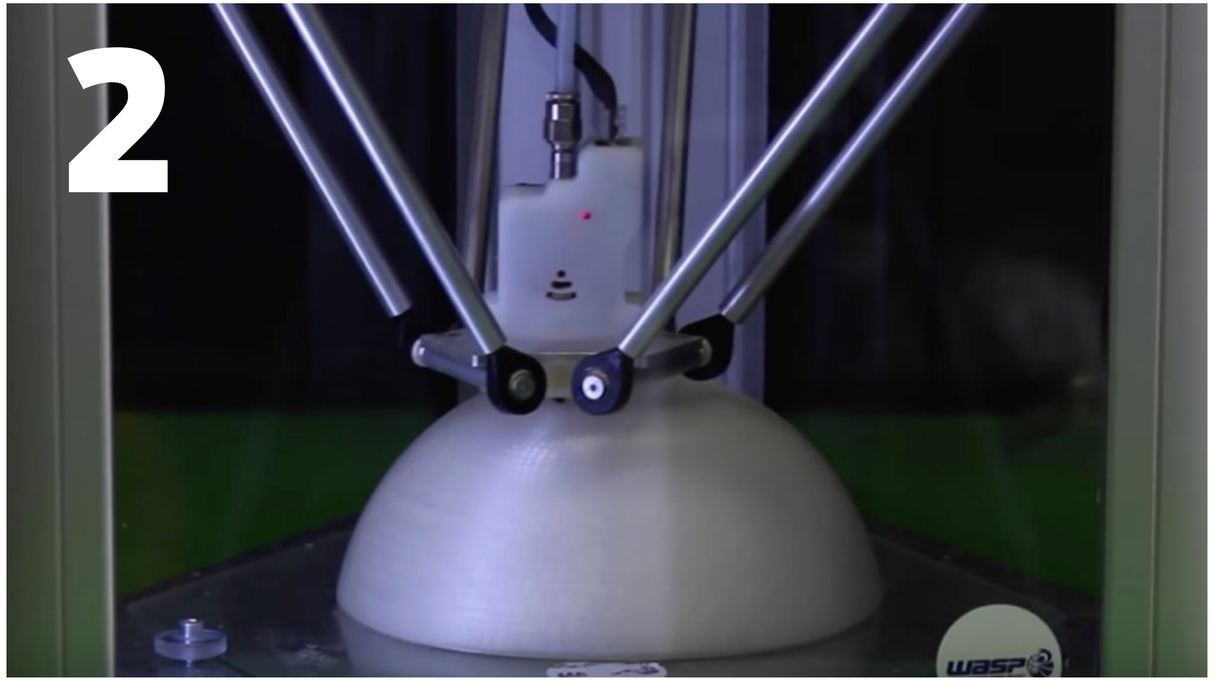
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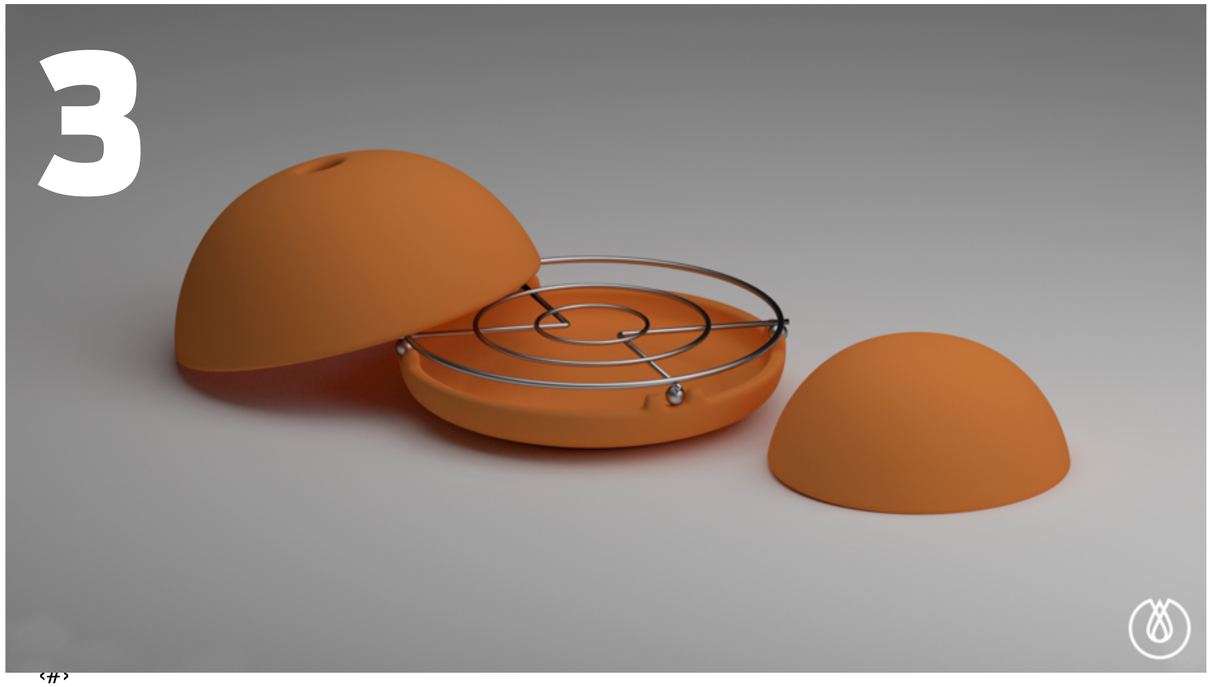
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But that’s not the only amazing Italian campaign we’ve had...

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BRINGING A PRODUCT TO LIFE

Bolt - The World's Most Portable Electric Vehicle

Milan

Raised: **$149,868**

Goal: **$50,000**

Funders: **350**

CROWDFUNDING AS A GO-TO-MARKET

inCharge - The Smallest Keyring Cable

Milan

Raised: **$459,371**

Goal: **$20,000**

Funders: **29,416**

ENGAGING A COMMUNITY

3DRacers: 3D Printed Game, Smartphone Controlled

Rome

Raised: **$31,165**

Goal: **$25,000**

Funders: **400**

FUNDING 3D PRINTING

FABtotum personal fabricator

Milan

Raised: **$589,564**

Goal: **$50,000**

Funders: **906**

Why is it good for you to run your campaign on Indiegogo?

- You can fund in $ to increase conversion (or Euro or £)
- Open up the US market
- Run your campaign in Italian & English
- Great European support!

When should I crowdfund my product?

Where should my product development be?

- **CAD renderings**
- **Conceptual proofs**
- **Ship Date >2 years**
- **“Too good to be true” value preposition**

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- Functional Prototype
- Feedback from User Testing
- No Design for Manufacture
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- Production Samples available for Press
- Logistics for Manufacturing confirmed
- Ship date under 8 months

Sondors

$6m

15k+ Backers

Bike cost:

$600

Tips for Success

- Prepare a well designed campaign
- Make a compelling and short pitch video (under 3 minutes!)
- Prep for PR
- Build an email list and launch with momentum
- Talk to us before you launch
- Update your campaign regularly!
- Be super responsive to questions

Grazie!

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