The Basics You Need to Know About Crowdfunding

Romanian Development Camp
Financing for Development Workshop

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• What?
• Why?
• How?
TRIUMPHANT COMPLETION OF THE WORLD'S FUND FOR THE LIBERTY PEDESTAL.

The greatest popular subscription ever raised in America—How the Republic was saved from lasting disgrace—An event for Patriotic Citizens to Rejoice—A Roll of Honor bearing the Names of 120,000 Generous Patriots; The Flags of France and the American Union floating in sisterly sympathy—Over $2,300 received yesterday; The grand total foots up $102,006.39; A generous lady pays $130 for the Washington cent.
Crowdfunding is a public call via the Web 2.0 with the aim to mobilize financial resources for a certain project with and without returns.

Source: Karsten Wenzlaff, German Crowdfunding Network
CROWDFUNDING MODELS

Group financing

Donation
- Donations

Rewards
- Rewards

Lending
- Peer-to-peer lending

Equity
- Equity

Community

Investors
Total Funding Volume

- 2012: $2.7bn
- 2013: $6.1bn
- 2014: $16.2bn
- 2015: $34.4bn

Total Funding Volume: 2015

- Donation: $2.85bn
- Reward: $2.68bn
- Lending: $25.1bn
- Equity: $2.56bn
- Royalty: $405m
- Hybrid: $811m

Izvor: Massolutions’s CF Industry Report
What kind of platform do you need?
KIVA

Alma works as a daily labourer, packing apples and cleaning houses. Alma is the only person earning money in her family. She has 4 children and she separated from her husband 4 years ago.

Featured Categories

- **Inspiring Stories**: Discover loans that other Kiva lenders have identified as inspiring stories.
- **Rural Communities**: Reach borrowers in very remote regions of the world.
- **Green**: Protect the planet and promote sustainable lifestyles.
The UN Refugee Agency is working to relieve a global crisis. You can help.

22,557 backers
$1,465,163 contributed
Crowdfunding – (much) more than money!

- Increased community support
- Quick *feedback*
- Market-testing and market research
- Visibility
- Media and marketing
- Team building
- CF Structures funding already there
How is the situation in Croatia?

2014. only 1% of Croatians (younger) know what is crowdfunding.

Izvor: CEDIOR
Croatia vs. Slovenia 2015.

- $751,457
- 7673 backers
- 63 campaigns
- 23 successful campaigns
- Indiegogo
- Social good

- $1,719,347
- 12,645 backers
- 103 campaigns
- 27 successful campaigns
- Kickstarter
- Design, tech.

Izvor: crowdfunding.hr, crowdfundingrss.com
Crowdfunding în România

Bursa Binelui, We are here, Pot și Eu, Crestem Ideal, MindFruit.ro și Multifinante.ro sunt platforme românești de crowdfunding. Dacă știi cine-i bani pentru a finanța un proiect, aici poți găsi instrumentele de care ai nevoie.

Mădălina Opișan, redactor AlTreileaSector.ro

Crowdfunding: efortul unor oameni de a da o strângere bani, de obicei online, pentru a sprijini cauze, proiecte sau inițiative.

2001: a apărut prima platformă de crowdfunding – ArtistShare

2009: a apărut Kickstarter, una dintre cele mai cunoscute platforme de crowdfunding din lume

2011: 1,5 miliarde de de dolari strânși prin crowdfunding

Kisstarter.com: 682 milioane dolari pentru 104.234 proiecte, în 5 ani

2013: peste 500 de platforme de crowdfunding în lume

We are Here – platforma pentru proiecte creative

În iunie aprilie s-au strâns aproape 7.000 de euro prin platforma de crowdfunding pentru proiecte creative We Are Here. Au donat 572 oameni și au fost susținute opt festivaluri românești.
OUR FIRST EXPERIENCE: ENERGY INDEPENDENT SCHOOL KAŠTELA

Indiegogo: 10,000 USD;
Total: 115,000 USD
Crowdfunding Academy – how does it work?

• Public call for teams
• Teams selection (criteria)
• 3 webinars with homework
• Individual work with teams (skype, email)
• 3 days sit together, mentoring and finishing a campaign
• Preparation of campaign
• Launching!
Crowdfunding Academy
Supporting Indiegogo campaigns since 2015

$139,752 USD raised across all campaigns
11 Campaigns
Taste of Home (Okus doma) is a social cooperative run by refugees, migrants and volunteers!

#refugees #food #catering #migrants #integration
Lighten the Load of Syrian Mothers

Let's get baby-slings to support mothers carrying babies to a safer life
STEMI is a Hexapod Robot you can make on your own at home. Create Your Robot while learning STEM.

#robotics #stem #education #diy #robots
ZAGREB CROWDFUNDING CONVENTION
Crowdfunding Academy: Innovation in Financing Development
Bangladesh, Colombia, Egypt, Indonesia, Kyrgyzstan, Lebanon, Macedonia, Madagascar, Yemen, Tajikistan, Zimbabwe
INDONESIA: Water for life

To provide the rural communities in Palanggay Village with solar-powered water pump units
TAJIKISTAN: Green School in Guzgef

Access to solar energy and heating in Guzgef village school

https://www.indiegogo.com/projects/guzgef-solar-school--6#/

Guzgef Solar School
Help us improve education facilities in rural Tajikistan and provide better education for children.

Guzgef Solar Team
Dushanbe, Tajikistan
About | Ask a question

$7,137 USD raised by 75 backers
110% of $6,500 flexible goal
8 days left

STORY | UPDATES (4) | COMMENTS (2) | BACKERS (75)

We express sincere appreciation to the incredibly generous support of all contributors who have helped us hit our campaign goal in just 20 days! THANK YOU!!

Our goal is to:

$5 USD
Thank You!
Your donation is very much appreciated. Thank you for joining our solar movement.
6 claimed

$10 USD
Taste of Tajikistan!
For your kind donation, we will email you
Taking Responsibility!

- **STEMI hexapod/early bird** + education
  - $235
  - **SOLD OUT**

- **STEMI hexapod/2nd early bird** + education
  - $249

- **STEMI hexapod** + education + robot cover
  - $279

- **STEMI hexapod** + education + robot cover + Skype tutoring (total 6 hours)
  - $339

- **STEMI Angel**
  - Meet us in Croatia and we’ll make together custom hexapod robot.
  - $4000

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**Start of full scale production**

**SUBPHASE: Small batch**
- First batch components
- Production
- Quality check
- Packaging and shipment

**SUBPHASE: Big batch**
- First batch components
- Production
- Quality check
- Packaging and shipment

**Educational content development**
- Content creation
- Instruction design
- Multimedia production
- Beta testing

**Website development**
- Wireframing
- Front end development
- Back end development
- User testing

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**Iterating on robot**
- DFMA optimization
- Third prototype production
- Beta testing

**Production preparation**
- Mold production
- Sheet finish optimization
- Pick & place tooling
- Package optimization
- Production run setup
Creativity and Communication with your Crowd - ENGAGE!
How can crowdfunding help your projects?

Poll locked. Responses not accepted.
Ideje ne lete ako nemajú potporu.
Nauči kako ju dobiti.

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