



indiegogo

Harnessing the Crowd

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Crowdfunding is not new...



Crowdfunding is not new...

A black and white photograph of the Statue of Liberty, showing the upper portion of the statue and its crown, set against a cloudy sky. The statue is positioned on the left side of the frame, with its right arm raised holding a torch.

**Over \$100,000 raised**  
**Average contribution: \$0.89**



# Crowdfunding

is the pooling of funds from the people.

People who are **passionate** about an **idea**, one dollar at a time.  
Often, in return for a “**perk**” ... or token of thanks.

# Then



# Now



Indiegogo is for anyone, anywhere!



# Causes



Activist: “Pastor Marrion”

**\$48,806** raised

**509** funders



# Creative



Filmmaker: "Salam Dunk"

**\$18670** raised

**141** funders



# Creative



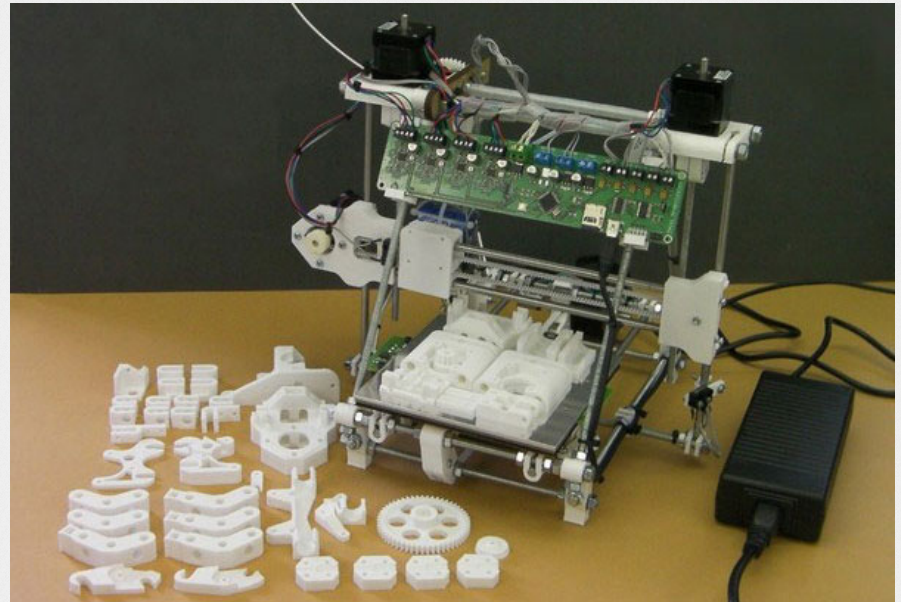
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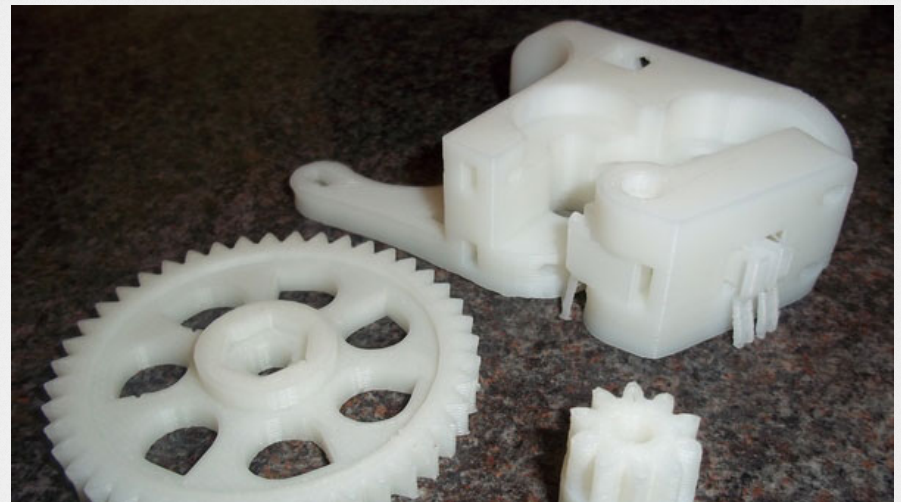
# Entrepreneurs



Invention: eMaker 3D  
Huxley Printer

**\$158,685** raised

**302** funders



## Causes



## Artists



## Entrepreneurs



## Causes



## Artists



## Entrepreneurs



## Supporters

## Fans

## Customers



Passion



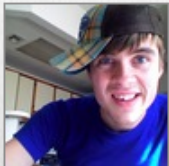
Participation



Pride



Perks



## FUNDRAISER CLOSED! Tooth goal has been REACHED!!!

I've reached my goal!!!! THANK YOU ALL!!!!!!!!!!!!!!

Community – Los Angeles, California, United States

[Campaign Home](#)

[Updates / 0](#)

[Comments / 51](#)

[Funders / 183](#)

Jeffery Self Needs A New Tooth

Like More info



# \$3,650

Raised of \$3,400 Goal

**0** time left

Flexible Funding campaign

This campaign received all of the funds contributed by Tue 01 Feb.

Do you think this campaign contains prohibited content?  
[Let us know.](#)



TECHNOLOGY

## Let's Build a Goddamn Tesla Museum

by [Matthew Inman](#)

We're trying to raise money to buy back Nikola Tesla's old laboratory, known as the ...

**155%** funded | **\$1,319,945** raised | **4** days left



COMMUNITY

## LuminAID: An Inflatable Solar Light

by [Anna Stork](#)

Give Light, Get Light: Help us make light more affordable and available for everyone.

**518%** funded | **\$51,829** raised | **0** time left



SMALL BUSINESS

## Who Gives A Crap - toilet paper that builds toilets

by [Simon Griffiths](#)

Pre-order Who Gives A Crap: feel good toilet paper that uses 50% of...

**133%** funded | **\$66,548** raised | **0** time left



## Magpies - the graphic novel

A story about loss, love, and the quest for the real self.

Comic – Cassola, Italy

[Campaign Home](#)

[Updates / 12](#)

[Comments / 230](#)

[Funders / 418](#)

[Gallery / 15](#)



\$30,566

Raised of \$20,000 Goal

8 days left

Fixed Funding Campaign

CONTRIBUTE NOW

Perks for your contribution

\$5

BASIC PERK



# Magpies - the graphic novel

A story about loss, love, and the quest for the real self.

Comic - Cassola, Italy

[Campaign Home](#)

[Updates / 12](#)

[Comments / 230](#)

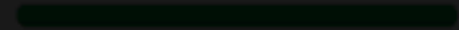
[Funders / 418](#)

[Gallery / 15](#)

Magpies | Indiegogo pitch

0:00 / 2:11

\$30,566



Raised of \$20,000 Goal

8 days left

Fixed Funding Campaign

CONTRIBUTE NOW

Perks *for your contribution*

\$5  
BASIC PERK



# Magpies - the graphic novel

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Magpies | Indiegogo pitch

0:00 / 2:11

# \$30,566

Raised of \$20,000 Goal

**8** days left

Fixed Funding Campaign

[CONTRIBUTE NOW](#)

Perks *for your contribution*

\$5



Raised of \$20,000 Goal

8 days left

Fixed Funding Campaign

**CONTRIBUTE NOW**

## Perks *for your contribution*

### \$5 BASIC PERK

I'm so grateful you have decided to help! I will add your name to the thank you page in the Magpies Website. I will send you the download link to a digital package, including the high-res pdf of Magpies and additional artworks not included in the final version

**Estimated delivery: December 2012**

30 claimed

### \$20 THE BANDANA

If you pledge 20\$ you'll get everything in the basic perk and a Magpies bandana too. It's the

Share This Campaign:  Follow

Like 913 Tweet 174 -1 16 EMBED EMAIL





the weather, or just have a cup of tea together.

*Estimated delivery: March 2013*

3 claimed

## \$150

### THE CHAPTER COVERS

you get everything in the book package, a Maggie's t-shirt and one of the original chapter covers! They're 4x6 inches mixed media pieces. See the gallery for details!

*Estimated delivery: March 2013*

2 out of 7 claimed

## \$180

### THE FIGURINE PACKAGE

You get everything in the book package, a t-shirt, and all the original figurines used for a single page

*Estimated delivery: March 2013*

1 out of 15 claimed

## \$200

### THE ART LOVER PACKAGE

## What We Need & What You Get

We're hoping to raise \$20,000 to pay for the cost of printing (\$12,000) and producing perks (\$8500), and cover the Indiegogo fee (that will take 4%), the PayPal fee (that will take 3,5% of what's left) /bank fees.

What's left is going to help cover part of the shipping costs, which are insane.

The money won't cover any my costs for making Maggie's: I have already happily paid for that out of my own pockets. And I'm not trying to make a profit either: that will come later, when I'll be selling the copies that I'll have left.

In exchange for your support, you'll be able to choose between some basic rewards and some really amazing packages: they're all listed on the right, so pick your favorite!

If this campaign goes over its funding goal, I already have lots of ideas for additional rewards: more pages, cooler additional rewards for those who already backed, special limited editions, original artworks, a juggling monkey... maybe not the monkey.

If the goal is not reached before the end of the 30 days, though, then you will not be charged anything. You only pay if the project reaches its goal before the deadline!

Shipping costs are already built into the rewards and I'll be paying most of it: retail price will be 30\$ plus shipping, which will be 13 dollars for Italy and 25 for International shipping. So you might want to get your copy now and save some money!



TECHNOLOGY

## Satarii Star Accessory

by [Vlad Tetelbaum](#)

Make your camera follow your every move.



**123%**  
funded

**\$24,680**  
raised

**0**  
time left

## Market validation

## Market validation Build awareness



**82** **rob delaney** @robdelaney 21 Sep  
Wanna produce a movie I'm doing with Pamela Adlon, @RobinRuzan @jillwaysolo @ethankuperberg & @gabydunn?  
[#ff](http://indiegogo.com/ftheparents)  
Collapse Reply Retweet Favorite

15 RETWEETS 17 FAVORITES

2:53 PM - 21 Sep 12 · Details

**60** **Charlie** @Cryptoterra 21 Sep  
@robdelaney @RobinRuzan @jillwaysolo @ethankuperberg @gabydunn only if Amanda Palmer is in it.  
View photo

**55** **Raheel Ramzanali** @The\_Raheel 21 Sep  
@robdelaney Can you please ask Mitt why the yoga pants on his website aren't for sale anymore? [pic.twitter.com/HyENw8i6](http://pic.twitter.com/HyENw8i6)  
View photo

**57** **Tess Alexandria** @Tess 21 Sep  
@robdelaney omg I thought that said Pamela Anderson and just the thought [media.tumblr.com/tumblr\\_m5fu6xi...](http://media.tumblr.com/tumblr_m5fu6xi...)  
View photo

**52** **David Hughes** @Groovyfokker 21 Sep  
@robdelaney @robinruzan @jillwaysolo @ethankuperberg @gabydunn I'll pony up for yours if you kick in for mine!  
[indiegogo.com/playingtribute](http://indiegogo.com/playingtribute)  
View photo

**61** **Gaby Dunn** @gabydunn 21 Sep  
@robdelaney I will if I can have the out takes of your sex scenes, please.  
View photo

 **Who Gives A Crap**  
September 16

We're about to print our supporter t-shirts. Can you recommend an ethical custom t-shirt company in the US or AU?



Like · Comment · Share 1

16 people like this.

View all 10 comments

 **Barbara Stettler** These folks fit the bill!  
[www.farmfreshclothingco.com](http://www.farmfreshclothingco.com)  
September 17 at 9:55am · Like · 1

Market validation  
Build awareness  
Gather feedback

## \$135

### The Earliest Bird (\$120 +s/h)

If you help us get started, you'll get Muse in your choice of black or white, along with our brain fitness app and SDK for the super discount price of a third off of retail. Price will go up when these run out. (Shipping costs included for US and Canada. International orders please add additional \$15)



**SOLD OUT!** - 201 Claimed

## \$145

### The Early Bird (\$130 +s/h)

If you missed our Earliest Bird Special, you can still get in now with a discount on Muse in either black or white, bundled with our brain fitness app. (Includes \$15 shipping costs for US and Canada. Add \$15 for International orders.)



**CLAIM THIS PERK** ▶

60 out of 400 Claimed

Market validation  
Build awareness  
Gather feedback  
Test Pricing

**\$5**

Join Our Adventure!

**\$40**

Crochet Coffee Cozy

**\$125**

Haiti Babi Blanket

**\$300**

Mother's Day Brunch

**\$1,000**

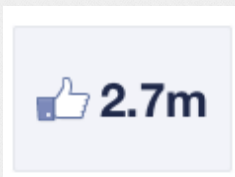
Crochet & Champagne Party

**\$5,000**

Founding Sponsorship

Market validation  
Build awareness  
Gather feedback  
Test Pricing  
Engage more deeply

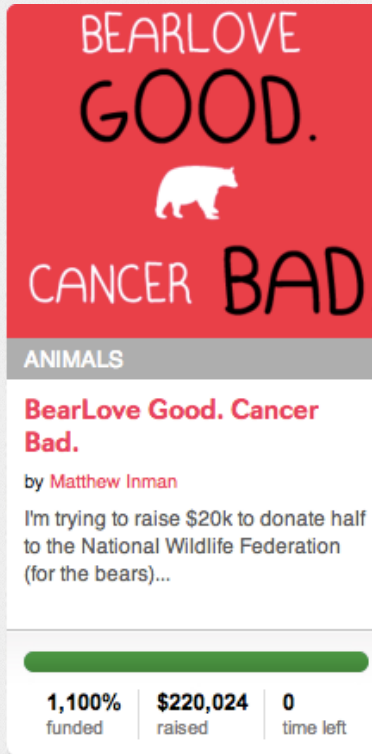
vs. binary



## Indiegogo Dashboard

Campaigner	Referrals	Funders	Contributions
Jerry De Hoffeld	673	40	\$1,960
William Anderson	649	12	\$588
Bridget May	62	0	\$0
Dean Meyer	7	0	\$0
Galus Adams	11	1	\$10
Ingenious	1	0	\$0
Edgar Cervantes	4	0	\$0
Monica Dean	7	0	\$0
Thomas Jantzi	4	0	\$0
Center for Inner Sciences	3	0	\$0
Christa Estelle Wright	9	0	\$0
David Kinard	648	24	\$665
William Felt	3	0	\$0

Market validation  
Build awareness  
Gather feedback  
Test Pricing  
Engage more deeply  
Identify Social Influencers



**BEARLOVE GOOD. CANCER BAD.**

ANIMALS

**BearLove Good. Cancer Bad.**

by **Matthew Inman**

I'm trying to raise \$20k to donate half to the National Wildlife Federation (for the bears)...

1,100% funded | \$220,024 raised | 0 time left



**Operation Let's Build a Goddamn Tesla Museum**

TECHNOLOGY

**Let's Build a Goddamn Tesla Museum**

by **Matthew Inman**

We're trying to raise money to buy back Nikola Tesla's old laboratory, known as the ...

161% funded | \$1,370,511 raised | 0 time left

- Market validation
- Build awareness
- Gather feedback
- Test Pricing
- Engage more deeply
- Identify Social Influencers
- Build brand



FILM

## Get The Picture?

by [Cathy Pearson](#)

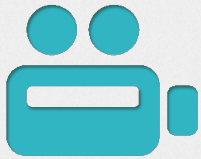
Meet John G Morris, 95, the legend of photojournalism whose unerring eye for the best shot has moved a...

**109%**  
funded

**\$27,150**  
raised

**0**  
time left

Market validation  
Build awareness  
Gather feedback  
Test Pricing  
Engage more deeply  
Identify Social Influencers  
Build brand  
Unlock serendipity



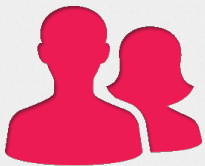
## Have a Great Pitch

Campaigns with videos raise 114% more on average.



## Be Proactive

Campaigns that make updates every 1-5 days raise 100% more.



## Find an Audience that Cares



**Emmy's Organics** FOOD  
raw  
vegan  
gluten-free  
\$13,412 raised 63 funders




**Makepeace Brothers** MUSIC  
\$5,810 raised 114 funders



**Design Junction** SMALL BUSINESS  
\$5,810 raised 114 funders



**Impossibly Funky** MAGAZINE  
\$4,062 raised 80 funders



**New Left Media** WEB SERIES  
\$21,837 raised 363 funders



**NELSON WALKING AUDIO TOUR**  
A DIWO (DO IT WITH OTHERS) COMMUNITY PROJECT  
YOUR STORIES, YOUR TALENT, YOUR DONATIONS WILL HELP MAKE THIS TOUR AMAZING.  
**Walking Audio Tour** COMMUNITY  
\$7,281 raised 69 funders



## Who Gives A Crap - toilet paper that builds toilets

Pre-order Who Gives A Crap: feel good toilet paper that uses 50% of its profits to build toilets in the developing world. [www.whogivesacrap.org](http://www.whogivesacrap.org)

[Small Business](#) – Melbourne, Australia

[Campaign Home](#)

[Updates / 3](#)

[Comments / 824](#)

[Funders / 1333](#)

[Gallery / 2](#)

Who Gives A Crap - First Edition

[Like](#) [Comment](#) [More info](#)



0:29

\$66,548

Raised of \$50,000 Goal

**0** time left

Fixed Funding campaign

This campaign received all of the funds contributed by Wed 08 Aug.

Perks *for your contribution*

\$5

If a **toilet paper company**  
can utilize crowdfunding to build awareness, conversion & funds...

**ANYONE CAN.**

**Are you next?**



indiegogo

## Harnessing the Crowd

Danae Ringelmann, Co-founder, Indiegogo

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[@gogodanae](https://twitter.com/gogodanae)