



indiegogo

Introduction to Crowdfunding

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Crowdfunding 101

Choosing a platform

Why people contribute

What makes a good campaign?

The gogofactor



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.

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 multiplying the power of **your** community, and your community's communities, to make dreams happen.

Crowdfunding IS...



Shared enthusiasm

Crowdfunding IS NOT...



Panhandling



Raise money

Satarii Star Accessory
Make your camera follow your every move.
Technology - Belmont, California, United States

Campaign Home | Updates / 20 | Comments / 163 | Funders / 283 | Gallery / 16



Gain visibility

\$24,680
Raised of \$20,000 Goal

0 time left

Flexible Funding campaign

This campaign received all of the funds contributed by Sun 20 Feb.



Gauge demand & mitigate risk

www.satarii.com
@satarii star
facebook.com/satarii

02:48



Connect with your audience



Then



Now



You are responsible for generating interest & momentum for your campaign

Building that **initial momentum** will provide you with **additional exposure**

*Expect to raise 20-30% of funds
from friends & family*

*Prepare your marketing plan, build
virality.*

*Gogofactor will surface your
campaign to the masses*





First! Since 2008

Millions of \$ disbursed every month

Open Anyone, Anything, Anywhere, **Anytime**

You keep your money...no matter what!
Merit-based (gogofactor)

Global We're everywhere (on earth anyway)

Over **120,000** campaigns in **196** countries

Indiegogo is for anyone, anywhere!

Artist

Game Developer

Religious org

Food-lover

Philanthropist

Activist

Scientist

Writer

Community Activist

Entrepreneur

Environmentalist

Nonprofit

Inventor

Designer

Photographer

Dancer

Filmmaker

Inventor

Athlete

Musician



Passion



Perks



Participation



Pride



Engaging Pitch



Attainable Goal



Unique Perks



Proactive Communication

The keys to creating a good pitch are **honesty**, **transparency** and **authenticity**.

Who: are you?

What: are you raising money for?

When: will your project take place?

Where: will your project take place?

Why: are you raising funds?

How: can people get involved?

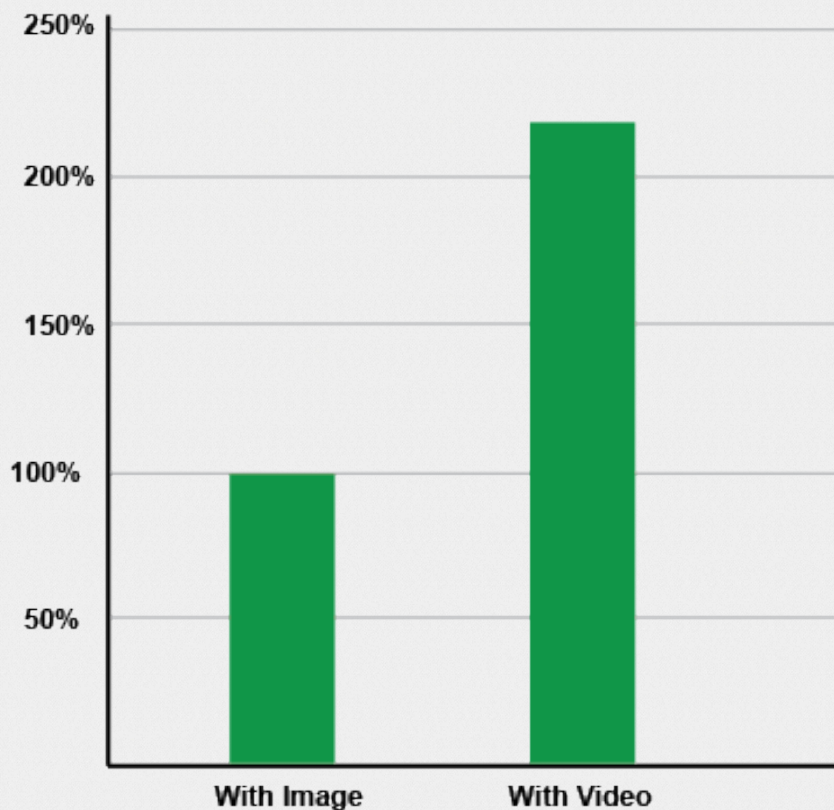
Make it personal...



Image vs. Video



Average Amount Raise as Percentage of Campaigns With Pitch Image

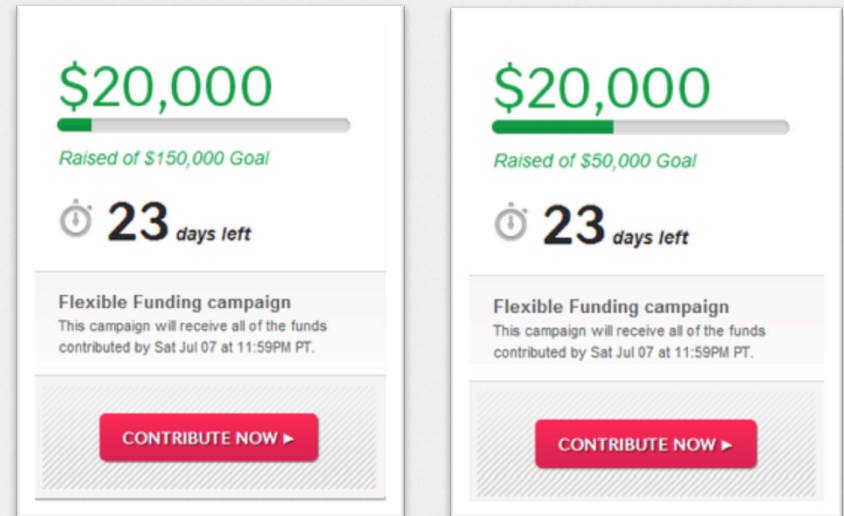


Setting a Higher Goal Doesn't Always Mean More Money...

87% of campaigns that reach their goal exceed it, by an average of **32%**

Expect to raise **20-30%** of your goal from within your own network (friends & family)

The probability a campaign will reach its goal **quadruples (4x)** once it reaches **10%** of its goal.



The psychology of giving...which appears to have higher chance for success?

Consider breaking large funding goals down into smaller, more attainable projects

FILM

You've Been Trumped

by Anthony Baxter

Because Money and Power Should Not Cost the Earth.

106% funded | \$20,058 raised | 0 time left



FILM

Take 'You've Been Trumped' to New York

by Anthony Baxter

BECAUSE MONEY & POWER SHOULD NOT COST THE EARTH

163% funded | \$6,409 raised | 0 time left



FILM

Take You've Been Trumped to the World

by Anthony Baxter

Because Money and Power Should Not Cost the Earth

34% funded | \$13,550 raised | 0 time left

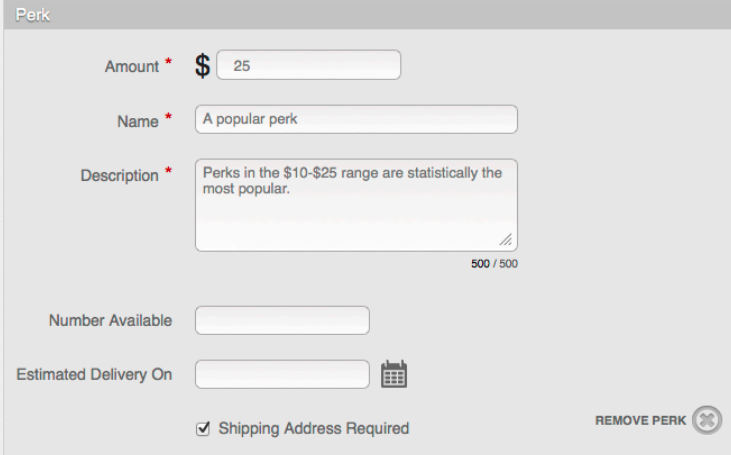
The average successful campaign has **5 – 8** perks.

Perks should be **unique, creative,**
and **personal.**

You can have more than 1 perk
at a **same amount**

You can **change/add perks throughout**
campaign (display up to 12 at one time)

You can **limit** the # available



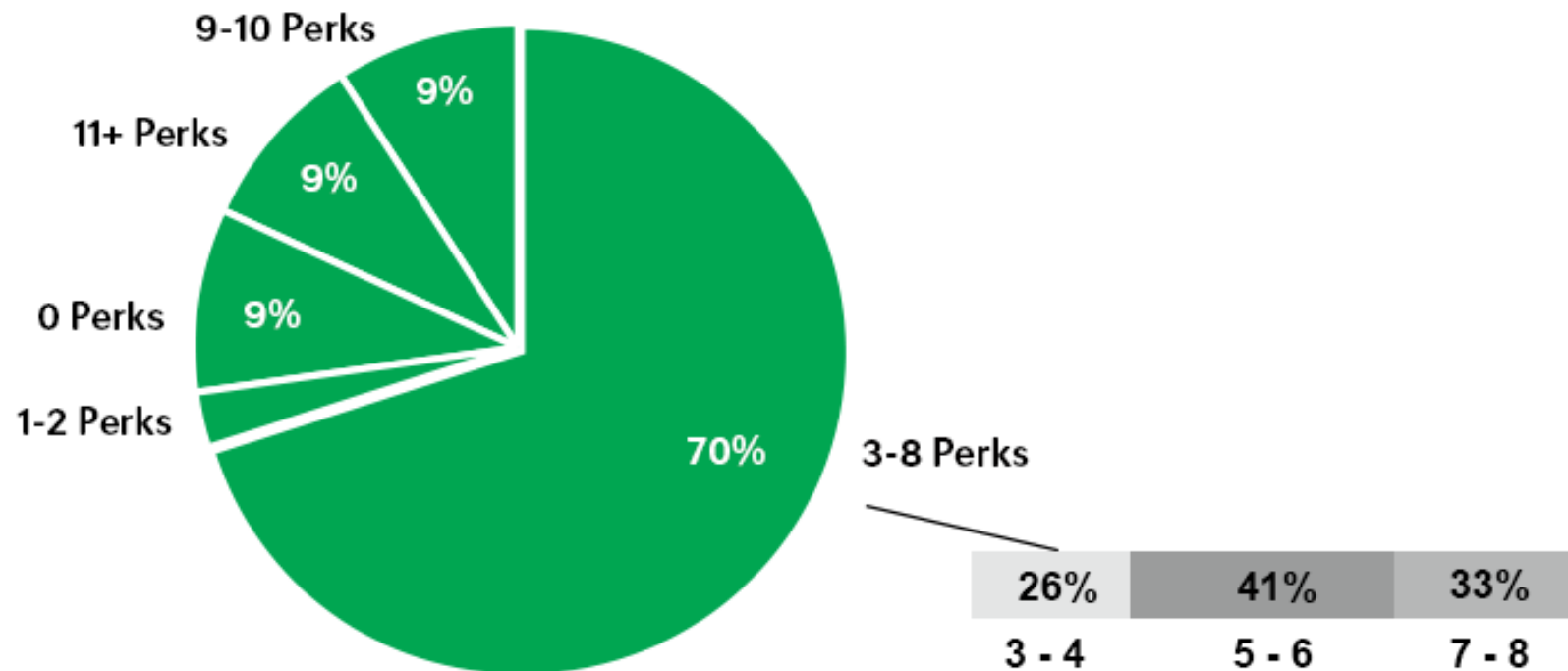
The screenshot shows the 'Perk' creation interface. It includes the following fields and options:

- Amount ***: A text input field containing the value '25'.
- Name ***: A text input field containing the value 'A popular perk'.
- Description ***: A text area containing the text 'Perks in the \$10-\$25 range are statistically the most popular.' with a character count of '500 / 500'.
- Number Available**: An empty text input field.
- Estimated Delivery On**: A text input field with a calendar icon to its right.
- Shipping Address Required
- REMOVE PERK** button with a close icon.

More tips: <http://www.indiegogo.com/blog/2012/07/indiegogo-insight-perk-pricing-practices.html>
<http://support.indiegogo.com/entries/20582388-great-perk-ideas>

Percentage of Campaigns Meeting Funding Goal by Number of Perks Offered

The average successful campaign has 5-8 perks



Perk Ideas

Join the conversation

Personal thank you notes or phone call

Offer discounts or coupons

Offer early access to products/services

Donated perks from local businesses

Throw a party for funders

Artistic engagement/credit

Teach a class or host a tour

Offer unique, limited edition items

Autographed script/product/memorabilia

Free entry or membership discounts

Share insider secrets

Join the conversation

\$5

Project Booster

We'll send you a postcard from Hong Kong and do a shout out on our Facebook page to thank you.

2 Claimed

Events

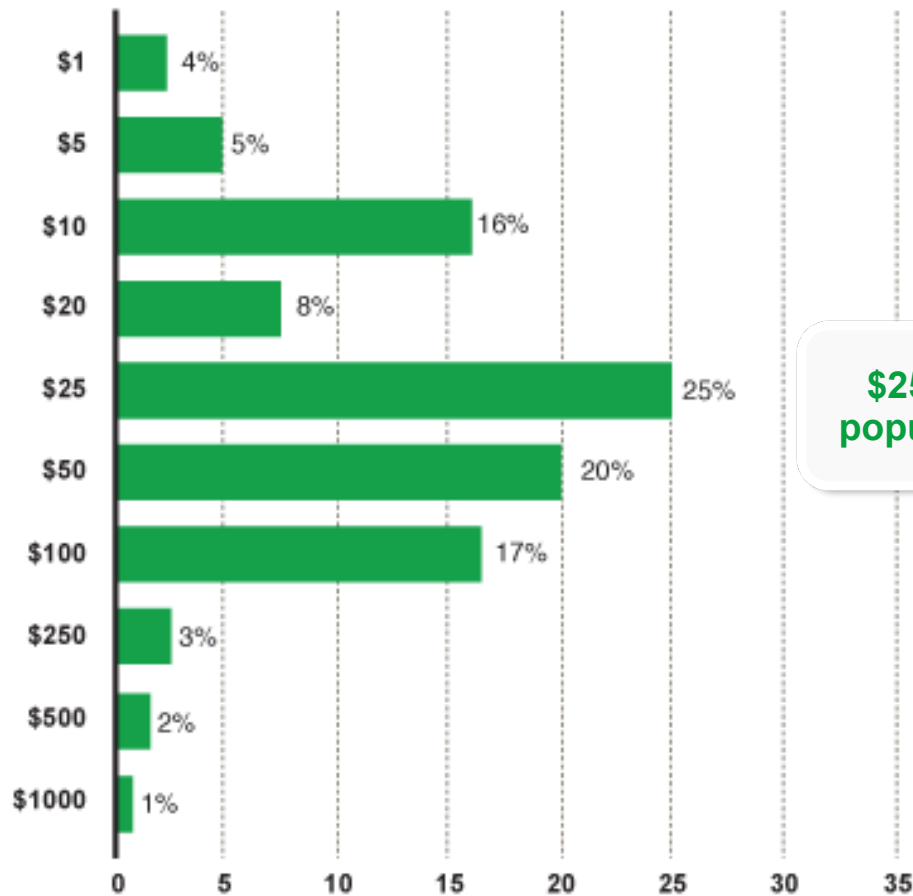
\$50

The BAD CITY Party in LA 8/22

Join us at the first Bad City Party... a private event in Los Angeles. Wednesday August 22nd. 6-9pm. Join us for food, drink, music and art... Bad-City-Style, with the filmmakers, actors, musicians from the film. *Special guest ASA Soltan Rahmati, pop singer and TV personality from Bravos 'Shah's of Sunset', whose music is featured on the soundtrack. Raffle items include Jewelry by Cari, Mezon clothing, Bad City goodie bags, and original prints by LA graffiti artist ABCNT.

Most Popular Perks Amongst Contributors

Percent of Pledges by Perk Amount



\$25 is the most popular perk price

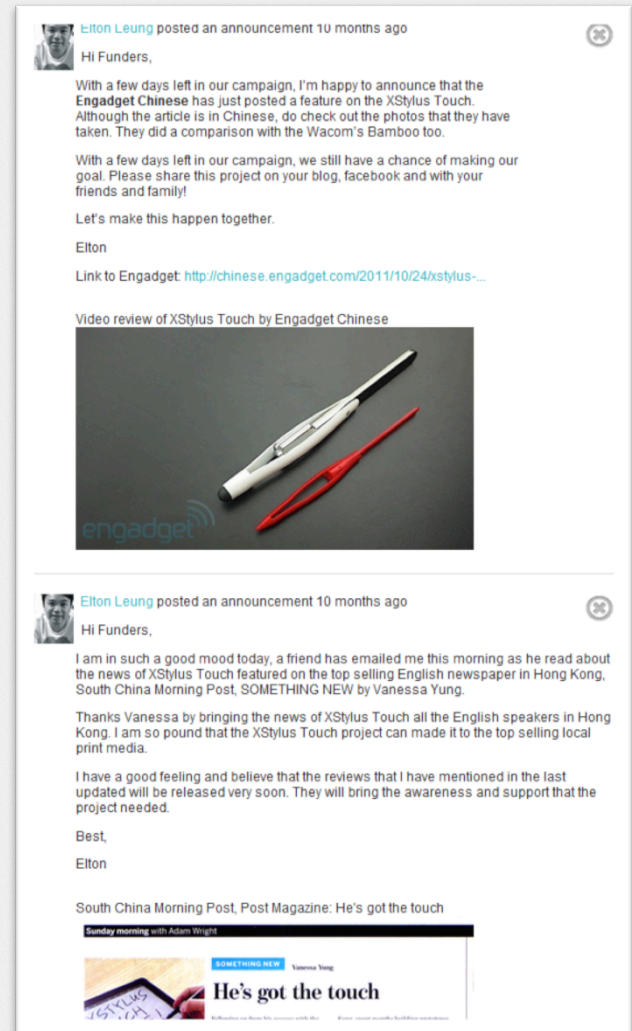
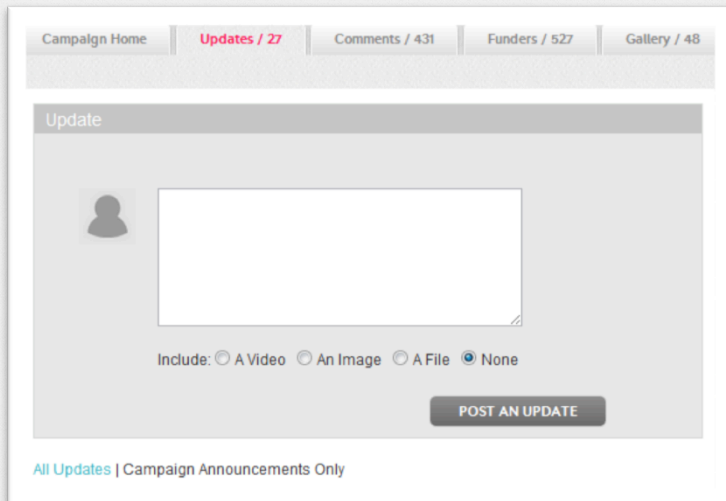
Communicate early & often

1-2 updates per week (treat it like a blog)

Develop a social media/PR strategy

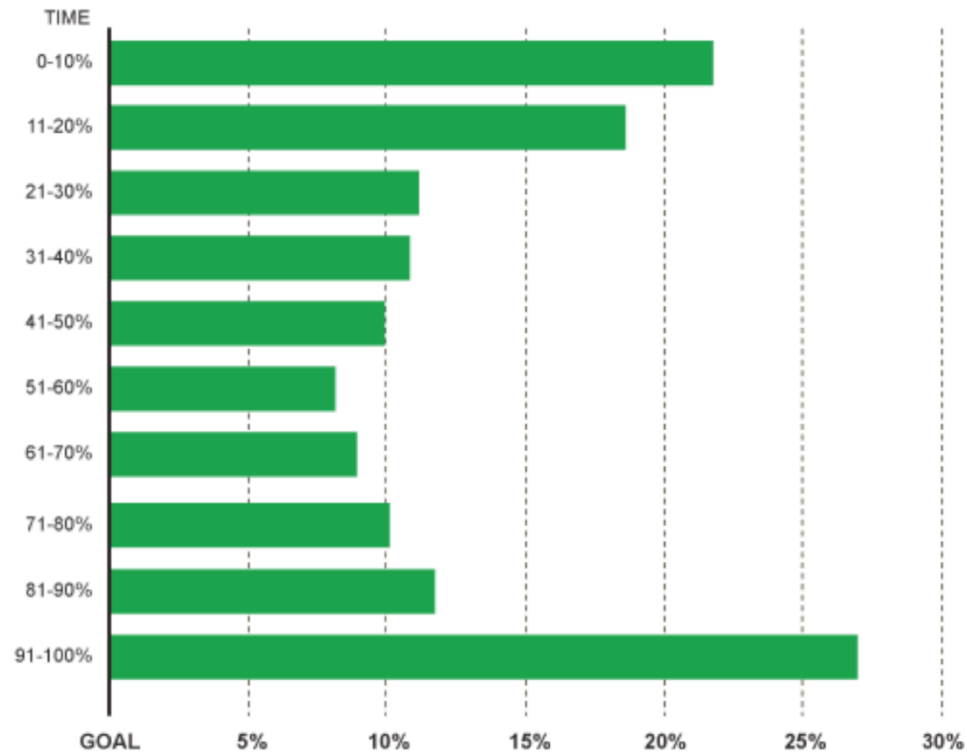
Discuss updates, new perks, new media, milestones, etc.

Updates go to both **contributors** & **those 'following'** your campaign



When Fully Funded Campaigns Raised Their Funds

Funds raised as % of goal by % of campaign length.



Identify, thank, and engage key influencers!

Analytics Funds Fulfillment

Summary

Visitors 5,361
Unique visitors to the campaign page. Updated once per day.

Views 8,522
Total views to the campaign page - includes views by the same visitor. Updated once per day.

Funders 301

Contributions \$12,204

Followers 273

Referrals 3,028
Number of visits resulting from someone sharing your campaign using widgets, Facebook, Twitter, and emails from the 'Share This Campaign' section.

Campaigner Stats

Campaigner	Referrals	Funders	Contributions
Jenny Oh Hatfield	678	40	\$1,960
Melissa Anderson	657	12	\$588
Bridget May	67	0	\$0
Dean Alleger	7	0	\$0
Dallas Adams	11	1	\$10
mgmendoza	1	0	\$0
Esther Cervantes	4	0	\$0
Momma Dixon	7	0	\$0
Thomas Janci Jr.	4	0	\$0

More tips: <http://support.indiegogo.com/entries/20491853-track-your-campaign-progress-with-analytics>

Get Featured On Indiegogo!

Indiegogo measures the activity of a campaign using an algorithm we call **gogofactor**

Gogofactor-

combination of many factors that measure overall activity of your campaign and your audiences response to that activity

Gogofactor determines:

- Featured spots in our newsletter or blog
- Placement on the site
- Search rankings
- Inclusion in our press outreach

Everyone has equal chance of getting featured!



We Want to Make You Happy

We want your experience on Indiegogo to be a good one.

Whether you're funding a campaign or starting your own, we'll support you throughout the process, so don't hesitate to contact us for answers to your questions!

Check out our **Blog** for insights, tips and ideas:

<https://www.indiegogo.com/blog/>

Browse our **Help Center** for answers to specific questions:

<http://support.indiegogo.com/forums>

Browse **Indiegogo.com** to view other successful campaigns:

<http://indiegogo.com>

Visit our **Campaigner Happiness** page to learn the basics:

<http://www.indiegogo.com/happiness/campaigner>



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	\$1,370,461 raised	0 time left
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DESIGN

Robot Dragonfly - Gaming & Photography

by **Jayant Ratti**

Palm-sized robot that flies like a bird and hovers like an insect; Designed for ...



1,038% funded	\$1,141,324 raised	0 time left
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COMMUNITY

Restore the Shore

by **Cameron Sinclair**

We can. We will. Rebuild.



84% funded	\$1,047,827 raised	7 days left
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DESIGN

StickNFind- Bluetooth Powered ultra small Location Stickers

by **StickNFind Technologies**

Ultra small Sticker with Bluetooth Low Energy, that you can...



1,330% funded	\$931,060 raised	0 time left
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Are you next?



Questions?

Type into the chat box →

indiegogo

<http://support.indiegogo.com/forums>

<http://www.indiegogo.com/blog/>