Introduction to IndieGoGo

A Start Up Guide to Crowdfunding

Support @ Indiegogo.com

THE BIG PICTURE

Introduction to IndieGoGo and Crowdfunding

INDIE GOGO

"**What if a total stranger gave you money to start a business and didn't even ask to be paid back?**

…At IndieGoGo.com they just might."

- Entrepreneur Magazine, October 2010

E-MAKER HUXLEY

RAISED **$160K** TO START A 3D PRINTER COMPANY

WALK IN LOVE

RAISED **$30K** TO OPEN A CLOTHING STORE

ATLANTIS BOOKS

RAISED **$40K** TO SAVE THEIR BOOKSTORE

BERKSHIRE CREATIVE

RAISED **$16K** TO GROW A LOCAL ARTS NETWORK

INDIEGOGO

IndieGoGo is a funding platform to help anybody, anywhere, raise money for anything.

FUNDING FROM THE CROWD

We believe that funding opportunities should not be dictated by private banks, wealthy individuals or corporate institutions – but instead by the crowd. We provide an online platform that allows anybody to raise funds from friends, family and fans to turn their idea into reality.

GLOBAL PLATFORM

IndieGoGo is a global platform that can be used by anyone with a registered bank account, anywhere in the world.

Definition of crowdfunding: A network of people pooling their money together to support an idea or effort initiated by a person or organization.

Crowdfunding is "Do-it-with-others" or **DIWO** fundraising

COMMON GOAL

DIWO

SHARED EXPERIENCES

TOOLS TO COLLABORATE

1. Money

That's clear. Get funds to help you make your idea happen.

2. Market Validation

A successful crowdfunding campaign shows that people are invested in your idea. Crowdfunders vote for your project with their wallet.

3. Marketing

"Word of Mouth" marketing is most authentic way to build interest in your project.

4. Monetization

Crowdfunding allows you to pre-sell your product so that you can monetize your idea immediately.

Why use IndieGoGo?

IndieGoGo helps you make the most of your crowdfunding campaign

What our customers are saying

"Without the support of IndieGoGo, there is no way that this project would have ever reached this level."

"Thank you for making such a difference in our project. It has allowed us to engage people in a way we would otherwise not be able to."

"We achieved our goal 8 days before our deadline, but the donations kept coming in. It's inspiration to do an awesome job."

"I am a big fan of IndieGoGo. I found it to be very simple and reliable."

Millions raised, 35,000 campaigns, 200 countries

HOW TO GET GO-GOING

How to create and manage your campaign

There are four stages to a crowdfunding campaign

INDIE GOGO

1 **CREATE**

Customize and publish a professional online funding campaign

2 **SHARE**

Use powerful promotion tools to raise awareness and increase funding.

3 **FUND**

Collect your contributions quickly and easily.

4 **MANAGE**

Track contributions with the analytics tools and stay on top of fulfillment with the dashboard.

INDIE GOGO

A successful campaign has four elements:

PITCH	PERSONALIZATION
$	
PROMOTION	PERKS

THE 4 Ps OF A SUCCESSFUL CAMPAIGN

Pitch

What's your story? Clearly articulate your idea and project needs. Cite credible references. Highlight your track record of success. Show people what the funds will go towards. Be respectful. Check your spelling and grammar.

Personalization

Make sure people can recognize your campaign as *yours*. Humanize your campaign by adding team members and showing photos or videos of your group. Personalize your goal and deadline to meet your needs. Every campaign is different!

Promotion

Email is the most powerful tool in your funding campaign. Before you launch your campaign, make sure your email contacts are up to date and organized. Create a separate list of your 'First 50' friends and family, to ask to help jump start your campaign when you first launch.

Perks

A VIP perk is a way of giving back to the audience that's giving to you. With some creative thinking and a bit of help from friends, you can put together some amazing incentives for people to contribute to your campaign.

Pitch description

❑ Does your pitch tell YOUR story?

❑ Do you have a personal video or image?

❑ Have you described in detail how you will use the funds?

❑ Have you cited your past experience or other credentials that will help you succeed?

Perks

❑ Do you have the right balance of small and large perk amounts?

❑ Are your perks unique, creative and appealing? Would people want to donate to your campaign *just for the perk?*

❑ Have you planned any "limited edition" or "limited time only" perks?

Goal and Deadline

❑ Is your goal realistic, given your deadline, network and the average contribution amount you expect people to give?

❑ When do you need your money? We recommend that you allow a window of at least 2 weeks between the end of your campaign and when you need the money to arrive in your bank account.

Outreach

❑ Have each of your team members pulled together a list of their contacts?

❑ Do you know people with access to broader email lists, publishing networks, or reader base? Plan to write them personalized emails to help you share the campaign. For instance, do you know who runs your alma mater, club, or any other association newsletters?
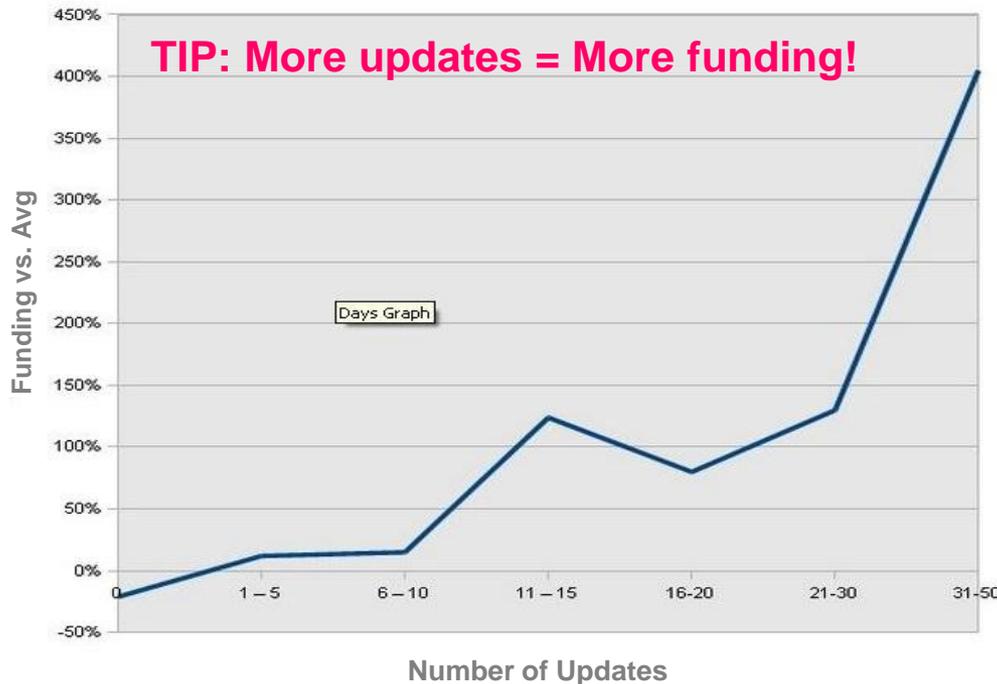
Use Share tools to bring new visitors to your campaign page

Use Updates to bring back return visitors

TIP: More updates = More funding!

Keep contributors and fans engaged by posting a status **update once a week**:

• Progress reports
• Video clips
• Links to recent press
• Links to other interesting news related to your project

Tips for building a more active campaign

Ask people to join your team

Campaigns with 4 or more people on the team raise **70%** more money than campaigns with only 1 person.

Link to your campaign, online and offline

Include a link to your campaign on your website, in your email signature, on your business cards – anywhere that you share your contact information with others.

Ask for more than just money

People contribute to a campaign because they want to be involved. You don't always have to ask people to give money – ask them to share your link, tweet about your campaign, like you on Facebook, add you as a favorite, or leave a comment on your campaign page. 'Sharing' activity increases the number of people who hear about your idea, which in turn increases contributions.

Want more tips? Check out the IndieGoGo blog:

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

Step 3: Set up your campaign for funding

IndieGoGo uses Paypal to collect and distribute your funds. Your Paypal account must meet the following criteria to receive funds:

1. Verified
- Bank account has been added and verified by Paypal

2. Confirmed
- Your email address has been confirmed
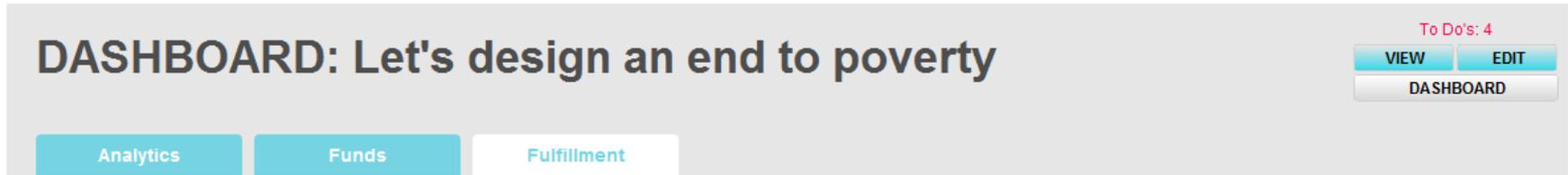
3. A Business or Premier account
- Go to Paypal.com
- On The MyAccount page, click "Upgrade."
- Upgrading is free and provides two main benefits: 1) No limits on how much money you can receive per month, 2) Ability to accept Credit Card contributions.

4. Capable of accepting $USD
- On Paypal.com, go to the My Account > Profile
- Click on "My money". Under the "PayPal Balance" section, find the "more" drop-down and click on the "Currencies" link.
- Select "U.S. Dollar" from the "Select new currency" dropdown menu and hit the "Add Currency" button.

Step 4: Track your campaign progress

Use your "Dashboard" to track campaign progress:

DASHBOARD: Let's design an end to poverty

To Do's: 4
VIEW   EDIT
DASHBOARD

Analytics   Funds   Fulfillment

1 **Analytics**

See a summary of visitors, views and share activity on your campaign page. Analytics also shows you how people get to your campaign page.

2 **Funds**

Keep a record of all contributions to your campaign. Shows you a summary of contributions, disbursement status, contributor names, and the exact time of each contribution.

3 **Fulfillment**

Shows the exact perk level, contribution amount, visibility status and perk fulfillment information for all of your contributors.

Want to see what a good campaign looks like?

INDIEGOGO

Here are just a few …

Satarii Star Accessory
Raised: $24,690
http://www.indiegogo.com/Mobile-Video-Accessory

New Tools for Rain Forest Conservation
Raised: $11,260
http://www.indiegogo.com/New-Tools-for-Rain-Forest-Conservation

Glass Wings for the Chichester Cathedral
Raised: $25,327
http://www.indiegogo.com/Glass-Wings-for-Chichester-Cathedral

Dear Coffee, I.L.Y.
Raised: $2,892
http://www.indiegogo.com/dcily

buddhify
Raised: $4,520
http://www.indiegogo.com/buddhify
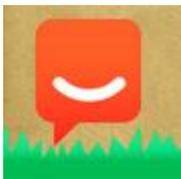
A few tips from successful campaign leaders

"Make a really fun, cool, inspiring video. I think it was the think that really had people excited about the project and wanting to contribute." *--Conor Gaffney, indiegogo.com/makepeacebrothers*

"Connecting with the right audience is absolutely critical… and reaching out to organizations who can help promote your product better than you can. Not sitting back and hoping the internet will pick up on your project is what you need to do." *–Brad Crawford, indigogo.com/100Yen*

"Recognize that raising money is an art that requires you to be persistent and unrelenting…be sensitive that you are intruding on other people's lives to ask for them to spend their hard-earned money on your project." *–Cortt Dunlap, indiegogo.com/awakencafe*

"Crowdfunding is partly about you, mostly about your project, but all about your funders… keep funders engaged even after the credit cards have cleared and the perks have been mailed away." *– John Trigonis, indiegogo.com/cerise*

"People connect with stories, so tell the best one you possibly can." *--Ryan Oakley, indiegogo.com/nelson-walking-tour-audio*

Where to find even MORE tips

10 Places to Promote Your IndieGoGo Project ONLINE

http://www.indiegogo.com/blog/2010/09/10-places-to-promote-your-indiegogo-project-online.html

10 Places to Promote Your IndieGoGo Project OFFLINE

http://www.indiegogo.com/blog/2010/09/10-ways-to-promote-your-indiegogo-project-off-line.html

Smart Tactics for Getting Your Project into the News

http://www.indiegogo.com/blog/2010/10/reaching-the-media-smart-tactics-for-getting-your-project-into-the-news.html

How to Draw Contributors with Good Perks

http://www.indiegogo.com/blog/2011/09/good-perks-how-to-draw-contributors.html

GOOD LUCK!

Reach out to support @ indiegogo.com with any further questions about your crowdfunding campaign