

Industry Status: Industry Structure

Industry Structure

- Refers to the nature of barriers to entry & competitive dynamics in the industry
 - Capital intensity
 - Advertising intensity
 - Firm concentration
 - Average company size

Capital intensity

- Amount of money required to enter and compete in the industry
 - An industry that is expensive to enter has high capital intensity (i.e. automotive manufacturing).
 - Industries that are inexpensive to enter have low capital intensity (i.e. a website providing movie reviews and opinions).

Advertising intensity

- Addresses the importance of advertising and branding to the success of competitors in a specific industry
 - If customers in this industry prefer to buy from companies with which they have had successful transactions in the past,
 - or companies that offer their preferred products or brands,
 - the advertising intensity is high.

Company concentration and size

- Concentration
 - Number of competitors in the industry
- Size
 - Level of resources (money, employees, etc.) of competitors

Company concentration and size

- Industries with a small number of small sized competitors present the preferred scenario for new ventures.
- Competing with a few small competitors is more advantageous for entrepreneurs versus competing with many large competitors.

When in doubt, Optimize

Quickly test and adapt multiple versions of your app in just minutes, ensuring greater impact and bottom-line success.



Why use Optimize?

Artisan Optimize™ enables you to be in control of the user experience on your app. Test multiple variations of your app, whether it is changing the color, messaging or layout; you have the freedom to design the best experience for your customers. With the flexibility of an easy to use platform and robust analytics, you can determine the experience for your app that will deepen engagement, drive retention, conversions and ultimately revenue.

Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology

[Home](#)[Updates](#) 42[Backers](#) 68,929[Comments](#) 15,357[Palo Alto, CA](#)[Product Design](#)

Funded! This project successfully raised its funding goal on May 18, 2012.



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go

Funding period

Apr 11, 2012 - May 18, 2012

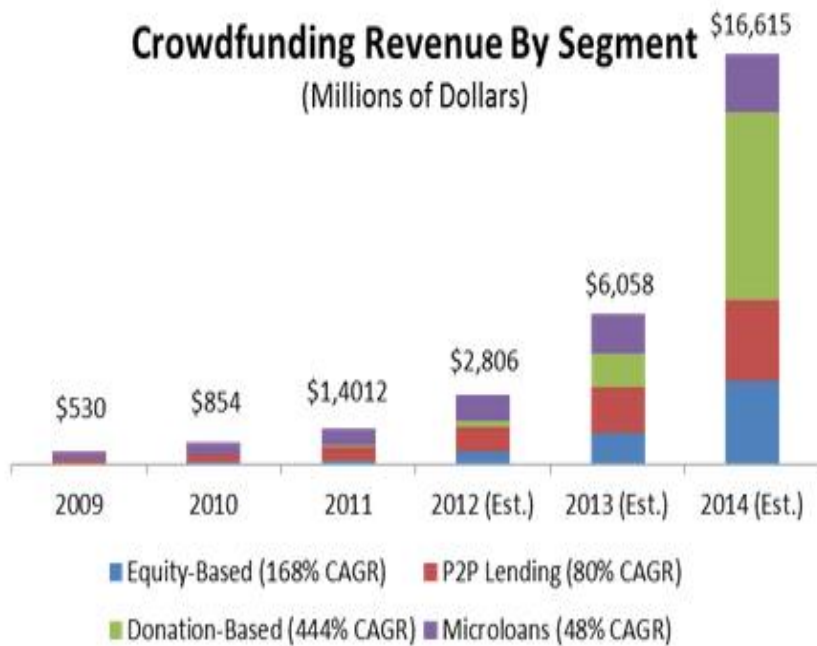


Project by

**Pebble
Technology**
Palo Alto, CA

Crowdfunding Revenue By Segment

(Millions of Dollars)



Why people support Crowdfunding?

BELIEF - The main reason people donate to Crowdfunding campaigns is their belief in the product that is looking to be developed. They see a need, or feel a want for the product, and are willing to provide nominal financial support, to see it become available.

REWARDS - Project creators inspire people to open their wallets by offering smart, fun, and tangible rewards. Tangible and intangible rewards given to backers (products, benefits, experiences and even equity).

BELONGING - Crowdfunding is fundamentally grounded in humanities desire to belong, to feel connected with their surroundings and to be part of something larger than themselves.

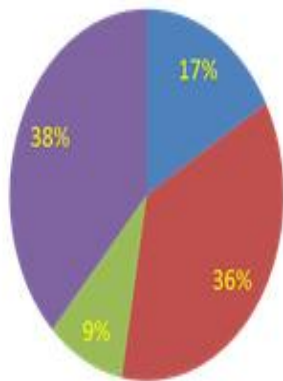
STORIES - Projects are efforts by real people to do something they love, something fun, or at least something of note. These stories unfold through blog posts, pics, and videos as people bring their ideas to life.

TRUST - The inner social group of family, friends, co-workers, close connections - have developed a bonding trust with the entrepreneur who is looking to develop their idea. More often than not, they are willing to show their trust and support financially.

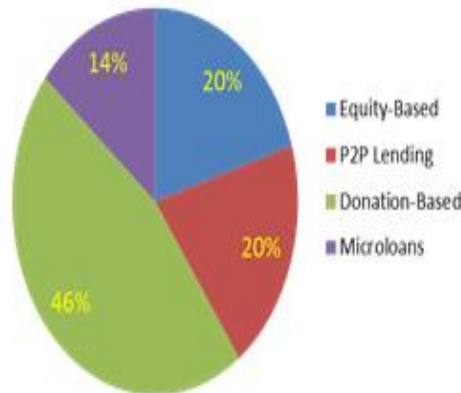
GOOD BET - You, your idea, and your virtues are a good bet. They want to be a part of your success.

Source: crowdfundingplanning.com

Percentage of Industry 2009



Percentage of Industry 2014 (Est.)





CREATE
a platform



EXPLORE
a free trial



ASK
a question

Launch Your Crowdfunding Platform

Launcht empowers [universities](#), [nonprofits](#), [incubators](#), [competitions](#), and others to create their own custom [white label crowdfunding platforms](#) & [open innovation voting competitions](#).

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\$305,487

Raised on Client Platforms!

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Platform **Spotlight**



**UVM
START**

University of Vermont

The mission of UVM Start is to empower campus entrepreneurs with the knowledge, connections and funding that can help to turn small projects into rocket-powered startups. *Funding round*

Launcht on Twitter



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7h ago

Bay Area LGBT companies try political [#CrowdFunding](#) bit.ly/1bgzQQQ [@SVBizLauren](#)

8h ago

Summary

- Is the industry at the right stage of the **life cycle** for a start-up?
- Is the **industry structure** favorable for a start-up?