DOCENTE	BARONCELLI
Unità Formativa	Lingua Inglese
Argomento	Crowdfunding campaign

CROWDSOURCING
BUSINESS VENTURE
LARGE-SCALE
BUSINESS IDEAS
KICK START
ENTREPRENEURS
CROWDSOURCING
FINANCE
CAPITAL
GOALS
CROWD
FINANCE
CROWD
CAPITAL
INVEST
CROWDFUNDING
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HOW CROWDFUNDING WORKS

Plan
You plan your project

Clarify
You clarify your idea

Create Components
Create all the components to post your project

Select Rewards
Decide your rewards based on your goals

Promote
Post, Share, Spread the message

Post Your Project
Find the best platform for you

Donate Money
Backers donate money to receive goodies

Distribute Rewards
Distribute goodies to all your backers

Create Success
Make your idea or business a success!

RECEIVE YOUR MONEY!!

4 TYPES OF CROWDFUNDING

REWARDS

Pre-order products

Support innovation & creativity

Business >> Customer

EQUITY

Invest to receive company shares

Startup >> Investor

Nonprofit >> Donor

Support charitable & personal causes

DONATION

Borrower >> Lender

Lender receives yield / interest

LENDING

AND NOW…

SET UP YOUR CROWDFUNDING CAMPAIGN IN THE ICT WORLD!

REMEMBER TO CONSIDER and DETAIL THE FOLLOWINGS:

- Your idea
- Your audience (who, why and where)
- Legal matters (Type of crowdfunding)
- Goal
- A timeline
- Your online and offline communities (Potential customers)
- Potential press connections and networks
- Budget
- Perks for your backers

GUIDELINES:

- You'll be divided into groups
- You'll need:

- A presentation (editable) **detailing** all points and leading you during the showing of your project
- To upload your presentation on the platform
- To present your work to the class together with your group

DO YOU BELIEVE IN YOUR IDEA? GIVE IT A TRY ON…

https://www.gofundme.com/it-it

https://www.kickstarter.com/

https://www.indiegogo.com/

https://www.eppela.com/

https://www.opstart.it/it/home

AND NOW…LET'S START!

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