

# FUTURA

# LA SCUOLA PER L'ITALIA DI DOMANI



Finanziato  
dall'Unione europea  
NextGenerationEU



Ministero dell'Istruzione  
e del Merito



Italiadomani  
PIANO NAZIONALE DI RIPRESA E RESILIENZA

DOCENTE	BARONCELLI
Unità Formativa	Lingua Inglese
Argomento	Crowdfunding campaign

Intervento realizzato da  
**ITS**  
TECNOLOGIE  
DELL'INFORMAZIONE E  
DELLA COMUNICAZIONE

COESIONE  
ITALIA 21-27  
PIEMONTE



Cofinanziato  
dall'Unione europea



REGIONE  
PIEMONTE

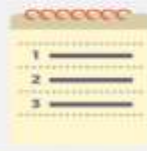


# HOW CROWDFUNDING WORKS



## 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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