



Ownr.us

Jeff Dempsey

Jacob Howell
jhowell@uccs.edu

Connor Hall
chall9@uccs.edu

Taylor Vasquez
tvasquez@uccs.edu

Ahmad Najee-Ullah
anajeeul@uccs.edu

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Executive Summary

Jeff Dempsey, the owner of Ownr.us, has created Ownr.us to bring a co-op style, user owned, multi-vendor marketplace to the ecommerce space. The goal is to build an enormous online marketplace that gives the people more ownership to the ongoing, massive retail e-commerce shift. Throughout the 5-month project, Mr. Dempsey had been assisted by the Ownr.us innovation team in projects related to researching ecommerce platforms, researching crowdfunding platforms, creating color schemes and logo ideas. The team started by focusing the research on an ecommerce platform that would meet the required features for Ownr.us. Some of the features that were required by the client were a social aspect and a mobile aspect. The social aspect gives the client the ability to allow users to post, like, and share the experience that was felt using the client's website. The mobile aspect gives the client the ability to allow users to buy on the go and vendors to manage a store on the go. While researching into many ecommerce platforms, the team found that there were two suitable platforms that meet the requirements. The platforms that the team recommended to the client were Yo-Kart and My Marketplace Builder. With the recommended ecommerce platforms in mind, the team shifted the research to crowdfunding to help the client find a platform to raise money for their website.

While researching into crowdfunding platforms the team needed to keep in mind that the client's project is a website. Therefore, the crowdfunding platform needs to allow the client to put their website onto a crowdfunding platform. The team researched into multiple platforms looking for the ability to fund a website and looking into the terms of service. With multiple platforms researched the team focused on finding the overall success rates of the platforms, the success rates for digital products and the success rates for websites. Compiling this data allowed the team to narrow the platforms and decide which crowdfunding platform to recommend. The team

concluded that Kickstarter and Indiegogo would be the most suitable platforms to recommend. With two recommended platforms the team had to split into smaller internal groups to complete the crowdfunding report. Two members were assigned with explaining in detail the reasons behind the two recommended crowdfunding platforms. While the other two members were assigned with creating a crowdfunding guide for the two recommended platforms. With the two recommendations for crowdfunding in mind the team helped the client create color schemes and logo ideas to help the client's website design.

The team created a custom color palette and various logos for Ownr.us to improve the design of the client's website. The color palette the team recommended to the client provides a clean and welcoming experience for all potential customers. At the client's request the team helped create a few designs that captures the essence of Ownr.us. The team refined three logos to recommend to the client. With all research and design work completed for the client, the team was able to move forward and deliver the final report.

Statement of Accomplishments

Throughout the duration of the project, the team had three main objectives detailed in the project charter. These objectives consisted of conducting extensive research on e-commerce systems and global marketplaces, and compiling this information into two comprehensive e-commerce and crowdfunding reports.

The team's first accomplishment was the successful completion of an e-commerce recommendation report. Mr. Dempsey provided a list of necessary features the platforms must have to properly fit the needs of Ownr.us. To complete this task, the team split into two sub-teams to find as many e-commerce platforms as possible and compile them into a working spreadsheet for further assessment. Each platform's features were then compared to the list provided by Mr. Dempsey. Two platforms, Yo-Kart and My Marketplace Builder, proved to be the best fit for the project. The team then split into two sub-teams once again to compile this information into the final report. Two team members focused on the primary and secondary recommendations, and two team members described why remaining e-commerce platforms were not recommended. The final product was a detailed, formal report on the best e-commerce platform for Ownr.us to be built on.

Another accomplishment for the team was the completion of the crowdfunding platform report and user guide. In initial meetings with the client, it was established that a clear plan for crowdfunding was necessary to ensure Ownr.us could have a seamless crowdfunding launch. In order to complete this objective, the team took on a more agile approach. Two members focused on the entirety of the crowdfunding recommendation report. The members identified the strengths of the teams top two recommendations, Kickstarter and Indiegogo, as well as illustrating the potential pitfalls of other popular and smaller crowdfunding platforms. The

remaining two members focused on a comprehensive user guide for launching a campaign on both Kickstarter and Indiegogo to ensure the seamless launch of crowdfunding for Ownr.us. All team members reconvinced throughout the process to ensure both sides of the project were running smoothly, offering any suggestions or assistance as it was needed. The final product consisted of a professional and comprehensive walkthrough of the best crowdfunding platforms specifically for Ownr.us and an extensive how-to guide for launching a campaign on either of the two recommended platforms.

The team's final accomplishment was an overhaul of the marketability of Ownr.us. This included logo redesigns, and a mockup of a new color scheme for the website. Each team member provided a concept for the logo and submitted the best concepts to the client for review. The team worked with the clients concept and backstory to create a logo that represented the main focus of Ownr.us. Next, two team members focused on creating a new color scheme for the website to make it more inviting to potential customers navigating the site. Upon the completion of the above objectives, all deliverables have been met and delivered to the client. This allows the client to move forward with the conceptualization of Ownr.us.

Recommendations for Innovation

The team recommends Yo-Kart as the ecommerce platform to build the final Ownr.us on top of because all the features Mr. Dempsey is looking for Yo-Kart has, and are very simple to add to any platform. With Yo-Kart, all the customizations that Mr. Dempsey is looking for can be available with exclusive rights for \$25USD an hour. Throughout the process, it is very simple to get any help that may be needed through Yo-Kart's support system, allowing for full customization of the platform the way it may be envisioned. Additionally all extra addons may be added to any platform and are inexpensive. This platform also allows Mr. Dempsey to have the mobile aspect for buyer and seller, which Yo-Kart has integrated in its e-commerce platform.

The team recommends Kickstarter as the crowdfunding platform to fund the completion of Ownr.us because it allows for Mr. Dempsey to reach the largest audience as well as allowing Mr. Dempsey to retain the most creative freedoms. Kickstarter also has the highest success rate for digital products similar to Ownr.us and the lowest processing fees for payments.

The team also recommends Mr. Dempsey updates the current version of the Ownr.us website to use the provided color palette and redesigned logo. The new color palette provides a more welcoming and unique experience for customers and the redesigned logo more accurately communicates the community oriented belief of Ownr.us.

The team recommends that the client applies for another team to finalize the details of Ownr.us. Details that the team believes need to be finalized would include refinement of the logo and color scheme, research into how to advertise Ownr.us and the target audience, and details of the business plan and how to ensure Ownr.us is successful while still being community owned.

Conclusion

Jeff Dempsey of Ownr.us applied for a Bachelor of Innovation team with the goal of finding an ecommerce platform to help build Ownr.us, a crowdfunding platform to help fund Ownr.us, and insight for the design and logo. After weeks of work and design, the team found potential platforms that could help Ownr.us with their stated goals. The top recommendations for the ecommerce platform were Yo-Kart and My Marketplace Builder, leaving the team to research crowdfunding to help raise money for Ownr.us. Through research the team recommends Kickstarter and Indiegogo as the best crowdfunding platform. With the primary research completed the team created a color scheme and logos to help the design of Ownr.us. Using the research that the team gathered, the client will be able to move Ownr.us into the next stage of development.

Supporting Materials

Appendix A: Project Charter

Project Charter

Name of the Project: Ownr.us

Name of the Sponsor: Jeff Dempsey

Purpose of the Project: The purpose of the project is to research and determine the best available options for creating the client's marketplace platform, Ownr.us. The research will include details on various e-commerce platforms, crowdfunding sites. The team will also plan and design the crowdfunding information page based on the preferred crowdfunding site.

High-level Project Description and Boundaries:

Jeff Dempsey created Ownr.us to provide an e-commerce site that focuses more on providing a small business, personal , and local experience as an alternative to larger, nationwide e-commerce sites like Amazon and Etsy.

In-scope items for the project are: researching various e-commerce programs and recommending a specific platform, researching various crowdfunding platforms and planning the Ownr.us specific page for the client-selected crowdfunding platform, and building a mock up of the user experience. Out-of-scope items for this project are: a fully functioning website with an e-commerce support, launching or managing the crowdfunding campaign, finding or contacting business owners who would be willing to sell their products on the website.

Objectives and Success Criteria:

Objective 1: Research

Success Criteria: The team will effectively research the areas of e-commerce system providers, crowdfunding sites and successful crowdfunding strategies.

Objective 2: E-Commerce Recommendation Report

Success Criteria: The team will deliver a report document that comprehensively illustrates the conducted research, and justifies the team's recommendation on a specific e-commerce platform for the client to use.

The reports will vary in length from three to ten pages each, with two reports total. The reports will be well formatted, extensive, and digitally delivered.

Objective 3: Crowdfunding Plan

Success Criteria: The plan will contain all the necessary information on how to launch and manage a crowdfunding campaign, all necessary information and content to put on the crowdfunding page, as well as instructions on how to create the crowdfunding page.

Objective 4: User Experience Mock Up

Success Criteria: A mockup that communicates the overall design of the website as well as how a user is intended to move through it.

High-level requirements:

- The e-commerce platform report will detail the top two service providers recommended by the team. It will justify the recommendation by comparing them to other platforms and illustrating why the recommendations best fit the project's needs. The report will be delivered to the client during the second week of October.
- The crowdfunding platform report will be completed by the team to illustrate the best way to bring attention to Ownr.us for launch. The report will be complete with the platform's terms of service, steps to launch a crowdfunding campaign on the platform, and the necessary pieces for acceptance to the crowdfunder. This report will be delivered to the client during the second week of November.
- The user experience mock up will illustrate the look and feel of the Ownr.us e-commerce website. The mock up will be designed by two design savvy members of the team and technologically conceptualized by two technical members. The user mockup will be delivered to the client during the first week of December.

Assumptions:

- Mr. Dempsey will provide the team with what kind of information or questions to ensure the reports provide accurate information.
- Mr. Dempsey will be available to provide feedback on the design and user experience for the website mockup.

Constraints:

- Needed e-commerce information not readily available online.
- The client has a budget of \$15,000 for a full featured product.
- Time- The ability to conduct research and have a deployable crowdfunding plan and user flow mockup by semester end.

High-level Risks:

Risk 1: Lack of available information

- Description: The team cannot collect or access information required for the reports. If the team cannot collect the relevant information, then the reports may not be fully accurate.
- Probability: Low
- Impact: Medium
- Planned mitigation actions: Determine the importance of the missing information and if necessary include a note about the lack of information in the report.

Risk 2: Lack of platforms that are useful to the project

- Description: No e-commerce platforms can be found that match the mission of Ownr.us.
- Probability: Low
- Impact: High
- Planned mitigation steps: Determine which features are absolutely necessary to the project and reevaluate the research.

Summary Milestone Schedule:

Milestone 1: E-Commerce Service Provider Report

- A report and recommendations on various e-commerce service providers.
- 10/16/19

Milestone 2: Crowdfunding Platform Report and Plan

- A report and recommendation on which crowdfunding platform should be used to fund the project as well as all the necessary information on how to launch and manage the campaign and what information should be found on the campaign page.
- 11/13/19

Milestone 3: User Experience Mockup

- A mockup and non-functional version of the website that communicates the final design of the site and how the user is intended to interact with the website.
- 12/04/19

Final Presentation

- This presentation will finalize all of the work the team has done over the semester and include any miscellaneous information that the team thinks Jeff Dempsey may find relevant or useful.
- 12/11/19

Stakeholder List:

Jeff Dempsey

- Jeff Dempsey is the client and owner of Ownr.us

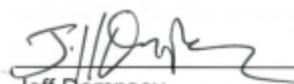
The Project Team

- The team is researching and consulting Mr. Dempsey on various aspects of Ownr.us. The team will have direct influence over crucial elements relating to the project.
 - Members of the team include:
 - Jacob Howell (Team Lead)
 - Taylor Vasquez (Team Member)
 - Ahmad Najee-Ullah (Team Member)
 - Connor Hall (Team Member)

Dr. Robertson and Dr. Harmon

- Dr. Robertson and Dr. Harmon are professors for the teams class hosted by the Bachelors of Innovation (B.I.). They are a direct representation of the B.I.'s name and reputation.

Approvals: By signature below, the project team and the client agree to this project charter:


Jeff Dempsey

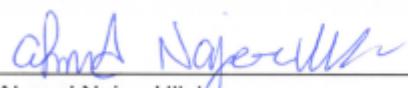
9/18/19
Date


Jacob Howell

9/18/19
Date


Connor Hall

9/18/19
Date


Ahmad Najee-Ullah

9-18-19
Date


Taylor Vasquez

9-18-19
Date

Final Report: E-Commerce Platforms and Recommendations

Prepared by:

Jacob Howell, Taylor Vasquez, Ahmad NajeeUllah, Connor Hall
OWNR.US Team
Fall 2019

Primary Recommendation

Yo-Kart

WEBSITE

<https://www.yo-kart.com>

CONTACT INFO

Phone Number

+1 496-844-3346 (for one of their experts)

+91-95555 96666 (International Number, business number)

Email

sales@fatbit.com

Support Contact

Use the support chat to contact Yo-Kart directly, supplying an email, name, website name, and the issue or question

PRICE

GoQuick	GoCustom Lite	GoCustom
\$1299	\$3999	\$6999
Pay \$500 now, the rest after 3 months	Flexible payment options: <ul style="list-style-type: none">● 40% Upfront prior to starting work i.e. just \$1599● 30% on completion of designing phase prior to start of development phase● 30% upon completion of the project, prior to moving files to your server	Flexible payment options: <ul style="list-style-type: none">● 40% Upfront prior to starting work i.e. just \$2799● 30% on completion of designing phase prior to start of development phase● 30% upon completion of the project, prior to moving files to your server
<ul style="list-style-type: none">● Default Design● Self-Hosted● Fully Owned License● Zero Payment Processing Charges● No Recurring Payments● Free Digital Marketing Consultation	<ul style="list-style-type: none">● <u>Partial Custom Design</u>● Self-Hosted● Fully Owned License● Zero Payment Processing Charges● No Recurring Payments● Free Digital Marketing Consultation	<ul style="list-style-type: none">● <u>Full Custom Design</u>● Self-Hosted● Fully Owned License● Zero Payment Processing Charges● No Recurring Payments● Free Digital Marketing Consultation● <u>Post Launch</u>

		<u>Marketing</u>
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Other payment options to add to payment plans

Mobile payment options:

Android- \$499 for buyer app; \$499 for seller app

IOS- \$499 for buyer app; \$499 for seller app

Customization options:

At \$18/Hr get non-exclusive rights

At \$25/Hr get exclusive rights

All payment plans have a 30 day money back guarantee

DESCRIPTION

Yo-Kart is a shopping cart platform that e-commerce startups, and already existing websites can launch multiple stores. The platform is built using flexible technology which leads Yo-Kart to being the multi vendor system of choice for many e-commerce businesses, and it is all thanks to its easy setup and implementation, powerful reporting tools, SEO features, and helpful support. All expenses are easy to locate to start a free trial or start building a platform.

Yo-Kart has a variety of integrations, such as MailChimp and PayPal, including the fact that they can make use of a smooth and powerful social network integration to generate leads and promote products. Due to its features and flexibility, Yo-Kart is an ideal and modern e-commerce solution able to meet Mr. Dempsey's expectations.

WHY WE RECOMMEND

The team recommends Yo-Kart as the top choice because all the features Mr. Dempsey is looking for Yo-Kart has and are very simple to add to any platform. With Yo-Kart, all the customizations that Mr. Dempsey is looking for can be available with exclusive rights for \$25USD an hour. Throughout the process, it is very simple to get any help that may be needed through Yo-Kart's support system, allowing for full customization of the platform the way it may be envisioned. Additionally all extra addons may be added to any platform and are inexpensive. This platform also allows Mr. Dempsey to have the mobile aspect for buyer and seller, which Yo-Kart has integrated in its e-commerce platform.

See page 6 below for a list of specific features offered by Yo-Kart.

Secondary Recommendation

My Marketplace Builder

WEBSITE

<https://mymarketplacebuilder.com>

CONTACT INFO

Email:

hello@mymarketplacebuilder.com

Facebook Messenger:

m.me/mymarketplacebuilder

Support Contact:

Twenty minute phone calls can be scheduled for clients by emailing them a request. My Marketplace Builder will call you to discuss any questions and concerns.

The platform also responds to inquiries on their Facebook page via messenger.

PRICE

Visualize Test the Software	Optimize Get Expert Help	Customize Anything You Need
\$1 \$49/ month after 2 weeks	\$49/month	\$329/month
Cancel/Upgrade Anytime	Cancel/Upgrade Anytime	Cancel/Upgrade Anytime
<ul style="list-style-type: none">● Core Features● Includes editable landing page template● Unlimited email support & help center access● Connects to custom domain (supplied by you)● White labeled (No MPB Logos)	<ul style="list-style-type: none">● All Visualize Features● Add upgrade features to the cart● Use your own email address (supplied by you)● Technical maintenance and updates● Instantly Add 3 Premium Features valued over \$550 <p>1 - Looping Photos on Landing Page</p> <p>2 - Explainer Video on Landing Page</p> <p>3 - Verified Sellers or Service</p>	<ul style="list-style-type: none">● All Optimize Features● Allows you to add a custom development & design package with our expert dev team● Start Custom Call with project manager and marketplace expert● Includes editable landing page template

	Providers	
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My Marketplace Builder has several addons that can be customized to the site for an additional fee. Clients must set up a consultation or “talk with an expert” to determine which features My Marketplace Builder can provide.

DESCRIPTION

My Marketplace Builder is a multivendor e-commerce platform that allows buying and selling by all users on the site. The platform was founded in 2015 and is based in Austin, Texas. Ever since its foundation it has accumulated a group of developers to help design marketplaces and websites for top name brands like Hello Kitty, AMD, Nokia, and even some U.S. Government departments.

My Marketplace Builder has the goal of being a one stop shop for starting and growing an online marketplace. My Marketplace Builder provides the CTO/Tech team needed to take on ambitious projects and are willing to work with Mr. Dempsey to create a fully custom experience for Mr. Dempsey’s business, its partners, and consumers. My Marketplace Builder strives to work outside the box to develop a custom marketplace that fits Mr. Dempsey’s business needs and keep expanding as it grows.

WHY WE RECOMMEND

The team recommends My Marketplace Builder because it offers many of the “must have” features while also providing a few additional features that would be welcome to Mr. Dempsey’s business model. The platform is a multi-vendor, open source, and future proof option to begin hosting a marketplace. My Marketplace Builder is also fully expandable and customizable to fit the needs of the business as it grows and create custom solutions to problems as they arise. Additionally, the platform is not excessively expensive to begin using. At \$49USD a month, Mr. Dempsey would gain access to all of their base and extensive features available through their upgrade system.

See page 6 below for a list of specific features offered by My Marketplace Builder.

Features List

Feature Name	Must Have Y/N	Yo-Kart	My Marketplace Builder
White labeled	Y	Y	Y
Detailed sales insights	Y	Y	Y
Robust vendor dashboard	Y	Y	Y
Admin Autoresponder	Y	Y	Y
Vendor Customer Email Blast	N	N	?
Vendor Customer Communication	Y	Y	Y
Admin Vendor Communication	Y	Y	Y
Social Aspect	Y	Y	N
Mobile app	Y	Y	Y
Mobile app	Y	Y	Y
Feature expansions	Y	Y	Y
Open source	N	Y	Y
Local vendor search	Y	Y	Y
Import products from Amazon	N	Y	N
Import from Etsy, eBay???	N	N	N
Follow Store	Y	Y	N
Create Wishlist's	Y	Y	Y
Automatic Shipping Calc	Y	Y	Y
Easy bulk product adds	N	N	Y
Simple product adds	Y	Y	Y
Wholesale listing	Y	Y	?
Store support chat	Y	Y	Y
Seller and shopper rating	Y	Y	Y
Coupons	Y	Y	Y
Ajax live search	N	N	Y
Product Reviews	Y	Y	Y
Admin Announcements	Y	Y	?
Automatic order notifications	Y	Y	Y
Multiple commission types	Y	Y	N

Other Platforms

X-Cart

Website

<https://www.x-cart.com/>

Contact Info

Phone

+1 800 657 7957

Description and Features

X-Cart is an open source shopping cart software capable of handling large product catalogs. X-Cart can provide a mobile app for its customers as well as its vendors. They also allow customers to create a wishlist as well as follow stores that have the products that they normally look to buy. Along with following stores, customers can leave a review on the vendor as well as their products. If the customer can't find the products that they need or want, X-Cart also has a customer support feature. On the vendor side, X-Cart offers bulk selling, a dashboard for vendors, and detailed sales insights. X-Cart also easily lets the vendors add products, offer their customers coupons, and send order confirmations to customers. While offering many vendor and customer functions, X-Cart also offers plenty of admin functions. These include an admin auto responder, as well as admin announcements along with the ability to change the commission types. X-Cart allows its admins to email blast many of its vendors as well as its customers. Lastly, X-Cart lets the admin add or remove features as they want on the fly.

Reasons Against Recommendation

The team does not recommend X-Cart because the platform does not offer some important features. X-Cart will post non-Ownr.us products or service on the Ownr.us page and does not provide a social sharing or activity system. X-Cart does not allow for vendor-customer communication or automated admin messages sent to vendors, and does not support location based searching or shipping calculation.

PrestaShop

Website

<https://www.prestashop.com/en>

Contact Info

Phone

+1 888 947 6547

Description and Features

PrestaShop is an efficient and innovative e-commerce solution with all the features a client might need to create an online store and grow their business. It offers a robust vendor

dashboard as well as sales insights for the needs of the vendor and the admin. In addition to being open-source, it also allows admins to add new features whenever they want. Other than the admin features, it also offers plenty of features for the vendor, such as: wholesale selling, easy add bulk items, vendor to customer communication, and importing from Amazon, Etsy, and Ebay. On the customer side, they offer even more functions like a shipping calculator, support chat, product and store reviews, and a local vendor search.

Reasons Against Recommendation

PrestaShop did not make it as a recommended platform because it lacks several necessary features. Based on the research conducted, PrestaShop is missing social aspects outside of the usual product review and comment sections, the ability for users to follow stores, and create wishlists. Also, the team was unable to determine if PrestaShop allows vendors to add products through a mobile app or if it allows admins to set different commission types.

Lastly, PrestaShop requires external hosting requiring Mr. Dempsey to download the platform onto the host of choice.

ShareTribe

Website

<https://www.sharetribe.com/>

Contact Info

Email

help@sharetribe.com

Description and Features

ShareTribe is another e-commerce solution that lets its users sell items or space using its design. It will not show any advertisements of its brand on a client's website. It offers many of the admin side features that were mentioned in the previous platforms. It also offers many of the same features for vendors that the other platforms do, such as sales insights, a vendor dashboard, as well as a simple way to add products and send notifications to the customers. Also like the other platforms, many of the features that are for customers are shared between all of the available platforms.

Reasons Against Recommendation

The team decided against recommending ShareTribe because of the amount of information that was not publicly available. This includes features like creating wishlists, an automatic shipping calculator, ratings for sellers and buyers, and the ability to add coupons.

Also, if Mr. Dempsey chooses to use expansive features the FlexPlan is required. However, this plan does not include a developer for expansive feature building.

CSCart

Website

<https://www.cs-cart.com/>

Contact Info

Phone

+44 208 089 1800

Email

sales@cs-cart.com

Description and Features

CS-Cart is an impressive platform for users with any level of eCommerce experience. It does not advertise its own brand on the client's website. They also can make mobile apps for both the vendor and the customer as well as providing an autocomplete search. CSCart shares many features with the other platforms described above.

Reasons Against Recommendation

Some of the reasons why the team does not recommend using CSCart are the lack of an activity page for liking, sharing, posting, groups; a location based searching method; allowing admins to post announcements in a vendors dash is an add-on and will cost extra; search suggestions it is an add-on and will cost extra.

Shopify

Website

<https://www.shopify.com/>

And

<https://apps.shopify.com/multi-vendor-marketplace>

Contact Info

Phone

1 (855) 816-3857

Description and Features

Shopify Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. The company also shares its name with its proprietary e-commerce platform for online stores and retail point-of-sale systems. Many of the features that are offered by Shopify are offered by other platforms but it is not open source and is also missing some small features in comparison.

Reasons Against Recommendation

Some of the reasons why the team does not recommend using Shopify are there will be non-Ownr.us branding; the vendors can not message customers; admin can not message vendors; there is no activity page for liking, sharing, grouping, posting; no way for shoppers to search for local vendors; and possibly no way for vendors to list items in bulk. Another reason the team does not recommend Shopify is that the team found that Shopify is not really a multi vendor site unless an extension is added. Shopify could be made into a multi vendor platform if the addon Multi Vendor Marketplace is added.

Final Report: Crowdfunding Platforms, Recommendations, and Guide

Prepared by:

Jacob Howell, Taylor Vasquez, Ahmad Najee-Ullah, Connor Hall
OWNR.US Team
Fall 2019

Primary Recommendation

Kickstarter

WEBSITE

<https://www.kickstarter.com/>

SUCCESS RATES

In general: 37.70%

Digital products: 58.50%

TERMS OF SERVICE SUMMARY

The campaigns that are created in kickstarter are required to be something that can be shared with others. The campaign's goals should be shown clearly and honestly to prevent any confusion. If the funding goal has been reached, the owner must complete all goals promised. Campaigns are not allowed to lie, victimize anyone, or break the law in any way.

Campaign leaders are not allowed to bypass any measures put in place to secure Services. Investment is not permitted on Kickstarter, including but not limited to equity or revenue sharing. Spamming of email through an auto-responder or an email list is also prohibited through kickstarter. If any of these terms are violated, they reserve the right to reject, cancel, interrupt, remove, or suspend any project at any time and for any reason.

NOTABLE FEES

If a project is successfully funded, Kickstarter **applies a 5% fee to the funds collected for creators**. Stripe, the payment processor for kickstarter will also apply **payment processing fees (roughly 3-5%)**

In the beginning, the administrator of the campaign must provide payment information, but won't be charged. It is only at the date of the goal estimate that kickstarter will collect the payment due. If the campaign hasn't reached its fundraising goal, there will be no charge, no funds will be collected, and no money will change hands.

CREATIVE FREEDOM

Kickstarter reserves the right to be able to use the content that the campaign may have submitted. This as well as whenever they DO use that content, they are allowed to change it in small ways like editing or translating it.

Any of the royalties or licensing on your content are your responsibility in terms of payment and other amounts owed to any entity based on your content. Kickstarter also states that

they promise not to violate any copyright laws. Lastly, the Users maintain the rights to all of their content and agree to uphold the integrity of its licenses, copyrights, and other legal documentation.

Secondary Recommendation

Indiegogo

WEBSITE

<https://www.indiegogo.com>

SUCCESS RATES

In general: 17.10%

Digital Products: 60.40%

TERMS OF SERVICE SUMMARY

Indiegogo is an online crowdfunding platform that allows users to create their own campaigns and fund the campaigns of others. Campaign administrators may offer perks to contributors as a show of gratitude for financial contributions.

Users may not take any actions that violate or infringe upon the rights of others, the law, or any legal obligation the user may have towards a party of any kind. Campaigns must uphold the same standard of legal obligation that users are held accountable to. All campaigns must be truthful to the best of the administrators knowledge, and may not engage in anything that is deceptive, fraudulent, or unclear to contributors of the campaign.

Campaign owners are subject to separate legal obligations with both Indiegogo and contributors of the said campaign. Campaign administrators are required to make efforts in good faith to deliver on perks in the timeframe that is communicated to contributors. Owners must be responsive to inquiries placed by contributors and post any updates and delays related to the delivery of any obligations on a monthly basis minimum.

Owners are held responsible for maintaining the integrity of their campaigns. Failure to comply with these terms may lead to delays in funding upon campaign completion, revoked access to Indiegogo and its services, or legal actions taken in part of campaign contributors.

NOTABLE FEES

Indiegogo operates on a **5% platform fee on all funds raised during campaigns**. This platform fee applies to the actual amount of funds raised, not the funding goal set by the campaign.

Users in the Indiegogo InDemand program are subject to the same fee, unless the campaign started on another platform. In which case, **funds are subject to a 8% platform fee**.

Each contribution received by a campaign is subject to a transaction fee depending on the country in which the donation is sent from. Funds transferred to the users bank account at campaign end is subject to a transfer fee dependant on the user's bank.

CREATIVE FREEDOM

User content remains the property of the user in all portions of Indiegogo's site or any services provided by Indiegogo. Users grant Indiegogo the permission to world-wide non-exclusive use to the full extent of the user content's rights. Users grant Indiegogo the permission to make changes to or delete content of any kind.

Users maintain the rights to all of their content and agree to uphold the integrity of its licenses, copyrights, and other legal documentation.

Other Platforms

Ulule

Website:

<https://www.ulule.com>

Summary:

Ulule is one of Europe's largest crowdfunding platforms that hosts various projects from fashion and beauty, to games and technology. Founded in Paris, Ulule allows contributions aligned with rewards based on the amount donated.

Reasons against recommendation

While Ulule is available in the United States and the rest of North America, it has a high focus on French and other European based projects. For this reason, the team could not recommend this platform for Ownr.us.

CircleUp

Website:

<https://circleup.com>

Summary:

CircleUp is a financial technology company based in San Francisco, California that focuses on the innovation and funding of consumer goods. The platform achieves this by using equity based crowdfunding where investors give revolving lines of credit to up and coming startups.

Reasons against recommendation

CircleUp did not make the teams recommendation as the platform primarily backs Consumer Packaged Goods (CPG) companies.

Fundable

Website:

<https://www.fundable.com>

Summary:

Fundable is a fee-based crowdfunding platform that offers both reward and equity based campaigns for entrepreneurs of small businesses.

Reasons against recommendation:

The team does not recommend Fundable because it requires proof of working concept and has a \$179 dollar monthly fee to host any campaigns on the platform.

Wefunder

Website:

<https://wefunder.com>

Summary:

WeFunder is an equity-based crowdfunding platform that allows everyone to invest in startup companies with a hope for return on investment.

Reasons against recommendation:

WeFunder is not recommended for this stage of Ownr.us. The platform is primarily for startups that have a working business plan, not for funding a new idea.

Snowball Fundraising

Website:

<https://snowballfundraising.com>

Summary:

Snowball is a non-profit fundraising platform that allows unique user interaction in supporting a cause.

Reasons against recommendation:

This platform was developed for non-profits or individuals looking to support a cause or event. Not for entrepreneurial startups.

Celery

Website:

<https://trycelery.com>

Summary:

Celery is a self crowdfunding platform and pre-order management platform. It allows companies to gain support for and pre-sell products before launch.

Reasons against recommendation:

Celery is a resource that could be used after Ownr.us has started and has vendors already on it. However, it is not a platform recommended for crowdfunding new business ideas.

Crowdfunder

Website:

<https://www.crowdfunder.com>

Summary:

Crowdfunder is another equity based funding platform that targets specific business startups during their first significant venture capital contributions (Series A & B funding).

Reasons against recommendation:

As stated on crowdfunders website, “our offering does not cater to inception stage companies at this time”. It is because of this and high platform maintenance fees that the team does not recommend crowdfunder.

Funding Circle

Website:

<https://www.fundingcircle.com/us/>

Summary:

Funding Circle is a peer-to-peer lending marketplace that allows users to directly contribute to small or medium-sized business startups. Funding Circle also offers direct loans from the organization itself.

Reasons against recommendation:

Although Funding Circle does allow peer-to-peer lending, its primary way of funding is through loans. Requirements for Funding Circle loans could not be met by the current standing of Ownr.us.

GoFundMe

Website:

<https://gofundme.com>

Summary:

GoFundMe is an American crowdfunding platform that allows individuals to raise funds for celebrations, individual endeavors, and hardships.

Reasons against recommendation:

GoFundMe is focused on crowdfunding for individual causes, not business ideas or startups.

GoGetFunding

Website:

<https://gogetfunding.com>

Summary:

GoGetFunding is a personal crowdfunding platform that allows users to get funding for individual projects, causes, and events.

Reasons against recommendation:

The platforms focus on personal crowdfunding makes it not ideal for the type of funding Ownr.us is looking for.

Lending Club

Website:

<https://www.lendingclub.com/>

Summary:

LendingClub is a lending and investment platform that has worked to bring borrowers and investors together for 10 years.

Reasons against recommendation:

_____ This is more of a service to find investors through loans in order to get businesses off the ground. Because of this it is not really what Ownr.us is looking for.

Causes

Website:

<https://www.causes.com/>

Summary:

Causes is a site to organize campaigns, fundraisers, as well as petitions around the issues that impact a community

Reasons against recommendation:

_____ This crowdfunding website is more for movements as well as non-profit fundraisers. It doesn't really apply to businesses and that is why it is not a fit for Ownr.us

CrowdSupply

Website:

<https://www.crowdsupply.com/>

Summary:

CrowdSupply is a crowdfunding platform that specializes in the creation of products. Focusing mostly on tech hardware for their projects.

Reasons against recommendation:

_____ The ownr.us team is against this crowdfunding platform because it is mostly geared towards tech. The product is tech related but it is not hardware

Experiment

Website:

<https://experiment.com/>

Summary:

This crowdfunding site is all about funding the next wave of scientific research. It helps people fund the research that they want to do.

Reasons against recommendation:

_____ The team is deciding against this platform because ownr.us has nothing to do with research and really wouldn't fit in or even get accepted.

Chuffed

Website:

<https://www.chuffed.org/us>

Summary:

Chuffed is a non-profit organization crowdfunding website for people to get their movements helping people

Reasons against recommendation:

_____ Ownr.us is not a non-profit organization

CrowdCube

Website:

<https://www.crowdcube.com>

Summary:

CrowdCube is a crowdfunding platform similar to kickstarter and indiegogo, but is a less popular in the US because it is based out of the UK

Reasons against recommendation:

_____ The team is not recommending this platform because it would be harder to get the word out in the states, and most people are against paying in a foreign currency for something in the states

SeedInvest

Website:

<https://www.seedinvest.com>

Summary:

SeedInvest is another loan and investment based business startup platform that allows the loaner to own a piece of the business

Reasons against recommendation:

_____ The team choose not to recommend this platform because it is a loan based funder that gives away pieces of the business to those who invest

Fundly

Website:

<https://fundly.com/>

Summary:

Fundly is more of a donation platform than a crowdfunding place for businesses, focusing heavily on non-profits or relief campaigns

Reasons against recommendation:

_____ The team is not recommending this platform because Ownr.us is a business and not a campaign or a non-profit.

Kiva**Website:**

<https://www.kiva.org/>

Summary:

Kiva is an international nonprofit, founded in 2005 in San Francisco, with a mission to expand financial access to help underserved communities thrive.

Reasons against recommendation:

The team did not recommend this because it does not really apply to what we are trying to create for Own.us.

Campaign Guide

Kickstarter

Guide to set up Campaign:

PRE SET UP

1. Category
 - a. Select Technology
2. Description
 - a. A brief description of the project
3. Country(age gate/us citizen/credit card)
 - a. Select United States
 - b. Confirm age, citizenship, and credit card ownership
4. 5 Rules of Kickstarter
 - a. Agree to the five rules of Kickstarter
 - i. Projects must create something to share with others
 - ii. Projects must be honest and clearly presented
 - iii. Projects can't fundraise for charity
 - iv. Projects can't offer equity
 - v. Projects can't involve prohibited items

SET UP

1. THE BASICS
 - a. Project title/subtitle
 - i. Title of the project, in this case Owner.us.
 - ii. The subtitle of the project, a short, catchy sentence to help potential funders understand the project.
 - b. Project category/subcategory
 - i. This will default to the category picked during pre-setup. The subcategory should be set to 'Web'.
 - c. Project location
 - i. The physical location where the project is based, in this case, Colorado Springs, CO.
 - d. Project Image
 - i. An image that clearly represents the project like the logo. This image should be at least 1024x576 pixels so it can be scaled to different sizes across the campaign page and mobile site.
 - e. Project Video(optional)
 - i. A video that tells potential funders what the project is, how the project will be run, who the owner is, and why they should care about the project.
 - f. Target launch date(optional)

- i. The date that the campaign page will automatically go live. This is completely optional.
- g. Campaign Duration
 - i. A set, unchangeable time limit for the campaign. Select the first option for a fixed number of days, or the second option for a desired end date.
- h. Google Analytics(optional)
 - i. If Google Analytics has already been set up for the project, enter the tracking ID in this section for further insight into the campaign's performance.

2. FUNDING

- a. Project Budget(optional)
 - i. Build a budget to better the total cost of the project using a provided Google Sheets template. While the Kickstarter staff will look at this document, it will not be made publicly available.
- b. Funding Goal
 - i. An achievable goal that covers the cost of creating the project. Kickstarter provides a calculator to make estimating fees and taxes simple. Keep in mind that funding is all-or-nothing, so if the funding goal is not met the project will not be funded.

3. REWARDS

- a. Offer simple, meaningful rewards that bring backers closer to the project.
Rewards don't have to be physical items. Consider special experiences or behind-the-scenes peeks into the project.

4. STORY

- a. Project Description
 - i. Kickstarter has provided a basic, recommended layout of how the story section of the campaign page should be laid out.
 - ii. My Project
 - 1. In this section, explain what Ownr.us is and why backers should care about it. Include sample images, prototypes, and anything else that may help convince backers to fund the project.
 - iii. My Plan
 - 1. Share with potential backers where the project currently is and what can be accomplished with their help. A clear, specific timeline for the project will go a long way toward convincing backers.
 - iv. Rewards
 - 1. Describe why backers would want to fund the project and what they can receive in return. This should include the rewards set up

in the previous section, as well as stretch goals(rewards for passing the funding goal).

b. Risks and Challenges

- i. Give potential backers an idea of what challenges the project might face and most importantly how those problems will be dealt with. Remember the second rule of Kickstarter("Projects must be honest and clearly presented") when writing this section.

c. Environmental Commitments(optional)

- i. This section is optional but highly recommended because if the Kickstarter staff agree with the selected commitments, they will promote the project on the front page of Kickstarter.

5. PEOPLE

a. Your Profile

- i. This will appear on the campaign page and should work towards convincing backers that the project owner is best person to create the project and run the campaign.

b. Vanity URL

- i. A custom URL for the profile page that differentiates it from other profiles. This should be at least three(3) characters and will be used at the beginning of the campaign URL.

c. Collaborators(opt)

- i. If the project owner is working with others and wants them to be able to edit the project page, communicate with backers, or coordinate reward fulfillment, add their email address in the box provided.

6. PAYMENT

a. Contact Email

- i. This section is just to confirm that the email address entered earlier is the correct one.

b. Funds Recipient

- i. Enter various information for the individual or organization running the campaign in this section. The information entered must match with the associated bank account for funding to be transferred.

c. Identity Confirmation

- i. This section is to confirm the identity of the campaign creator by requesting various identity information. The legal name asked for can be different from the profile name but both will be displayed.

d. Bank Account

- i. This section is for the bank account that will be associated with the campaign. The bank account must be a checking account based out of the

previously selected country, in this case the US, that supports paper or electronic transfers and direct deposits.

e. Payment Source

- i. This section requires a credit or debit card that will be used only in the event of chargebacks.

PROJECT REVIEW

- f. The Kickstarter staff will review the campaign and ensures it follows all rules and guidelines.

PREPARE FOR LAUNCH

- g. Promotion and Launch

Pre-Setup:

First, let's get you set up.

Pick a project category to connect with a specific community. You can always update this later.

Select your category

- Journalism
- Music
- Photography
- Publishing
- Technology
- Theater

Describe what you'll be creating.

And don't worry, you can edit this later, too.

E commerce for the people|

25/135

← Category

Next: Location



Take a moment to review our rules

Here are five rules every Kickstarter project must follow.

1 Projects must **create something to share** with others.

2 Projects must be **honest and clearly presented**.

3 Projects can't fundraise for charity.

4 Projects can't offer equity.

5 Projects can't involve **prohibited items**.

Got it

the United States

ⓘ What if my country isn't listed?

I am at least 18 years old.

I can verify a bank account and ID issued by the United States.

I have a debit and/or credit card.

← Project idea

Continue

Setup:

The Basics:

Project title
Write a clear, brief title that helps people quickly understand the gist of your project.

Title
Ownr.us

Subtitle
E commerce for the people

Give backers the best first impression of your project with great titles. [Learn more...](#)

Project category
Choose the category that most closely aligns with your project.

Technology

Web

Think of where backers may look to find it. Reach a more specific community by also choosing a subcategory.

You'll be able to change the category and subcategory even after your project is live.

Project location
Enter the location that best describes where your project is based.

Colorado Springs, CO

Project image
Add an image that clearly represents your project.

Choose one that looks good at different sizes. It will appear in different sizes in different places: on your project page, across the Kickstarter website and mobile apps, and (when shared) on social channels.

You may want to avoid including banners, badges, and text because they may not be legible at smaller sizes.

Your image should be at least 1024x576 pixels. It will be cropped to a 16:9 ratio.

Drop a image here, or select a file.
It must be a JPG, PNG, GIF, TIFF, or BMP no larger than 200 MB.

80% of successful projects have a video. Make a great one, regardless of your budget. [Learn more...](#)

Project video (optional)
Add a video that describes your project.

Tell people what you're raising funds to do, how you plan to make it happen, who you are, and why you care about this project.

After you've uploaded your video, use our editor to add captions and subtitles so your project is more accessible to everyone.

Drop a video here, or select a file.
It must be a MOV, MPEG, AVI, MP4, 3GP, WMV, or FLV, no larger than 5120 MB.

80% of successful projects have a video. Make a great one, regardless of your budget. [Learn more...](#)

Target launch date (optional)
Enter a date when you plan to launch—you can always return to this after you've built out more of your Kickstarter project page.

We won't automatically launch your project.

Month Day Year
MM DD YYYY

We'll recommend when you should:

- Confirm your identity and provide payment details
- Submit your project for review

Campaign duration
Set a time limit for your campaign. You won't be able to change this after you launch.

Fixed number of days (1-60)
 End on a specific date & time

Campaigns that last 30 days or less are more likely to be successful. [Learn more...](#)

Google Analytics (optional)
Enter your tracking ID to enable Google Analytics on your project.

Google Analytics can provide insights into your project's performance, with info like how many people are visiting your project and where they're coming from.

[Read more about Google Analytics...](#)

Google Analytics tracking ID
UA-0000000-0

Funding:

Project budget BETA (optional)

Determine the various costs to bring your project to life with our Google Sheets template.

We'll have access to your document, but we will never share your information with others.

Your email

EMAIL OF JEFF DEMPSEY

Generate my spreadsheet



Coming soon: budget graphics

Transform your project budget into custom data visualizations to promote financial transparency.

Send me more information

Funding goal

Set an achievable goal that covers what you need to complete your project.

Funding is all-or-nothing. If you don't meet your goal, you won't receive any money.

Goal amount

\$ 0



Use our calculator to estimate total costs, including taxes and fees.

Save

[Back to Basics](#)

Rewards:

Add your rewards

Offer simple, meaningful rewards that bring backers closer to your project. Rewards don't have to be physical items. Consider special experiences or behind-the-scenes peeks into your project.

Rewards

It's good to provide a range of prizes but not too many options. [Learn more about rewards](#).

+ Add a reward

+ Example: a copy of what you're making

+ Example: a behind-the-scenes peek in writing, photos, or video

+ Example: an exclusive experience or object

Add a reward

Offer tangible or intangible things that bring backers closer to your project.

Title

Briefly describe this reward.

Signed limited edition

Reward Preview

Get a glimpse of how this reward will look on your project page.

Pledge \$1 or more

Original reward edition
and an early copy -- not off the press!

Rewards issued:
Month Year
Unlimited

Pledge amount

Set a minimum pledge amount for this reward.

\$ 1

Description

Describe this reward in more detail.

Get an early copy -- hot off the press!

[Back to Funding](#)

Estimated delivery

Give yourself plenty of time. It's better to deliver to backers ahead of schedule than behind.

Month Year

Reward quantity
You may want to limit the quantity of this reward available to backers if production or shipping is difficult, time-consuming, or not scalable.

Unlimited

Limit availability

Add reward items

Briefly list and describe each item included in this reward.

+ Add an item

Time limit

Schedule the timing of this reward if you would like to garner excitement about limited editions or special offerings.

No time limit

Start/end on specific dates and times

Save reward

Cancel

Story:

Project description
 Starting from a blank screen is hard. That's why we've provided a few prompts to help you tell the story of your project, based on what has worked well for other creators.

Keep in mind: this is a guide, not a template—feel free to keep, edit, or delete any of our suggested sections.

[Read more about telling your story](#)

My project
 Explain what you're creating and why you're passionate about bringing it to life. Share sketches, samples, prototypes—it all helps backers get as excited as you are.

My plan
 Share with your potential backers what you've accomplished so far, and what their support can help make happen next. Lay out a clear, specific timeline for your project to show that you've thought this through.

Rewards
 Describe why backers might want to get involved with your project, and what they can expect to receive in return for their support.

Risks and challenges
 Be honest about the potential risks and challenges of this project and how you plan to overcome them to complete it.

Environmental commitments (recommended)
 Reduce your project's impact on the planet, and increase the chance that we'll feature you. Visit our resources center to learn about key practices.

Long-lasting design

Reusable and recyclability

Sustainable materials

Environmentally friendly factories

Sustainable fulfillment and distribution

Something else

Other topics we recommend covering: details about you and/or your team; your proposed budget; and why you're excited to collaborate with the Kickstarter community on this project.

[Back to Rewards](#)

No unsaved changes [Next: People >](#)

People:

Your profile
 This will appear on your project page and must include your name, photo, and biography.



Project creator

Complete your profile

Vanity URL
 Create a custom URL for your profile page with at least three characters. This will also be the beginning of your project URL—we'll generate that later.

<https://kickstarter.com/profile/>

[Confirm](#)

Collaborators (optional)
 If you're working with others, you can grant them permission to edit this project, communicate with backers, and coordinate reward fulfillment.

[Add your first collaborator](#)

[Back to Story](#)

No unsaved changes [Next: Payment >](#)

Payment:

Contact email

 Completed

Funds recipient

Enter info for the individual or legal entity running this project.

If you're running this project as a legal entity, someone within the organization should complete this section.

All of the info entered here (including the name) must match the info associated with the bank account that will be used to receive funds, if this project is successfully funded.

Individual

Legal entity (organization)

Make sure your entry exactly matches what it says on your SS-4 notice from the IRS.

Business type
Select a type

Business name
Name of your organization
Business EIN
00-0000000

Business address
Address 1
Address 2 (optional)
City
City
State
Select a type
Zip code
12345

Phone number
010-000-0000

Country
the United States

[Continue](#)

Q Know the tax implications for running your project as an individual, legal entity, and/or non-profit. [Learn more...](#)

Identity confirmation

Please enter your legal name and info, no nicknames or abbreviations.

This name may be different than your profile name but both will appear on your creator bio.

Allow up to three business days for confirmation.

First name

First name

Last name

Last name

Date of birth

Month Day Year

Home address

Address 1

Address 2 (optional)

City

City

State

Select a type

Zip code

10245

Country

the United States

Phone number

010-000-0000

SSN last 4

1234

Send for confirmation

Double-check before you send. To make changes, you'll have to confirm this info again.

 Confirming your identity and meeting eligibility requirements help keep Kickstarter safe. [Learn more...](#)

Bank account

Add a checking account that belongs to the individual or entity who will receive funds if the project reaches its goal. The account should support direct deposits and be located in the United States. We don't support wire transfers, savings accounts, or virtual bank accounts.

Make sure your details are correct—you can't change them after you launch. We may not be able to help if your payout is rejected by your bank or sent to the wrong account.

 Complete the above steps to unlock this section

Payment source

Add a credit or debit card that we may use in the event of chargebacks.

Make sure the card belongs to the same individual or legal entity running this project.

The card must be a Visa, Mastercard, American Express, Discover, or JCB. Meeetro or Visa Electron cards are not accepted.

 Complete the above steps to unlock this section

 Chargebacks occur when a backer files a dispute. [Learn more...](#)

Indiegogo

Guide to set up Campaign:

1. Click Start a Campaign
2. Select A Project
3. Who are you raising money for?
 - a. Select Business or Nonprofit
4. Where are you located?
 - a. Select United States
5. Where is your bank?
 - a. Select United States
6. Click Start My Campaign
7. A Reminder will pop up about the Reserved Funds, read carefully then click Got It
8. A Reminder will pop up about going to Funding to fill out your bank form
9. Another reminder is underneath about verifying your email
10. Once on the main page there are eight main tabs to go through
 - a. Basics
 - i. Campaign Title
 - ii. Campaign Tagline
 - iii. Campaign Card Image
 1. Recommended resolution is 640 x 640
 - iv. Location
 1. United States, Colorado, Colorado Springs
 - v. Category
 1. Select the preferred category of the campaign
 - vi. Tags
 - vii. Campaign Duration
 - b. Content
 - i. Pitch Video or Image
 - ii. Story (Main points that are needed)
 1. Short Summary
 2. What we need and what you get
 3. The Impact
 4. Risks and Challenges
 5. Other way you can help
 - iii. FAQ
 1. Most common details that the backers are looking for when evaluating the campaign
 2. Answers to the most common detail (An answer to the backers question)

- c. Perks
 - i. Perks are incentives offered to backers in exchange for their support
- d. Items
 - i. Items are offered to backers when they claim perks
- e. Team
 - i. Primary Contact
 - ii. Support Email Address
 - iii. Campaign Team
 - iv. New Team Member Email
 - v. Team Owner-Allowed to give role to any new member
- f. Funding
 - i. Funding type (Choose the preferred funding type)
 - 1. Flexible
 - a. Secure Bank Account Form
 - 2. Fixed
 - a. Secure Bank Account Form
 - ii. Campaign Goal Amount and Currency
 - iii. Customer Billing Statement
- g. Extras (Optional, this part is not required but is a good idea)
 - i. Draft Campaign Share Link
 - ii. Facebook Share Image
 - iii. Marketing Image
 - iv. Google Analytics
 - v. Google Ad Tracking
 - vi. Facebook Ad Tracking
 - vii. Video Gallery
 - viii. Image Gallery
- h. Indemand (Optional)
 - i. Check participate or leave the box empty

11. Preview Campaign

12. Pre-launch Page

Basics:

Basics

Campaign Title *
What is the title of your campaign?

Campaign Tagline *
Provide a short description that best describes your campaign to your audience.

Campaign Card Image *
Upload a square image that represents your campaign.
640 x 640 recommended resolution, 220 x 220 minimum resolution.

UPLOAD IMAGE

Location*
Choose the location where you are running the campaign. This location will be visible on your campaign page for your audience to see.

Category *
To help backers find your campaign, select a category that best represents your project.

Select a category

- TECH & INNOVATION
- ART & CULTURE
- COMMUNITY PROJECTS

Tags *
Enter up to five keywords that best describe your campaign. These tags will help with organization and discoverability.

Campaign Duration* ⓘ
How many days will you be running your campaign for? You can run a campaign for any number of days, with a 60 day duration maximum.

Location*
Choose the location where you are running the campaign. This location will be visible on your campaign page for your audience to see.

Category *
To help backers find your campaign, select a category that best represents your project.

Select a category

TECH & INNOVATION	CREATIVE WORKS	COMMUNITY PROJECTS
Audio	Art	Culture
Camera Gear	Comics	Environment
Education	Dance & Theater	Human Rights
Energy & Green Tech	Film	Local Businesses
Fashion & Wearables	Music	Wellness
Food & Beverage	Photography	Other Community Projects
Health & Fitness	Podcasts, Blogs & Vlogs	
Home	Tabletop Games	
Phones & Accessories	Video Games	
Productivity	Web Series & TV Shows	
Transportation	Writing & Publishing	
Travel & Outdoors	Other Creations	
Other Innovative Products		

Tags *
Enter up to five keywords that best describe your campaign. These tags will help with organization and discoverability.

Campaign Duration* ⓘ
How many days will you be running your campaign for? You can run a campaign for any number of days, with a 60 day duration maximum.

Campaign / Basics

Tags *
Enter up to five keywords that best describe your campaign. These tags will help with organization and discoverability.

Campaign Duration* ⓘ
How many days will you be running your campaign for? You can run a campaign for any number of days, with a 60 day duration maximum.

Content:

Campaign / Content

Pitch Video or Image

Add a video or image to appear on the top of your campaign page. Campaigns with videos raise 2000% more than campaigns without videos. Keep your video 2-3 minutes. [Learn how to make a great video.](#)

VIDEO IMAGE

Video URL*

Enter a YouTube or Vimeo URL to appear at the top of your campaign page.

ADD VIDEO

Video Overlay Image (Optional)

Choose an image to represent your video before it plays. 695x460 recommended resolution.

UPLOAD IMAGE

Campaign / Content

Pitch Video or Image

Add a video or image to appear on the top of your campaign page. Campaigns with videos raise 2000% more than campaigns without videos. Keep your video 2-3 minutes. [Learn how to make a great video.](#)

VIDEO IMAGE

Pitch Image *

Upload an image to appear at the top of your campaign page. 695 x 460 recommended resolution.

UPLOAD IMAGE

Story*

Story*

Tell potential contributors more about your campaign. Provide details that will motivate people to contribute. A good pitch is compelling, informative, and easy to digest. [Learn more.](#)

Images that are intended to span the width of the story section should have a minimum width of 695 pixels. Images wider than 695 pixels will be resized proportionally.

B I U Format **Source**

Short Summary

Contributors fund ideas they can be passionate about and to people they trust. Here are some things to do in this section:

- Introduce yourself and your background.
- Briefly describe your campaign and why it's important to you.
- Express the magnitude of what contributors will help you achieve.

Remember, keep it concise, yet personal. Ask yourself: if someone stopped reading here would they be ready to make a contribution?

What We Need & What You Get

Break it down for folks in more detail:

- Explain how much funding you need and where it's going. Be transparent and specific—people need to trust you to want to fund you.
- Tell people about your unique perks. Get them excited!
- Describe where the funds go if you don't reach your entire goal.

The Impact

Feel free to explain more about your campaign and let people know the difference their contribution will make:

- Explain why your project is valuable to the contributor and to the world.
- Point out your successful track record with projects like this (if you have one).
- Make it real for people and build trust.

Risks & Challenges

Campaign / Content

FAQ*

The FAQ section should provide the most common details that backers are looking for when evaluating your campaign. We will also provide common answers to questions about crowdfunding and how Indiegogo works.

Question

Answer

ADD ANOTHER QUESTION

SAVE & CONTINUE

Perks:

Campaign / Perks

DRAFT CAMPAIGN

MY CAMPAIGN TITLE

PREVIEW CAMPAIGN

PRE LAUNCH PAGE

CAMPAIGN EDITOR

1. BASICS

2. CONTENT

3. PERKS

4. ITEMS

5. TEAM

6. FUNDING

7. EXTRAS

8. INDEMAND

RESOURCES

EDUCATION CENTER

EXPERTS DIRECTORY

SAVE CAMPAIGN

REVIEW & LAUNCH

You haven't created any perks yet

Perks are incentives offered to backers in exchange for their support. You may edit your perk details until the perk is claimed. [Visit the Help Center](#) to learn about different kinds of perks you can offer.



Let's get started
Create your perks here.

CREATE NEW PERK

SAVE & CONTINUE

Items:

Campaign / Items

DRAFT CAMPAIGN

MY CAMPAIGN TITLE

PREVIEW CAMPAIGN

PRE LAUNCH PAGE

CAMPAIGN EDITOR

1. BASICS

2. CONTENT

3. PERKS

4. ITEMS

5. TEAM

6. FUNDING

7. EXTRAS

8. INDEMAND

RESOURCES

EDUCATION CENTER

EXPERTS DIRECTORY

SAVE CAMPAIGN

REVIEW & LAUNCH

See all your items and manage them here.

Items are what you offer to backers when they claim perks.

You don't have any items yet.
Go to the perks page to create a perk first and then include items.

GO TO PERKS PAGE

EXPLORE

ABOUT

FNTTRPRPNFLRS

Team:

The screenshot shows the Indiegogo campaign editor interface. On the left, there's a sidebar with navigation links: DRAFT CAMPAIGN, MY CAMPAIGN TITLE, PREVIEW CAMPAIGN, PRE-LAUNCH PAGE, CAMPAIGN EDITOR (with sub-links 1. BASICS, 2. CONTENT, 3. PERKS, 4. ITEMS, 5. TEAM, 6. FUNDING, 7. EXTRAS, 8. INDEMAND), RESOURCES (with sub-links EDUCATION CENTER, EXPERTS DIRECTORY), and a back arrow.

Primary Contact
Please provide this person's information so we can get in touch if there are any issues with the campaign. This information will not be displayed publicly.

Legal First Name * [Input Field] Legal Last Name * [Input Field]

Date of Birth * [Input Field] Phone Number * [Input Field]

Country * [Input Field]

Street Address * [Input Field]

Support Email Address ?
If you don't want to use the Campaign Owner's Indiegogo Account email address to answer questions from backers, please include another that will be used by you or a team member to address backer specific concerns. [Learn more](#) about providing great customer service to your backers.

Support Email Address * [Input Field] VERIFY MY EMAIL [Button]

Campaign Team ?
If other people are helping you with your campaign, send them an email invitation below. Once they accept the invitation and create an Indiegogo account, they will be represented on your campaign page as members of your team.

New Team Member Email [Input Field] SEND INVITATION [Button]

Grant this team member full editing rights on the campaign.

Team Owner [Input Field]
[User Profile Icon] [Redacted Name] Edit Profile Role [Input Field]

Funding:

Funding Type

Indiegogo offers two funding types: Flexible Funding (keep what you raise) and Fixed Funding (all-or-nothing). [Learn about the differences and the pricing for each.](#)

PREVIEW CAMPAIGN

CAMPAGN EDITOR

1. BASICS
2. CONTENT
3. PERKS
4. ITEMS
5. TEAM
- 6. FUNDING**
7. EXTRAS
8. INDEMAND
- RESOURCES
- EDUCATION CENTER
- EXPERTS DIRECTORY

A note about taxes
Please be aware that the individual listed in the bank form may be liable for taxes if qualified, please refer to our [help center article](#) for more information.

A note about ID verification
You must verify your ID in order to receive disbursements. Once your campaign raises more than \$100 in your currency (after fees), you'll be prompted to start the verification process.

A note about Reserved Funds
After you raise \$1000 in your currency, Indiegogo will automatically hold 5% of your funds in reserve to help you process any refund requests and to cover chargebacks from your backers for up to six months after the end of your campaign. For more information, please see this [article](#).

A note about Nonprofits
Are you an employee, board member, or otherwise authorized to represent the nonprofit? For this payment option, we require that representatives be affiliated with the nonprofit. Keep in mind you will need to enter the SSN or ITIN for the representative and the organization's bank account information later on. If you want to raise funds individually for the nonprofit please select the individual option. If you intend to raise funds for a personal cause, we encourage you to create a campaign with GoFundMe, our exclusive partner and the largest free platform for personal and charitable social fundraising. Learn more about our [requirements for nonprofits](#) and [campaigns allowed on Indiegogo](#).

Campaign / Funding

DRAFT CAMPAIGN

MY CAMPAIGN TITLE

PREVIEW CAMPAIGN

CAMPAGN EDITOR

1. BASICS
2. CONTENT
3. PERKS
4. ITEMS
5. TEAM
- 6. FUNDING**
7. EXTRAS
8. INDEMAND
- RESOURCES
- EDUCATION CENTER
- EXPERTS DIRECTORY

Secure Bank Account Form

Organization Name
What is the name of the entity or company that owns this bank account.

Tax ID (EIN for US Businesses)
Enter your employer/taxpayer identification number.

Organization Address *
Enter the address associated with this bank account.

Street Address

City **State** **ZIP/Postal Code**

Legal First Name (Owner or Director) **Legal Last Name (Owner or Director)**

Date of Birth (Owner or Director)
MM / DD / YYYY

Last 4 Digits of SSN (Owner or Director) *
Enter the last 4 digits of the owner or director's social security number.

XXX - XX - XXXX

Country of Legal Residence
Enter the country where you live.

United States

Bank Account Country
Enter the country where your bank is located.

United States

Routing Number (ABA)*
Enter the 9-digit ABA routing number that identifies your bank.

Account Number*
Enter the account number where you want the funds deposited.

Campaign / Funding

DRAFT CAMPAIGN

MY CAMPAIGN TITLE

PREVIEW CAMPAIGN

CAMPAGN EDITOR

1. BASICS
2. CONTENT
3. PERKS
4. ITEMS
5. TEAM
- 6. FUNDING**
7. EXTRAS
8. INDEMAND
- RESOURCES
- EDUCATION CENTER
- EXPERTS DIRECTORY

Campaign Goal Amount & Currency *
How much money would you like to raise for this campaign? A minimum goal of \$500 in your currency is required. For help on choosing a goal amount, see this [article](#). Make sure you keep in mind our [fees](#) and your [reserved funds](#).

\$ **USD**

Customer Billing Statement *
This description will appear on your customer's card statements. Use a descriptive name that customers will recognize. It can only contain letters, numbers, and spaces.

INDIEGOGO*

SAVE & CONTINUE

Extras:

Draft Campaign Share Link

Generate a link to the current draft of your campaign. Share this link to get feedback from friends on how your campaign is shaping up before your campaign goes live.

GENERATE LINK

Facebook Share Image

Upload an image to be used when sharing on Facebook. 1200 x 630 recommended resolution, 600 x 315 minimum resolution.

UPLOAD IMAGE

Marketing Image

Upload an image for potential use in Indiegogo marketing materials. This image does not guarantee you promotion on any of Indiegogo's channels, but instead adds your campaign to a pool of potential campaigns to be shared with backers who have expressed interest in campaigns like yours.

Image should be of your product in use or a still from your creative project and may not have overlaid text or logos, nor may it include the Indiegogo logo. It must abide by our Terms of Use.

1200 x 630 recommended resolution, 600 x 315 minimum resolution.

UPLOAD IMAGE

Custom Short URL

Customize your campaign's short URL so people can easily get to your campaign page without remembering a long, complicated link.

<https://igg.me/at/> 40

Google Analytics

Enable Google Analytics to gain more insight about your campaign and contributors. [Learn more about using Google Analytics.](#)

Tracking ID

Google Ad Tracking

Setup Google Adwords to better market your campaign to visitors and contributors. [Learn more about using Google Adwords.](#)

Conversion ID **Conversion Label**

Remarketing ID

Facebook Ad Tracking

Setup Facebook Ads to better market your campaign to visitors and contributors.

Facebook Pixel ID

Video Gallery

Add more YouTube or Vimeo videos related to your campaign. These will show up as additional selectable videos under your pitch video or image at the top of your campaign page.

YouTube or Vimeo URL **ADD VIDEO**

Image Gallery

Add more images related to your campaign. These will show up as additional selectable images under your pitch video or image at the top of your campaign page.

ADD IMAGE

InDemand:

The screenshot shows the Indiegogo campaign editor interface. On the left, there's a sidebar with various campaign management options like Draft Campaign, Preview Campaign, Pre-Launch Page, Campaign Editor, Resources, Education Center, and Experts Directory. The Campaign Editor is expanded, showing sections 1 through 8. Section 8, "8. INDEMAND", is highlighted with a purple bar at the top. The main content area is titled "Campaign / InDemand".

InDemand (optional)

InDemand makes it easy for any successful campaigner to keep raising funds after their campaign ends. With InDemand, you can accept contributions after your campaign ends, grow your community and reach new audiences, and get ongoing exposure on the Indiegogo platform. [Learn more](#)

Participate

Opt in to InDemand

Click to opt in to InDemand and meet your campaign goal. If your campaign meets the goal by your deadline, your campaign will become an InDemand page and no longer show your time left. *Note: Campaigns which do not meet their goal by the deadline are not eligible for InDemand and will close on the deadline.*

Once in InDemand, your page will remain open as long as you'd like provided you are in good standing with Indiegogo, fulfill your perks by 3 months after their estimated delivery date, and your page continues to receive contributions. Your InDemand page will automatically close if you do not receive contributions in a 6-month period. You can also come back here to opt out of InDemand and close your page to contributions.

1 Opt in to InDemand 2 Meet your campaign goal 3 Reach your campaign deadline

REVIEW & LAUNCH

Preview Campaign:

The screenshot shows the Indiegogo Preview Campaign interface. On the left, a sidebar menu includes 'DRAFT CAMPAIGN' (selected), 'MY CAMPAIGN TITLE', 'PREVIEW CAMPAIGN' (selected), 'PRE-LAUNCH PAGE', 'CAMPAIGN EDITOR', and 'RESOURCES'. The main area displays the campaign title 'My Campaign Title' with a placeholder profile picture. Below it, the funding section shows '\$0 USD' raised from '0 backers' towards a '0% of \$500 Flexible Goal'. A 'BACK IT' button and a 'FOLLOWING' button are present. The navigation bar at the top includes 'Preview', 'DRAFT CAMPAIGN', 'SHARE', 'INDIEGOGO', 'Explore', 'What We Do', 'Q', 'For Entrepreneurs', 'Start a Campaign', and a user icon.

STORY FAQ UPDATES 0 COMMENTS 0

Short Summary

Contributors fund ideas they can be passionate about and to people they trust. Here are some things to do in this section:

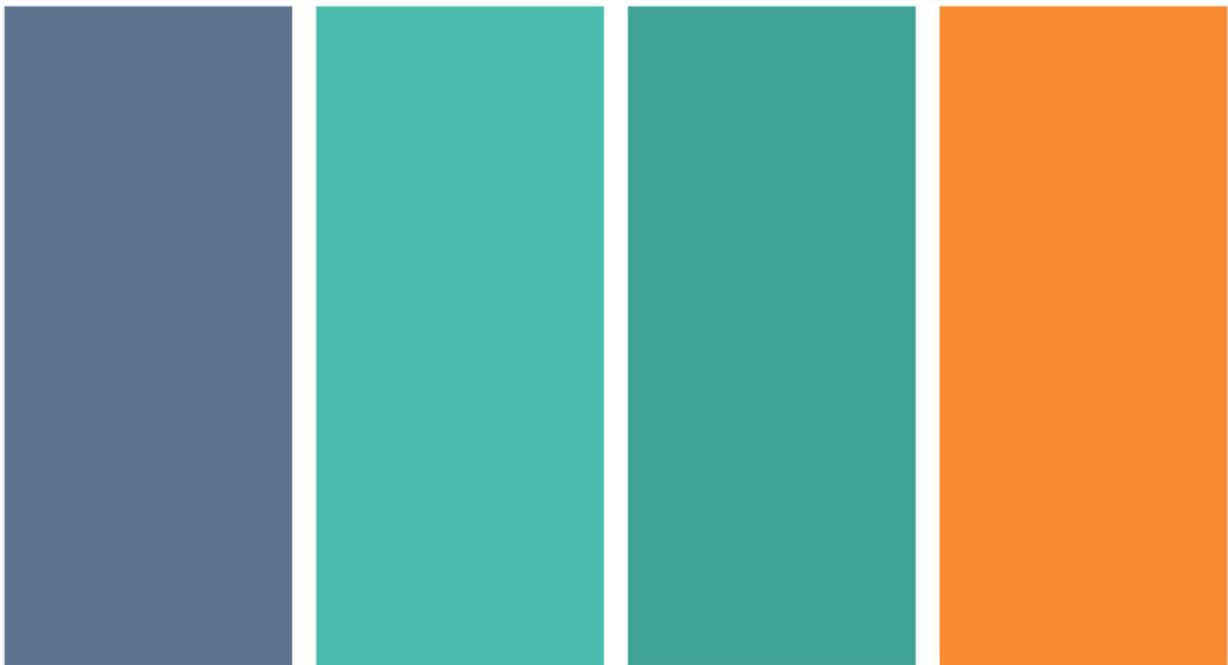
Pre-launch Page:

The screenshot shows the Indiegogo Pre-launch Dashboard. The sidebar menu includes 'DRAFT CAMPAIGN' (selected), 'MY CAMPAIGN TITLE', 'PREVIEW CAMPAIGN', 'PRE-LAUNCH PAGE' (selected), 'CAMPAIGN EDITOR', and 'RESOURCES'. The main content area is titled 'Create a Pre-Launch Page for Crowdfunding Success' with the sub-instruction 'Rally backers around your idea in 3 easy steps, all before your campaign goes live.' It features three main sections: 1) 'Design Your Landing Page' with a 'START DRAFT' button; 2) 'A/B Test Page Variant' with a 'START DRAFT' button; and 3) 'Launch Your Campaign' with a 'LAUNCH CAMPAIGN' button. A sidebar on the right provides links to 'Learn More About Pre-Launch', 'Education Center', and 'Get Help & Support'.

Find it first on Indiegogo
Discover new and clever products in

Appendix D: Color Palette and Logo Redesigns

Color Palette:



HEX	#5f738e	HEX	#4abdac	HEX	#3fa394	HEX	#f7892e
RGB	95 115 142	RGB	74 189 172	RGB	63 163 148	RGB	247 137 46
HSV	214 33 56	HSV	171 61 74	HSV	171 61 64	HSV	27 81 97
CMYK	33 19 0 44	CMYK	61 0 9 26	CMYK	61 0 9 36	CMYK	0 45 81 3
Uses: midpage/section banners or headers, bottom of page banner		Uses: top of page/logo banner		Uses: category banners		Uses: buttons, deal timers, anything that should draw the user's attention	

Logos:

