Where the product is going (status: live screenshot of local environment)

•"Backers-only" page, similar to 'community ambassador program' for people that have backed a project ("Backing" is a beginning, not an end)

• Longer-term, more community-oriented in nature (back something now, take recurring actions, get unexpected rewards in future)

Brands can ask users to take one-click social actions (tied in to facebook/twitter for verification / analytics / ease of use) and reward them for them in ongoing fashion

"Backers" can connect with each other and the creator(s) via private message board (FB comments for now) to arrange events, etc