Verticals Team Wiki

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Verticals Team Culture Vision Statement:

In order to bring ideas to life - our team culture must be for the living. We're driven not by the perfunctory, but by the inspiration in knowing that the work we do here in part contributes back to the greater good.

We lead. We close. We empower.

Prologue: Why This Wiki Matters

The most fundamental factor constraining success in crowdfunding is a lack of access to resources, which for the sales team - makes opportunity a consequential resource that must be replenished as often as its created, and managed responsibility in order to meet our challenges and provide for a sustainable future. This comprehensive wiki defines everything one needs to know about our rules of engagement and is intended to serve as a policy guide as well as educational resource for new hires. Moreover, this wiki is intended to clearly define our approach to opportunity from lead to launch, and the policies and processes that define that journey.

Methodology:
We looked at all campaign launches with FR > $50K since 2019, divided by region and campaign category to estimate market size of each region and campaign category. Groups are created based on fair distribution of FR volume and category affinity.

Details on data and group assignment can be found here >>> Sales Rules of Engagement Data

Volume 1: Core Structure and Processes

Chapter 1.1: Core Team Structure -

Why team structure matters: Confusion constrains. This structure is a simple, scalable approach that's adaptable, efficient, and optimized to increase each opportunity's likelihood of closing.

BDR-SDOL Sourced Lead Process:

1. BDRs and SDOLs will reach out to Leads according to channels of ownership
   a. BDR - social media, newsletters, e-commerce, and event calendar
   b. SDOL - all of the above as well as KSS on KS platform, Crunchbase, and scrapes
   c. Note: Unresponsive leads entered into win back sequence
2. Lead responds and BDR or SDOL responds to qualify lead using TypeForm ahead of booking a consultation with a crowdfunding expert
   a. In the event that the CO ghosts without being qualified - the opportunity is entered into win-back sequence
3. Once qualified - the BDR or SDOL converts lead to opportunity and assigns VL in a round robin fashion according to the qualified opportunity types below:
   a. AIC   Sales-Led Marketing Initiative
   b. KSS   SVLs with top KSQO Close Rate and/or excellent SQO close rate
   c. KSQO   SVLs with top KSQO Close Rate
   d. SQO   Junior VLs
4. BDR or SDOL introduced the CO to the assigned VL and includes a link to VL's calendar in introduction.
5. VL responds introducing themselves with links to their LinkedIn and provide a small bio to position themselves as crowdfunding expert and thought leader, as well as encourages CO to book consultation call and ask what specific challenges if any they would like to address on the call.
6. Consultation call - VL and CO meet to advise, manage expectations, and consultatively sell Indiegogo, its partners, and additional services
7. VL owns all post call follow ups and works opportunity until closed
8. Once closed - first VL passes opp to AM

NOTE:
- Eligibility for the Qualified Opportunity types defined in step 3 above is based on close rates. Updated quarterly.

Self Sourced Lead Process:

VL owns the management of all self sourced leads, their outreach, and close
- If a self sourced opp is determined to be outside of VLs qualified opp eligibility - it is the responsibility of the sourcing VL to collaborate with SVL to close opportunity
- If VL deliberately chooses to put self above the shared accountability to team goals
    - If opportunity is lost - docked X% of revenue quota
    - If opportunity is won - congrats, but ownership revoked and FR/Revenue forfeited

Salesforce Ownership

BDR and SDOL sourced opps are credited appropriately with VL ownership defined below:

SVL/QVL - 75%/25%
- QVL for the moment stays on all opportunity as second VL to build pipe and grow into role and awarded 25% ownership

JVL/QVL - 75%/25%

VL Sourced Opportunity

100% - All self sourced opportunities

75%/25% - Self sourced opportunities with second VL closer

General

HoS serves to close opportunities with 0% attributed ownership in Salesforce

All VL introduced InDemand Opportunities - 25%

VL Legacy Ownership
- Once a campaign has been passed to an AM - the original sourcing VL owns 25% of all future launches, similar to InDemand, but necessary to stay connected to the relationship in the event the CO is at risk of launching a subsequent campaign elsewhere and the VL has to repitch and close the account.

Chapter 1.2: Category Management-

Why Category Management Matters: Owning the management of a category empowers the CM with category knowledge through research, event attendance, and immersion that will ultimately produce thought leaders capable of crafting custom category pitches for our mid-market and above COs - producing more closes while increasing our market penetration.

CM responsibilities
- Closing SMB opportunities
- Pipe oversight
- Platform oversight
    - Owns organic CO experience to create net promoters and provide lift with promotions, support
    - Tracks days since last promotion for campaigns live in category
- Increasing market penetration
- Category/Market share reporting
- Category Market research
    - See Appendix
- Mid-market and above opportunities (See below)

VL Category Management Assignment
- Rank categories by FR
- Rank VLs by closing rate
- VLs are pair with categories - with each VL assigned the top two available categories by FR.
    - In the event that there are more categories left to assign after above process - the remaining categories are disbursed individually to junior VLs by closing rate
- NOTE: This process is triggered automatically with the addition or subtraction of VLs to the team. Otherwise triggered annually..

CMs Channel Ownership
- Relevant Ownership of Opportunities created from Quarterly InDemand Treeshake
- Opportunities created from scrapes
- SMB territory
    - See chapter 1.3 for more information

Category Management Oversight
- Owned by Skunkworks team

How CM success is measured:
- KSS FR/Revenue
- Lift
- Gogopicks sold to organic CO
- Market penetration
    - InDemand Note: Measured by Off-Platform InDemand Adoption
- Market share

- Measured in FR and launch volume
- InDemand Note: measure against BackerKit
    - Important for InDemand, but also provides an advanced benchmark for Pathway's launch

Weekly Sales-Led Initiative Update
- Attended by sales and marketing stakeholders
- Run down week's promotions
- Align on organic campaigns
- Present content ideas showcasing thought leadership
- Each CM reports on:
    - Kickstarter's Live FR and QTD FR/Revenue
    - Indiegogo/s Live FR and QTD FR/Revenue
    - Pipeline update
    - Category news
    - Market Penetration
    - Market Share
    - Category specific marketing led outreach/funnel update
- Cross-Team Alignment
    - Know what each 'hand' is up to
- Review MQL pipeline
- Track growth

Monthly lunch and learn
- Rotating category focus - hosted by CM to present market research, news, updates, and platform trends
- Hone public speaking skills necessary to speak as a thought leader when speaking opportunities arise/serving as brand ambassador.

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Chapter 1.3: Mid-Market and Above Opportunities -

Why SMBs Matters: Category immersion as defined above will empower the expertise to necessary to position each VL as a thought leader when interfacing with SMB stakeholders that's ready with category specific pitches tailored for each company's likely crowdfunding use cases to speak to a go-to-market strategy that increases closes. In doing so - Indiegogo will be tapping SMBs as a new sales channel capable of taking crowdfunding to the early majority in order to increase market share, and extend our current 90 day outlook.

Process:

A month in advance - marketing warms up SMBs with educational outreach and success stories with messaging tailored to c-suite contacts

Each month of the quarter will focus on the categories contained in the following groupings.
- Month 1: Grouping 1 - Home, Health and Fitness, Fashion & Wearables, and Food & Beverage
- Month 2: Grouping 2 - Phones and Accessories, Productivity, Camera Gear, and Audio
- Month 3: Grouping 3 - Energy & Green Tech, Travel & Outdoor, and Transportation

Steps:

1. SDOL searches Crunchbase for companies in the categories of focus according to above rotation
2. SDOL sorts results to qualify company by size, funding, and product-market fit creating SQCs.
    a. SQCs are capped at X per month per VL
3. All SQCs included in month's outreach are entered into SF by SDOL
4. SDOL commences outreach sequence
5. SDOL passes interested SQCs to the CM owner for call booking and preliminary introduction
6. Discovery Call
    a. Educate CO on crowdfunding, IGG, and Guidepost program. Determine if it's a fit. Ascertain DMs necessary for Consultation Call (ideally set on discovery call).
7. CM follows up ahead of consultation call with CO and DMs.
8. Consultation call
    a. Regular call determining the perk, the campaigns fundamentals, and answer any questions. While being sure to manage any misinterpreted expectations that may arise as information goes up to DM.
    b. All JVLs must have SVL on consultation call
9. CM follows up until close
    a. If CM is JVL - SVL stays on thread for oversight
10. Once the opportunity is closed - Opportunity passed to Account Manager (AM)
    a. CM continues to follow up until any pitched Additional Services closed (if needed)

Note: All unresponsive SQC entered into SMB Win-Back

Salesforce Ownership

CMs get 100% of opportunity with SDOL sourcing credit

JVL/SVL - 75%/25%

Steps to implement

Process
1. CM Category assignment
   - Rank categories by FR
   - Rank VLs by closing rate
   - VLs are pair with categories - with each VL assigned the top two available categories by FR.
     - In the event that there are more categories left to assign after above process - the remaining categories are disbursed individually to junior VLs by closing rate
2. CMs ascertain their category's starting point
   a. Determine each category's market share and market penetration/coverage
3. Identify SMB and Enterprise level KSS launching in last 5 years
   a. Most immediate source of opportunity in channel
   b. Test process
   c. Get insight into KPIs
      i. Lead:Opportunity
      ii. Opportunity:Close
      iii. Sales Cycle
4. Marketing Warms up contacts for ahead of initial CM outreach
5. Commence with the process outlined above

How We Define Success:

KPIs
- Average Deal Size
- Upsell
- Close Rate
- Category Penetration
- New Backers
- FR/Revenue
- Traffic
- Enrollment in Trust Guidepost Program

Chapter 1.4: Performance: How We Measure Success -

Quarterly KPIs
- FR
- Revenue
- Lead and Opportunity Generation
- Close Rate
    - Overall
    - SQO
    - KSQO
- Upsells (if AS approach is improved)
- Average Launch Size
- Number of refunded/returned to draft
- Number of first time backers
- Take Rate

Volume 2: Core Structure and Processes - Part II: Crowdfunding

Chapter 2.1: InDemand Weekly Outreach Process

Drafted by Jake Wagner

InDemand Weekly Outreach Process

Monday
1. Create list of all campaigns ending on Kickstarter about two week out and $10k+ ([Looker](#))
   a. About 200-250
2. Edit format of list: Campaign Title, KS URL, category, FR
3. Sent to Fawad in Pakistan

Tuesday
4. Fawad scrapes - returns with information on Tuesday
   a. 3 Cohorts
      i. No Contact Information
         1. LW - 12/200
      ii. Tech and Innovation (50k+); and all HICs regardless of category
         1. Direct Outreach from Jake
            a. LW - 49/200
      iii. Everything else
         1. Intercom
            a. 139/200

Chapter 2.2: InDemand Salesforce Entry Process

STEP 1:   All OPID leads are entered into Salesforce as CONTACTED

STEP 2:   Email outreach creates three cohorts:
- CONTACTED LEAD   - Those that don't respond
- STAY AS LEAD   - Those that respond with intention
  to launch on

                          Own site/elsewhere/not interested
- CONVERT TO QUALIFIED OPP   - Those that respond with interest in
  InDemand

STEP 3:   Further qualify QUALIFIED cohort by size in order to determine call worthiness

STEP 4:   QUALIFIED cohort winnows into two buckets:
- IDQL   - place opps that can close via email in IDQL Stage
- PITCHING   - place opps that receive call in this stage

STEP 5:   Follow current stage progression: Pitching → Verbal → Prelaunch Prep →
Launch/Won

Volume 3: Additional Processes

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Chapter 3.1: AIC Process

Why this is important: Indiegogo focuses on HICs and BBs which account for approximately 5% of all launches. The remaining 95% are individually small non-SQO opportunities that individually aren't worth pursuing, but in the aggregate - they provide a new sales channel with significant FR/revenue potential.

Process:
1. BDR or VL sources lead and enters into Salesforce
2. BDR/VL reaches out to lead via email
3. Once qualified as AIC - lead converted to opportunity in Salesforce
4. BDR/VL adds crowdfundingexperts@indiegogo.com to thread and invites CO to following week's AIC group pitch call
    a. Note Opp type - separate calls for Indiegogo/non-declared and KSS
    b. All subsequent follow ups from shared inbox include the call to action to RSVP attending to the AIC group pitch call
        i.   Opportunities ghosted in reply sequence - entered into win-back
5. The CO attends AIC group pitch call
    a. Content structure below
6. All follow-ups sent according to the following cadence:
    a. Initial follow up includes abridged deck, promotion package options, relevant success stories, and boilerplate LOA for review
    b. Continue to follow up until close
    c. Once the LOA is signed - opportunity is now closed and CO invited to shared slack for mentorship and creator collaboration
        i.   Use Zapier so that the conversation comes to the service of CO's choice to increase adoption, encourage engagement, and empower the creator conversation.

Salesforce Ownership Policy & Guidelines
(Updated June 2021)

Principle: Why It Matters

The goal of this document is to help align sales incentives with performance, create a guideline to foster collaboration, and most importantly, win more deals **together**.

Process: Salesforce Opportunity Creation

1. Search to find if there's another VL already working on the company account or the product. Please make sure to search variations of the following
   a. Product name
      i. Common misspellings: there will be occasions when there are misspellings, in the event that this events, please bring forward to both sales team leads
   b. Product line name
   c. Company name
   d. Main contact name
2. If you find another VL attached to the campaign in any way, proceed to the **Scenarios**
3. If you didn't find another VL working on the campaign - *congrats it's a brand new lead!*
   a. Follow standard procedure and create a new opportunity
   b. Must put the product name in SF as the opp name not the account name same as opp

Policy: House Rules

To discourage guideline-violating behaviors, repercussion policies are put in place, marked below in red.

General Rules:

- You must update your opportunities in Salesforce at least twice a week
- Any Salesforce opp ownership dispute must be surfaced to **both** sales team leads (Enzo N. for U.S. team and Lu for China team)
  - Without telling team leads: if the dispute was not surfaced to team leads and results in VLs competing with each other externally in front of CO, opportunity ownership will be stripped from both VLs and transfer to a designated new VL(s) determined by team leads
- **Must** search for possible duplicates when creating a new opportunity
  - Tell the old VL: two VLs should discuss ownership ahead of time and see if there's benefit of working together on this campaign; then decide credit split
    - If a VL is listed as the owner of an opportunity that didn't launch, the VL still owns this account moving forward
    - New VL who gets in touch with the CO has the right to own 100% credit of this

opportunity if the original VL has not been in touch with the account for 2 years.
- China specific: If the original VL has not been in touch with their China-based account for over a year, then the lead can be reassigned to a new VL, approved and facilitate by VL manager (Jean)
  - When in doubt, just check in with the VL associated with the account.
  - Without telling old VL: If a new opportunity is created when there's an obvious duplicate; even if new VL works on winning the campaign; original VL still gets 100% credit
- Agency & CO cannot "shop" around for a different VL unless there is a proven track record of negative performance from original VL

International Campaign Rules:

These rules apply for all new accounts (not opportunities) since September 2020, all prior campaigns will be owned by original VL with the option to work together with Local VL if it helps the campaigner. If there are repeat campaigners that you feel would benefit from collaboration, the original VL is welcome to collaborate with Local VL.

- **Guiding Principle:** Indiegogo has local VLs for a reason. Local VLs are more efficient and impactful in communication with potential clients, as they speak the same language and work in the same time zone. Local VLs can also make better judgment calls on whether the campaigner is a reliable client to us and a trusted campaigner to our backers.
  - If you get in contact with an international campaigner where we have a designated INTL sales person/team responsible for that region/country, you are required to refer the campaign to the local VL
    - When connecting INTL team to collaborate/pass off leads, please contact team leads first (Both Enzo and Lu) to help identify who'd be the best VL to assign the lead to
    - Upon referring to local VL, the two VLs involved and Sales Leads will determine whether to work together on the campaign if it is beneficial to campaign owner
    - 25% goes to the VL who sourced the campaign (as intro/sourcing credit) and 75% goes to local VL who will handle the actual sales process; unless otherwise agreed upon based on significant time committed
    - Considerations:
      - Does the CO have a good working relationship with the original VL?
      - Does the CO have teams located in both locations?
      - Does the CO have a language barrier?
  - "Local" definition determined by the Department Location of the Campaign Decision Maker(s), not: language capability, factory location, not business entity, not bank account
  - Without telling INTL person/team: If VL works on an INTL opportunity that is obvious (with accessible proof) that it is INTL, when discovered, 100% of this lead will be transferred to INTL sales person/team
- Salesforce "Campaigner Country" must be entered as the country of the campaigner, not the VL's own country
  - If VL lists out incorrect country with obvious (with accessible proof) that it is incorrect, when discovered, 100% of this lead will be transferred to INTL sales person/team

InDemand Rules:

- Jake Wagner owns cold outreach process for KS > IGG (= off-platform InDemand)
  - VL's should not actively pursue KS InDemand campaigns without prior relationship
- Without telling Jake Wagner: If a new off-platform InDemand opportunity is created without informing Jake Wagner; even if VL won the campaign, Jake still gets 100% credit

Credit Split Definition:

- 25% Credit:
  - VL sourcing the lead (sourcer)
    - Getting in first contact with the campaign and securing first meeting with CO
  - 2nd VL supports 1st VL who closed the deal
    - New VL shadowing a senior sales and assist on closing and post launch efforts
    - 2nd VL take on CRM post launch (live campaign phase)
- 50% Credit: two VLs working together on winning a campaign (collaborators)
  - Both are involved in all steps in launching the campaign
  - Even split on work and contribute equally
- 75% Credit: VL doing all pre-launch sales work (closer)
  - Coordinating LOA
  - Closing of the campaign
  - Answering all follow up emails and questions from CO
  - Intros to agencies, coordinating CS and PR support

Scenarios: Possible Applications & Actions

Scenarios	% Split	Examples
General		
Lead sourced by a team member (whether at an event/referral etc.) and passed off to relevant VL as it is outside of team members vertical or country of focus	25 sourcer / 75 VL	Mate X
Lead sourced and largely closed by VL with light touch support from 2nd VL ● New team member shadowing sr. sales ● 2nd VL participated to close campaign ● 2nd VL co-manage pre-launch and post-launch CRM	75 VL/ 25 2nd VL	
Lead sourced and largely closed by VL with significant support from 2nd VL ● 2nd VL helped to close campaign ● 2nd VL owns pre-launch and post-launch CRM	50/50 split	ROIMI smart cleaner
Lead sourced and largely secured by team lead then passed off to VL to close, launch, and CRM	75 VL/ team lead 25	Bote EMS Training Suit

First campaign is sourced by one VL, 2nd VL supports launch of second campaign by that same CO but there is no further touch from 1st VL	25 1st VL /75 2nd VL	SolarBox Mini, Studio
Agency		
Agency passes lead to VL, VL closes and runs campaign	100% VL	
VL closes lead that is working with agency owned by another VL, but the lead did not come via agency	100% to 1st VL	
International		
Team member sourced a lead in a country where we have an INTL sales person/team, and pass off the lead to local VL	25 sourcer / 75 VL	Supercharger 2.0
Team member sourced a lead in a country where we have an INTL sales person/team, and collaborate closely with local VL on closing, campaign launch, and CRM	50/50 split	
VL is highly encouraged to work with INTL sales on existing leads that have been worked on before July 1st, 2019 ● Win previously lost INTL accounts ● Enhance CRM by working with INTL sales to provide real-time local communications	25 local / 75 VL	
KS Steal		
Original team member lost lead to KS and has not been contacted by CO for 2 years, new VL wins it over to IGG	100% to new VL	
Original team member lost lead to KS, closely work with new VL (who may have regional or vertical specialty) and together wins it over to IGG	50/50 split	
Original team member lost lead to KS, lightly assist new VL (who may have regional or vertical specialty) and wins it over to IGG	25 originator / 75 new VL	
By CO/Agency Request		
CO or agency requests to work with a different VL seeking better promotional offer - NOT ALLOWED	100% 1st VL	
CO or agency requests to work with a different VL because they are not getting satisfactory support from the original VL. Sales team lead assigns a 2nd VL to the campaign to work with the 1st VL. If the CO or agency surfaces a complaint again at any given time later about the 1st VL, then the 2nd VL fully	50/50 or 25/75 split based on efforts Or 100% 2nd VL if complaint is surfaced	

takes over the account (two-strike rule)	twice in a row	
InDemand		
IGG campaign closed and then enters InDemand	100% to VL	[Mate X](#)
VL has prior relationship with this campaigners and provides a warm intro to Jake Wagner for InDemand team to fully manage onwards	Split VL 25 / Wagner 75	
Concierge / White Glove / DS		
Lead sourced by a team member and passed off to relevant VL as it is outside of team members vertical or country of focus. The new VL closes the campaign and upsold additional services independently. Such as Concierge or DS. The additional revenue gained through upselling should be 100% owned by the new VL.	5% platform fee: 25 sourcer / 75 VL Upsold services (fees and high take rate): 100% new VL	Studio

1. Sales team manager and Finance will audit launched opportunity ownership quarterly. If VL works on an opportunity that is obvious (with accessible proof) not under area ownership following this guideline, when discovered, 100% of this lead will be transferred to the right VL/team.
2. When in doubt, consult with your team manager
3. Area ownership (category + geo) may be subject to change when one of the following occurs
    a. New VLs joining
    b. New regions we develop local presence
    c. New categories we invest in
    d. Significant shift observed in existing category size

Performance: How We Measure Success

Quotas are assigned quarterly to VLs considering the following:
1. Size of area ownership (category + geo)
2. Seniority (time with Indiegogo)
3. Base pay (generally, the higher the base, the larger the quota to carry)
4. Past quarter(s) performance

Key Performance Indicators
1. Quarterly
    a. **Revenue attainment vs. quota**
    b. Close rate: Lead to launch ratio
    c. Deal size: HIC to launch volume ratio
2. Monthly
    a. First day of the month: X% of pipeline need to be at probability of X%+
    b. Self Gen Opportunities
    c. Number of launches
    d. % of untouched KS HIC launches within area ownership *(check-ins no benchmark)*
    e. KS close rate (senior VL only)
3. Weekly
    a. Number of opportunities created
    b. Discuss: Increase in 30/60-day pipeline close Probability

Glossary

Term/KPI	Definition/Why It's Important	KPI Formula
Account Manager	Member of the Client Success and Services team whose role is dedicated to CO retention and upselling services.	
Additional Services	Umbrella term for Digital Services and Concierge Services. Term originates from language in our LOA	
AngelList	Platform for startups, angel investors and job seekers.	
Aggregate Impact Campaign (AIC)	Opportunity channel and type of close. Opportunity below $50k in ETV.	
Average Deal Size	All closes aren't equal. Provides more context to VL performance and closing skillset. Measured using launches and not closes, because closes can go unlaunched; thus, irrelevant. Can be in the form of FR or ETV depending on usage context.	=(Total launched ETV)/(Total number of launches)
Average Launch Size	See Average Deal Size above.	
Blind Spot	General term for off platform launches that go untouched by Verticals team before	

	launching off platform.	
	Analogous to Market Penetration.	
Business Development Representative (BDR)	Member of the Verticals team whose role is dedicated to sourcing new leads and opportunities for the entire team	
Campaign Strategist (CS)	Member of the Client Success and Services team whose role is dedicated to positioning COs for success on our platform	
Category Manager (CM)	Part administrator, part custodian, part thought leader - the CM is a VL owning the oversight and stewardship of the category in order to empower the CO journey and create additional lift for Indiegogo.	
Close	Opportunity that is in either the Pre-Launch Prep or Launched/Won stage. Why Verbal isn't a close? - Because it lacks an LOA, but is attributed as a close once the opportunity is updated to Launched/Won stage.	
Closed ETV	Sum of period. VL performance indicator.	=(Total ETV closed in period)
Close:Launch	Also known as Win Rate. Indicates how the bottom of the funnel converts.	=(Number of closes)/(Number of launches)
Close Rate	Indicates the VL's ability to close opportunity.	=(Number of closes)/(Number of owned opportunity)
Closed Opportunity	Opportunity in the Pre-Launch Prep stage in SF with an executed LOA attached, and/or opportunity	

	in the Launch/Won stage in SF.	
Concierge Services	Internal marketing agency with ala carte and turn-key solutions.	
CrunchBase	Company data platform tracking information on public and private companies.	
Digital Services	Our internal digital advertising agency.	
Enterprise Business	Top companies and conglomerates ranked by Forbes.	
Estimated Transaction Volume (ETV)	Also known as scope. VL's forecast of an opportunity's launched FR.	
FR:(Launched/Won ETV)	Approximate forecasting indicator correlating FR on the platform and ETV.	=(Total FR)/(Launched/Won ETV)
Generic VL	Team average used for benchmarking performance.	
InDemand	Post-crowdfunding, pre-e-commerce solution designed to empower COs to keep raising funds after their campaign ends. Business area within Core Crowdfunding.	
InDemand Adoption Rate	Measure of utilization of Indiegogo's services post crowdfunding campaign - not for market but for platform comparison. See Blindspot. See InDemand Coverage.	=(Sum InDemand launches from compared platform)/(Total Launches from compared platform)
InDemand Coverage	Another term with several usages: can be referring to InDemand Adoption Rate as well as InDemand Market	

	Share. Depends on conversational context.	
	If befuddled - ask for clarity.	
Kickstarter Save (KSS)	Type of close.	
	Most immediate opportunity channel.	
	Opportunity with an ETV under $50k that has announced intent to launch on Kickstarter.	
Kickstarter SQO (KSQO)	Type of close.	
	KSS with an ETV over $50k.	
Launch	Opportunity won and brought to market on the platform.	
Launched ETV	Benchmarking indicator used to compare VL performance and ascertain Average Deal Size.	=(Sum of all ETV launched)
Launched Opportunity	Opportunity in the Launch/Won stage in SF. See also - Closed Opportunity	
Lead	General sales term for potential client. Term applied to top of funnel prospects. Pre-opportunity stage classification in SF.	
Lead:Opp	Top of funnel performance indicator.	=(Number of leads)/(Number of opportunities)
Loss	Opportunity in Closed/Lost stage. Educational metric important in VL's professional development.	

Market Penetration	Measured in launches - portion of COs utilizing Indiegogo compared to total of industry. Should be segmented for accuracy and business area relevance. For crowdfunding stage campaigns - compared to Kickstarter. For InDemand - compared to post crowdfunding stage companies using other solutions. See Blind Spot. See InDemand Adoption Rate.	=(Sum of launches)/(Total of launches in segment)
Market Share	Portion of FR raised on IGG compared to total raised in market. Segment by FR channel type and category for granular insight. Historically benchmarked against Kickstarter.	=(Measured Units for Indiegogo)/(Total Measured Units for Market)
Momentum	Closed ETV that went unlaunched in quarter.	=(Closed ETV)-(Launched ETV)
Net ETV	Performance indicator balancing sum of a VL's closed and lost opportunities.	
Opp:Close	Middle of funnel performance indicator.	=(Number of opportunities)/(Number of Closes)
Opportunity	General sales term for prospective client with interest in company. Term applied to prospective launches that are no longer in	

the top of the sales funnel.

In SF - a lead that has been converted and actively being worked by a VL(s).

Sales Cycle	KPI measuring the amount of time between an opportunity's creation and its launch.	=(Cite each opportunity in Launch/Won stage in SF, and sum the number of days)/(Total number of opportunities in Launch/Won Stage)
Sales Development and Operations Lead (SDOL)	Role within the Verticals team responsible for sourcing of leads and opportunities, and collaborates cross-teams for collect reporting and insight necessary to empower the team.	
Salesforce	Customer Relationship Manager (CRM).	
Sales Qualified Lead (SQL)	Term applied to lead subjected to additional scrutiny indicating potential for SQO down funnel.	
Sales Qualified Opportunity (SQO)	Type of close. Opportunity with an ETV over $50k.	
Sales Velocity	Performance indicator measuring speed of pipe motility as well as gleans some insight into pipe challenges.	=[(Sum of opportunities)x(Average Deal Value)x(Win Rate)]/(Sales Cycle)
Scoping Accuracy	Indicates a VL's ability to accurately forecast an opportunity's FR.	=(Sum of launched FR)/(Sum of Launched ETV) Note: FR of crowdfunding stage only; no InDemand.
Win-Back	Sales funnel type. Unresponsive lead or ghosted opportunity removed	

from funnel.

Win:Loss	Industry metric more accurately assessed as Close:Loss for Indiegogo. Performance metric measuring VL inefficiency.	=(Number of closes)/(Number of losses)
Win Rate	See Close:Launch above.	

Appendix

Appendix 1: Category Definition & Examples

Category	Definition	Examples
Productivity	Products that can help boost your productivity	Ergonomic chair, standing desk, planner, office organizer, scanner
Audio	Products that reproduces, record, or process music	Headphone, speaker, wireless earbuds, musical instrument
Phones & Accessories	Products that help you stay connected	Smartphone, power bank, SSD, charging cord, adaptor, phone case
Camera Gear	Products that produces photographic images and their accessories	Camera, camera lens and accessories, webcam, telescope, tripod/mount, dash cam, gimbal
Home	Products that helps you cook, clean, entertain; bring comfort and ease to households	Air/water purifier, vacuum, lamp, furniture, projector, and bird feeder
Health & Fitness	Products that helps you have a healthier living	Massager, home gym, personal care, metabolism monitor, brain products, sleep tech, pain relief products
Food & Beverages	Products for foodies, most likely found in the kitchen	Coffee maker/grinder, cookware, grill, utensils, food/beverages
Transportation & E-mobility	Transportation vehicles or gadgets	E-bike, e-scooter, e-motorbikes, bike helmet
Energy & Green Tech	Eco-conscious products that put sustainability first	Portable power station, compost bins, bee house, solar panels
Travel & Outdoors	Products that support the adventurer lifestyle	Backpack, suitcase, packing cubes, helmet, camping gears, cooler
Fashion & Wearables	Products you wear to show your style or elevate your lifestyle	Smartwatch, AR/VR glasses, mask, jacket, bag, socks/shoes,
Education	Mostly STEM toys or gadgets	DIY robots, STEM learning tools
Pets	Products for your furry friends	Smart cat litter box, pet brush, pet collar/tracker, pet toys
Comics	Comic and graphic novel publishing	Comics, artbooks, graphic novels
Film	Film projects	Movie, documentary

Category	Definition	Examples
Productivity	Products that can help boost your productivity	Ergonomic chair, standing desk, planner, office organizer, scanner
Audio	Products that reproduces, record, or process music	Headphone, speaker, wireless earbuds, musical instrument
Phones & Accessories	Products that help you stay connected	Smartphone, power bank, SSD, charging cord, adaptor, phone case
Camera Gear	Products that produces photographic images and their accessories	Camera, camera lens and accessories, webcam, telescope, tripod/mount, dash cam, gimbal
Home	Products that helps you cook, clean, entertain; bring comfort and ease to households	Air/water purifier, vacuum, lamp, furniture, projector, and bird feeder
Health & Fitness	Products that helps you have a healthier living	Massager, home gym, personal care, metabolism monitor, brain products, sleep tech, pain relief products
Food & Beverages	Products for foodies, most likely found in the kitchen	Coffee maker/grinder, cookware, grill, utensils, food/beverages
Transportation & E-mobility	Transportation vehicles or gadgets	E-bike, e-scooter, e-motorbikes, bike helmet
Energy & Green Tech	Eco-conscious products that put sustainability first	Portable power station, compost bins, bee house, solar panels
Travel & Outdoors	Products that support the adventurer lifestyle	Backpack, suitcase, packing cubes, helmet, camping gears, cooler
Fashion & Wearables	Products you wear to show your style or elevate your lifestyle	Smartwatch, AR/VR glasses, mask, jacket, bag, socks/shoes,
Tabletop Games	Tabletop game projects	Board game, card game, RPG game

Appendix 2: Category Ownership

North America & ROW

Group1: Gadgets, Gaming, and Novelties
Productivity
Audio
Phones & Accessories
Camera Gear

Group 2: Home and Living, Health and Wellness
Home

Health & Fitness
Food & Beverages

Group 3: Lifestyle and Green Tech
Energy & Green Tech
Travel & Outdoors
Fashion & Wearables

Additional Categories
Transportation & E-mobility
Education
Pets

Creative Categories
Comics
Film
Tabletop Games

<u>**China**</u>

Group 1: 居家生活, 健康出行, 摄影, 智育
Home
Food & Beverages
Health & Fitness
Transportation
Travel & Outdoors
Camera Gear
Photography
Education

Group 2: 3C, 绿色科技, 音响电玩, 时尚科技可穿戴, 宠物
Productivity
Phones & Accessories
Video Games
Energy & Green Tech
Audio
Fashion & Wearables
Pets

Appendix 3: Region/Market Ownership

Market 1: North America & ROW
Stacy, Shyam, JP, Ilan

Market 2: Europe
Joel

Market 3: Greater China
Tracy, Kennie

Market 4: Japan
Sisi