



CROWDFUNDING PITCH DECK

Presented By Team FCC

INFINITO



ABOUT INFINITO COMICS

Infinito Comics is one of India's leading tech-driven, **AI-powered character-based entertainment companies**, built on a diverse library of over **2,500** original characters. The brand is set to expand across multiple media platforms, including **comic books, animation, films, television series**, and more in the coming months. The company strategically leverages its extensive character universe across comics, shows, films, and merchandise to **entertain people and grow its brand through publishing and licensing**.



WHY CROWDFUNDING?

Crowdfunding is more than just a way to raise money—it's a powerful tool to launch, validate, and grow your creative business from the ground up. Here's why it's the ideal strategy for a comic-based brand:

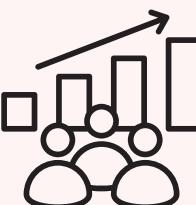


1. Raise Capital Without Debt or Equity Loss

Crowdfunding gives you access to funds without taking on loans or giving away ownership. It's ideal for startups that want to remain independent and retain creative control.

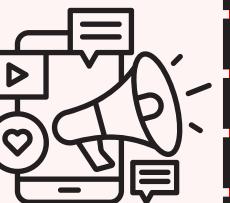
2. Validate Your Idea with Real Market Demand

A successful campaign proves that people are genuinely interested in your product. This reduces risk and gives you confidence before investing in large-scale production.



3. Launch & Market Simultaneously

Your crowdfunding campaign acts as both a fundraising tool and a powerful marketing campaign. It generates buzz, drives attention to your brand, and attracts press and influencers.



4. Create Urgency and Excitement

With limited-time offers, exclusive rewards, and stretch goals, crowdfunding naturally creates hype. It encourages immediate action and builds momentum around your launch.



5. Easy to Use Again for Future Products

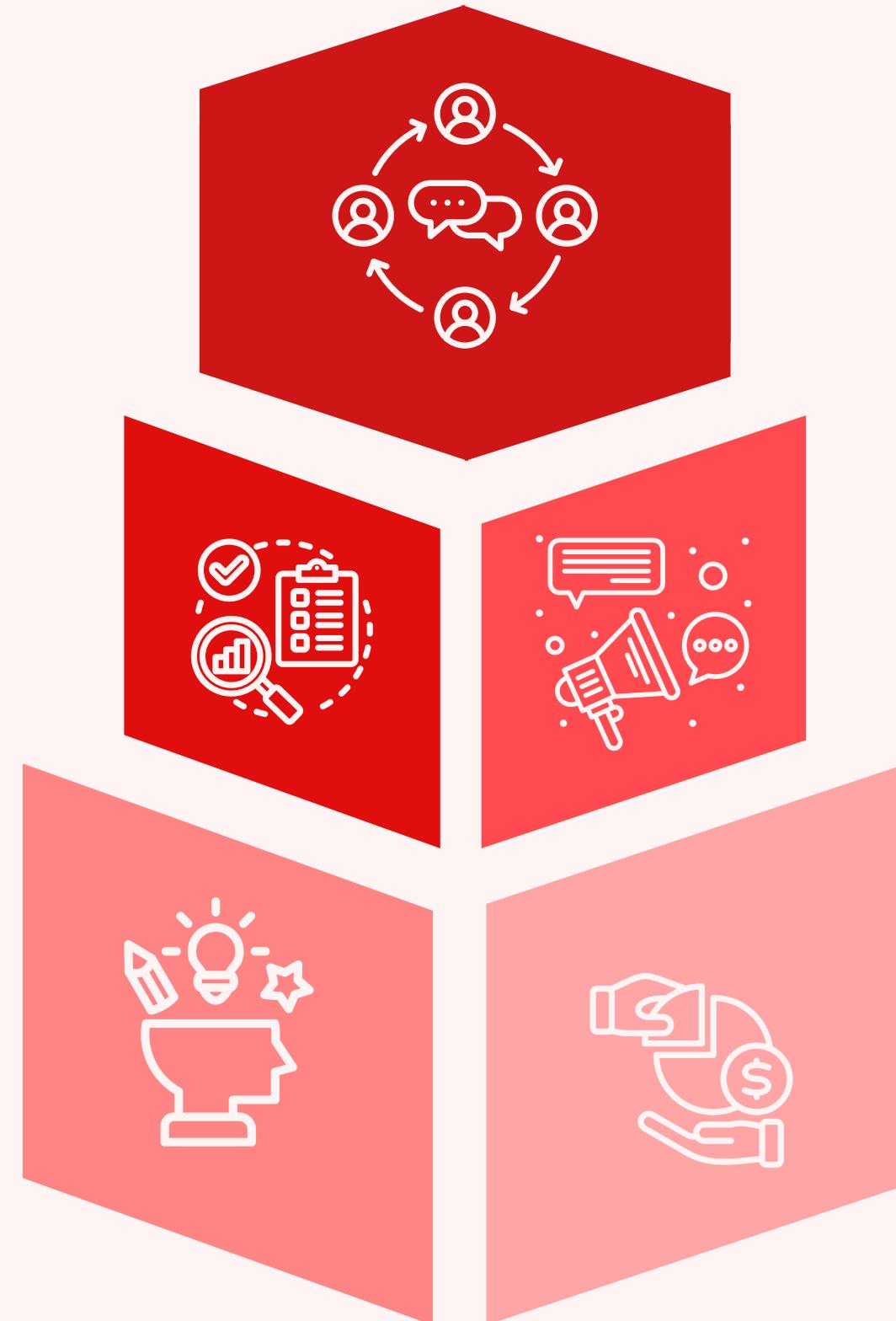
Once you build your community, you can launch new comic editions, merchandise, or even a monthly subscription using crowdfunding again and again.



6. Attract Future Investors and Collaborators

A well-run, funded campaign adds credibility to your brand. It shows traction, customer interest, and execution capability—all of which are attractive to future partners or investors.





BENEFITS OF CROWDFUNDING FOR COMICS

- 01
- 02
- 03
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- 05

Community Building:

You gain your first group of loyal readers before launch.

Market Validation:

Proves there's real demand for your story or characters.

Buzz & Public Relations:

Successful campaigns generate media interest and social buzz.

Creative Freedom:

No need to depend on traditional publishers or compromise your vision.

Upfront Capital:

Funds help cover printing, art, merch, logistics, without debt.

SOME SUCCESSFUL COMIC CROWDFUNDING



1. "Aapki Poojita" – Bakarmax Platform: Kickstarter

Campaign Duration: November 7 – December 9, 2022

Goal: CA \$25,064

Raised: CA \$34,962 from 249 backers.

Why the Campaign Was Successful:

- Kickstarter highlighted it as a special project, increasing its visibility and support so more people saw it and supported it.
- It was India's first animated series through crowdfunding—something new and different that got attention.
- The creator explained everything in a funny, clear way. This made people trust and enjoy backing the project.



2. Drawing the Line: A Comics Anthology by Indian Women Platform: Kickstarter

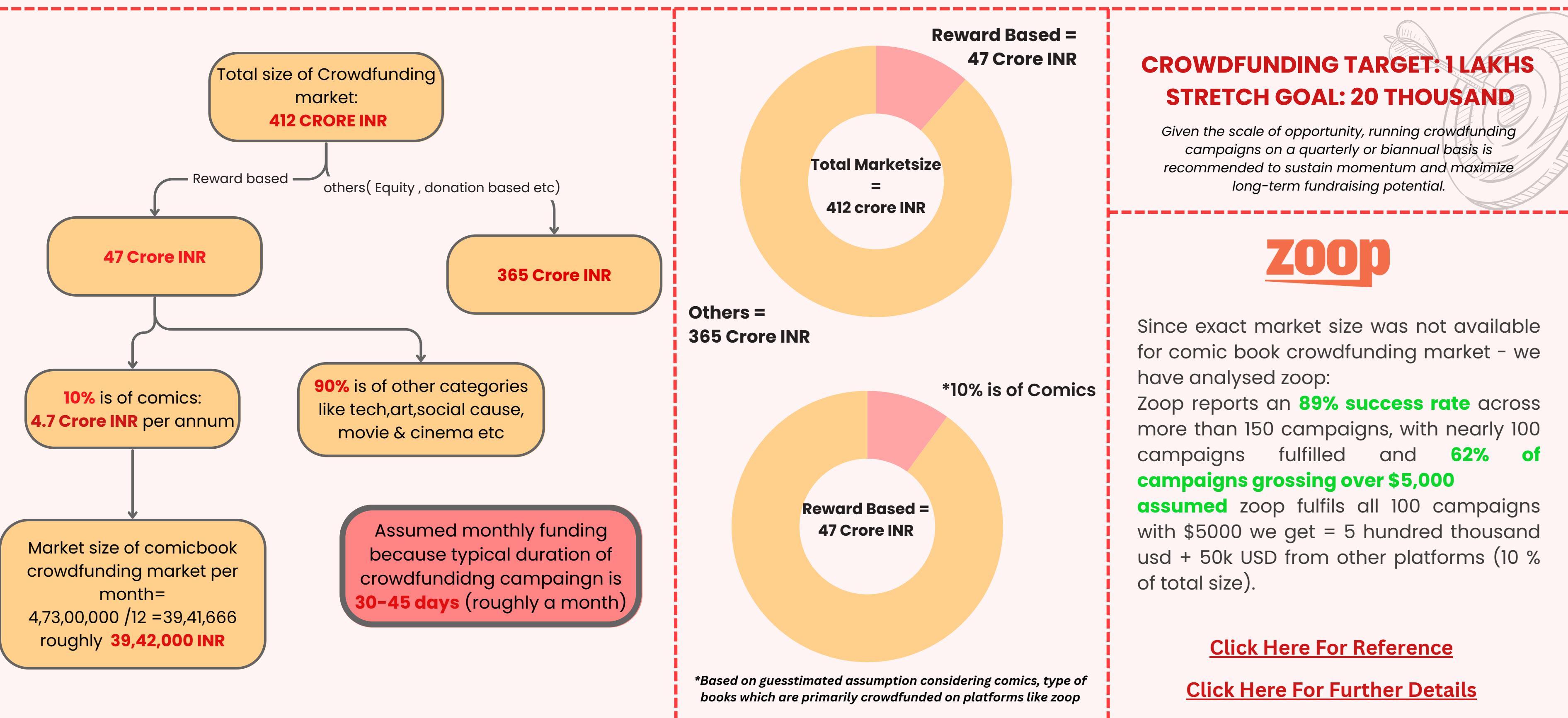
Goal: Successfully funded – CA\$9,168 raised from 228 backers

Why the Campaign Was Successful:

It connected strongly with feminists, educators, and comic lovers who wanted to uplift unheard Indian women's voices.

Flexible reward tiers (digital + print) encouraged wider participation, making support easy and meaningful.

CROWDFUNDING AMOUNT



TARGET AUDIENCE



1. Gen Z Fandom (Comics + Anime Lovers)



- Highly active online; love to share & hype.
- Visually drawn to good art and unique storytelling.
- Likely to support rewards, identity, and community.
- **Reach via:** Instagram, reddit, Discord, anime/manga groups.



2. Indie Comic & Local Art Backers

- Already familiar with crowdfunding platforms.
- Value the mission, not just the product.
- Will support to encourage creator-owned stories.
- **Reach via:** Kickstarter communities, Reddit (r/IndieComics, r/IndiansRead), Facebook comic groups.

3. Students (Art/Design/Pop Culture Clubs)



- Cost-sensitive, but loyal & enthusiastic.
- Consistent and unique storytelling is the key to acquire their loyalty and following. Will drive word-of-mouth, memes, fan-art, and participate in events.
- **Reach via:** College fests, Instagram collabs, local campus influencers.



4. Aspiring Comic Artists & Writers



- Will support for learning access, or future opportunities.
- Engage them with creator streams, zine contests, or collaborative worldbuilding.
- **Reach via:** Instagram reels, YouTube interviews.

5. Cosplayers & Fan Artists



- Great for visual virality and character fanfare.
- Will support if characters have iconic style/personality.
- **Reach via:** Comic-Cons, cosplay Instagram accounts, fan-art tags.



PLATFORM STRATEGY: CATAPOOOLT

Type: Reward-based / flexible funding

Availability:
Supported in India

Pros:

- Tailored for startups and new product launches
- Supports Indian creators
- Marketing support through catapooolt if campaigns meets certain criterias

Cons:

- Low international exposure.
- Bad UI
- No live campaigns at the moment- suggests low engagement

Verdict: Excellent fit for Infinito Comics given its support and ease for Indian creators.

Platform for crowdfunding ideas

Catapooolt
Empowering Beliefs/Engaging Communities

Feature	Zoop	Catapooolt	Fueladream
Platform Type	Reward-based (Comics-specific)	Reward-based crowdfunding	Donation & reward-based crowdfunding
Funding Model	Fixed (all or nothing)	Flexible (Keep what you raise)	Flexible (Keep what you raise)
Platform Fee	7% for basic plan 22% for dedicated support	Fixed 10% (+18% on 10% as GST)	4–9% depending on campaign type (Normal/Group/Medical)
Support & Services	Available in dedicated plan	Custom PR, branding, promotional help (on request)	In-built marketing toolkit, media outreach support
Cons	Smaller and newer platform UPI payment processing not available. (requires credit card or stripe)	Low international exposure. Bad UI No live campaigns at the moment- suggests low engagement	Low international exposure Requires some social edge
Best For	Comic book creators/ enthusiasts	Startups, creators with product/comic/tech launches	Fundraisers for causes, individuals, or personal projects

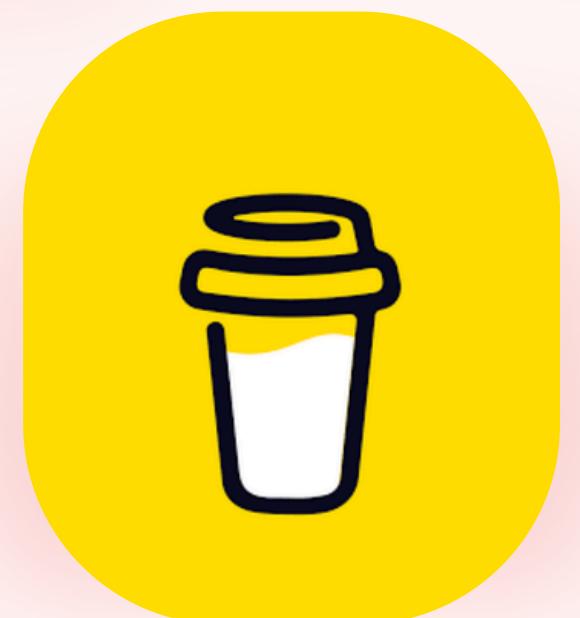
PLATFORM STRATEGY

Recommended platform : Catapooolt

Rationale behind why a certain platform is chosen

Note: Platforms like kickstarter and Indiegogo don't directly support Indian campaigns. They require business registration at supported countries ([refer : kickstarter indiegogo](#))

Since Infinito comic is solely a Indian company (i.e registered in India) these platforms cannot be used



Platform for subscription based crowdfunding:

Feature	Patreon	Ko-fi	Buy Me a Coffee
Support Type	Monthly/Per post	One-time + options	One-time + options
Membership Tiers	Fully supported	Yes(Ko-fi Gold)	Yes
Sell Digital Goods	Not built in (via integration)	Built-in	Built-in
Commissions	No	Built-in	No
Platform Fee	5–12%	0% (tips), 5% (other)	5% flat
Payout Setup	Complex (Stripe + tax forms)	Simple (PayPal/Stripe)	Simple (Stripe)
Best For	Long-term income	Casual donations + shop	Easy all-in-one

CAMPAIGN STRUCTURE

Explaining how the campaign will be set up.

Funding type: flexible goal
We'll keep whatever funds we raise, ensuring our early supporters get rewarded even if we don't hit 100%.

Duration: 45 days

Target amount:
₹1,00,000

Stretch goals: ₹20,000
Every extra Rs. 20,000 would unlock new value - Cover variants, 3D Characters etc or you may take inspiration from suggested rewards in the reward tier slide.

◆ TIMELINE ◆

Pre-Launch



2 Weeks Before

Launch Week



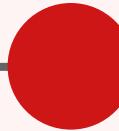
Day 1

Mid Campaign



Day 11

Final Push



Day 31

Post-Campaign



Days 45+

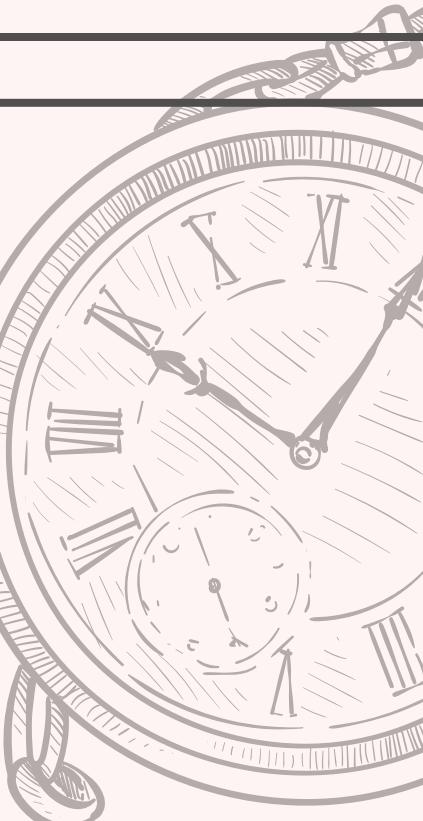
Duration: 2 weeks before
Activities: Build hype on social media, teaser art, launch countdown, email sign-ups.

Duration: 10 Days
Activities: Max buzz influencer posts, press drop, early bird rewards.

Duration: 20 Days
Activities: Community Q&As, stretch goal announcements, behind-the-scenes content.

Duration: 15 Days
Activities: Limited-edition drops, giveaways, "Last chance" CTAs.

Activities: Fund distribution, production begins, backer updates & fulfillment.



BE A PART OF THE INFINITO UNIVERSE



Support. Collect. Belong.

We're building India's most ambitious superhero universe — and you can help shape it. Choose your tier and unlock exclusive access, collectibles, and legacy-level perks.

REWARD TIERS/ PERKS STRATEGY



₹99 – The Curious Supporter

Digital Thank You card
Early access to our first comic sneak peek
Instagram story shoutout
A small step with a giant impact.



₹299 – The Fan

Digital Thank You Card
Early Access to our First Comic Sneak Peek
Instagram Story Shoutout comic
You're officially in the credits.



₹799 – The Collector

Everything in ₹299, plus:
Signed Limited Edition Printed Comic
Infinito Sticker Pack
A true fan deserves something to hold.



₹1499 – The Core Tribe

Everything in ₹799, plus:
Exclusive Infinito T-shirt
10% Discount Coupon Codes
Behind-the-scenes access + original sketches
You get access. You get recognition.
Your Name on our Official Website



₹2999 – The Founding Hero

Includes everything in ₹1499, plus:
Personalized Thank-You Video from Team
Founding Hero Digital Badge
15% Discount Coupon Code
For use on future merch/comic orders.
Priority Access to ALL Future Merch Drops
Your Name in the "Special Thanks" section of the Comic
Access to a private WhatsApp or Discord group for top-tier fans

TIER 1

TIER 2

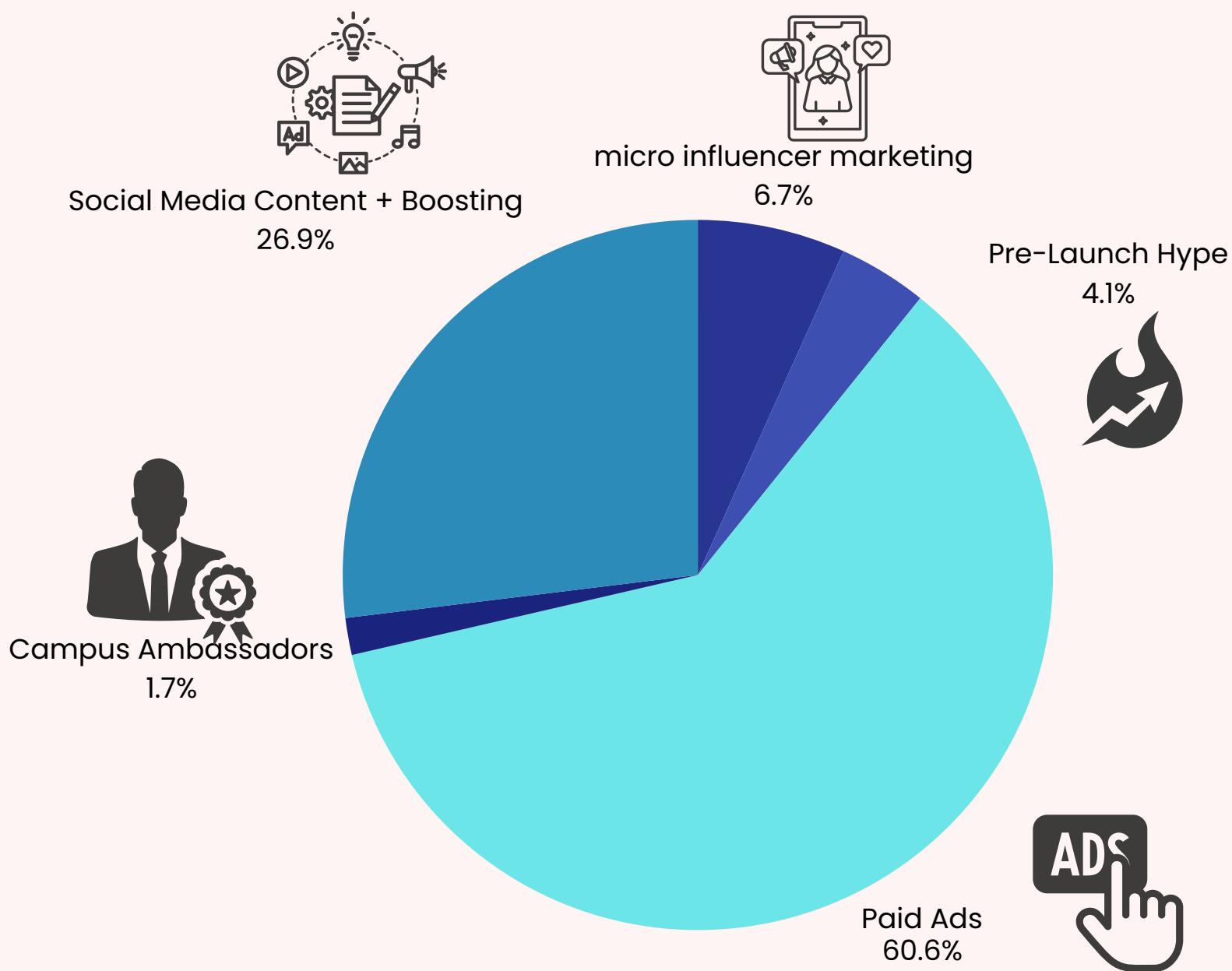
TIER 3

TIER 4

TIER 5

Marketing & Promotion Plan

(~ ₹30,000/month)



1. Community Building
 Create a strong fanbase on Instagram & Discord using:
 Behind-the-scenes content
 Creator Q&As
 Polls, sneak peeks, fan shoutouts
 Focus: Engagement over follower count
 Adjusted Cost: ₹0 (organic efforts)

4. Paid Ads
 Invest in targeted Instagram + Google Ads:
 ₹13,000 → Reach + awareness
 ₹5,000 → Retargeting (cart abandonment, sign-ups)
 Track: CPC, CTR, Conversions
 Adjusted Cost: ₹18,000
 (Lower initial push; scale based on conversions)

2. Pre-Launch Hype
 Launch an interactive WhatsApp + Instagram campaign:
 CTAs: "Join the Crew" / "Unlock Rewards"
 Perks: Sneak peeks, digital goodies, early coupons
 Adjusted Cost: ₹1,200
 (Reduce ad boosts, use organic stories, & free tools like Linktree)

5. Campus Ambassadors
 Recruit and empower student reps to promote on campus:
 Incentive: Free merch for top 5 promoters
 Adjusted Cost: ₹500
 (Reduce winners, increase digital rewards)

3. Micro-Influencer Marketing
 Barter-based collaboration with 25+ comic/pop culture influencers:
 Content: Reels, shoutouts, unboxings
 Platforms: Instagram, YouTube Shorts
 Adjusted Cost: ₹2,000 (economized merch kits)

6. Social Media Content + Boosting
 Post engaging content consistently
 Formats: Reels, memes, comic teasers, character intros
 Tools: Canva Pro, Reelit
 ₹1,000 → Giveaway
 ₹2,000 → Influencer-led merch unboxing & shoutouts
 ₹5,000 → Boosts for top posts
 Adjusted Cost: ₹8,000

EXECUTION ROADMAP

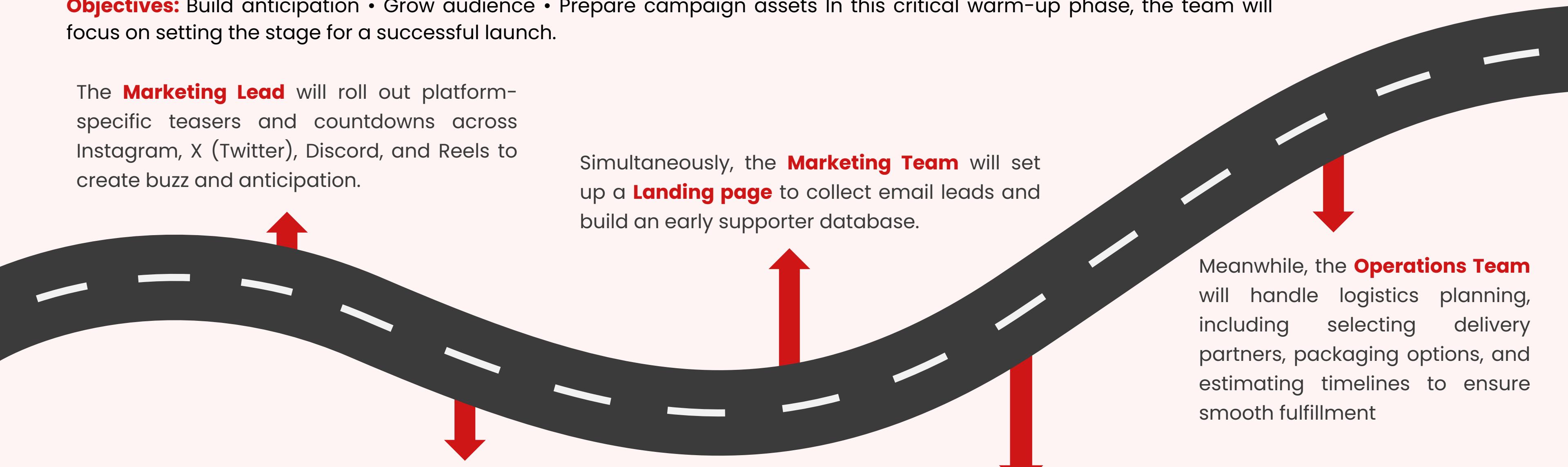
PHASE 1

Pre-Launch (2 Weeks Before Campaign)

Objectives: Build anticipation • Grow audience • Prepare campaign assets In this critical warm-up phase, the team will focus on setting the stage for a successful launch.

The **Marketing Lead** will roll out platform-specific teasers and countdowns across Instagram, X (Twitter), Discord, and Reels to create buzz and anticipation.

Simultaneously, the **Marketing Team** will set up a **Landing page** to collect email leads and build an early supporter database.



Meanwhile, the **Operations Team** will handle logistics planning, including selecting delivery partners, packaging options, and estimating timelines to ensure smooth fulfillment.

The **Visual Artist** will collaborate with the Project Lead to design the campaign page, finalizing comic previews, banners, and visually appealing reward tier graphics.

To amplify organic reach, the **Community Manager** will begin outreach to relevant micro-influencers and engage with niche communities on Reddit and Discord.

PHASE 2

Launch (Days 1–10)

OBJECTIVE: Maximize visibility • Drive early traction • Engage community

The campaign goes live, and the spotlight is on high-impact visibility and backer engagement.



To attract early supporters, the Marketing Lead will introduce **Early Bird Reward Bundles**, limited-time offers designed to boost Day 1 traction.

The team will coordinate an **All-Platform Launch Announcement**, sharing engaging videos, reels, and posts to kickstart the campaign with momentum.

Throughout this phase, the **Finance and Operations Teams** will closely monitor contributions, track engagement metrics, and gather community feedback to optimize ongoing efforts.

For authentic storytelling, the **Community Manager and Artist** will host **Live AMAs and behind-the-scenes Q&A sessions**, allowing fans to connect directly with the creators.

PHASE 3

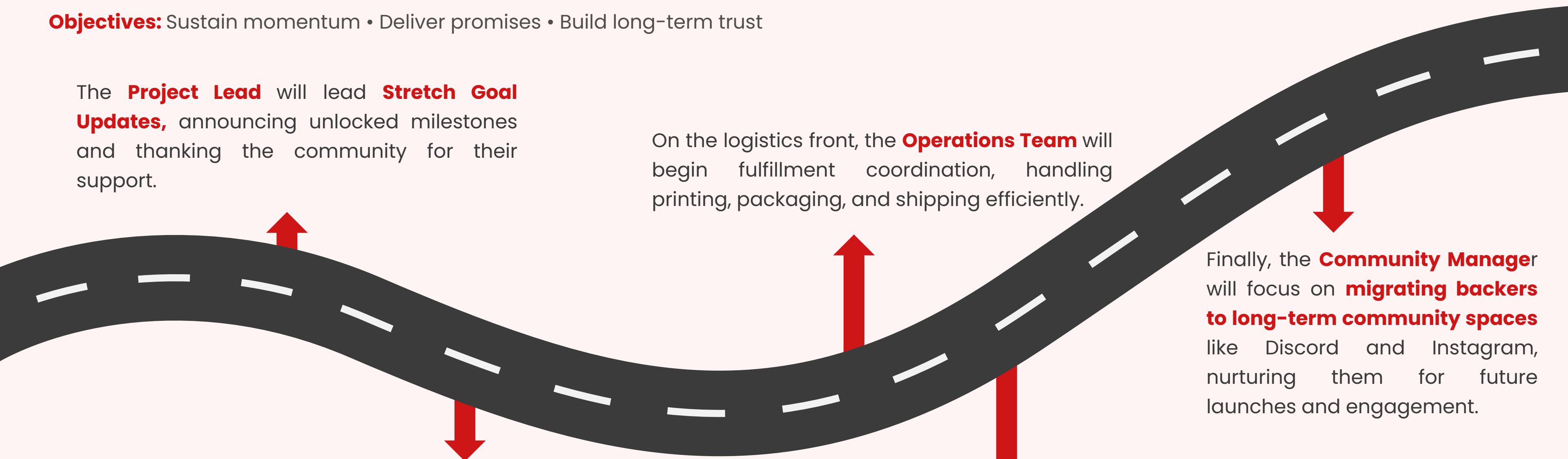
Post-Launch & Fulfillment (Days 11–45 & Beyond)

Objectives: Sustain momentum • Deliver promises • Build long-term trust

The **Project Lead** will lead **Stretch Goal Updates**, announcing unlocked milestones

and thanking the community for their support.

On the logistics front, the **Operations Team** will begin fulfillment coordination, handling printing, packaging, and shipping efficiently.



To keep fans engaged, the **Artist and Content Lead** will share exclusive behind-the-scenes content, including character spotlights and creative WIP (Work-in-Progress) reveals.

The **Project Lead** will ensure **regular backer updates**, communicating timelines, any delays, and major wins with transparency.

Finally, the **Community Manager** will focus on **migrating backers to long-term community spaces** like Discord and Instagram, nurturing them for future launches and engagement.

HOLISTIC RISK ANALYSIS

The goal of the crowdfunding campaign for Infinito Comics is to establish trust by being transparent and identifying all potential risks, including those related to creativity, operation, financial, legal, and reputation.

1. Creative Risks.

Risk: Audience disappointment from inconsistent art, delays, or mid-campaign changes

Mitigation Strategies and Examples:

Finalize key assets pre-launch (e.g., Killtopia concept art)

To maintain consistency in tone stick to a clear creative direction.

Draft timelines and content plan upfront on campaign page.



4. Underfunding or Campaign Failure

Risk: Failure to meet the minimum funding goal or backer expectations.

Mitigation Strategies and Examples:

Set realistic goals based on actual production needs.

Drive pre-launch interest through waitlists, teaser trailers, and community outreach.

Use flexible funding options. (e.g. Catapooolt)

2. Production & Fulfillment Delays.

Risk: Printing, supply chain, or shipping issues.

Mitigation Strategies and Examples:

Use reliable vendors

Use a timeline buffer of 4–6 weeks

Communicate frequently with backers regarding progress and issues.



5. Legal & Regulatory Risks.

Risk: Non-compliance with IP laws, taxes, or platform regulations.

Mitigation Strategies and Examples:

Register core IP before the campaign (e.g. character logos, stories).

Consult legal professionals on crowdfunding compliance in India.

State licensing or mention royalty terms clearly on campaign page.



3. Financial & Budgeting Risks.

Risk: Unexpected costs, underestimated budgets, or fluctuating material/shipping rates.

Mitigation Strategies and Examples:

Create detailed cost projections with 10–20% contingency.

Limit scope creep by prioritizing core deliverables.



6. Platform & Technical Risks.

Risk: Platform outages, payment processing failures, or visibility issues.

Mitigation Strategies and Examples:

Use reliable, niche platforms (Catapooolt).

Maintain external mailing lists and social media backup.

Introduce payment systems like UPI.

HOLISTIC RISK ANALYSIS

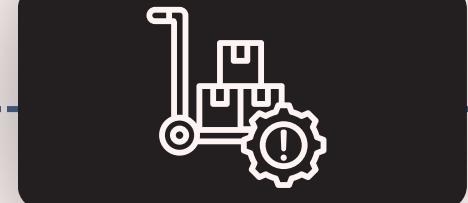
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7. Audience Engagement Risk

Risk: Poor marketing → low traction & conversions

Mitigation Strategies and Examples:

Engage with campus and online communities
Host AMAs, fan-art contests (e.g., Is'nana the Were-Spider)
Use reels, character drops for buzz



10. Data & Privacy Risks.

Risk: leaking or misusing backer data (e.g., payments, addresses)

Mitigation Strategies and Examples:

Use secure encryption platforms like catapooolt.
Avoid collecting sensitive info on external tools
Clearly state data usage policies on the campaign page

8. Reward Quality & Delivery Risk.

Risk: Damage, Delays or poor quality rewards(Physical\Digital).

Mitigation Strategies and Examples:

Do test runs & QA (e.g., Lords of the Cosmos used print previews)
Offer standalone digital rewards.
Pilot-test shipping with early backers



11. Taxation and Financial Reporting

Risk: Crowdfunding revenue may be treated as taxable income under Indian income tax law or trigger GST implications.

Mitigation Strategies and Examples:

Consult a tax advisor before launching.
Use a dedicated current account for campaign funds
Maintain clear records of pledges, expenses & deliveries

9. Reputation & Trust Risk.

Risk: Losing long-term brand loyalty due to poor delivery or communication.

Mitigation Strategies and Examples:

Set realistic expectations in campaign FAQs and updates.
Be transparent about delays; offer bonus content (e.g., wallpapers, extra comics)
Keep post campaign communication open



12. Low Engagement from Tier-2 & Tier-3 Cities

Risk: Audiences in non-metro cities may lack awareness of crowdfunding and feel disconnected

Mitigation Strategies and Examples:

Create multilingual content and consider local influencer tie-ups to build relatability and trust

CONCLUSION

- Strategy built on research, **targeting Gen Z and young adults** with high digital engagement.
- **₹1-1.2 lakh** goal set based on global benchmarks from similar comic campaigns.
- **Catapooolt** chosen for its India focus and flexible funding, reducing risk.
- Campaign structured into 5 phases with tiered rewards to boost engagement.
- Risks like low conversion and logistics have been pre-identified.
- Offers a scalable, low-risk path for Infinito Comics to launch via crowdfunding.



FINAL ASK

Let's move forward with execution. The roadmap is clear, the strategy is strong, and the team is committed. With this campaign, Infinito Comics can pioneer a new era for Indian character-based storytelling. Now is the time to act — let's bring these characters to life and rally a fandom around India's own superhero universe.