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Undertaking,  
Recycling and  
Creating

# Students training

## #08. Introduction to crowdfunding



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2o Geniko Lykeio Neas Ionias Magnisias (Greece)



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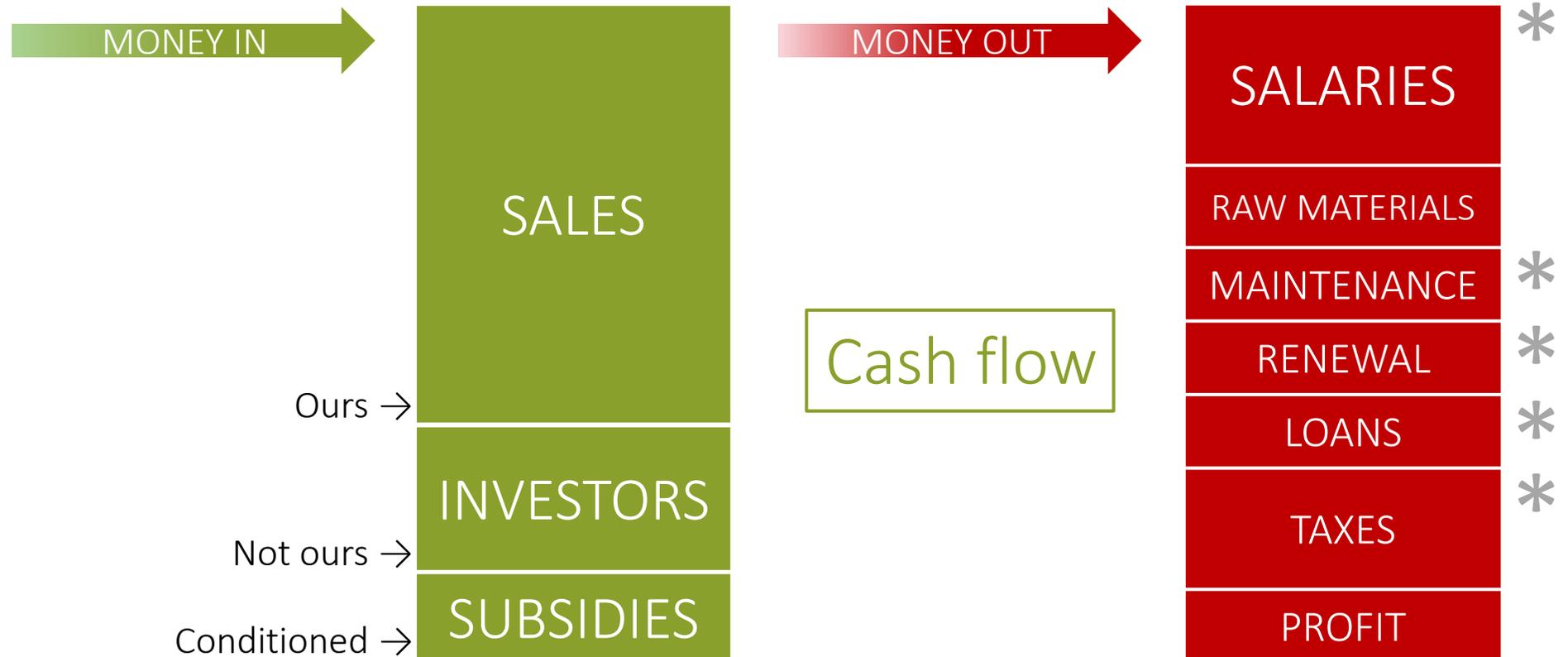


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# 1. Where is the money?



## 2. What is crowdfunding?

A collaborative funding mechanism for any kind of projects.

It requires:

- Diffusion
- Rewards
- Attraction
- Compilation of small contributions to reach a big goal

## 2. What is crowdfunding? Different types

### Entrepreneurial

The screenshot shows a crowdfunding campaign page for 'Tank Chess'. The campaign is titled 'Tank Chess' and is located in Belgrade, Serbia, under the category 'Tabletop Games'. The campaign has raised \$107,827, which is 80% of its \$134,775 goal. It has 2,006 backers. The campaign is currently in progress, with an estimated delivery date of June 2018. The page features a 'PLAY' button and a 'Share this project' button. The campaign description includes a list of game pieces: LIGHT TANK, MEDIUM TANK, HEAVY TANK, TANK DESTROYER, and HEAVY MORTAR. The description also includes a 'Thank you!' message and a 'Print and Play' option.

Campaign    FAQ <sup>10</sup>    Updates <sup>58</sup>    Comments <sup>1,439</sup>    Share this project    Save

Community

**Tank Chess**  
Belgrade, Serbia    Tabletop Games

**\$107,827**  
pledged of \$134,775 goal

**2,006**  
backers

ESTIMATED DELIVERY  
Jun 2018  
35 backers

ESTIMATED DELIVERY  
Jun 2018  
74 backers

ESTIMATED DELIVERY  
Jun 2018  
74 backers

Thank you!  
Thank You for support! Your name will be listed in the brochure as a supporter.

Print and Play  
Print and Play version of the Tank Chess game in PDF.

TANK CHES - pocket  
One physical copy of Tank Chess in pocket size (box = 13 x 11 x 2,5 cm).  
Extra copies are \$10 each with no additional shipping cost.

Stop! This is not another chess spin-off, this is chess reinvented!

Have you ever dreamed of being a great general of the armoured forces? Or maybe a chess grandmaster? Perhaps what you want is just a fun, challenging game you can explain quickly and play with anyone?

If that's the case, you're in for a real treat!

## 2. What is crowdfunding? Different types

Solidary

The screenshot shows a crowdfunding campaign page for 'Biopsia Líquida' on the Oncomet platform. The page features a header with the Oncomet logo and navigation links. A central image shows a woman in a lab coat working in a laboratory. To the right, there is a donation interface with buttons for 10 €, 30 €, 50 €, 100 €, and 150 €, and a 'DOAR' button. Below this, it indicates 'QUEDAN 58 DÍAS' and a total amount of '651.273 €'. A progress bar shows the current amount raised. At the bottom, there is a section titled 'FAI O TEU DONATIVO' with contact information for the platform and the project.

**Biopsia Líquida**

O noso obxectivo é propoer a toda a Sociedade Civil Galega que financie colaborativamente e de forma desinteresada un proxecto deseñado polo grupo de **Oncoloxía Médica Tradicional**, co obxectivo de por os galegos ás portas da medicina de precisión. O grupo desenvolve a súa actividade no **Hospital Clínico de Santiago de Compostela**, e pertence ao **Instituto de Investigación Sanitaria de Santiago de Compostela (IDIS)**. Os fondos que se consigan destinaranse á contratación de persoal, instrumental, e material funebre, para levar a cabo un **proxecto de investigación** moi ambicioso dentro do campo da **biopsia líquida** e que ha **poder dar lugar nun futuro á mellora do manexo clínico de doentes oncolóxicos**.

**QUEDAN 58 DÍAS**

**651.273 €**

5.829 COFINANCIEROS

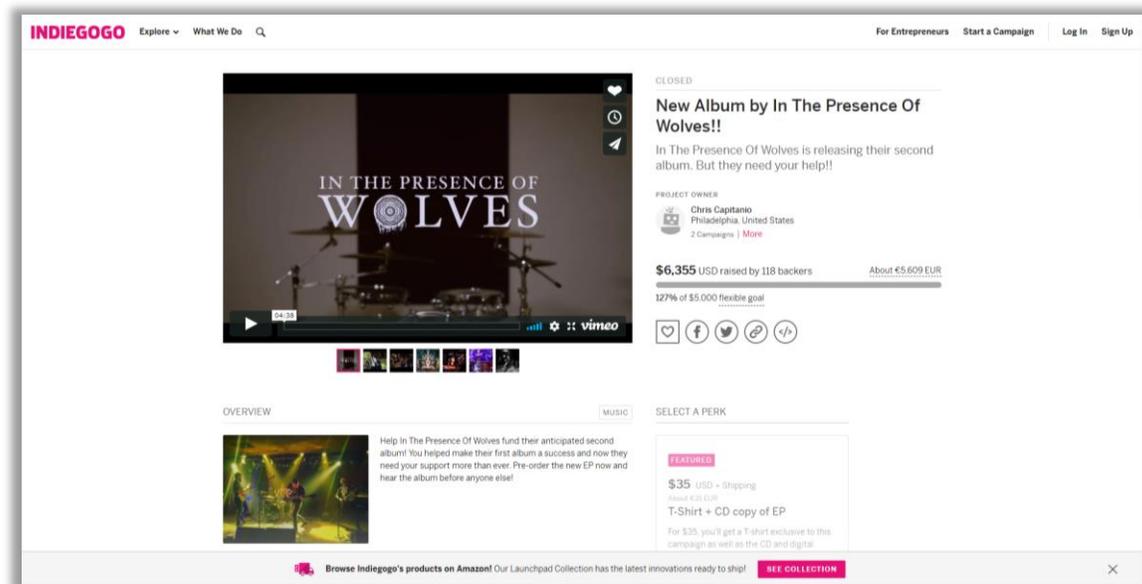
**FAI O TEU DONATIVO**

Plataforma Web [www.oncomet.es](http://www.oncomet.es)  
Teléfono 981 955 344  
E-Mail [colabora.biopsia.liquida@oncomet.es](mailto:colabora.biopsia.liquida@oncomet.es)

RETORNO COLECTIVO

## 2. What is crowdfunding? Different types

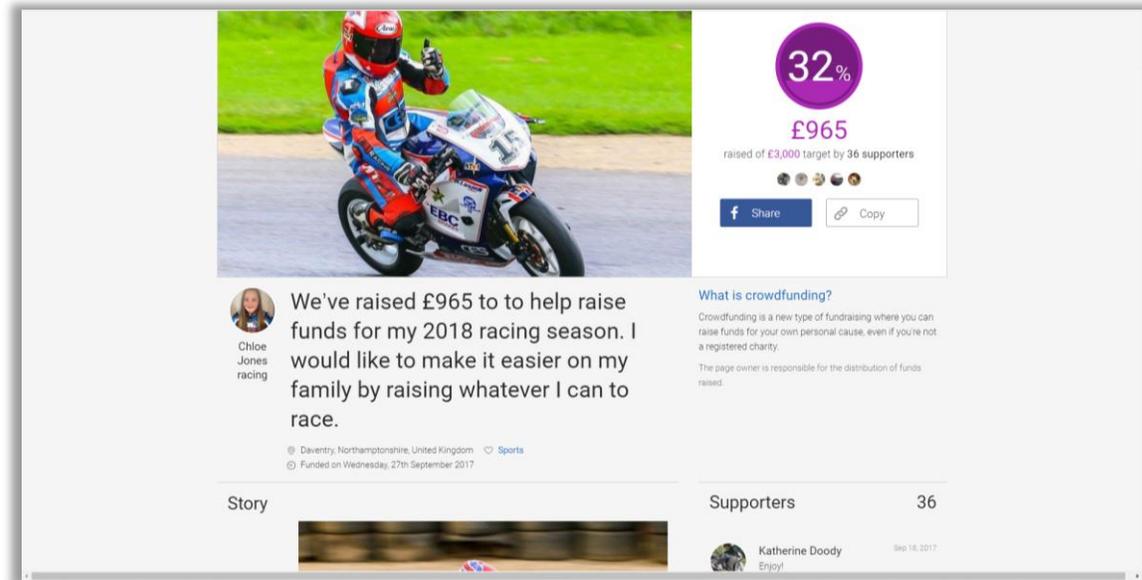
Artistic



The screenshot shows an Indiegogo campaign page for a music album. The campaign is titled "New Album by In The Presence Of Wolves!!" and is currently closed. The project owner is Chris Capitano, located in Philadelphia, United States. The campaign has raised \$6,355 USD from 118 backers, with a goal of about \$5,609 EUR. The progress bar shows 127% of the \$5,000 flexible goal. The page includes a video player for the album, an overview section with a description, and a "SELECT A PERK" section with a featured perk of \$35 USD + shipping for a T-shirt and CD copy of the EP. The Indiegogo logo and navigation menu are visible at the top.

## 2. What is crowdfunding? Different types

### Personal



The screenshot shows a crowdfunding campaign page. At the top left is a photo of a motorcycle racer in a blue and red suit on a track. To the right of the photo is a progress indicator: a purple circle with '32%' inside, and below it, '£965 raised of £3,000 target by 36 supporters'. There are 'Share' and 'Copy' buttons. Below the photo is the campaign title: 'We've raised £965 to help raise funds for my 2018 racing season. I would like to make it easier on my family by raising whatever I can to race.' The campaign is by 'Chloe Jones racing' in Daventry, Northamptonshire, United Kingdom, and was funded on Wednesday, 27th September 2017. A 'What is crowdfunding?' section explains that it is a new type of fundraising for personal causes. At the bottom, there is a 'Story' section with a blurred image and a 'Supporters' section with 36 supporters, showing one supporter 'Katherine Doody' who said 'Enjoy!' on Sep 18, 2017.

## 3. The rewards

- Immaterial (personal satisfaction ...)
- Product (advance purchase)
- Actions in the new company
- Return of principal with interest
- Percentage of profits

Specialized  
crowdfunding

## 4. Pros and cons

### PROS

- No single funder to find
- Start with customers / sales
- Loyalty / commercial action
- Does not require having the money to start
- Give way to innovative and risky ideas

### CONS

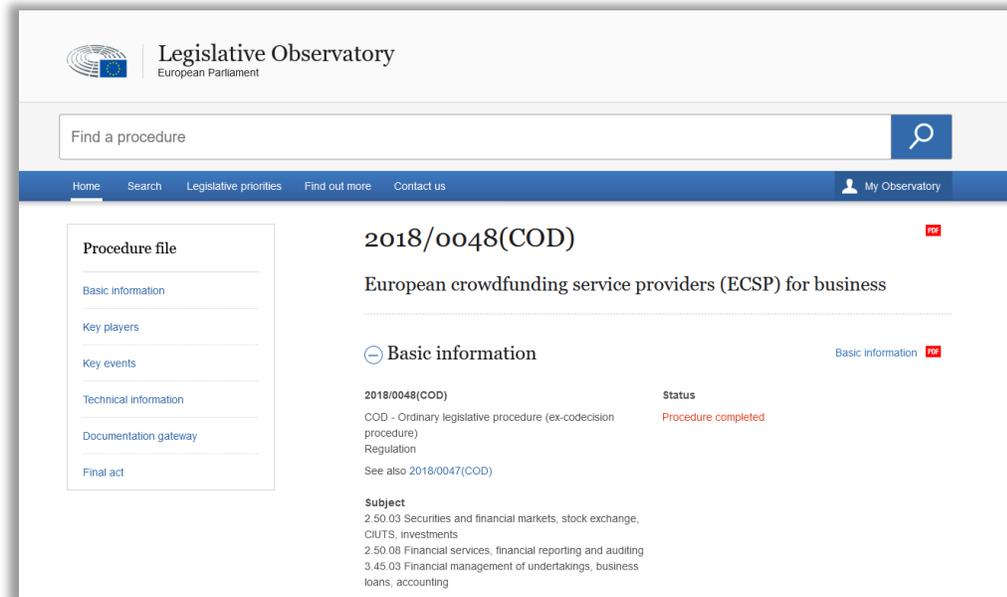
- Being able to "reach" the public
- Attract investors
- Comply with the (new) legislation

## 5. Keys to succeed

- Prepare your project well and investigate how others have done
- Choose the right platform
- Offer something "tangible", not just an idea
- Know your target audience
- Define attractive rewards for your audience
- Create promotional materials (videos, web, pre-series ...)
- Spread widely, communicate frequently and well, accepting suggestions and criticism
- Keep promises, build confidence

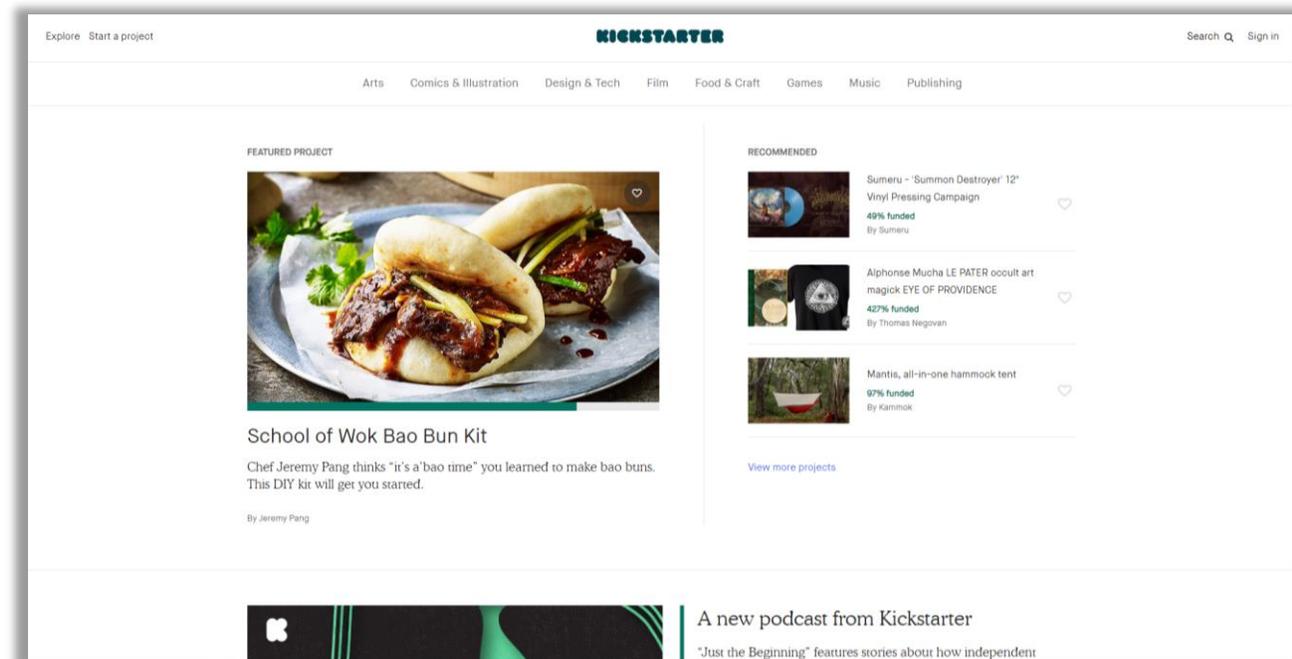
## 6. Legal regulation in Europe

- Still under development. For crowdfunding services, **NOT** for users
- Regulation of the European Parliament and of the Council on European Crowdfunding Service Providers (ECSP) for Business [[COM\(2018\)113 final](#)]

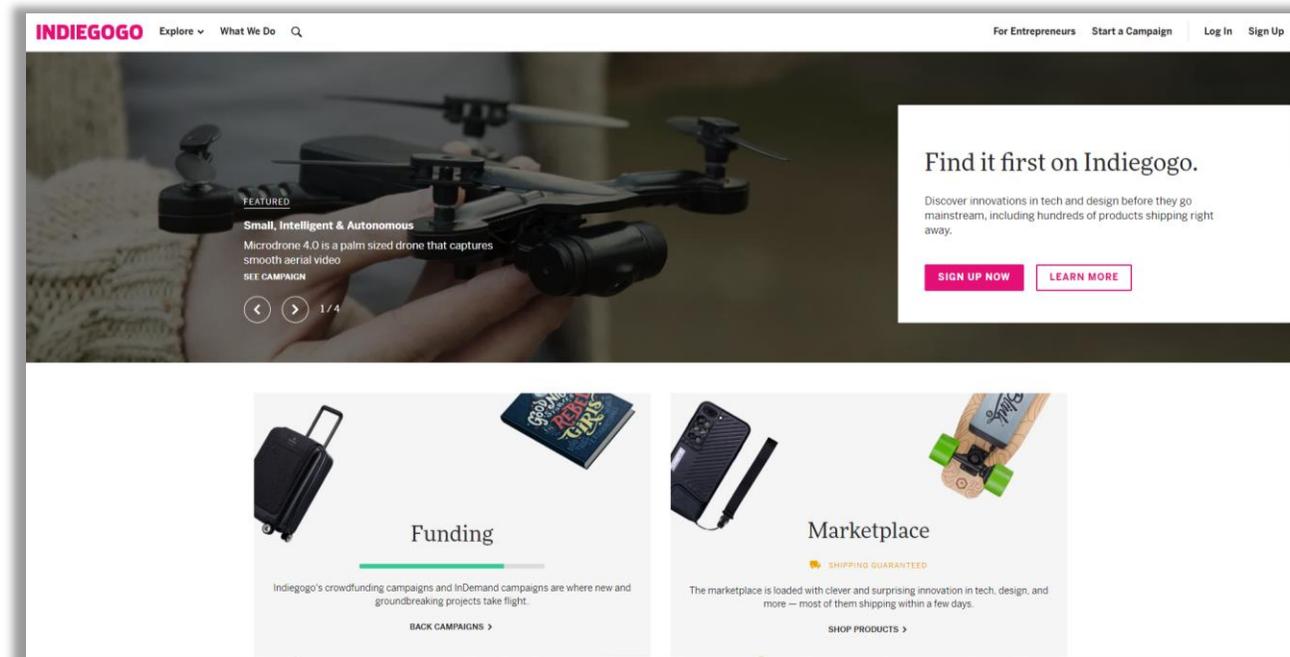


The screenshot shows the Legislative Observatory website interface. At the top, it says 'Legislative Observatory European Parliament'. Below that is a search bar with the text 'Find a procedure'. A navigation menu includes 'Home', 'Search', 'Legislative priorities', 'Find out more', 'Contact us', and 'My Observatory'. The main content area displays the procedure file '2018/0048(COD)' with the title 'European crowdfunding service providers (ECSP) for business'. A sidebar on the left lists sections: 'Procedure file', 'Basic information', 'Key players', 'Key events', 'Technical information', 'Documentation gateway', and 'Final act'. The main content area includes a 'Basic information' section with details: '2018/0048(COD)', 'COD - Ordinary legislative procedure (ex-codecision procedure)', 'Regulation', 'See also 2018/0047(COD)', and 'Status: Procedure completed'. A 'Subject' section lists related topics: '2.50.03 Securities and financial markets, stock exchange, CIUTS, investments', '2.50.08 Financial services, financial reporting and auditing', and '3.45.03 Financial management of undertakings, business loans, accounting'.

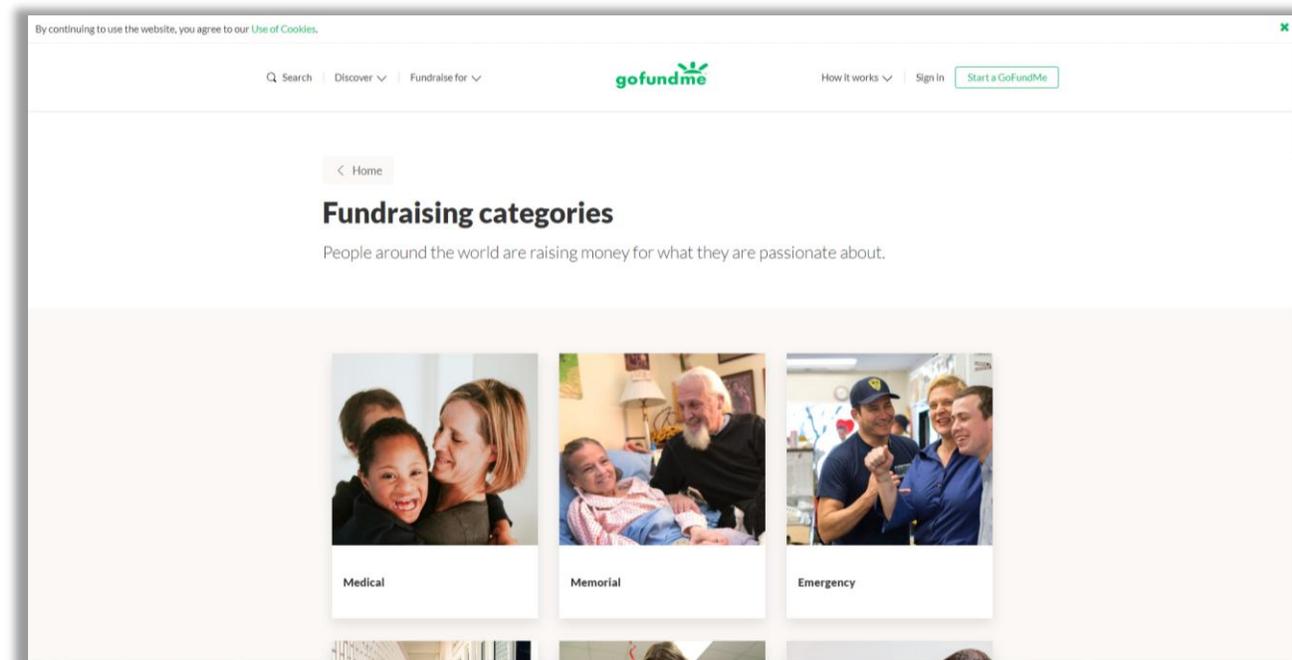
## 7. Some crowdfunding platforms: Kickstarter



## 7. Some crowdfunding platforms: Indiegogo



## 7. Some crowdfunding platforms: Gofundme



## 8. To do list



With one of the products defined by the company, think about how you would organize your crowdfunding campaign:

- What would your economic objective be?
- How would you define the project execution schedule?
- What stages / rewards would you define?
- Who would you address?
- How would you reach your target audience?



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