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Undertaking
Recycling and
Creating

Teachers training

#09. Introduction to crowdfunding



Edition 02/2021



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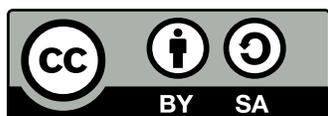
Colegio La Salle Barcelos (Portugal)

Etaireia Koinonikis Paremvasis Kai Politismou Tis Nomarchiakis Aftodioikisis Magnisias (Greece)

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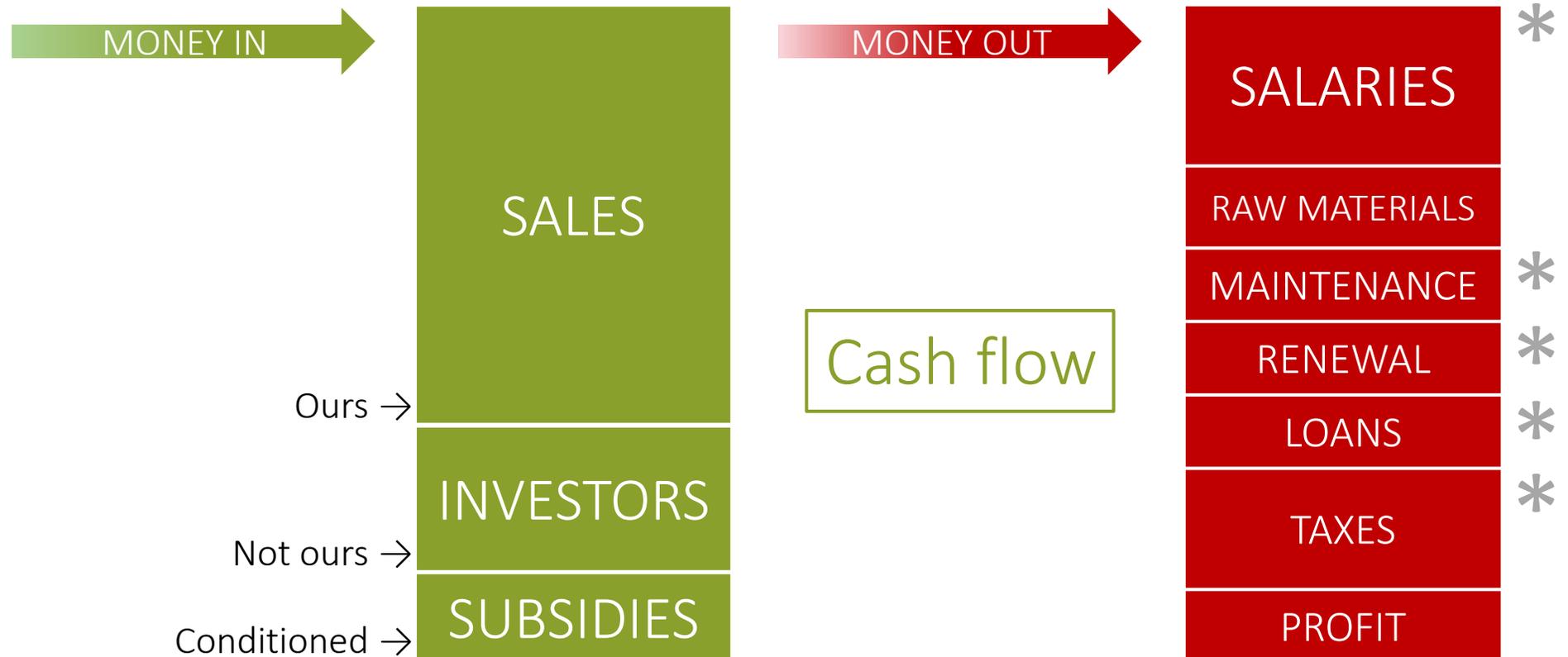


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Contents

1. Where is the money?
2. What is crowdfunding? Different crowdfunding types
3. The rewards
4. Pros and cons
5. Keys to succeed
6. Legal regulation in Europe
7. Some crowdfunding platforms

1. Where is the money?



2. What is crowdfunding?

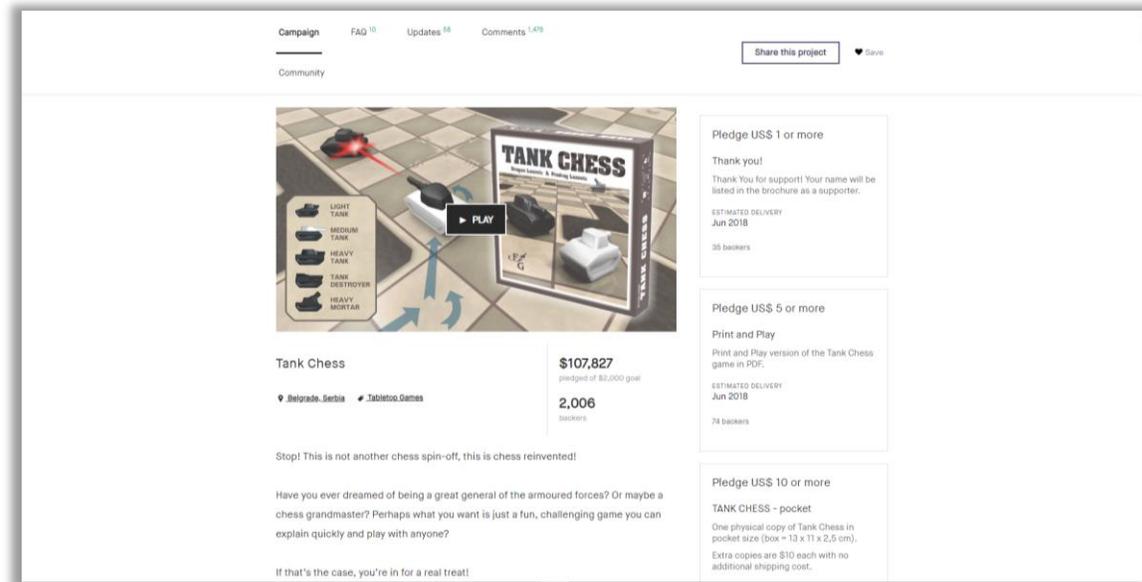
A collaborative funding mechanism for any kind of projects.

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 ¹⁰ Updates ⁵⁸ Comments ^{1,439} 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.

oncomet
with Ramón Domínguez
IDIS Compostela

10 € 30 € 50 €
100 € 150 €
Outra cantidade €
DOAR

QUEDAN 58 DÍAS
651.273 €
Cibelo

5.829 COFINANCIEROS

FAI O TEU DONATIVO

Plataforma Web www.oncomet.es
Teléfono 981 955 344
E-Mail colabora.biopsia.liquida@oncomet.es

RETORNO COLECTIVO

Proyecto Necesidades Cofinanciar Cofinanciados Noticias Vídeos Avances

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 consigán 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**.

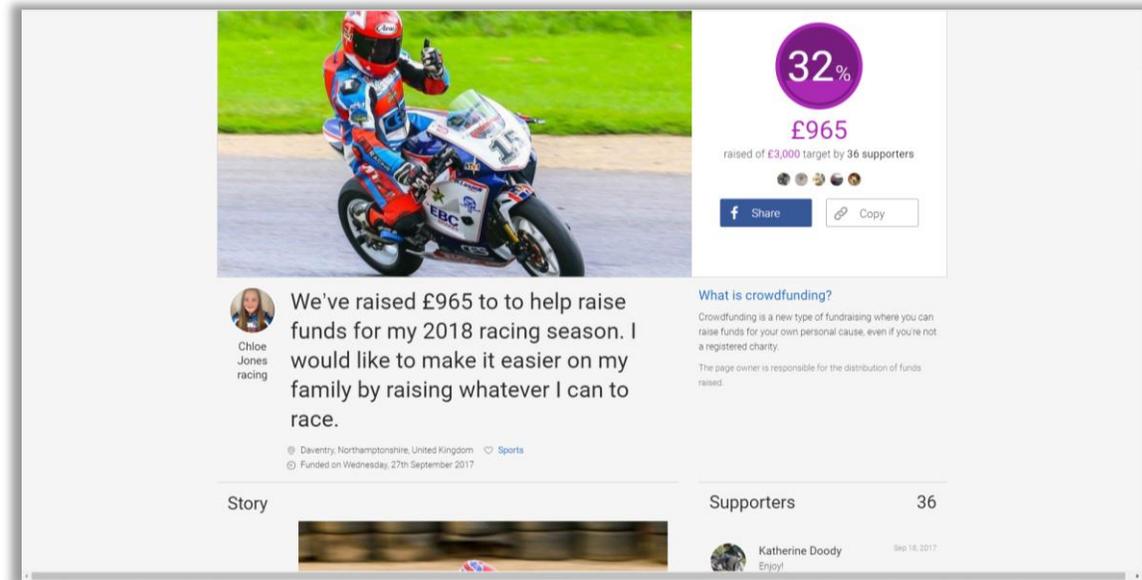
2. What is crowdfunding? Different types

Artistic

The screenshot shows an Indiegogo campaign page for 'New Album by In The Presence Of Wolves!!'. The campaign is marked as 'CLOSED'. The project owner is Chris Capitano, located in Philadelphia, United States, with 2 campaigns and more options. The campaign has raised \$6,355 USD from 118 backers, with a goal of about \$5,609 EUR. It is 127% of a \$5,000 flexible goal. The page features 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. A banner at the bottom promotes Indiegogo's products on Amazon.

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, followed by '£965 raised of £3,000 target by 36 supporters'. Below this are 'Share' and 'Copy' buttons. The main text reads: '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 located in Daventry, Northamptonshire, United Kingdom and was funded on Wednesday, 27th September 2017. At the bottom, there is a 'Story' section with a blurred image and a 'Supporters' section showing 36 supporters, with one named Katherine Doody who says '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

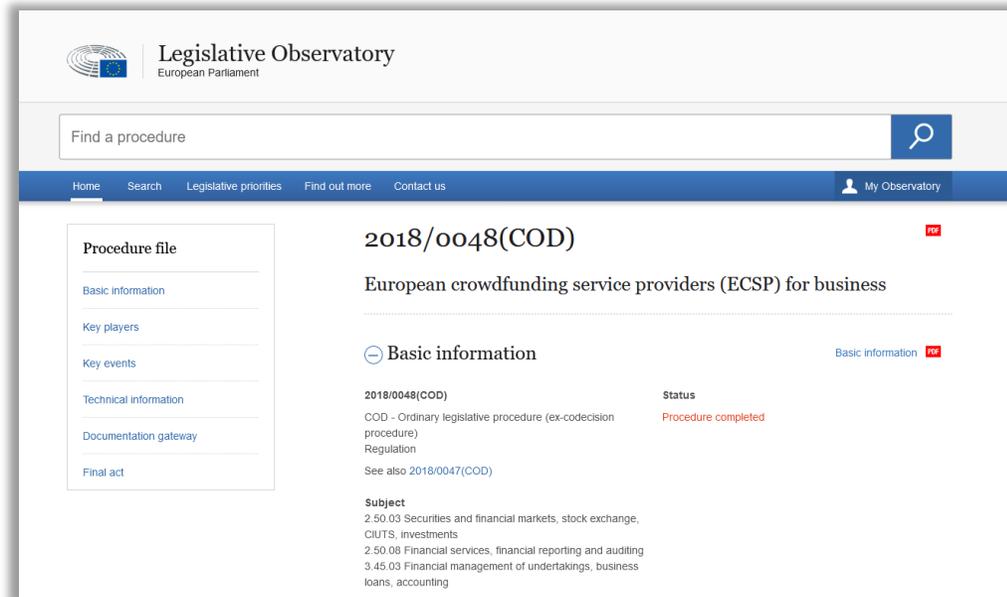
- Being able to "reach" the public
- Attract investors
- Comply with the (new) legislation

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](#)]

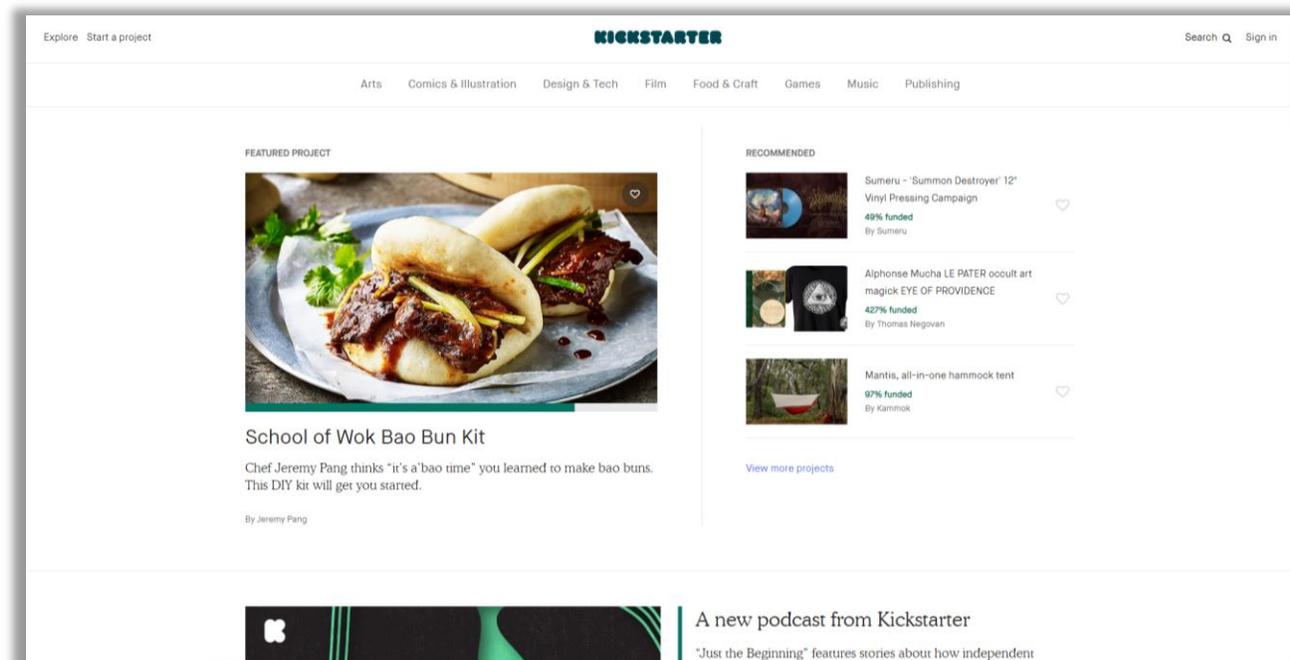


The screenshot shows the Legislative Observatory website. The main content area displays the following information:

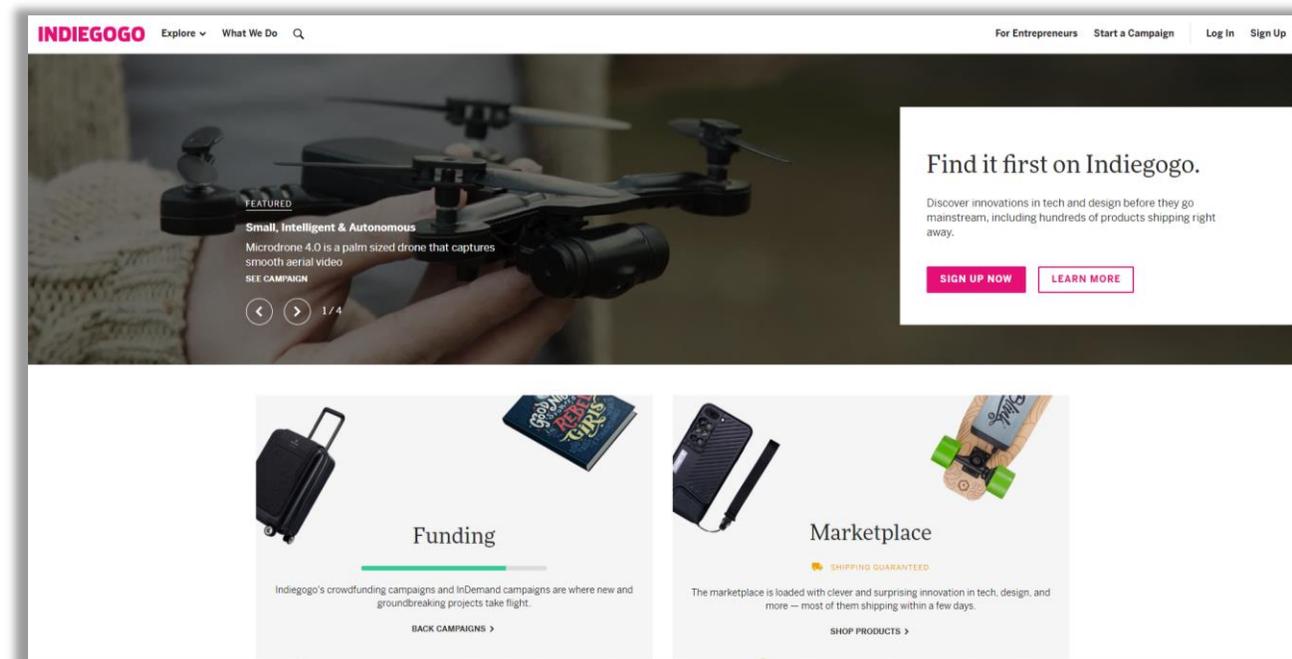
- Procedure file:** 2018/0048(COD)
- Title:** European crowdfunding service providers (ECSP) for business
- Basic information:** 2018/0048(COD) | Status: Procedure completed
- Subject:** 2.50.03 Securities and financial markets, stock exchange, CIUTS, investments; 2.50.08 Financial services, financial reporting and auditing; 3.45.03 Financial management of undertakings, business loans, accounting



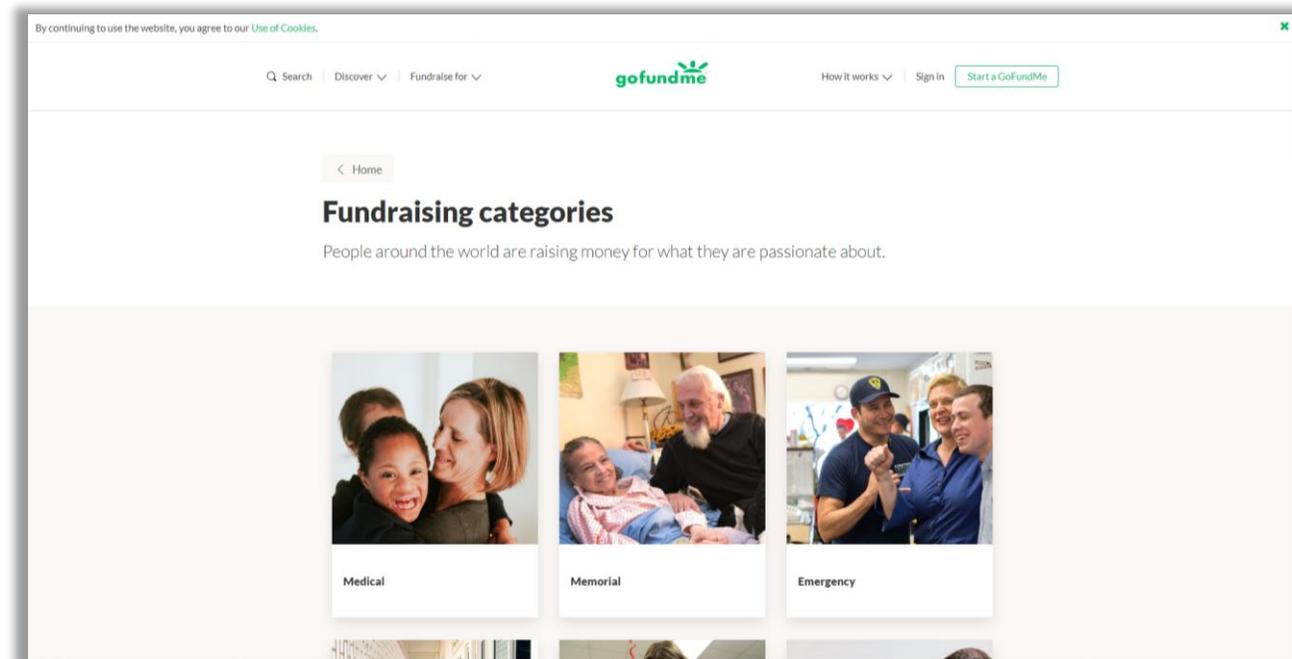
7. Some crowdfunding platforms: Kickstarter



7. Some crowdfunding platforms: Indiegogo



7. Some crowdfunding platforms: Gofundme





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