







# การผลักดันผลงานวิจัยผ่านช่องทาง Crowdfunding

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# The Rise of the Frugal Economy

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PALO ALTO – In a famous 1937 essay, the economist Ronald Coase argued that the reason Western economies are organized like a pyramid, with a few large producers at the top and millions of passive consumers below, is the existence of transaction costs – the intangible costs associated with search, bargaining, decision-making, and enforcement. But with the Internet, mobile technologies, and social media all but eliminating such costs in many sectors, this economic structure is bound to change.

Indeed, in the United States and across Europe, vertically integrated value chains controlled by large companies are already being challenged by new consumer-orchestrated value ecosystems, which allow consumers to design, build, market, distribute, and trade goods and services among themselves, eliminating the need for intermediaries. This bottom-up approach to value creation is enabled by the horizontal (or peer-to-peer) networks and do-it-yourself (DIY) platforms that form the foundation of the “frugal” economy.

Two key factors are fueling the frugal economy’s growth: a protracted financial crisis, which has weakened the purchasing power of middle-class consumers in the West, and these consumers’ increasing sense of environmental responsibility. Eager to save money and minimize their ecological impact, Western consumers are increasingly eschewing individual ownership in favor of shared access to products and services.

<http://www.project-syndicate.org/commentary/peer-to-peer-economy-by-navi-radjou-1-and-jaideep-prabhu-2015-02>

# Crowdfunding: ช่องทางที่เร็วขึ้นในการผลักดันสิ่งประดิษฐ์ไปสู่นวัตกรรม



## KICKSTARTER



### Jolla Tablet - world's first crowdsourced tablet

Be a part of making the world's first people powered tablet, running Sailfish OS 2.0.

**\$2,162,063** USD

InDemand



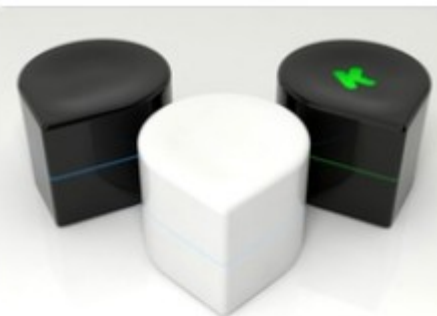
### Ritot - the first projection watch.

Inspired by future technologies we wanted to...

with Smart Crowdfunding

**\$1,610,151** USD

InDemand



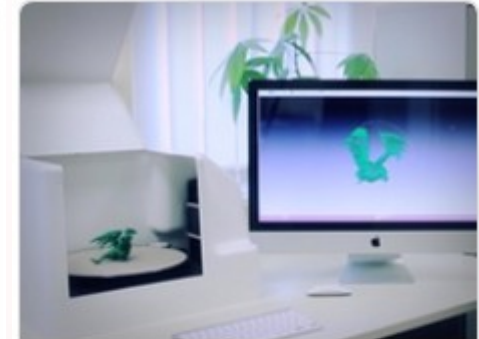
### The Mini Mobile Robotic Printer ZUTA Labs Ltd.

Finally! Mobile printing is really here! A printer that goes where you go & prints from your phone on any size page! The future is now!

Jerusalem, Israel

**Successfully funded!**

**127%** funded **\$511,662** pledged **Funded** May 10 2014



### Desktop 3D Scanner CADScan

An easy-to-use, low-cost 3D scanning system that captures full colour, accurate 3D object data in minutes.

Chester, UK

**Successfully funded!**

**121%** funded **£97,264** pledged **Funded** Mar 19 2013

no time for chit chat the  
world awaits my glory!

2011 AFTER MUCH DELIBERATION  
**PEBBLE IS BORN**

2012

## Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology



**68,929**

bookers

**\$10,266,845**

pledged of \$100,000 goal

**0**

seconds to go

**Funded!**

This project was successfully funded on May 19, 2012.

**April 12 update - We're absolutely blown away by your support, Kickstarter. \$1M in 28 hours!**



## 2015 Pebble Time - Awesome Smartwatch, No Compromises



Pebble Time - Awesome Smartwatch, No Compromises

**\$20,338,986**

pledged of \$500,000 goal

📍 Palo Alto, CA

🔧 Product Design

# Dual microscope lens for mobile devices: TWI-VIS

Bangkok, Thailand Technology

Story Updates 0 Comments 29 Funders 100

1.2k

Share

32

Tweet

11

8+1



Email



Embed



Link



Follow



\$6,424 USD

RAISED OF \$5,000 GOAL

128%

0 time left

This campaign started on Dec 11 and closed on January 10, 2015 (11:59pm PT).

Fixed Funding ?

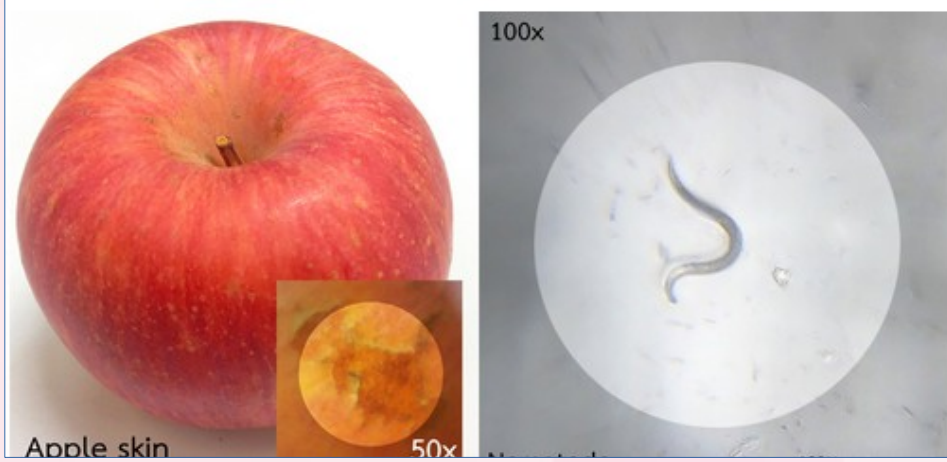
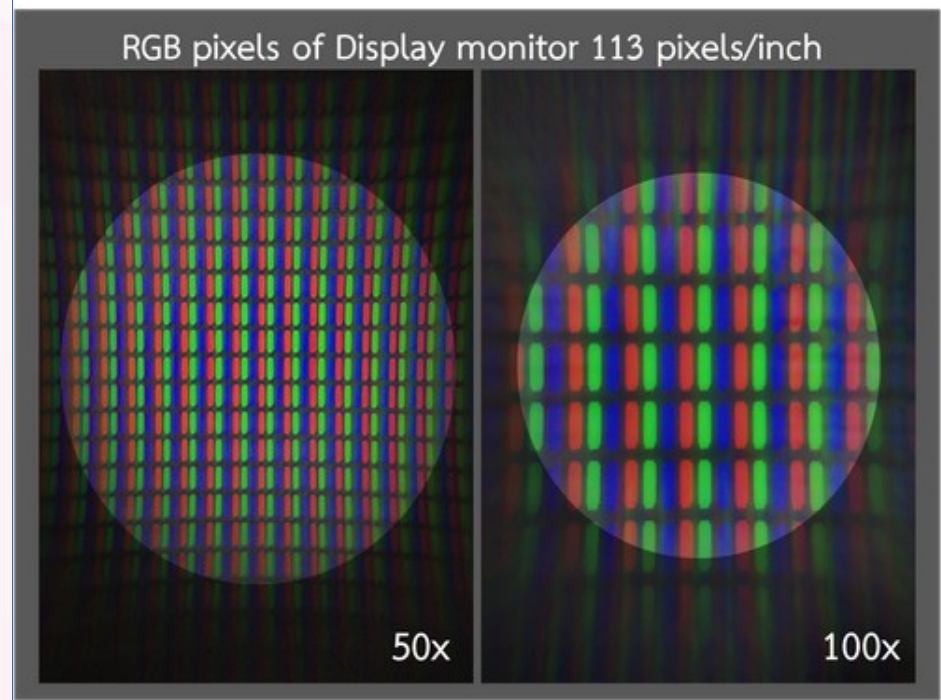
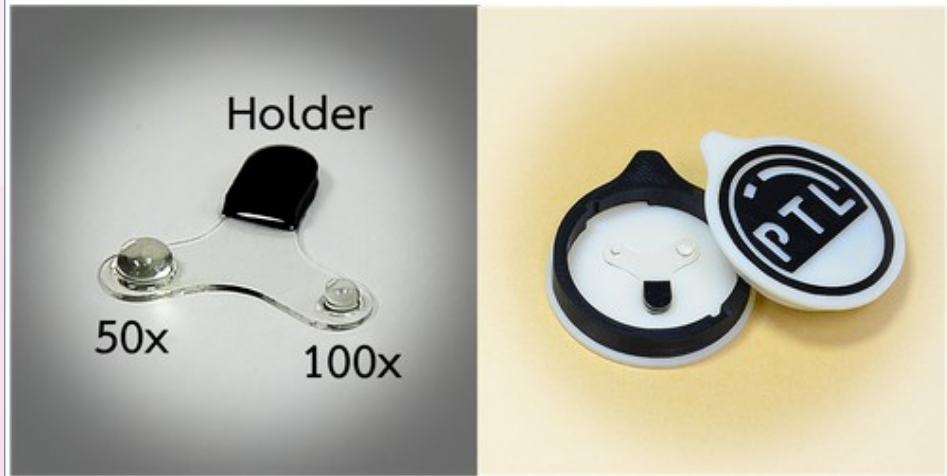
**CAMPAIGN CLOSED**

This campaign ended on January 10, 2015



Have you ever wondered how small creatures look like? Need a microscope? What about seeing the micro-world with your cell phone or tablet?

Here, we offer TWI-VIS, a dual microscope lens which has **two magnifications (50x/100x) in a single piece**. Then, you can enjoy both in just one order!!



A dual microscope designed in a trillium-like shape can be easily stuck on both front or back camera. Also, it comes off without leaving any residues. Whatever devices you have, cell phone or tablet, the TWI-VIS works well with any smooth surface.



**\$19** USD

**Early bird - TWI-VIS with case**

Early bird TWI-VIS 50/100x lens with case. Free economy International shipping worldwide.  
Get one before it runs out!!

We do appreciate you decided to use this lens as the New Year gift. Only for the backer who backs before 15DEC2014, we will ship the package on 16DEC2014. Please add \$20 more for EMS option, it normally takes 3-4 days depending on countries. Please check with us if you need more info.

**SOLD OUT**

**\$29** USD

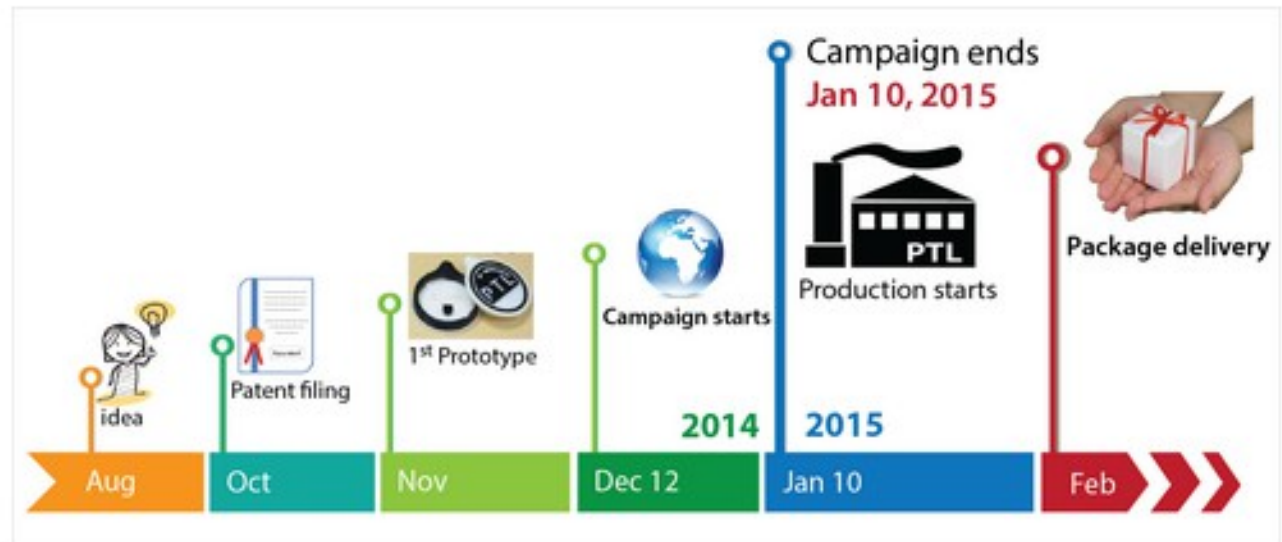
**TWI-VIS with case**

TWI-VIS 50/100x lens with case. Free economy International shipping worldwide.

Estimated delivery: **February 2015**

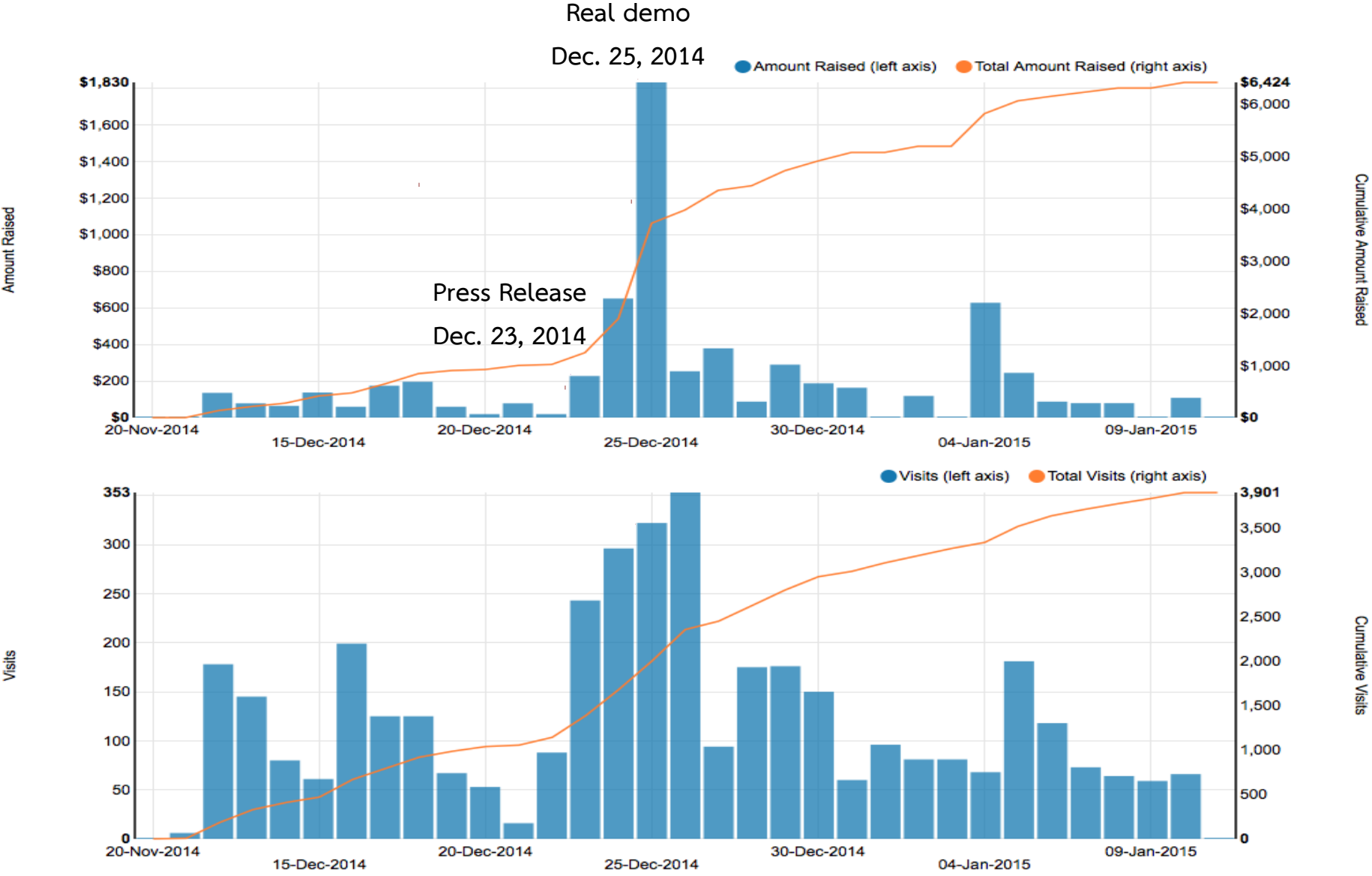
28 claimed

**Timeline**





# Examples of Stimulation



## Create a Crowdfunding Platform With These 19 Sites

PUBLISHED BY SALVADOR BRIGGMAN. FIND HIM ON [TWITTER](#).

### Reach More Online Donors

Boost Online Giving Revenue & Fundraising Effectiveness

#### PHP Code Generator

scriptcase.net

Develop complete web applications Forms, Reports, Grids, Charts, PDF

[Freelance Developer](#)

[Build a Free Website](#)

[Your own Bicycle café](#)

[Crowdfunding Investments](#)

## Open Source Crowdfunding Platforms

– **Catarse**: Catarse is an open source crowdfunding platform that was created in Brazil. Judging from the last time I used the code base, it will require a good amount of manipulation and bug fixing if you'd like to use it to create a crowdfunding site. It's easiest to set up with PayPal. Once you do get it working to your needs, it's awesome and performs the job well. You can see it in action [here](#).

– **Spot.us** (Crowdfunded Reporting): Spot.us is a [community funded reporting platform](#). There is also an open-source version on github. It uses the Ruby on Rails

## WordPress Themes for a Crowdfunding Platform

– **Ignition Deck**: Ignition Deck is a popular wordpress crowdfunding plugin and crowdfunding theme. Pricing ranges from \$79-\$349. Extensions include WePay, Amazon Payments, and MixPanel Analytics.

– **Fundify**: Fundify is a wordpress crowdfunding theme by the popular theme marketplace, ThemeForest. It costs \$60, integrates with WePay and PayPal, and supports flexible and fixed fundraising options.

– **FundingPress**: FundingPress is another theme created by ThemeForest that you can use to create a crowdfunding platform. It costs \$55 and has a bit of a different layout than Fundify.

– **Launcht**: Launcht is one of the best known white-label crowdfunding platforms out there. They are based in Boston, MA and help customers create crowdfunding platforms for nonprofits, universities, startups, and more. Pricing information: Setup – \$495-\$5,995. Ongoing – \$295/mo & 1% of all funds raised – \$495/mo & 1% of all funds raised.

– **Invested.In**: “Fully customizable. Trusted and used by some of the largest brands and names on the planet. It's super-simple. We'll help you set up.” Prices range from \$345.90-\$995.90 per month. There is also an enterprise tier where Invest.In will help with coding/design work.

– **CrowdValley**: “Configure and launch your own crowdfunding, peer-to-peer marketplace, or online investment portal. Plug in services and APIs for investor accreditation, escrow accounts, due diligence, regulatory compliance, and financial back office.” Prices range from \$99-\$1,499 per month.

– **CrowdfundHQ**: “The fastest, easiest way to create a successful crowdfunding site. No coding required. Best pricing in the industry.” Prices range from \$60-\$200 per month.

– **Towema**: “The easiest way to launch a personalized crowdfunding platform.” Prices range from \$500-\$1,500 per month.