



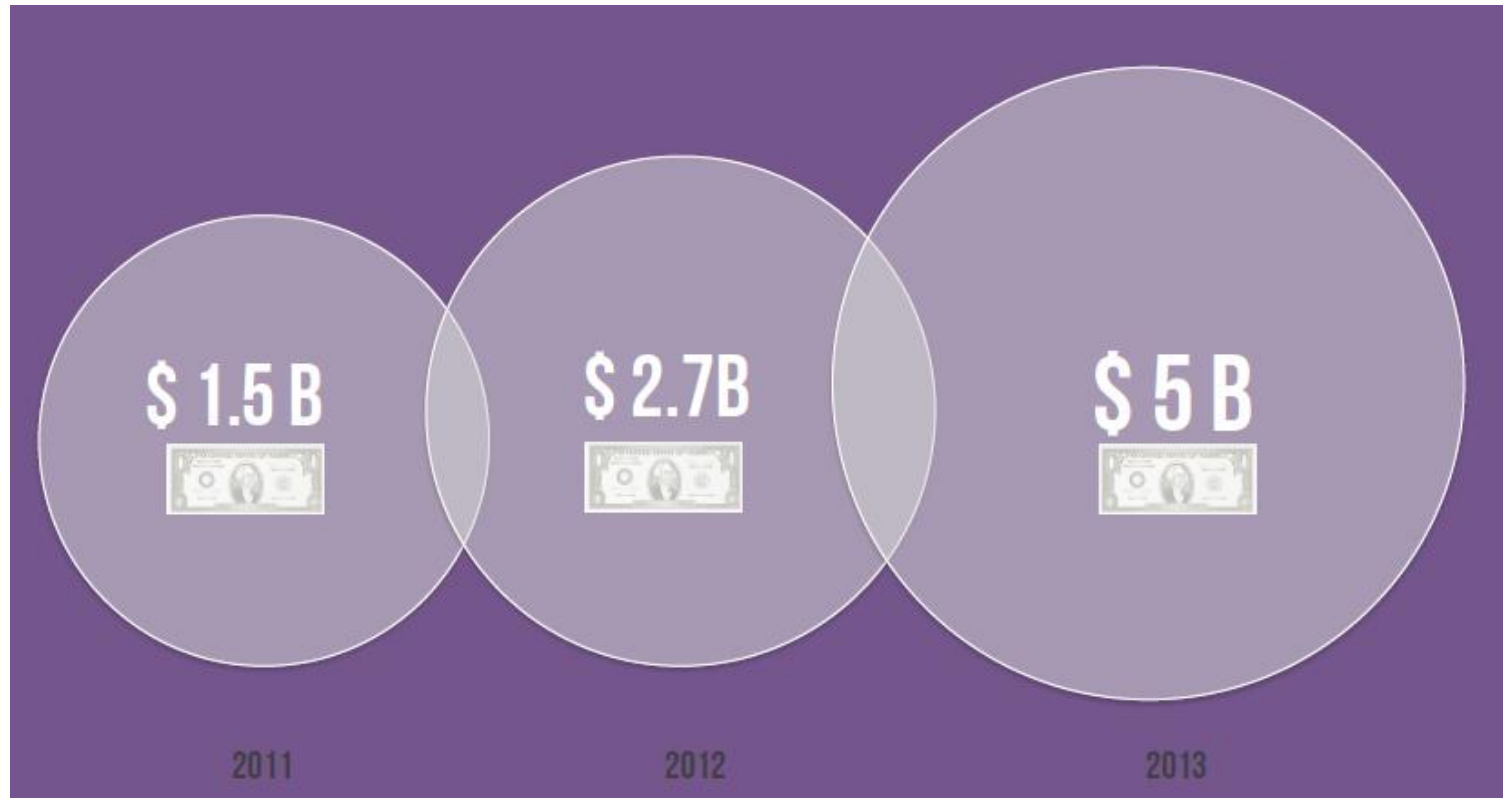
CROWDFUNDING: TREND & OPPORTUNITY

SUWIPA WANASATHOP

VICE PRESIDENT,

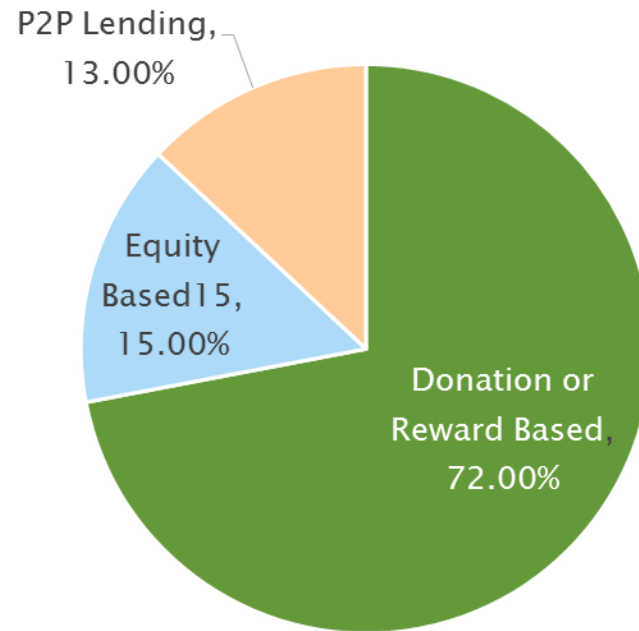
NATIONAL SCIENCE AND TECHNOLOGY DEVELOPMENT AGENCY (NSTDA)

INDUSTRY SIZE

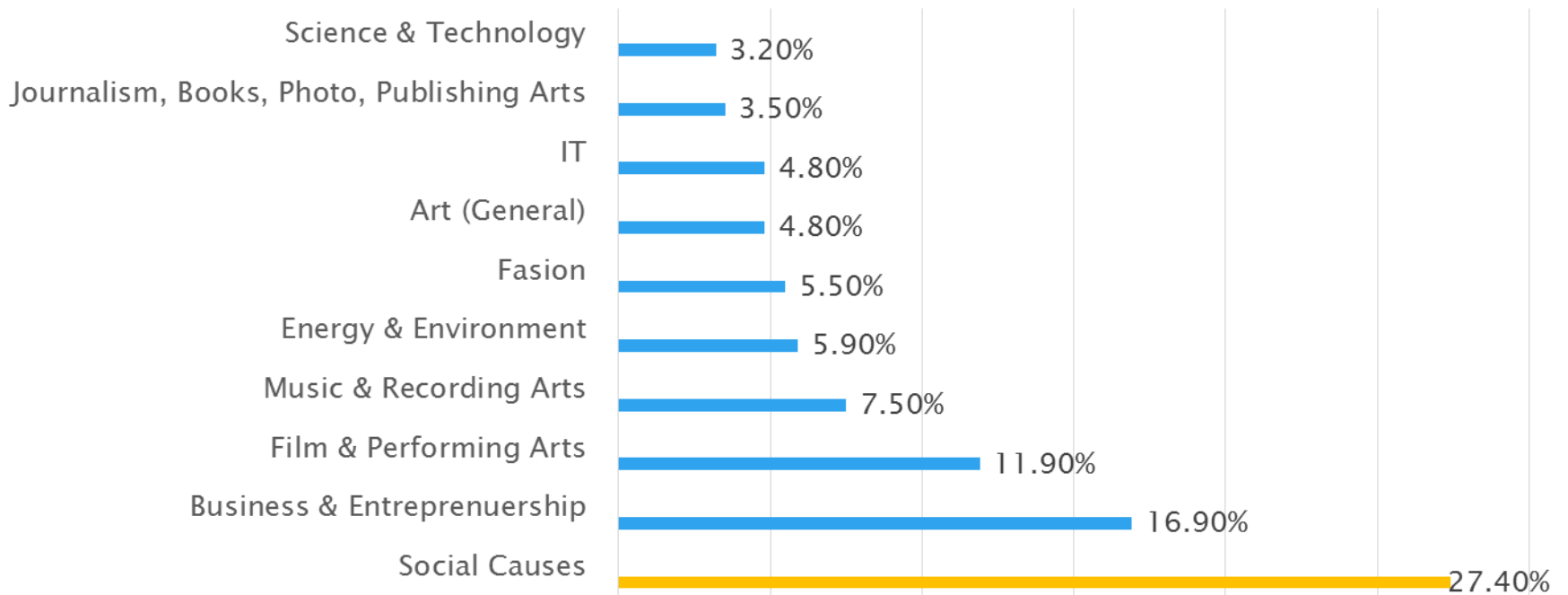


CrowdFunding will continue to grow. The World Bank estimated that by 2025, the global crowdfunding market potential could be \$90-96 Billion.

CROWDFUNDING BY TYPES



TOP FUNDING PROJECTS

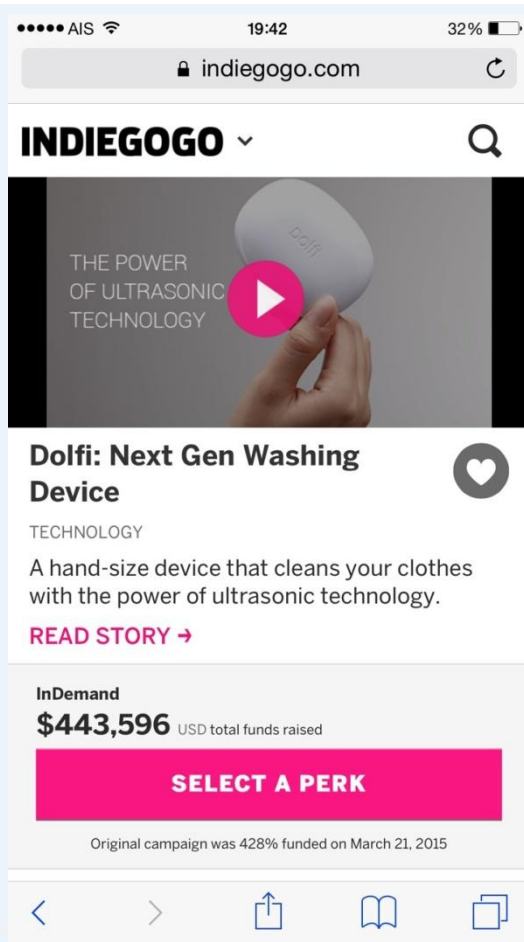


CROWDFUNDING TRENDS

- Moving Slowly to Jumpstart our Business Startups
- Exits by Crowdfunding Websites Will Exceed New Launches
- Major VC Players could set up their own



Successful Case: Dolfi-Next Gen Washing Device



The screenshot shows a mobile browser view of the Indiegogo website. At the top, the status bar shows 'AIS', signal strength, time '19:42', and battery '32%'. The browser address bar contains 'indiegogo.com'. The Indiegogo logo is in the top left, and a search icon is in the top right. The main content area features a video player with a play button and the text 'THE POWER OF ULTRASONIC TECHNOLOGY' over an image of a hand holding a white, oval-shaped device. Below the video, the title 'Dolfi: Next Gen Washing Device' is displayed with a heart icon. Underneath, the category 'TECHNOLOGY' is listed, followed by a description: 'A hand-size device that cleans your clothes with the power of ultrasonic technology.' A 'READ STORY →' link is provided. A funding progress bar shows 'InDemand' status and '\$443,596 USD total funds raised'. A prominent pink button says 'SELECT A PERK'. At the bottom, it notes 'Original campaign was 428% funded on March 21, 2015'. Navigation icons for back, forward, share, bookmark, and tabs are visible at the very bottom of the page.

19:42 32%

indiegogo.com

INDIEGOGO 🔍

THE POWER OF ULTRASONIC TECHNOLOGY

Dolfi: Next Gen Washing Device ❤️

TECHNOLOGY

A hand-size device that cleans your clothes with the power of ultrasonic technology.

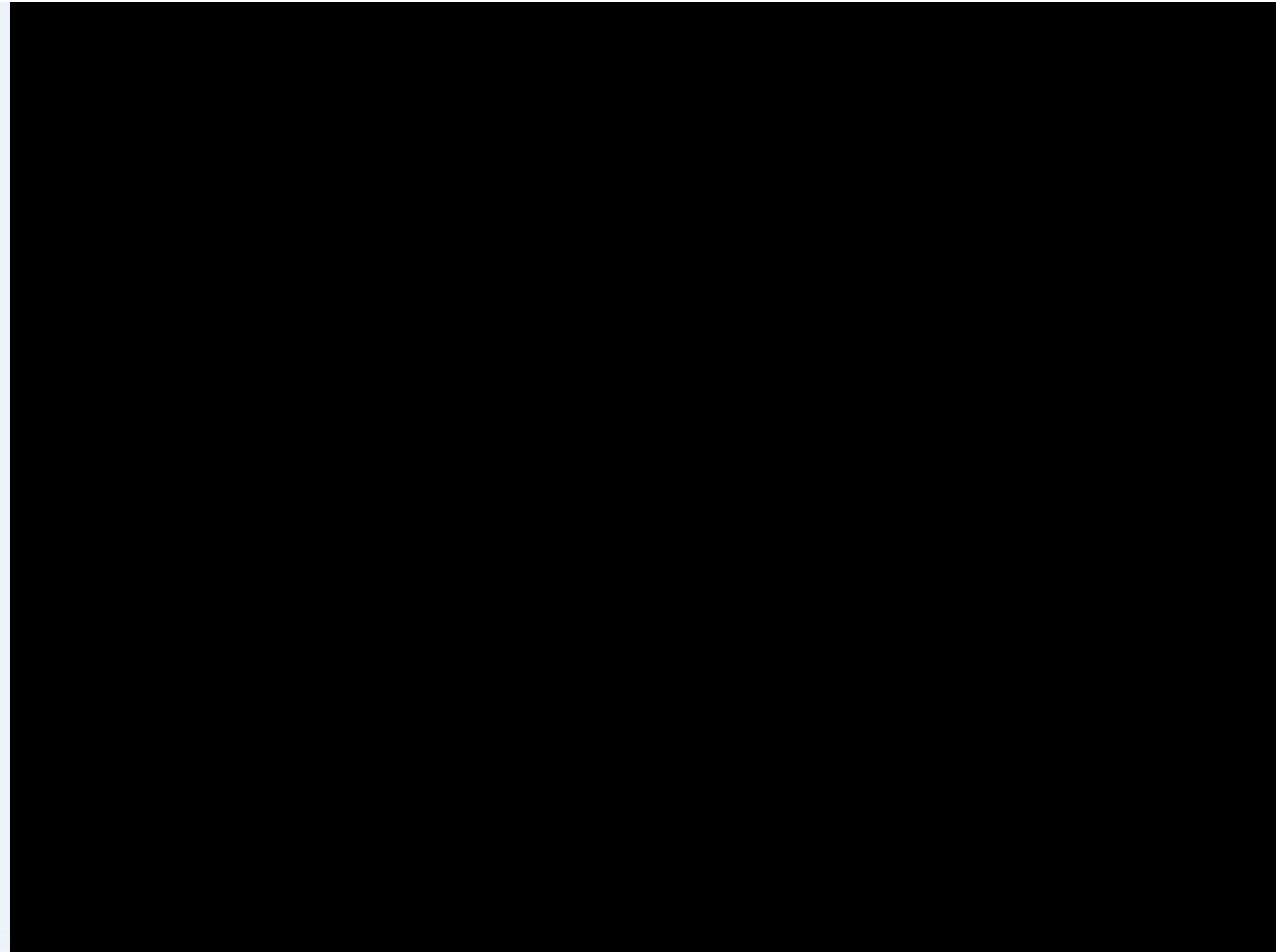
[READ STORY →](#)

InDemand

\$443,596 USD total funds raised

SELECT A PERK

Original campaign was 428% funded on March 21, 2015



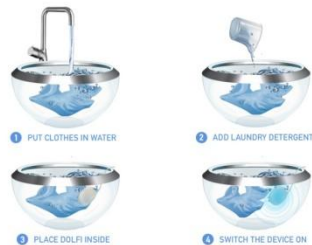
0:02 / 3:50





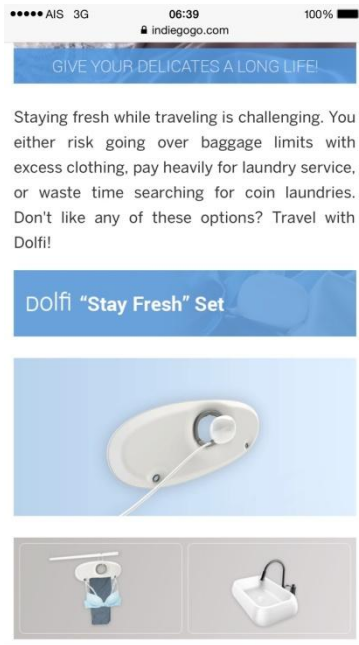
How does it work? It's amazingly simple...

Put your clothes in waterproof container, add water, detergent and Dolfi. Switch the device on and enjoy your free time!



The device will glow blue as it softly cleans your clothes. Blue light indicates ultrasonic vibrations in the water. It works like magic!

After only 30-40 min, your clothes will be fresh

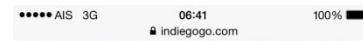


Dolfi isn't just a pretty package - this compact but powerful device consumes about 80 times less energy than a conventional washing machine, helping you make a huge positive impact for the planet and, of course, for your wallet.

Save on every wash with Dolfi



With Dolfi you can save on dry cleaning cost for delicates, on hotel or laundry services while you're traveling and on overweight charges on



Pack smart for your great adventures: inflatable hanger, clever fixtures, sink stopper, and of course the Dolfi device. The set is perfectly portable to fit in any luggage and will make your travels more fun without the hassle of laundry.

Crowdfunding Platforms



SINWATTANA

LOOKING GOOD, BUT!!!

- 60% of all projects fail
- Average raise is less than \$10k
- Due to no prelaunch



MUST DO!!



Research/Plan

Details! Details!

Details!



Build, build, refine

Seek Feedback

Involve People (Social)

This is NOT Perfect



LAUNCH



Impressions &

Site Traffic

Good campaigns convert 4-5% of the traffic that comes to the site

KEY SUCCESS FACTORS

- Right Platform @ The Right Time
- Effective & Attractive Curation: Great Pitch
- Good Strategies & Sound Business Plan
- Managing Risks & Optimizing Resources
- Be Proactive
- Have an audience that cares

The Spirit of CrowdFunding

- Building a CrowdFunding ecosystem depends on key enablers to build trust
- Campaigner: Simply sets the tone right from the very beginning for that idea to materialize--- committed to what we say we are going to be/do/have
- Embraces the evolution of technology and proliferation of social media to reach out to the world