

Crowdfunding

By Dr. Sharon Tulabadi (Pan)
GravitechThai (Home of Maker)



Crowdfunding is Not New, But Crowdfunding is.

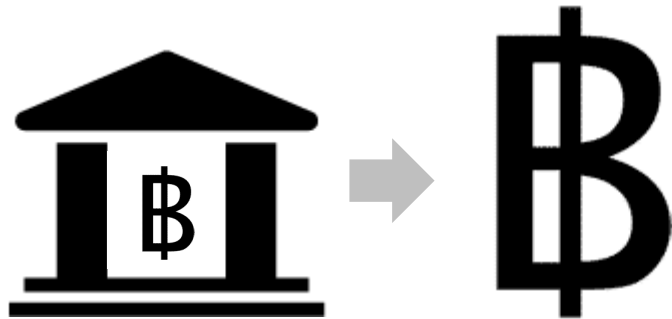


Source : <http://www.forbes.com/sites/jimblasingame/2014/08/01/crowd-funding-is-not-new-but-crowdfunding-is/>

What is it?

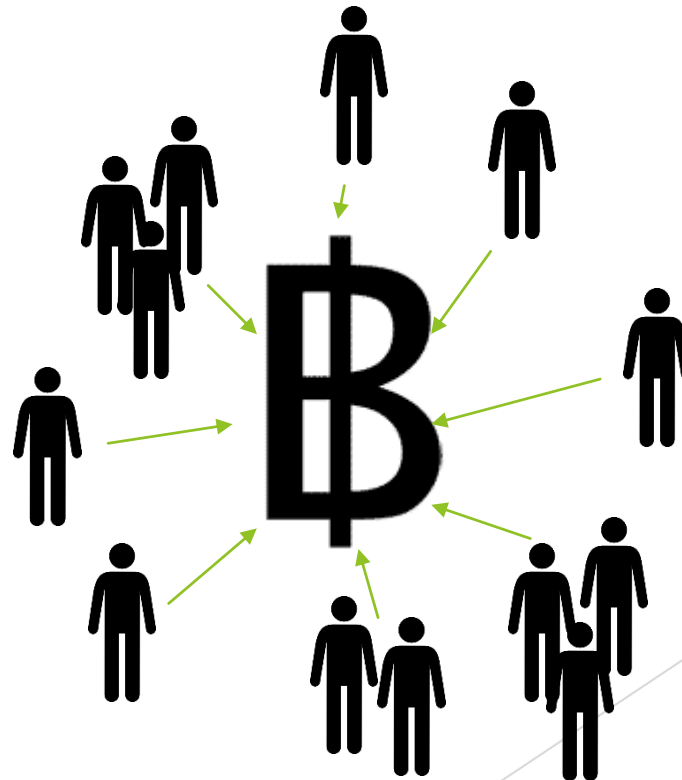
Traditional Funding

- Large amount from one
- A few source



CrowdFunding

- Many small sums from
a large group of individuals



The Power of CrowdFunding



A little Money

X



A lot of people

=

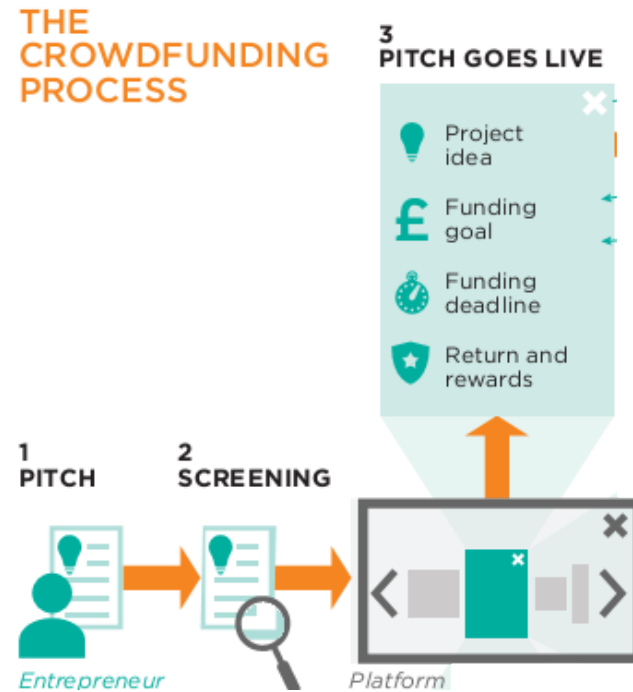


The power of CrowdFunding

Crowdfunding Characteristics

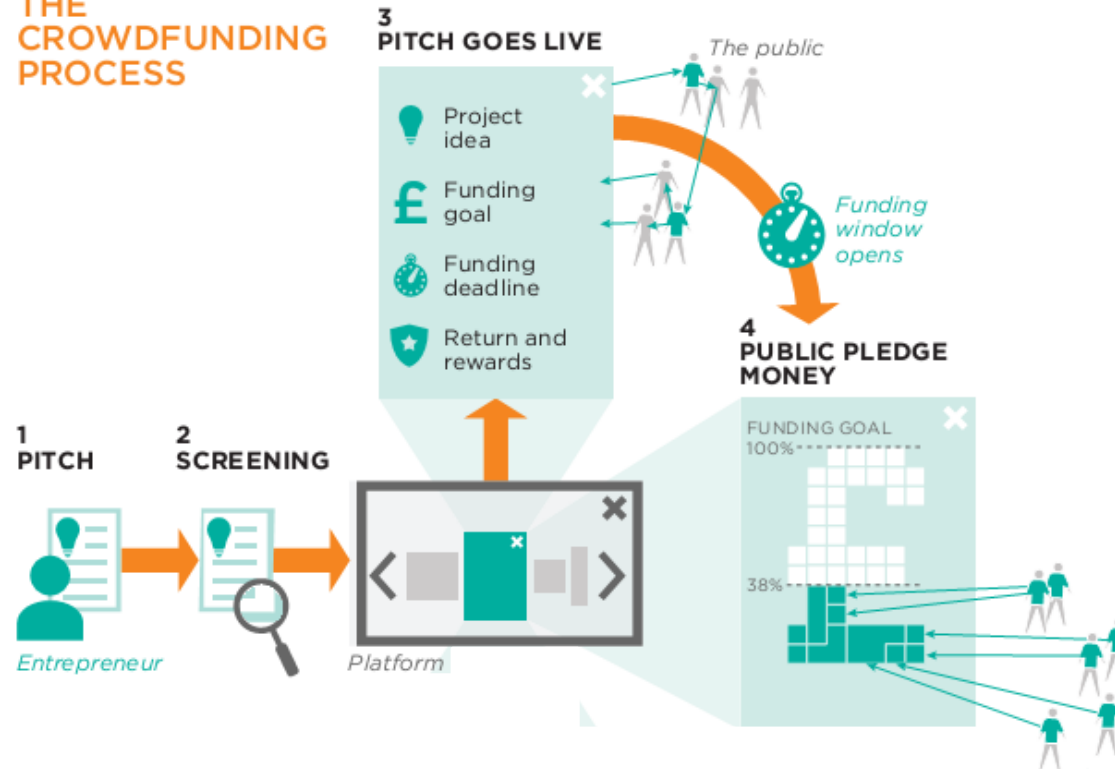
- ▶ Enabled by internet technologies
 - ▶ Platform
 - ▶ Payment systems
- ▶ Leverage social media
- ▶ For start-ups and SMEs
- ▶ Lack of access to traditional finance
- ▶ Platform takes fees on money invested
- ▶ Minimum investment very low

How does it work?



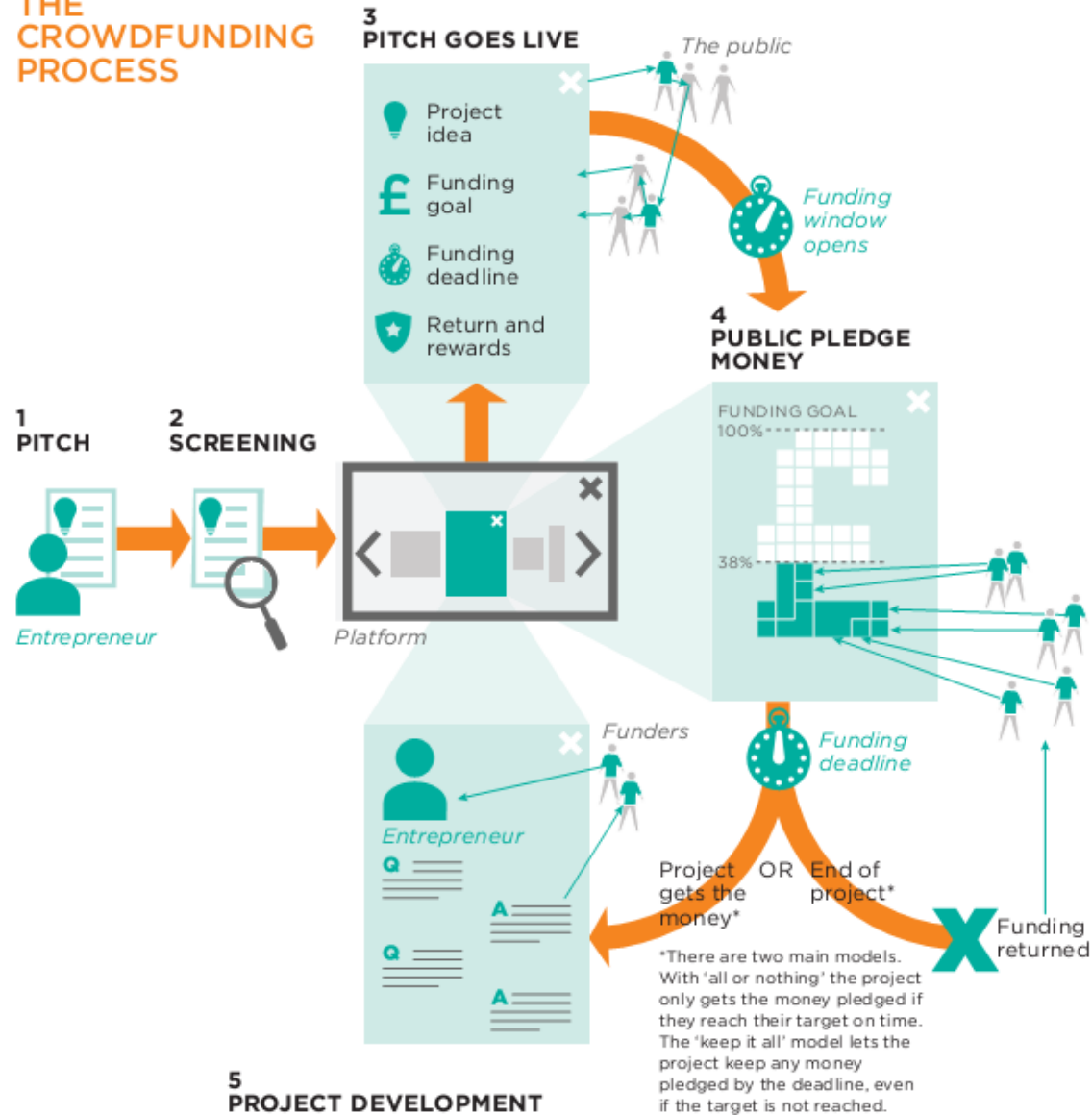
How does it work?

THE CROWDFUNDING PROCESS



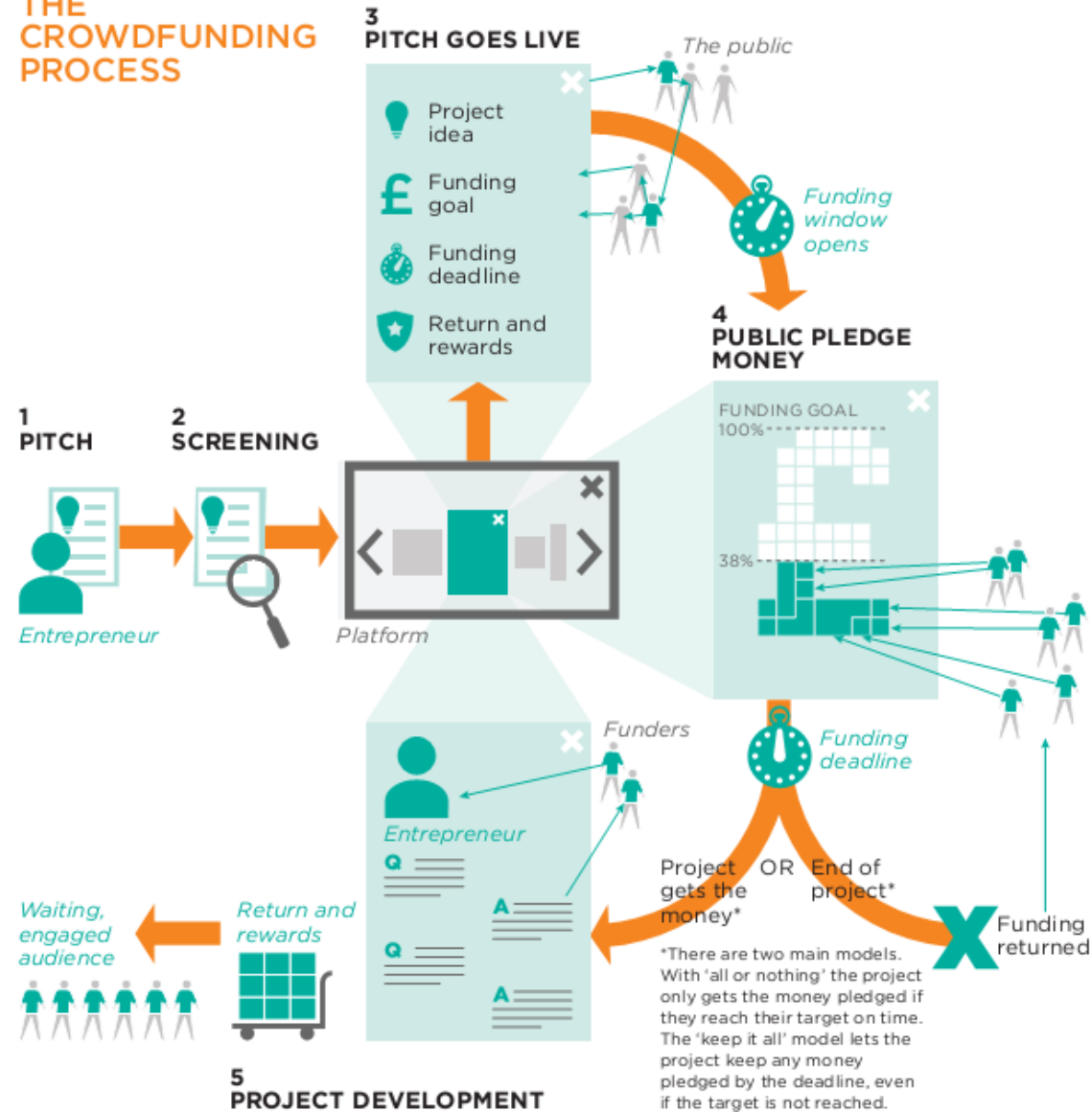
How does it work?

THE CROWDFUNDING PROCESS



How does it work?

THE CROWDFUNDING PROCESS



Different models

	Form of contribution	Form of return	Motivation of funder
Donation based	Donation	Intangible benefits	Intrinsic and social motivation
Reward based	Donation/ Pre-purchase	Rewards but also intangible benefits	Combination of intrinsic and social motivation and desire for reward
Lending based	Loan	Repayment of loan with interest. Some socially motivated lending is interest free.	Combination of intrinsic, social and financial motivation
Equity based	Investment	Return on investment in time if the business does well. Rewards also offered sometimes.	Combination of intrinsic, social and financial motivation

Different Platforms



KICKSTARTER



Giveforward

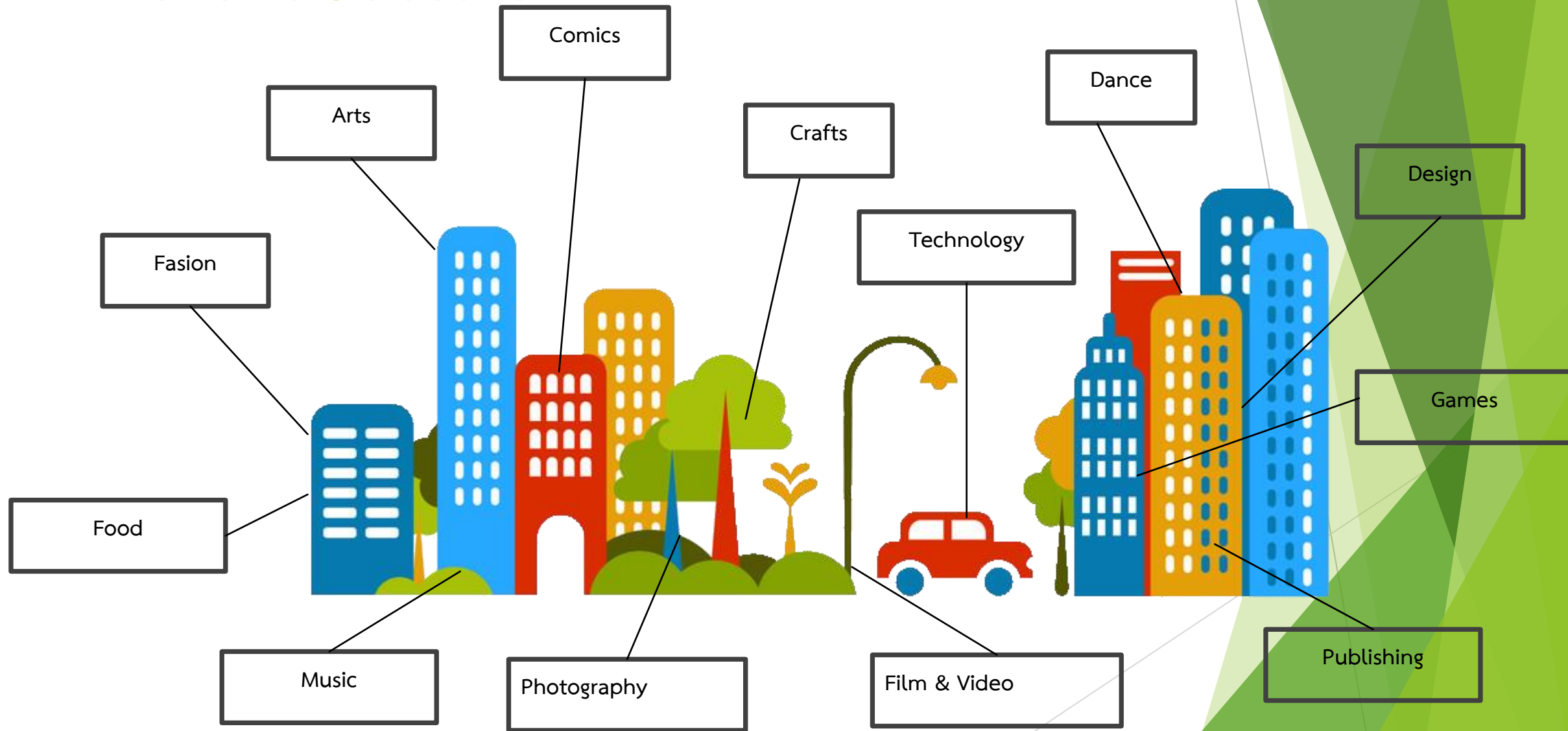


after
word

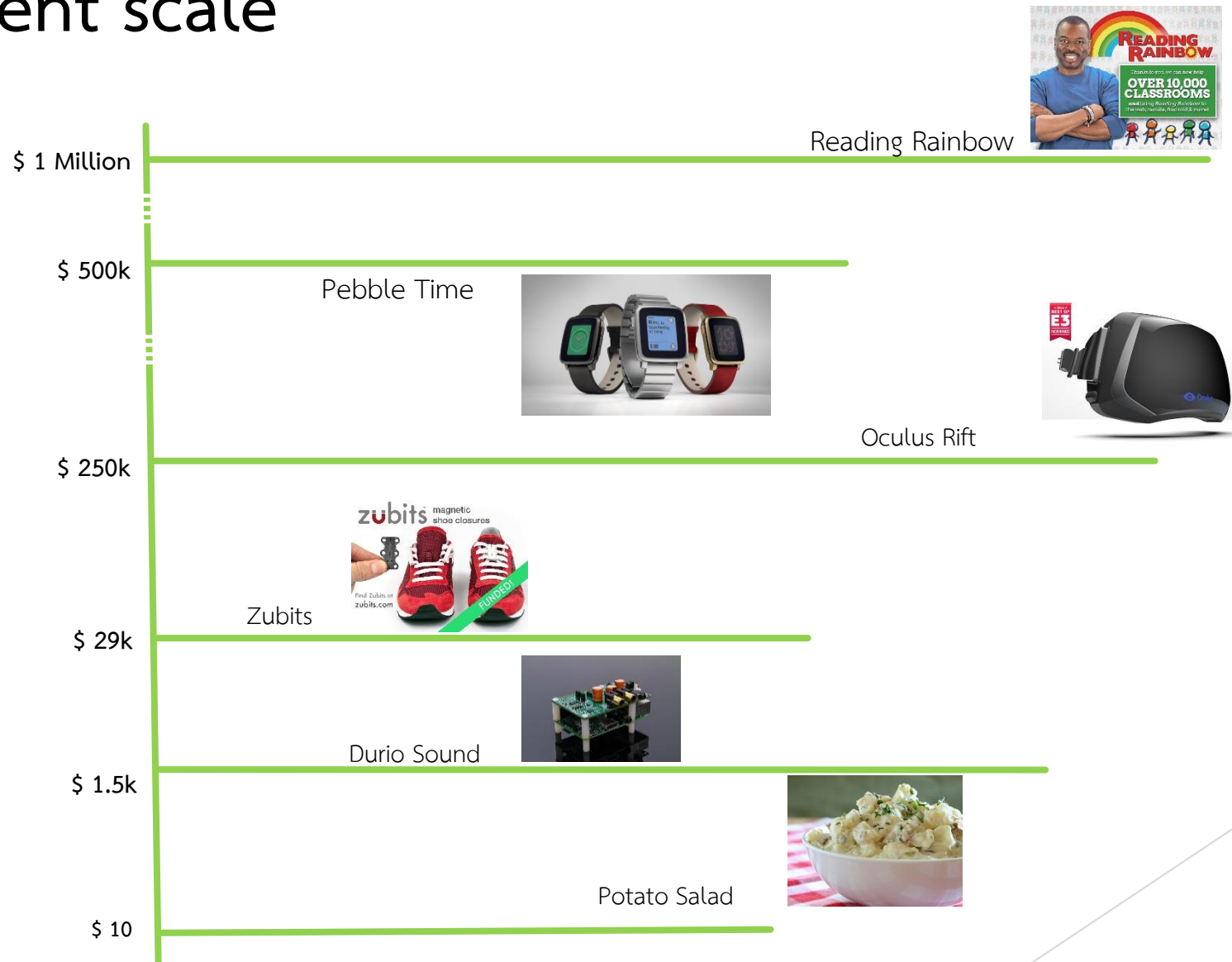


ROCKETHUB
The world's crowdfunding machine.

Different Sectors



Different scale



Some Possible Benefits

- ▶ More than money : marketing, time to market
- ▶ Crowds of support - network effect
- ▶ Innovative/high relevance ideas
- ▶ New types of audience reached

The Most Successful Kickstarter Product

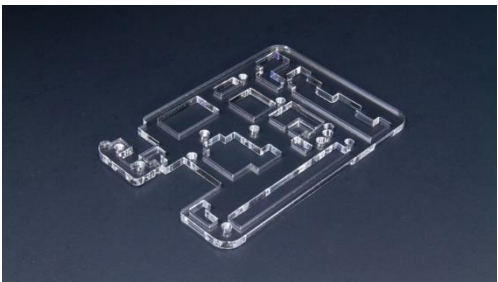
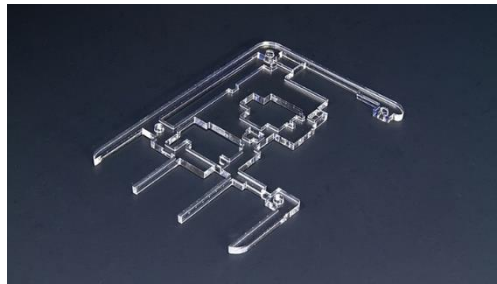
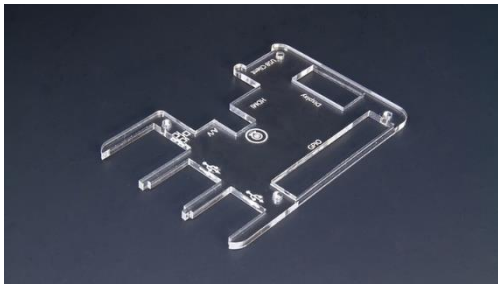
1. Pebble Time - (\$20,338,986)
2. Coolest Cooler - (\$13,285,226)
3. Original Pebble - (\$10,266,845)
4. The World's Best Travel Jacket - (\$9,192,055)
5. Exploding Kittens card game - (\$8,782,571)
6. Ouya - (\$8,596,474)
7. Shenmue 3 - (\$6,333,295)
8. Pono high-fidelity music player - (\$6,225,354)
9. Mystery Science Theater 3000 - (\$5,764,229)
10. The Veronica Mars Movie project - (\$5,702,153)



Updated December 28, 2015

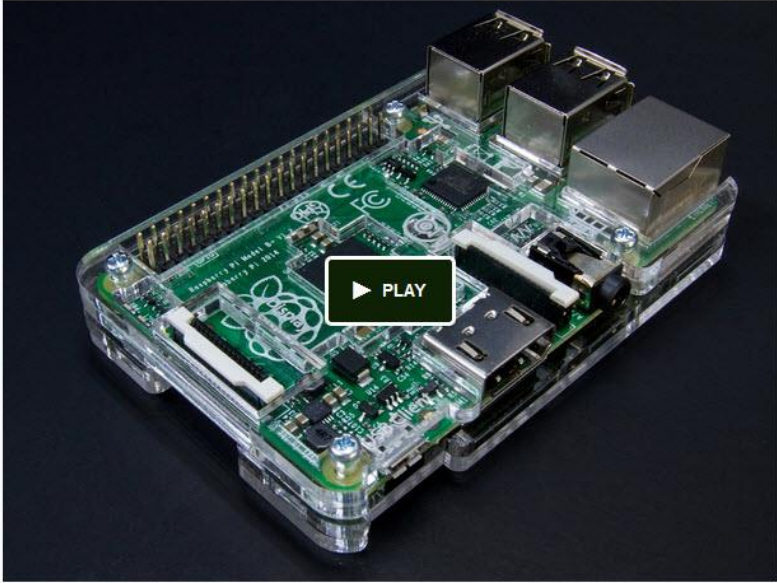
Our Funded Project

► The Naked Pi B+



The Naked Pi B+

by Sharnon Tulabadi




74
backers

\$1,593
pledged of \$500 goal

0
seconds to go

Funded!
This project was successfully funded on September 2, 2014.

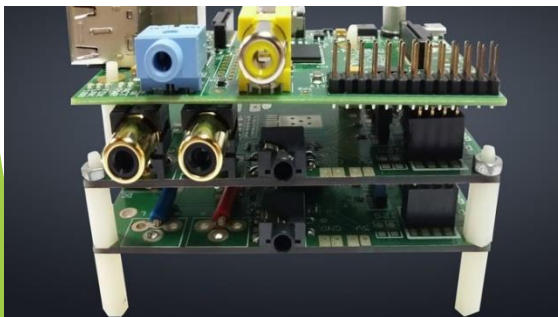
Sharnon Tulabadi
2 created | 0 backed
[See full bio](#) [Contact me](#)



Bangkok, Thailand | DIY Electronics | [Share this project](#)

Our Funded Project

► Durio Sound




Rewards

\$1	THANK YOU!	 Raspberry Pi
\$15	 Key Chain	 DURIO SOUND
\$45	 Durio Sound Basic	
\$70	 Durio Sound Pro	
\$85	 +  Raspberry Pi B+ + Durio Sound Basic	
\$110	 +  Raspberry Pi B+ + Durio Sound Pro	
\$130	 +  +  Raspberry Pi B+ + Durio Sound Pro + Hacked Pi	

Durio Sound

by Shannon Tulabadi



172 backers

\$16,614
pledged of \$1,500 goal

0 seconds to go

Funded!
This project was successfully funded on October 20.

Shannon Tulabadi


2 created | 0 backed

[See full bio](#) [Contact me](#)

Bangkok, Thailand

DIY Electronics

[Share this project](#)



Our Funded Project



RuuviTag - Open-Source Bluetooth Sensor Beacon

\$170,525

pledged of \$10,000 goal

2,478

backers

Our NOT Funded Project



DIY Electronics Bangkok, Thailand

\$15,040

pledged of \$30,000 goal

257

backers

0

seconds to go

Funding Unsuccessful

This project's funding goal was not reached on September 27.

Keys to a successful campaign

1. Do your research

- ▶ Study the existing products and competitors
- ▶ Choose the platform
- ▶ Pre-launch website and marketing

2. Execute with excellence

- ▶ Best campaign, Best video, Best graphics
- ▶ Good business marketing, advertising
- ▶ Demonstrate a strong plan of execution
- ▶ Be transparent, accountable and available



3. Make it happen

- ▶ MUST get 30% of the funding goal in 24hrs.
- ▶ Get many referrals from Blogs, Social medias and Medias



Thank you Questions?

Contact

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