


▶ Crowdfunder.co.uk

Working with

**Nesta**...

**CROWDFUND**  
**WITH**  
**PLYMOUTH**  
**UNIVERSITY**

 /crowdfunder

 @crowdfunderuk

 support@crowdfunder.co.uk

# What is crowdfunding?

There are three different types of crowdfunding:

## Equity



- ★ Sell a % of your established business for money
- ★ Dragons' Den

## Lending



Borrow money online from lots of people rather than the bank

## Rewards



- ★ Only type that helps startups
- ★ People pledge money in return for rewards
- ★ We do rewards-based crowdfunding



# Crowdfunding is best explained by example

Phil from Leeds Bread wanted to setup a co-operative organic bakery in Leeds.

The bank said he was mad, but that did not stop him, and he setup a crowdfunder Campaign.

He raised over £8000 from 114 people

He knew the first 30 people, but the rest were friends of friends and other local people who loved his idea. Great ideas spread.

The deal was simple, you put £100 into the project and you get a loaf of bread every week for a year.

He offered the reward and people got involved.



# The benefits of Crowdfunding

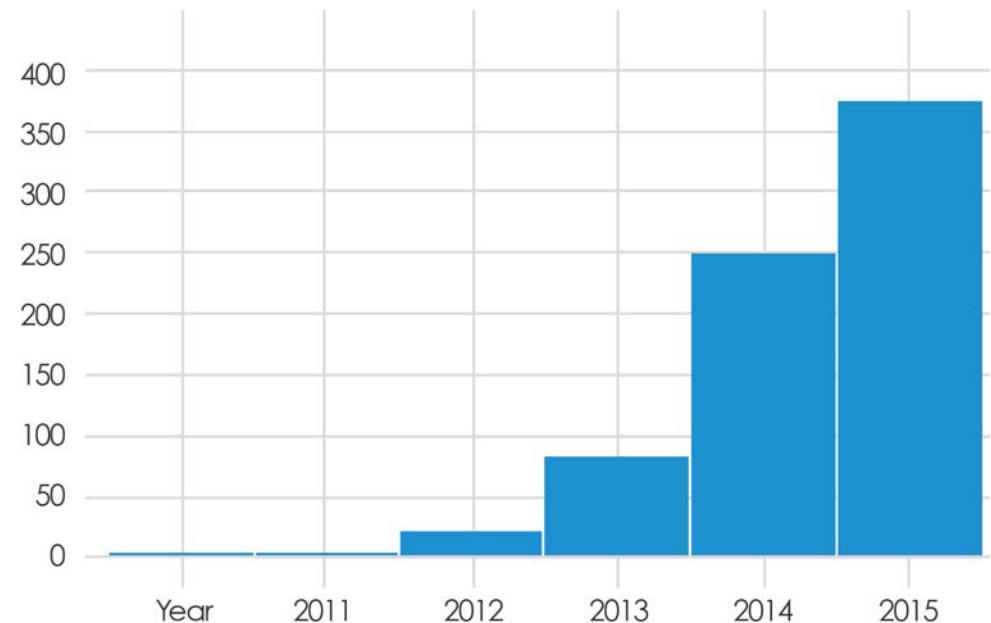


# Rewards Crowdfunding

## Size of the market

- ★ Rewards based Crowdfunding allows projects to validate and launch ideas, whilst not giving away equity or taking on debt
- ★ 'Rewards based crowdfunding raised \$1.3B globally in 2013' Massolution 2013 The crowdfunding industry report
- ★ "Rewards based crowdfunding grew by 388% in the UK in 2013". The rise of future finance. Nesta, Berkely, Cambridge

UK Market Size  
(amount raised)



Nesta Actuals + Estimated Growth





# About Crowdfunder





Crowdfunder is the UK's largest rewards-based crowdfunding platform.

We turn great ideas into reality by connecting communities and networks.

We crowdfund more projects than the rest of the UK platforms combined.

We work across all areas of crowdfunding including equity and loan.

We enable businesses, charities and community projects to:

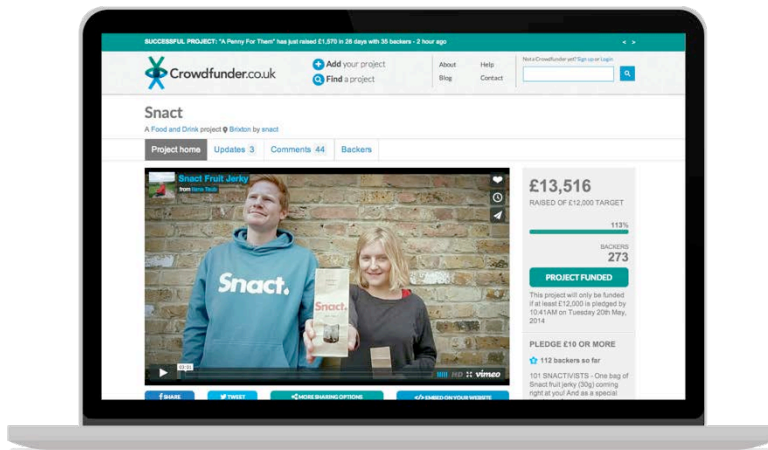
-  Pitch their ideas
-  Raise funds from the crowd
-  Validate their ideas
-  Unlock match-funding

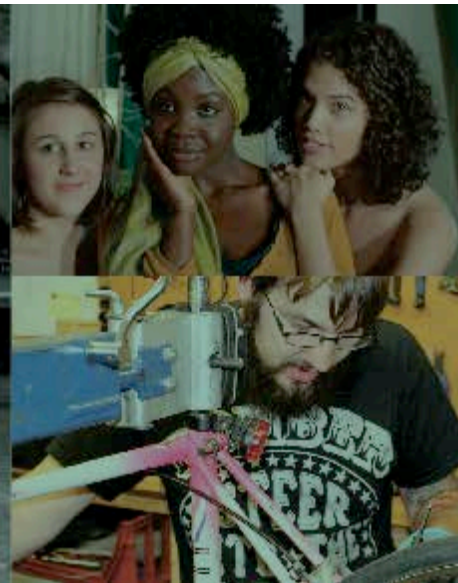


# Our unique coaching model

We work directly with projects to coach them through the crowdfunding process. Our expert coaches give guidance on the copy for the pitch, the video and the rewards that

each project will give away. We achieve a fully funded success rate of around 56% - higher than any other platform.





## Do

- ★ Pre market
- ★ Shout from the roof tops
- ★ Offer good value
- ★ Engage with your audience
- ★ Enjoy it!

## Don't

- ★ Sit and wait
- ★ Rely on people to find it
- ★ Expect special treatment
- ★ Ignore your supporters
- ★ Get too stressed!

### Our website visitor demographics

18-24	16%
25-34	28%
35-44	19%
45-54	16%
55-64	13%
65+	8%



## Which type of crowdfunding is for you?

## Reward

- ★ Start up
- ★ Validation
- ★ Growth

## Equity

- Seed funding
- Validated
- Strong business plan

## Loan

- Established
- Growth phase
- Proven track record



# How crowdfunding works in the funding mix....

- ★ Manchester Veg People, a unique local food growing cooperative in Manchester needed a van to deliver more great local vegetables.
- ★ They asked the community to pledge money in return for vegetables, experiences and their chance to have their name on the Manchester veg van.
- ★ In running their campaign, they managed to:
- ★ Raise £16,575 from 323 members of the local community
- ★ Reached 10,000+ new potential customers
- ★ Attract new business customers who also became pledgers
- ★ Unlocked £20K+ of match funding from DEFRA
- ★ Gather 100's of local supporters who become advocates of the co-op



FROM 323 BACKERS  
£16,575  
IN 42 DAYS





## Case Study: A little bit of Stone

A little bit of Stone is a thriving community news website for the town of Stone in Staffordshire. They are looking to raise funds to improve their website.



 Now overfunding!

# £15,155

RAISED

INITIAL TARGET REACHED

**STRETCH TARGET : £16,000**

BACKERS  
142

DAYS LEFT  
11

**PLEDGE**

This project will only be funded if at least £15,000 is pledged by 9:58am 17th October 2014

PLEDGE £5 OR MORE

 15 backers so far

f SHARE

TWEET

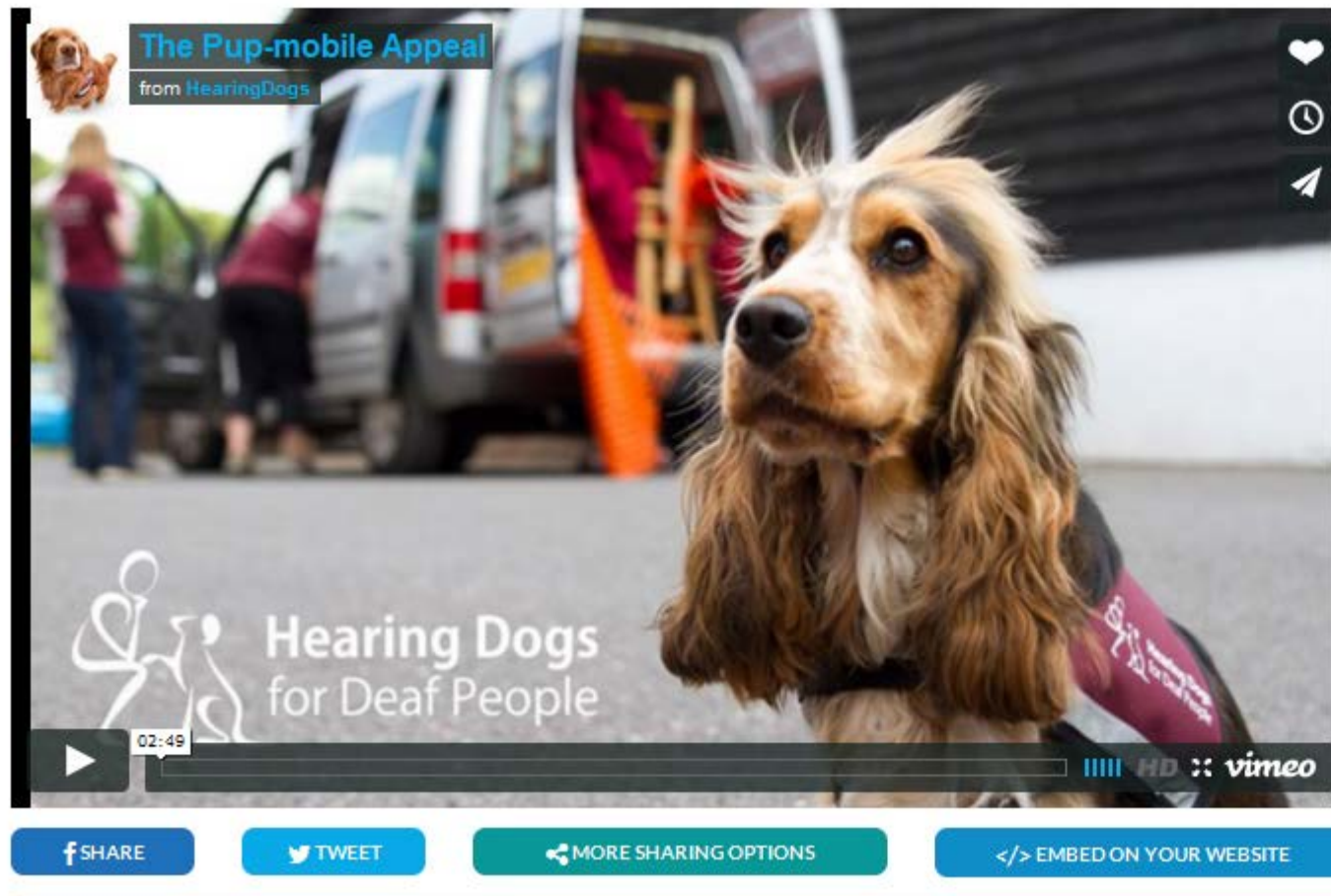
MORE SHARING OPTIONS

&lt;/&gt; EMBED ON YOUR WEBSITE



## Case Study: The Pup Mobile

Hearing Dogs for Deaf People desperately need to buy a new van to transport puppies, dogs, trainers and deaf adults and children.



Successfully  
overfunded on Aug 28,  
2014

**£16,155**

RAISED OF £15,000 TARGET

FROM  
**342**  
BACKERS

IN  
**35**  
DAYS

PLEDGE £5 OR MORE

70 backers so far

Your pledge will bring us a step closer to hitting the target for our Pup-mobile. Thank you so much for your support!

PLEDGE £10 OR MORE

48 backers so far

## Case Study: Wanstead Christmas Lights

No Council budget cuts will keep a Christmas tree away from Wanstead. We are joining together as a community to fund our tree.



f SHARE

TWEET

MORE SHARING OPTIONS

&lt;/&gt; EMBED ON YOUR WEBSITE



Now overfunding!

£4,151

RAISED

INITIAL TARGET REACHED



STRETCH TARGET : £5,000

BACKERS

83

DAYS LEFT

24

PLEDGE

This project will only be funded if at least £3,000 is pledged by 1:09pm 30th October 2014

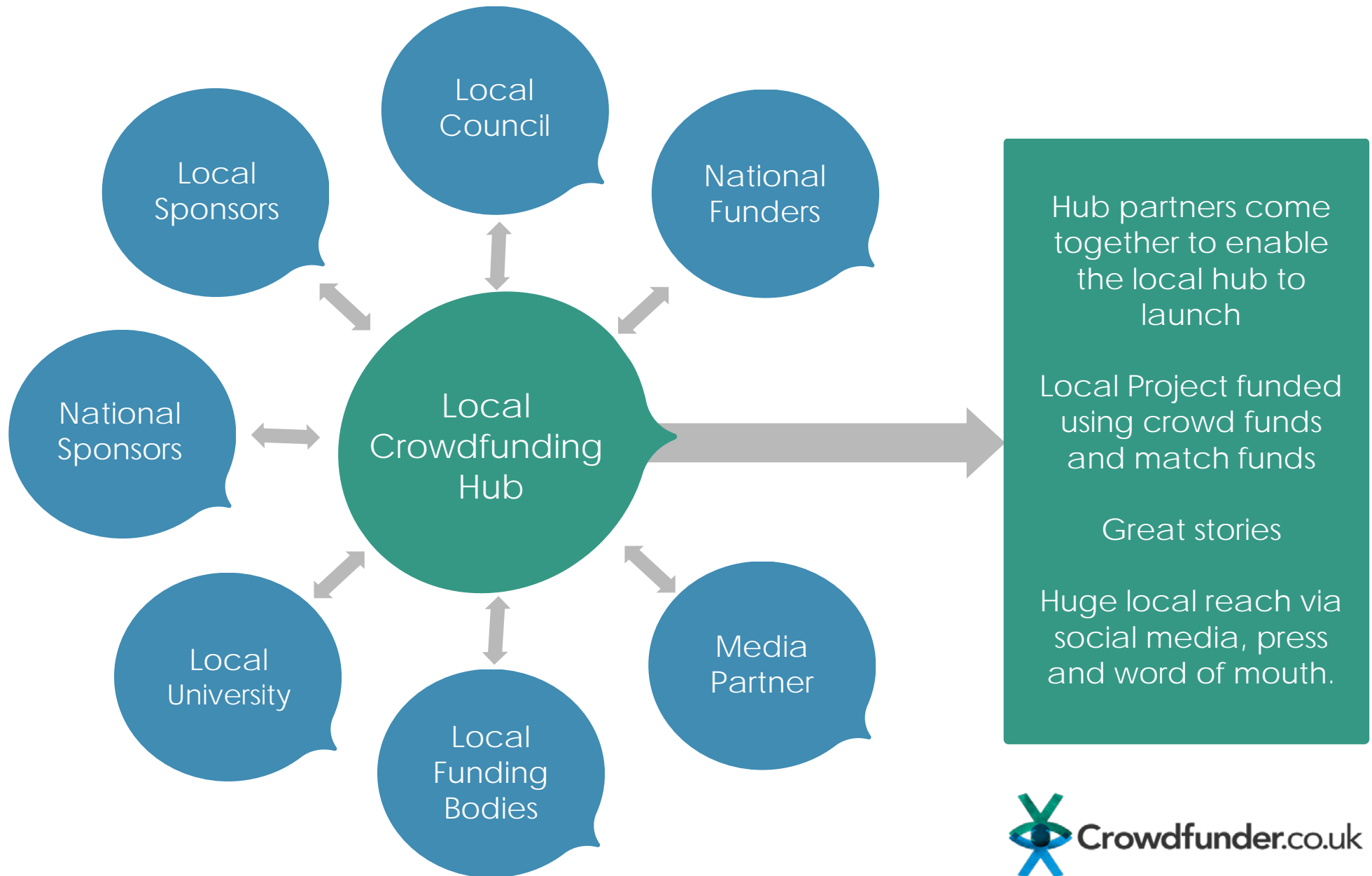
PLEDGE £2 OR MORE



4 backers so far

Our tree's Tin Sponsors... "all

## Crowdfunder Local Hubs – who we work with







[+ Add your project](#)  
[Q Find a project](#)

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## The Crowdfund Cornwall campaign

Funds raised so far: £493,193

Total projects so far: 62

Crowdfund Cornwall is the world's first regional crowdfunding campaign enabling Cornish projects to unlock funds from the crowd. Find out more >

The Cornwall Community Foundation also have £50,000 match-funding available for community focused Crowdfunder projects in the region.



### Bring the Foo Fighters to Cornwall

Redruth, Cornwall, R...

We want to bring the Foo Fighters to Cornwall, and show the world what an awesome location Cornwall is to host live music.



### Lets get Emily to the Paralympics

Saint Gennys, Cornwa...

To help Emily Skerrett to reach international level dressage and support her on every step of the way towards her dream of the



### Water for Wingz

Par, Cornwall, Par...

Wingz currently shares its water supply, which will soon not be available so this will enable Wingz to have its own independant water

## Sponsors



**FRANCISCLARK**  
CHARTERED ACCOUNTANTS

## Tweets

[Follow](#)

## Case Study:

Crowd raises over £280,000 to bring the Foo Fighters to Cornwall



# Fancy a Crowdfund? Next Steps

Equity and Loan

[business.crowdfunder.co.uk](https://business.crowdfunder.co.uk)

Reward

[crowdfunder.co.uk](https://crowdfunder.co.uk)

## Which type of crowdfunding would suit you?

There are several types of crowdfunding that businesses can undertake.

To find the right type of crowdfunding for your business fill out this quick form below:

\* Amount you want to raise  ?

What do you need to raise money for?  ?

Business name

Website address

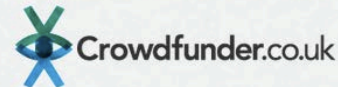
\* Your name

\* Your email  ?

\* Your telephone number  ?

NEXT >

PROJECT UPDATE: "Just Enough UK" has just posted a new update - 3 minutes ago



+ Add your project  
Find a project

About  
Guides

Champions  
Campaigns

Not a Crowdfunder yet? [Sign up or Log in](#)

## Queen of Code

Crowdfunder calls for England's top female game developers!

MORE >

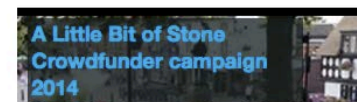
Latest News : [Want to know how Crowdfunder works? Read our new Guides >](#)

Our pick of the week

A Little Bit of Stone

from : Community

We want to make our thriving community name website even



Categori

COMMUNITY  
BUSINESS  
ENVIRONMEN  
ARTS

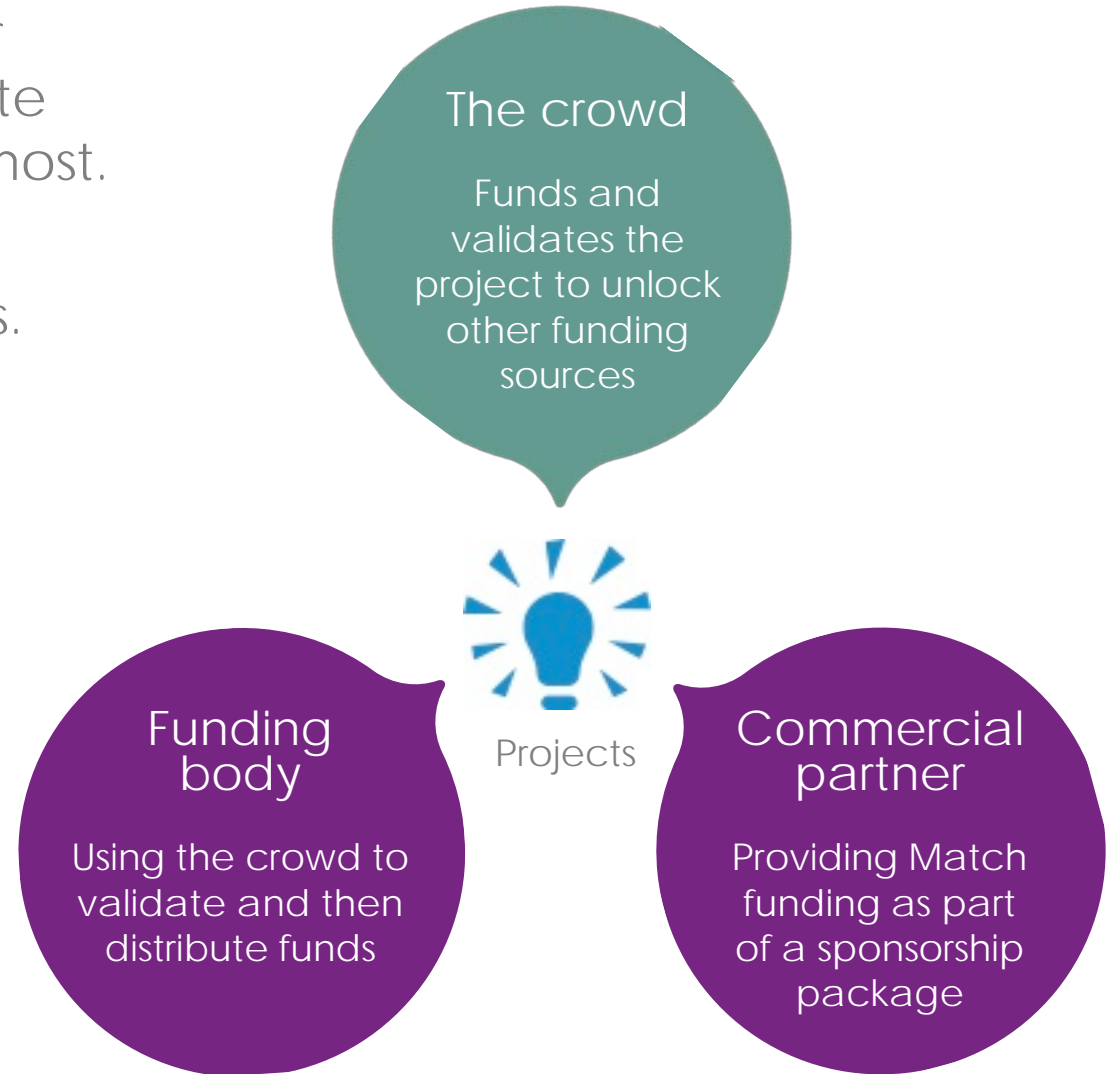


# Funding & Commercial Partners

We are working with a number of parties to help them distribute funds to projects that need it most.

Using the crowd to propose and validate great British ideas.

**Nesta...**





# Contact

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