The Crowdfunding Journey

Crowdfunding campaigns don't work like coffee machines. You can not push the button and expect magic to happen. Creating and implementing a highly successful crowdfunding campaign is more explorative than you might think. It requires trying things out, genuinely listening to your crowd and learning every single day. Scroll down and check out what a rollercoaster ride it often is.

Birth of the idea!

Aha!

How am I going to put this on the map?

Struggling with prototypes
Bill of materials
Finding the right partners

Planning Phase

Can I grow my idea through crowdfunding?

- ☑ I need the money
- ☑ I need clients or visitors
- ☑ (Global) exposure
- ☑ I am willing to openly / honestly share my plans and ideas, and open up to suggestions from the crowd
- ☑ **It's worth sleepless nights**

Decision time!

I could use some help!

I can do this on my own

SUCCESS

Cousin who is also in marketing

FAIL

SUCCESS

Give me your money, we will raise millions with our fully automated software

Slick consultant

Lets embark on an adventure with the Dutch crowdfunding guys who created over 500 successful crowdfunding campaigns

Why work with us

Why not with us

Let's get to work!

Canvas Session

- ☑ You ask your most prominent questions
- ☑ Together we create the masterplan

More about the canvas session

Purpose of the project
Campaign goals
Assets and USP's
Rewards, loans, equity
Platform(s) and communication channels
Content creating
Timing and milestones
Budget and fulfilment
How to exceed all expectations

Masterplan
1
2
3
4
5

Minimal campaign and testing

Together we translate the masterplan into a one page campaign to test our assumptions.

More about minimal campaign

Masterplan

Our partners and platforms, as well as samples from relevant (online) communities are part of our test panel.

- ☑ INDIEGOGO
- ☑ KICKSTARTER
- ☑ Social media samples
- ☑ PR

Feedback from network

Online and/or offline feedback events with friends, family and fans

That's an awesome idea!

We translate all feedback from partners, platforms, friends and samples into actionable learnings for the campaign.

Masterplan
1 ✓
2 ✓
3 ✓
4 ✓
5 ✓

It doesn't fly

Sorry, nobody seems to like your project. Get back to your day job. For now.

Ready to get real?

Based on your needs and wishes, we put together a team to back you up. Some creators are happiest with expert coaching during milestones moments and implement the campaign themselves, while other ask us to prepare and implement their campaign A-Z

Warming Up Phase

Click here to meet our team

Check our services

Together we create a killer campaign video, page and additional communication.

Together we prepare a range of online and offline activities that will rally a relevant crowd to your campaign.

Are you true to your project's purpose?

- Are we still going strong? Is the project created still your dream?
- **Are you ready to take a well-prepared leap of faith?**

The precampaign buzz starts

Ads, family, newsletter, events, tap into other communities, show up on live events.

Sign up to get early bird discount!

Campaign Phase

Launch time!

Family and fans first!

- Invite friends and family first
- Invite the community we built in the crowdbuilding phase

- Frequently post updates to keep the crowd up-to-date and share your love with them for bringing your awesome idea to life.

Growth Hack!

Based on algorithms, platform exposure and advertising, we keep traffic to your page high

70% funded

Ho! Negative comment

Answer within the hour 24/7. The crowd loves involved creators.

PR attention

- Your awesome ideas spread by media

HUFFPOST
GIZMODO
The New York Times
WIRED
DIGITAL TRENDS

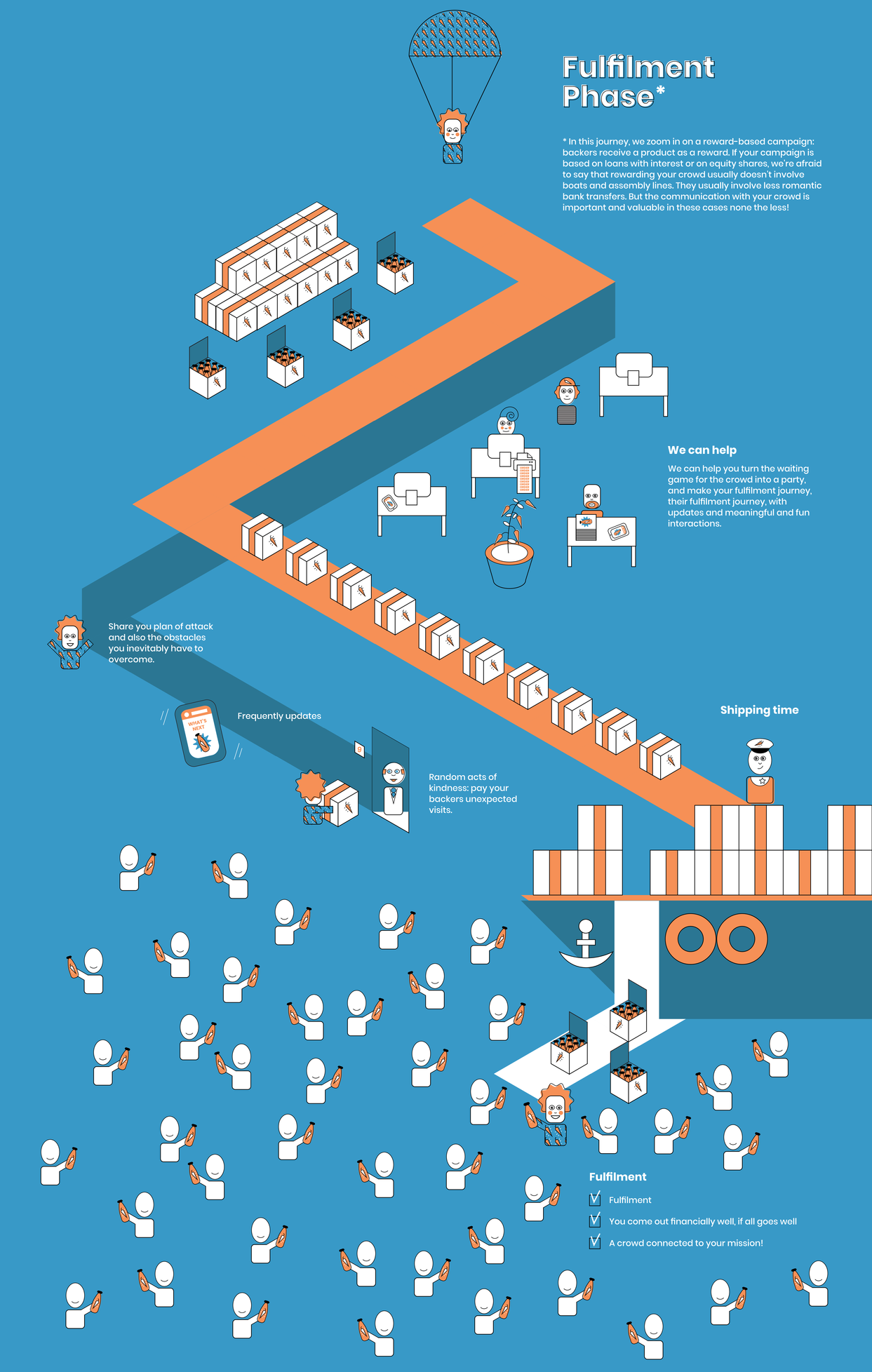
10 days to go The Final Sprint

We're not done yet after reaching 100% of your target goal; we're just beginning. Let's analyse all campaign activities done thus far and discover what the biggest opportunities are to further scale up the campaign. Let's go out with a bang!

Together with the crowd, you brought your awesome idea to life. It was one hell of a ride; an adventure you'll never forget.

Fulfilment Phase*

* In this journey, we zoom in on a reward-based campaign: backers receive a product as a reward. If your campaign is based on loans with interest or on equity shares, we're afraid to say that rewarding your crowd usually doesn't involve boats and assembly lines. They usually involve less romantic bank transfers. But the communication with your crowd is important and valuable in these cases none the less!



If your crowd is happy with fulfilment and you've really engaged them throughout the process, they will be as loyal as can be, ready for a new adventure.

Let your crowd guide and advise you about new projects or invite them to back a next crowdfunding campaign. The more campaigns you've done correctly, the bigger you crowd becomes, and the higher the target goals of next campaigns can be. That's how you grow your crowd.'