

This Is What You Need To Know About Crowdfunding

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13th June 2024
UHI Inverness



AGENDA

- Introduction to Crowdfunding
- Introduction to TAMP
- Analysis Tools
- Building a Campaign



Crowdfunding is a method of raising money from a distributed group of funders (the crowd) who provide a large number of small sums in one off payments forming a significant total when collected together.

PLATFORMS

KICKSTARTER

 **crowdcube**



Funding Circle

 **LendingCrowd**



SEEDRS



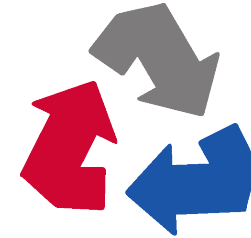
Crowdfunder



INDIEGOGO.



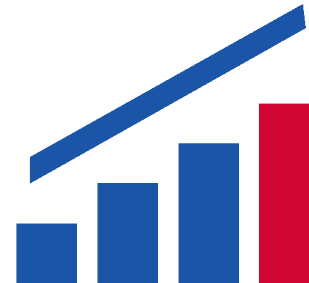
DONATION



LENDING



REWARD



EQUITY

Four Models of Crowdfunding



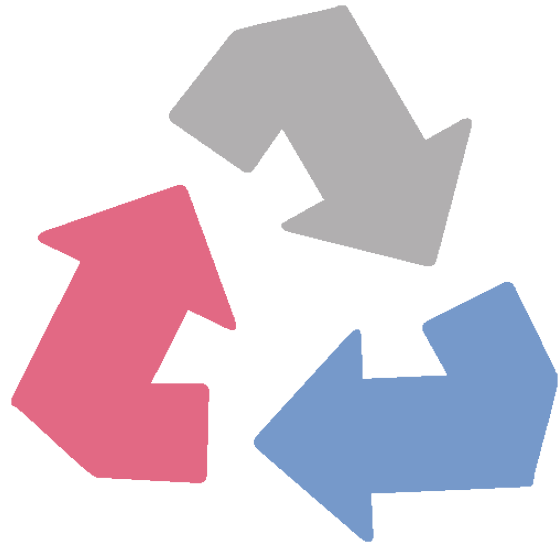
DONATION

Funds collected are gifts or donations with no tangible return to the provider.



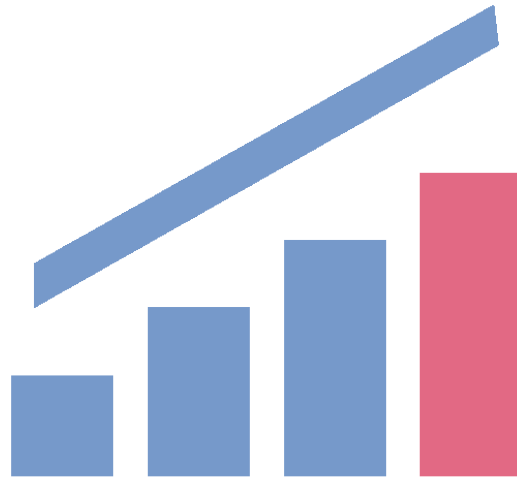
REWARD

“Rewards” or “perks” of different value are offered to supporters to purchase.



LOAN

A loan is constructed from many small loans collected from the crowd. Many are interest bearing.



EQUITY

Shares are sold in small parcels to a large group of investors.



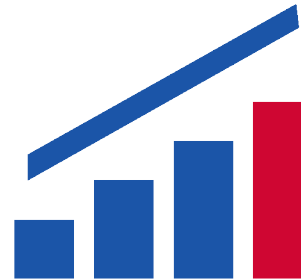
DONATION



LENDING



REWARD



EQUITY



All Or Nothing

or

Keep It All

?

A dense, overlapping pile of British banknotes, including £20 and £50 notes, with a semi-transparent text overlay. The notes are scattered across the frame, creating a textured background. The text "It's so much more than money!" is centered in a white, sans-serif font.

It's so much more than money!

FUNDING

- Seed
- Growth
- Matching
- Cashflow
- Project based
- Rapid
- Patient

INSIGHT


- Market size
- Concept
- Acceptability
- Validation
- Brand perception
- Price points
- Innovation

COMMUNICATION

- Visibility
- Awareness
- Marketing
- Advertising
- Campaigning
- PR

NETWORK

- Experts
- Distributors
- Partners
- Collaborators
- Advocates
- Customers
- Team



70%

**CROWDFUNDING
CAMPAIGNS
FAIL**

A Few Cases



Three-Legged Horses - a wee film about rickshaws and busking



A rickshaw driver's last painful night, redeemed by a band of buskers. A short film about the potential of community.

Created by

Felipe Bustos Sierra

41 backers pledged \$4,055 to help bring this project to life.

📅 Last updated [May 3, 2011](#)

£4k

41
BACKERS

7
REWARDS

Foods 4 Fams

by Gur Trust in London, Greater London, United Kingdom



Foods 4 Fams provide food staples and other basic items for families struggling with the cost-of-living crisis.

 **We did it**

On 9th January 2023 we successfully raised £50,390 with 133 supporters in 48 days

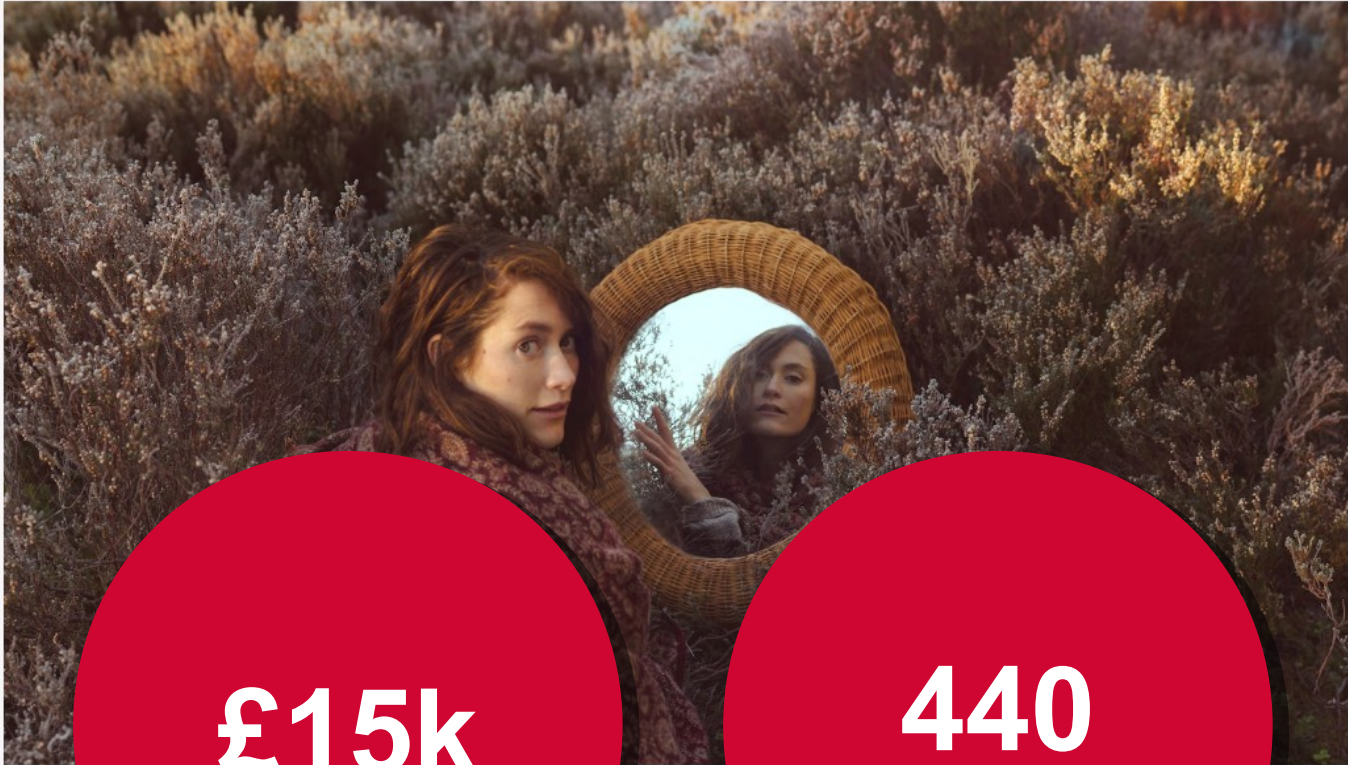
£50k

133
BACKERS

£27K
MATCHED



So It Turns : New Album from Rachel Sermanni



Will be creating physical copies of my new album in CD & Vinyl form, new merchandise and a nurturing release campaign.

[Vlog of THANKS](#)

Created by

Rachel S

project to

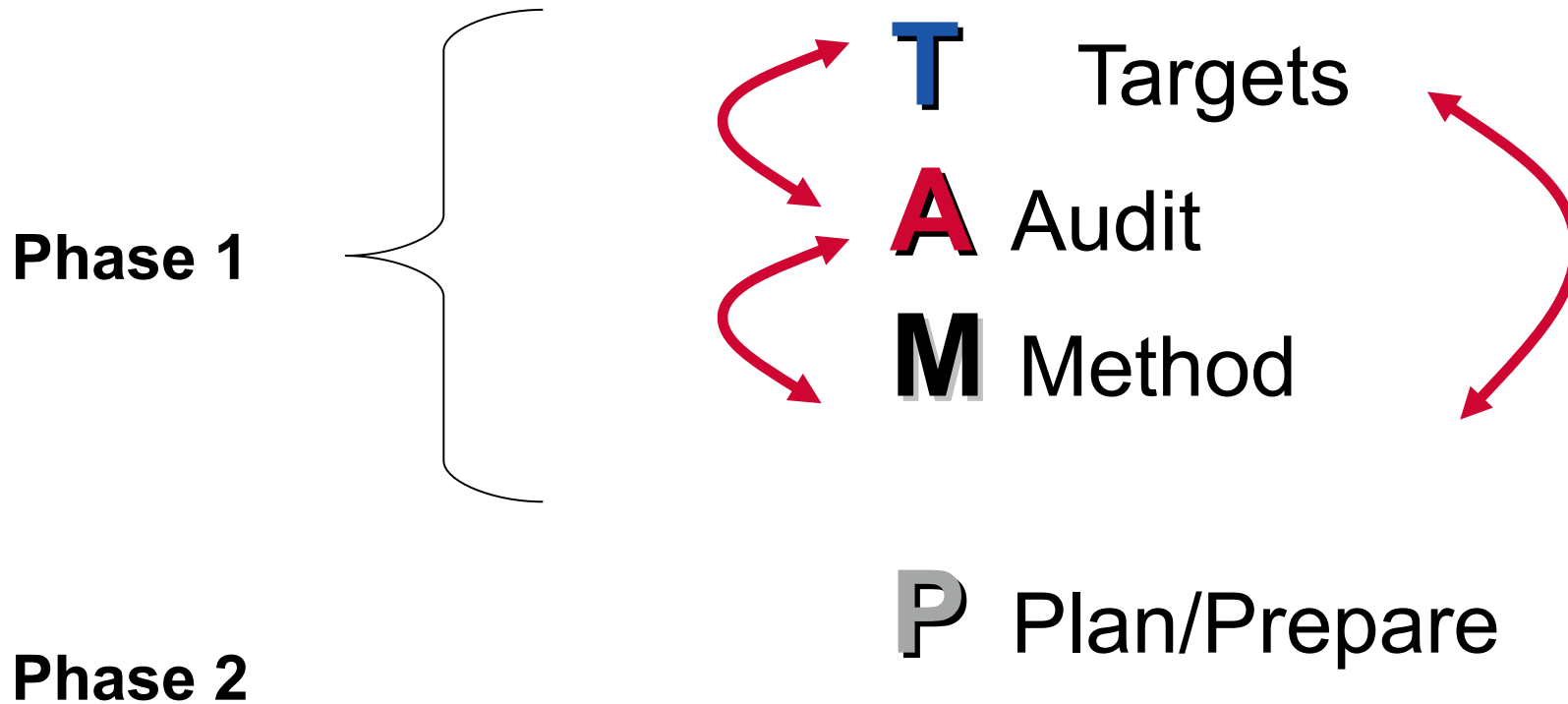
£15k

440
BACKERS

14
REWARDS

INTRODUCING TAMP

The TAMP Process



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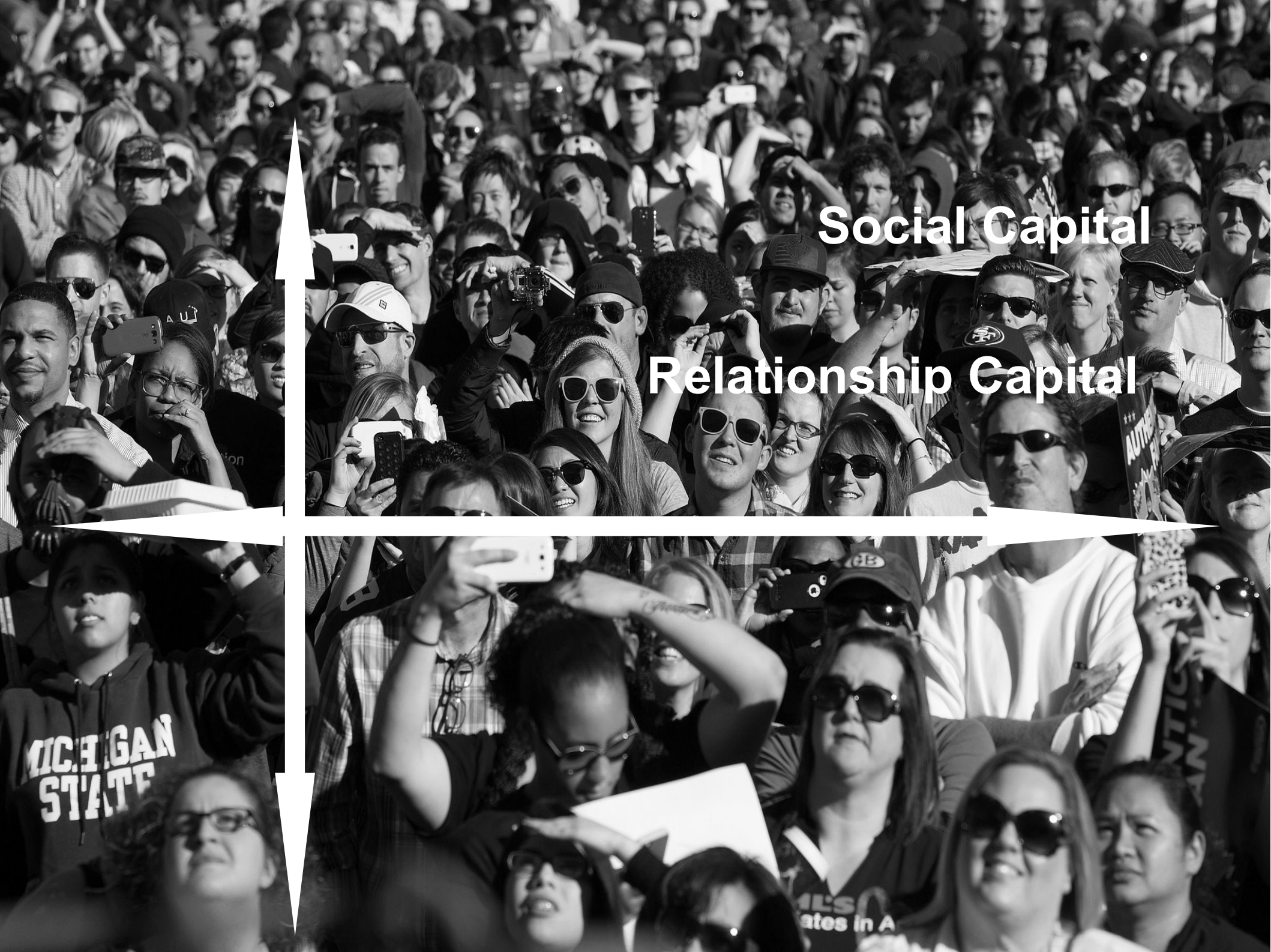
Audit

Assets

Skills

Resources

Tools



Social Capital

Relationship Capital

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CONVERSION



Method

Model

Reward
Equity
Lending
Donation



Form

All or nothing
Keep it all
Duration



Platform

Crowdcube
Kickstarter
MyParkScot
Funding Circle
DIY

Before

- Resource development
- Testing messaging
- Due diligence
- Identifying targets
- Building awareness & anticipation

During

- Promotion & outreach
- Maintaining momentum
- Growing & deepening
- Tracking, responding & reflecting

After

- Fulfilling & thanking
- Retaining
- Nurturing and growing
- Exploring & harvesting

3 Planning Phases

ANALYSIS

New Studio Album from Toad the Wet Sprocket!



TTWS is releasing their first album in 16 years, *New Constellation* and we want you to be a part of it!

Created by
Toad The Wet Sprocket

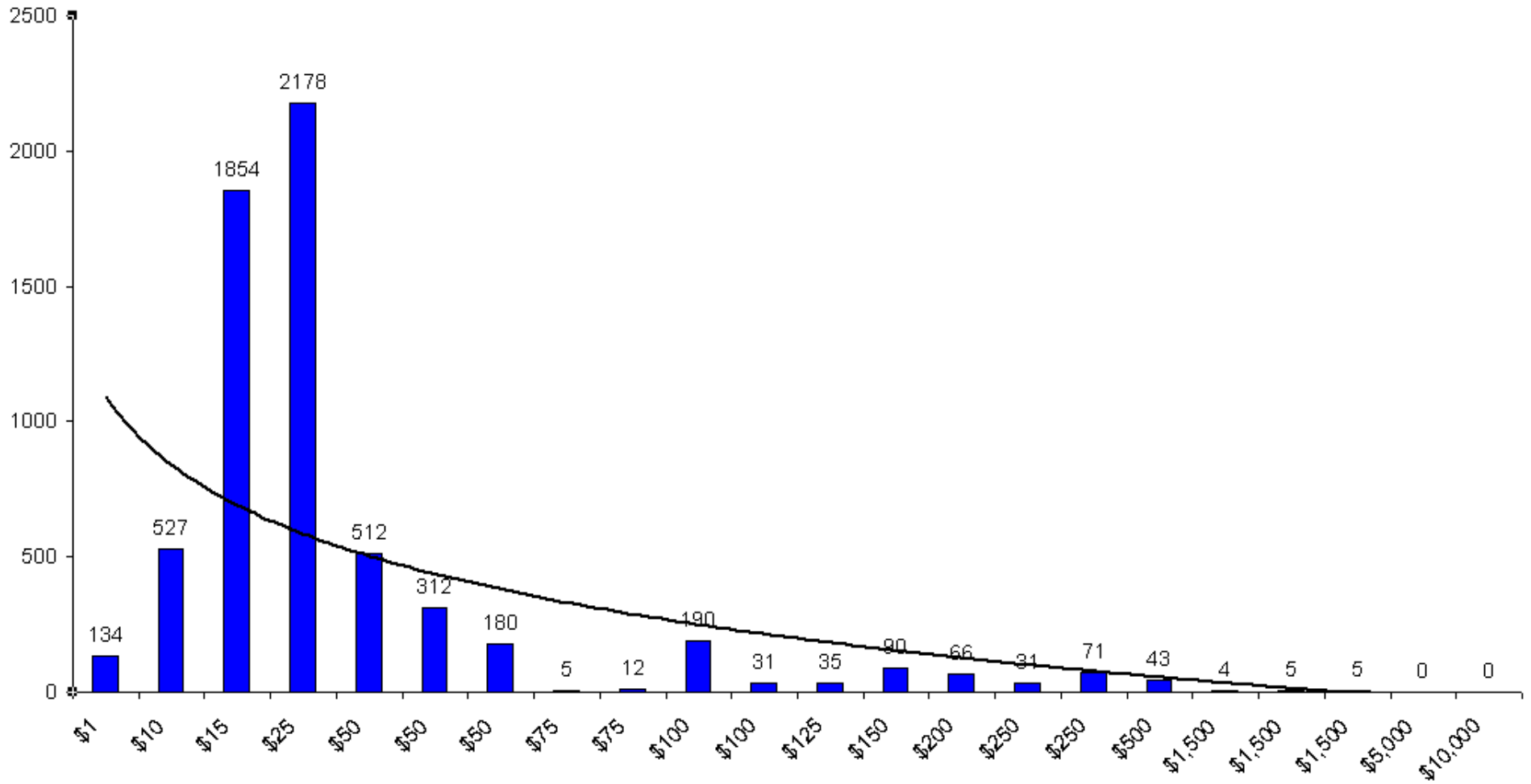
6,304 backers pledged \$264,760, helping this project to life.

\$265k

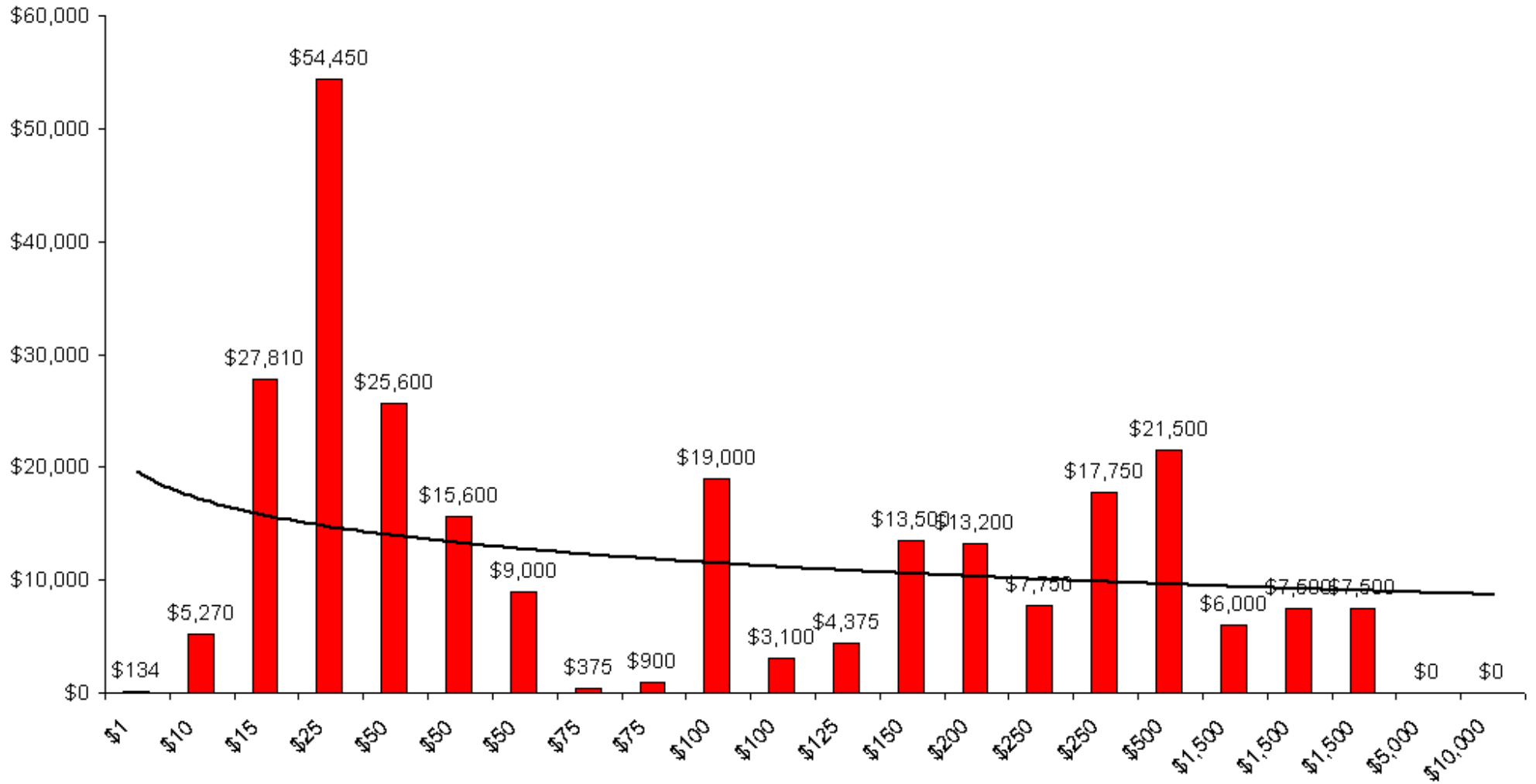
6304
BACKERS

22
REWARDS

Number of Pledges By Value

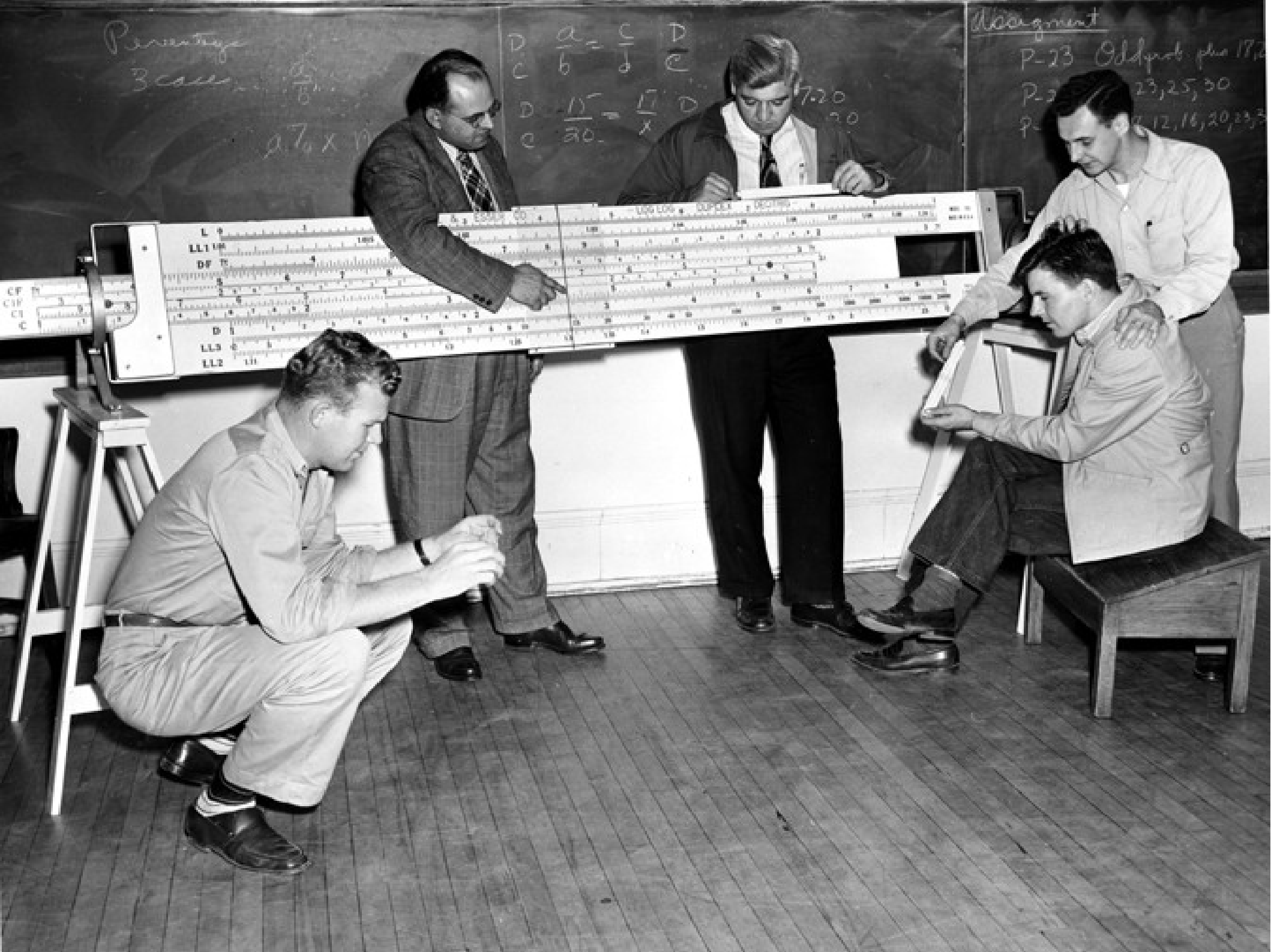


Rewards by Sums Raised



Analysis

CrowdFunding Campaign	Platform	Date Closed	Target	Achieved	# of Rewards	# of Backers	Avg. Pledge	
Toast Ale	Crowdfunder	July 2019	£35,000	£22,110	17	269	£82	
Hamerton Brewery	Crowdfunder	August 2018	£35,000	£38,660	9	441	£88	
Wildcraft Brewery	Crowdfunder	June 2016	£20,000	£21,998	22	331	£66	
Campervan Brewery TapRoom	Crowdfunder	December 2018	£30,000	£39,242	24	707	£56	
Verdant Brewing Co	Crowdfunder	February 2018	£25,000	£26,285	9	191	£138	
Titsey Brewery	Crowdfunder	November 2018	£30,000	£25,275	16	294	£86	
Bliss Brew	Crowdfunder	June 2018	£28,000	£28,935	20	132	£219	
Crossed Anchors	Crowdfunder	May 2016	£35,000	£37,850	12	358	£106	
			Average	£29,750	£30,044	16	340	£105
			Median	£30,000	£27,610	17	313	£87



CONVERSION



You Are Aiming For A Double Conversion

Conversion One – Get them to your campaign page

Conversion Two – Get them to back you!

[What conversion rate do you currently achieve?](#)



Social Capital

Relationship Capital

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Tipjar



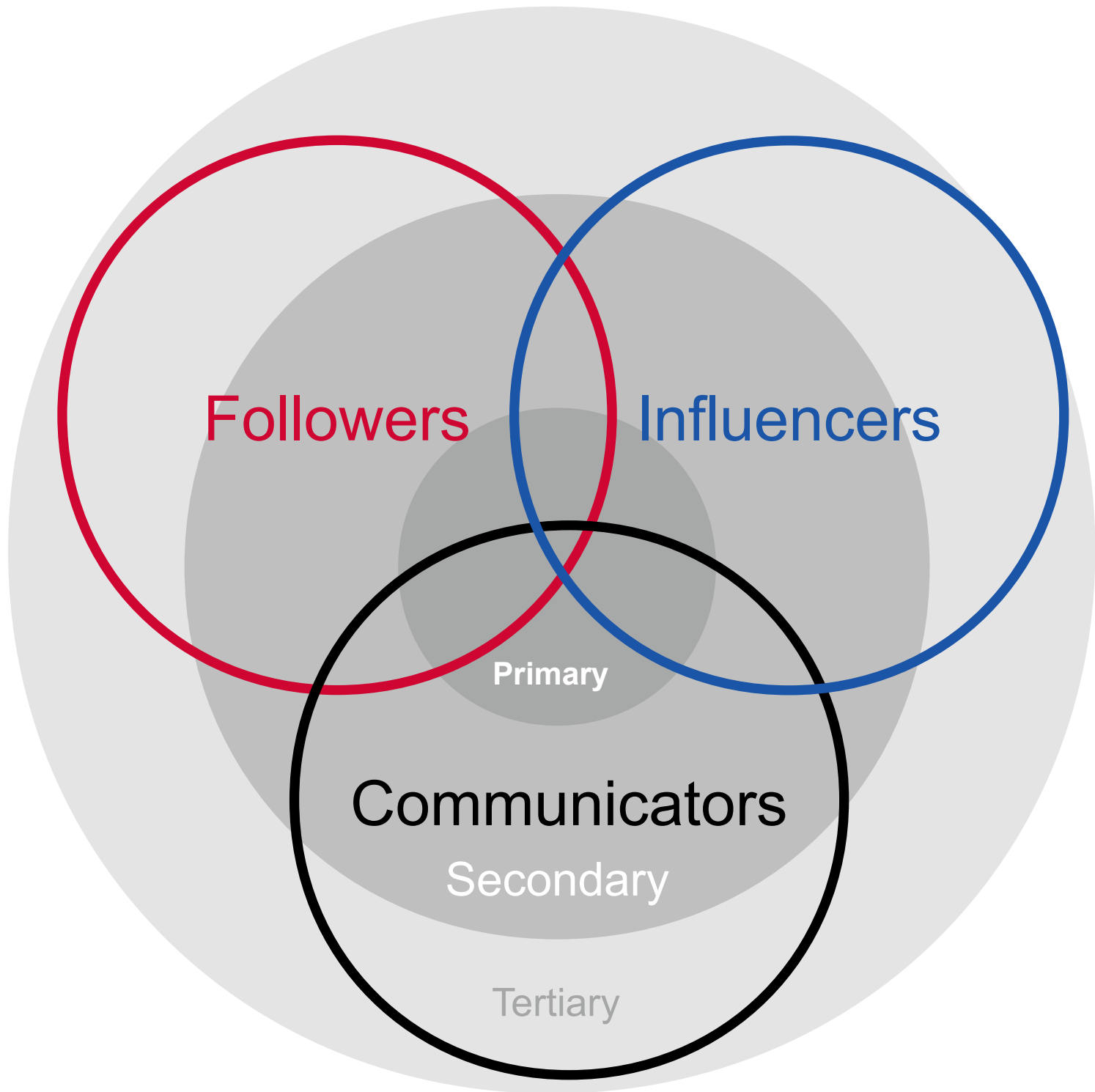
Super Thanks



Building a Campaign



Finding your CROWD



Facets matter





Closed

Open Source Beehives

Make your own printable, smart beehive to track colony health and promote international bee recovery.



Tristan Copley Smith
Denver, United States
[About](#) | [Ask a question](#)

\$63,057 USD raised by 1353 backers

315% of \$20,000 [flexible goal](#)



STORY [UPDATES](#) [COMMENTS](#) [BACKERS \(1353\)](#) [GALLERY](#)

PERKS



FINAL THOUGHTS





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