

York Small Business Enterprise Centre Presents:

CROWDFUNDING & HOW TO MAKE IT WORK FOR YOU

keynote speakers Azie Pouragha & Maryam Golabgir





My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





My Name is

Azie Pouragha (Mortgage Agent)

Azie's a fun, outgoing mother of two who loves to smile, laugh and take care of the people around her. She is passionate about being a Mortgage Agent because not only does she help her clients accomplish their dream of becoming home-owners, but she also ensures they are financially prepared for the responsibility. This allows Azie to provide her clients with peace of mind as they begin a new chapter in their lives, which makes all the hard work she puts in completely worth it! 😊

On top of her great passion and drive to help you purchase a new home, Azie has a wealth of education, business and entrepreneurial experience that has allowed her to become a top-notch Mortgage Agent capable of handling all your needs during the home buying process. She is pretty good with technology & applications, ask her professors at Concordia University where she acquired her Bachelor's Degree in Computer Engineering. This led Azie to start her own Custom Machine Shop in Toronto called Rapid Enterprises Inc., which she still owns and operates today! As an entrepreneur who knows the struggles of looking for a solid financing option, Azie promises she will always be there to help her clients with a smile, ensuring that the mortgage process is pleasant and seamless while providing her clients with the best rates and options available for them.





Message me anytime you want...

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CROWDFUNDING





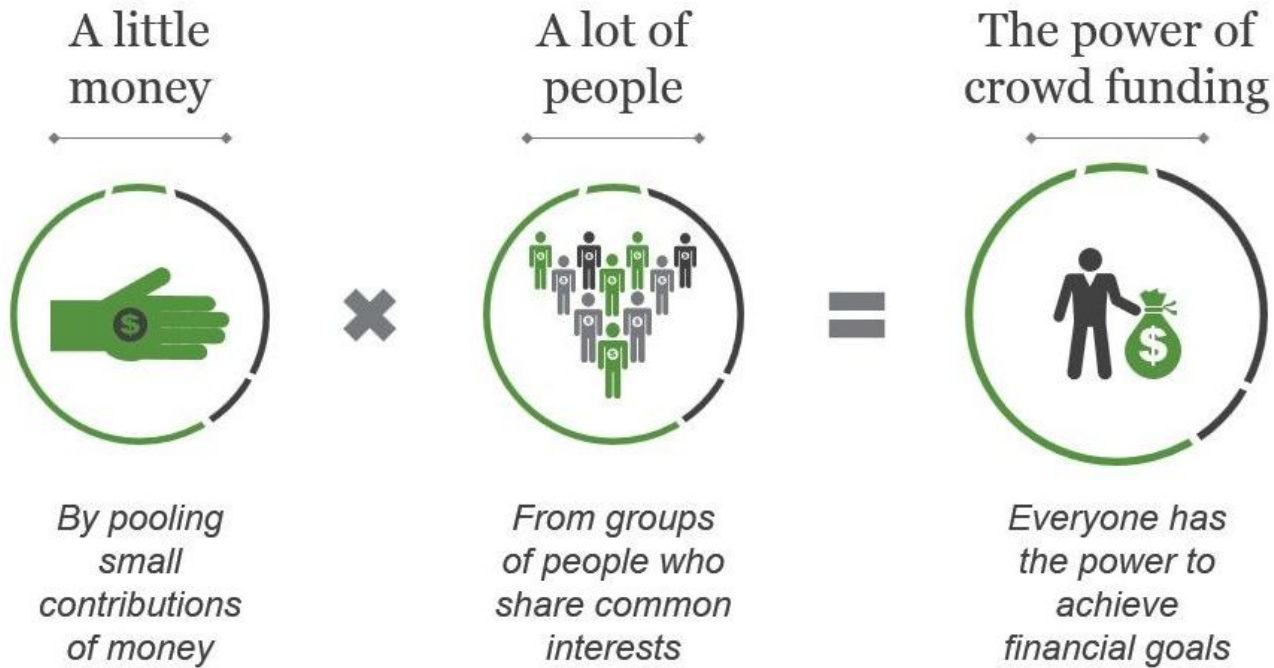
CROWDFUNDING BASICS

It is really hard for small businesses or start ups to receive funding even though without the funds, a new company or product can't be developed. One solution is the use of crowdfunding to raise the capital. It is a way people, businesses and charities can raise money. It works through individuals or organisations who invest in (or donate to) crowdfunding projects in return for a potential profit or reward. Investing this way can be risky, so make sure you know what you're doing.



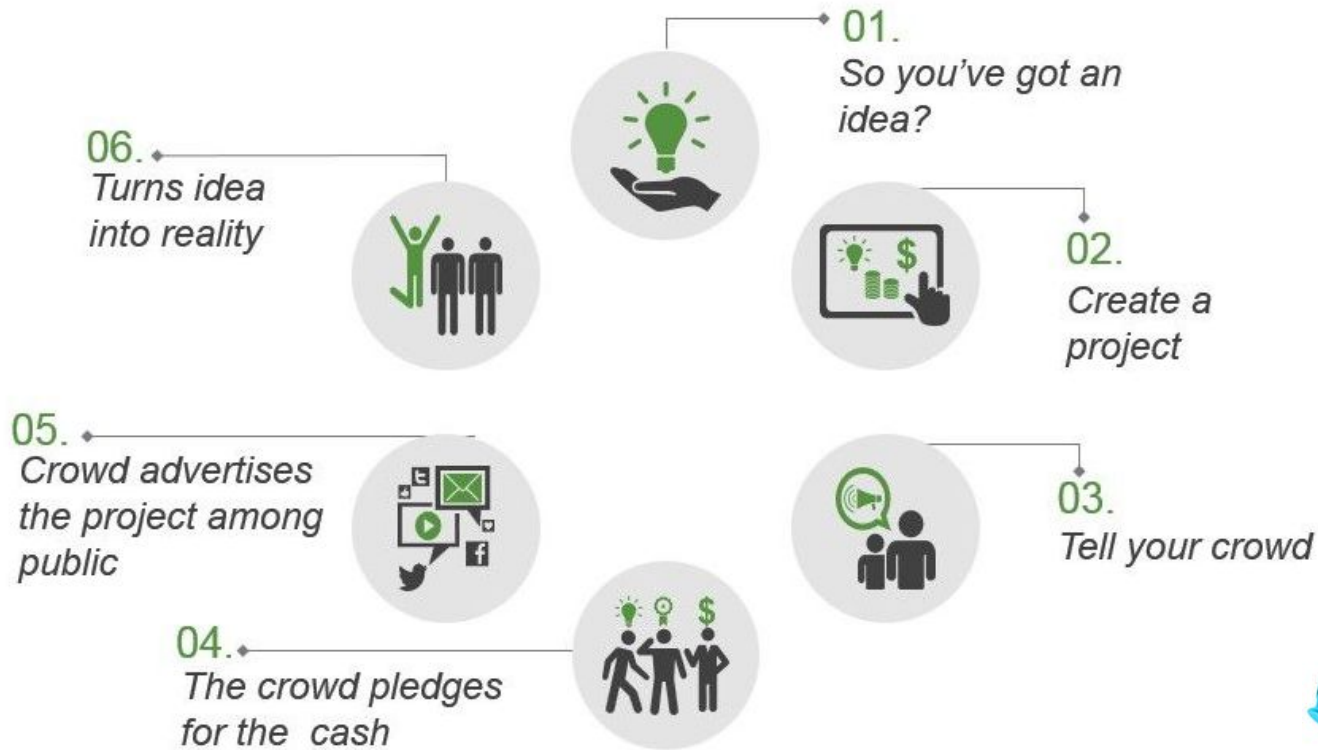


CROWDFUNDING IMPACTS





HOW IT WORKS





STEPS OF CROWDFUNDING



1. Do your research
2. Choose the right platform
3. Offer more than just an idea
4. Know your target audience
5. Create marketing materials
6. Set funding goals
7. Make the reward worthwhile
8. Get personal
9. Spread the word
10. Communicate with your investors
11. Make changes based on feedback
12. Find good manufacturers
13. Follow Through on your promises





DO YOUR RESEARCH





QUESTIONS YOU SHOULD ANSWER

- How much it wants to raise
- How much it has raised so far
- The share in the business offered (if relevant)
- What the money will be used for
- How long the pitch is open for
- How many people have already invested
- What you will receive in return for investing (such as shares in the company)

The investment can only go ahead if the business raises the full amount. You should have a 14 day 'cooling-off' period in case you change your mind.





CHOOSE THE RIGHT PLATFORM

KICKSTARTER

INDIEGOGO.



LendingClub

gofundme™

CircleUp





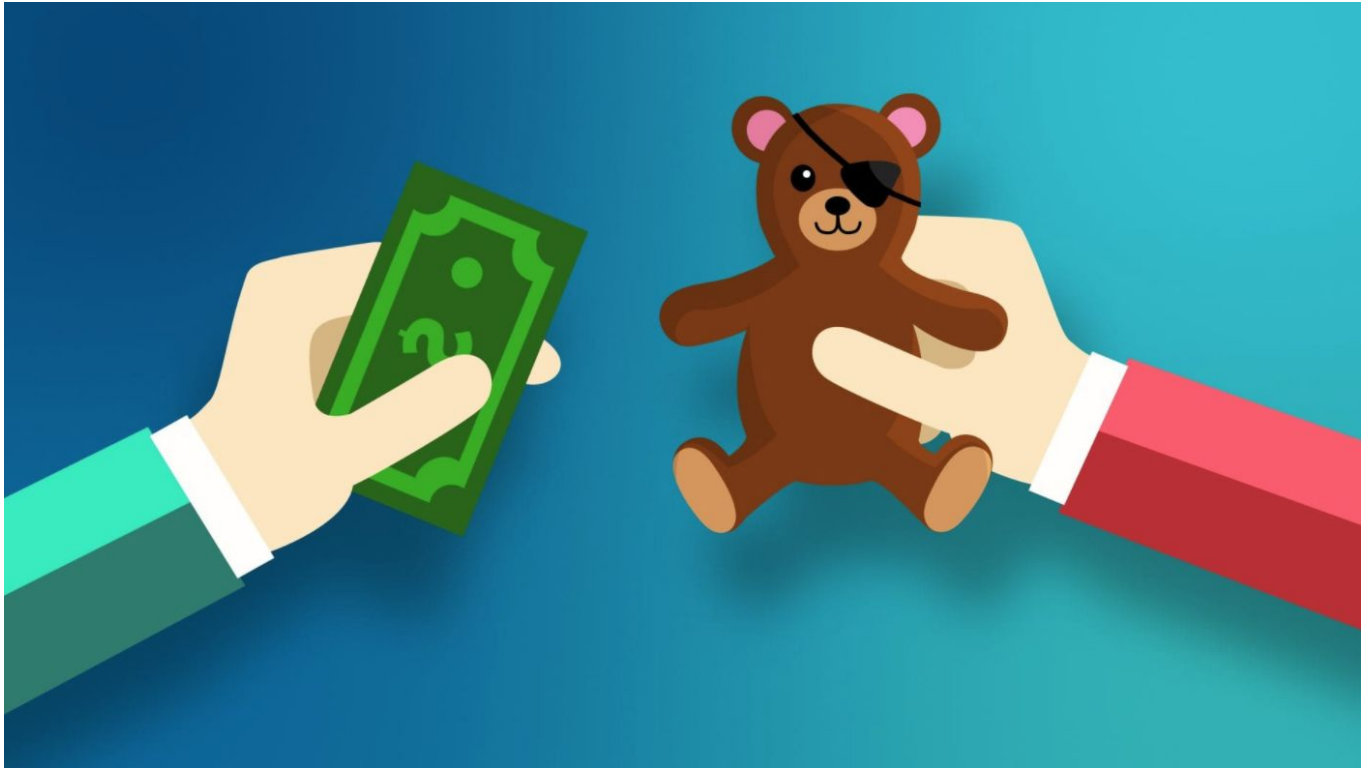
TYPES OF CROWDFUNDING

- **Investment-based crowdfunding.** You invest in a business and receive a stake in return (normally shares).
- **Loan-based crowdfunding.** You lend money to individuals or companies in return for a set interest rate. It's also called peer-to-peer or peer-to-business lending (P2P or P2B).
- **Donation-based crowdfunding.** You donate to a person or a charity (you may be promised something in return).
- **Reward-based crowdfunding.** You give money in return for a reward linked to the project or cause you're supporting.





CROWDFUNDING REWARDS





COMMUNICATE WITH YOUR INVESTORS



1. Schedule meetings
2. Answer all of their questions
3. Ask Questions
4. You do the communication
5. Hold conference calls
6. Schedule one on one calls
7. Send reports every month
8. Turn supporters into donors







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CircleUp





CROWDFUNDING PLATFORMS

Kickstarter - Kickstarter is one of the biggest names when it comes to crowdfunding, known for helping tech and creative entrepreneurs fund their projects before getting a loan or raising money for venture capital.

Indiegogo - Indiegogo users are usually creating campaigns for tech innovations, creative works, and community projects. The crowdfunding platform works similarly to Kickstarter, except it doesn't have an exclusively all or nothing fundraising model. Users choose between two options: fixed and flexible funding.

Patreon - Patreon is popular among digital creatives, such as YouTubers, podcasters, and bloggers. As opposed to you collecting one-off campaign donations, you have a subscription model where patrons regularly contribute a set amount of money every month or per creation.

GoFundMe - You've probably seen a handful of GoFundMe fundraisers on social media at one point or another for emergencies and charitable causes, but businesses can use it as well. The crowdfunding site collects a 2.9-percent processing fee and 30 cents for every donation. As it's not an all or nothing fundraising site, you keep everything that you raise.

Causes - the world's largest online campaigning platform focused on social, political, and cultural issues. It brands itself as a social network for people who want to make a difference faster and more effectively. It boasts over 186 million users in 156 different countries.

CircleUp - If you're building a consumer brand, it's worth looking into CircleUp, which has helped raise \$260 million dollars for 196 startups. It offers both equity capital and credit financing.

LendingClub - Lending Club is a crowdfunding site that provides up to \$40,000 for personal loans and up to 5300,000 for business loans. It's a form of debt crowdfunding that's usually easy to qualify for and is often faster than going through a regular bank.





WHAT ARE THE RISKS

- **The business you invest in might go bust.** Many new businesses fail in the first few years, so you could lose all your money.
- **The return is not guaranteed.** The shares may not rise in value and you may not receive any dividend payment (a share of the profits).
- **It may be hard to sell the shares.** The shares are normally unlisted, which means you may not be able to sell them easily in the way you could sell shares in a big company that's listed on the stock market.
- **The crowdfunding platform itself may go bust.** This could mean you lose money if you'd paid the crowdfunding website but it goes bust before your money was invested with the business.





CROWDFUNDING DATA

- \$17.2 billion is generated yearly through crowdfunding in North America.
- Funds raised through crowdfunding grew 33.7% last year.
- There were 6,455,080 worldwide crowdfunding campaigns last year.
- 22.4% is the average success rate of crowdfunding campaigns.
- Overall crowdfunding projects have an average of 47 backers.
- Fully funded crowdfunding projects have an average of 300 backers.
- The crowdfunding market is projected to grow to \$300 billion by 2030.
- And there are projected to be 12,063,870 campaigns by 2023.
- Crowdfunding campaigns with videos earn 105% more than those without videos.
- Campaigns that updated followers regularly raised 126% more than those with no updates.







MARKETING YOUR CROWDFUNDING

As you plan your crowdfunding project and launch, you need to make sure that you have a strong online marketing strategy in place or you might wind up *crowd-less*. You need to make this your priority:

- Product Launch Strategy
- Branding & Marketing Consulting
- Pre-Launch & Full Launch Plan
- Crowdfunding Video Production
- Crowdfunding Page Setup
- Online Advertising
- Post Funding E-Commerce Strategy





SOME OF THE COSTS



1. Video Production
2. Still photography
3. Making prototypes
4. Cost of manufacturing the finished product
5. Cost to advertise the campaign
6. Cost of perks, packaging & shipping
7. Marketing costs
8. Platform fees
9. Credit card processing fees





MARKETING YOUR CROWDFUNDING

- Focus on Targeting Through Interests, Behaviors and Demographics.
- Utilize Video Ads
- Work Your Sales Funnel
- Find the Best Places to Advertise
 - Google Ads
 - Bing Ads
 - Facebook Ads





VIDEO

Let's face it, video is now dominating the internet and especially YouTube and Facebook. Ask for marketing video for your website, social media sites or e-commerce store. Find out the type of video which would work best and suite your requirements.





LEAD GENERATION/ VIRAL MARKETING

After successfully reaching your target audience and generating interest in your business or organization, naturally traffic to your website will increase. You will now want to put into place measures on your website that will allow you to collect contact information of individuals interested in your products and services. Built integrated campaigns that turn clicks into customers.

We also love using word of mouth viral giveaways to expose your brand to much larger audiences!





MEDIA OUTREACH

media relations expertise who are trustworthy and professional connections to a wide variety of local, regional and national print, television, radio and online media outlets. Determine your strongest news angles and develop and execute a specialized media outreach plan.





PPC - FACEBOOK ADVERTISING

Pay-per-click ads for Google, Facebook, Twitter, Instagram, Reddit and Pinterest are efficient to get the message across and attract the right target audience.





FACEBOOK PPC ADVERTISING

What Facebook Knows

The social network gathers all sorts of data from its users, such as age, friends and interests, but it also collects information outside its website.



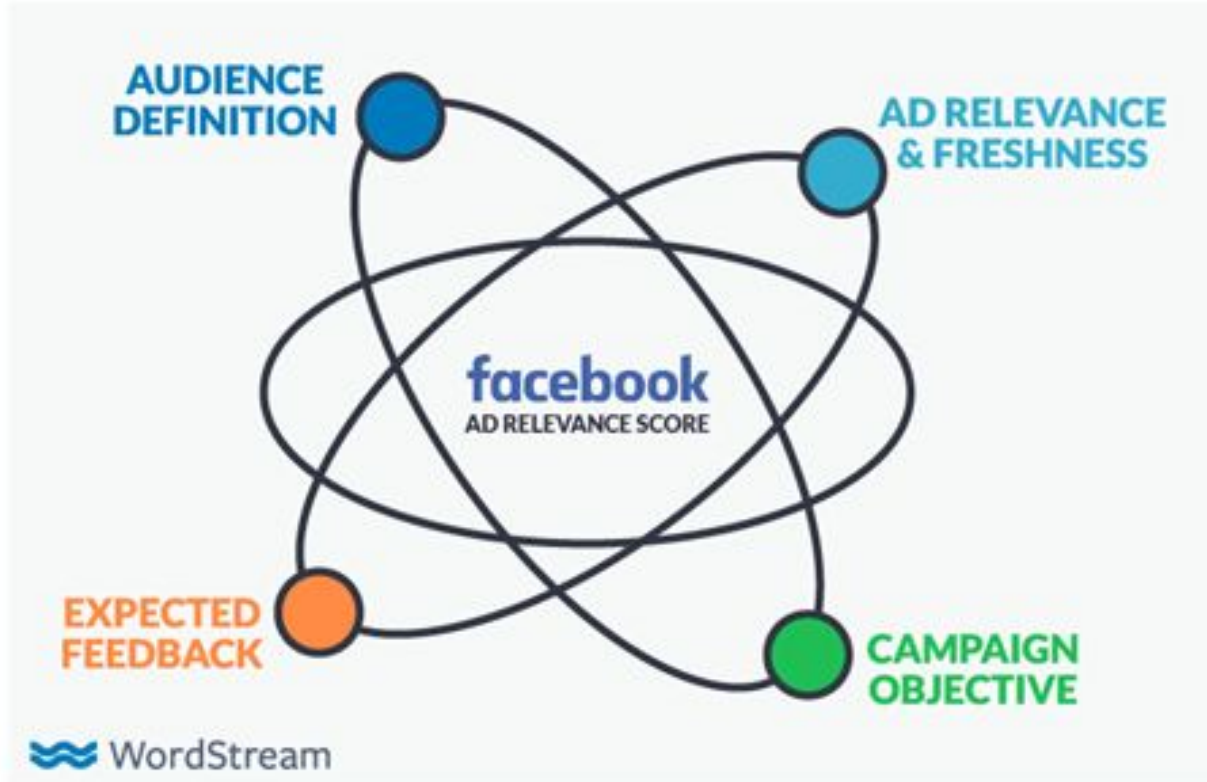
Source: the company

The Wall Street Journal





LOOK TO BUILD YOUR RELEVANCE SCORE





EXPERIMENT WITH AD PLACEMENTS

- Facebook Desktop Newsfeed
- Facebook Mobile Newsfeed
- The Right-Hand Column
- Facebook Instant Articles
- Facebook In-Stream Videos
- Facebook Suggested Videos
- Instagram Feed
- Instagram Stories
- Facebook Audience Network





COMBINE FACEBOOK ADS & GOOGLE ADS

1. Understand the consumer decision-making process.
2. Link your Merchant Center to Google Ads.
3. Create Google Shopping ads campaigns.
4. Connect audiences from Google Ads to Facebook.
5. Create Facebook ads to generate impressions.
6. Create a retargeting campaign.





TARGET YOUR COMPETITORS' FANS

Target your competitors followers and steal away some of their customers! It is okay to be savage this way! To do this, create a Facebook Saved audience and under the interest category enter the names of your competitors!





SUCCESSFUL CROWDFUNDING CAMPAIGNS

Explore Start a project

KICKSTARTER

[#BlackLivesMatter](#)

Pebble: E-Paper Watch for iPhone and Android



Pebble is a customizable watch. Download new watchfaces, use sports and fitness apps, get notifications from your phone.

[Buy Now](#)

Created by
Pebble Technology

68,929 backers pledged \$10,266,845 to help bring this project to life.

Last updated [December 7, 2016](#)





SUCCESSFUL CROWDFUNDING CAMPAIGNS

Explore Start a project

KICKSTARTER

[#BlackLivesMatter](#)

The Dash – Wireless Smart In Ear Headphones

wireless smart Headphones



World's First Wireless Smart In Ear Headphones. 1000 Songs. Performance Tracking. Body Sensors. Secure Fit.

[Pre-Order now](#)

Created by

BRAGI LLC.

15,998 backers pledged \$3,390,551 to help bring this project to life.

 Last updated [May 4, 2017](#)





SUCCESSFUL CROWDFUNDING CAMPAIGNS

Explore Start a project

KICKSTARTER
#BlackLivesMatter

OUYA: A New Kind of Video Game Console



Cracking open the last closed platform: the TV.
A beautiful, affordable console -- built on
Android, by the creator of Jambox.

Created by
OUYA

63,416 backers pledged \$8,596,474 to help bring this
project to life.

Last updated June 25, 2013

Campaign

FAQ ¹²

Updates ³⁰

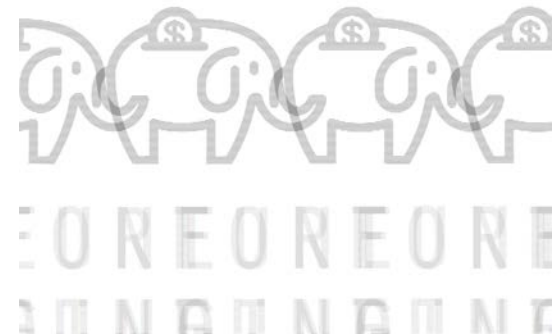
Comments ^{28,421}

Community





We are here to help you.





Thank you to

ysbec
*YORK SMALL BUSINESS
ENTERPRISE CENTRE*