

Crowdfunding for social good



**Mak Dukan & Marina Petrovic, UNDP Crowdfunding Academy
SEYN, 30.09.2015.
Chania, Greece**



**CROWDFUNDING
ACADEMY**



**ZAGREB
CROWDFUNDING
CONVENTION**

GET READY TO GET FUNDED



GET READY TO GET FUNDED

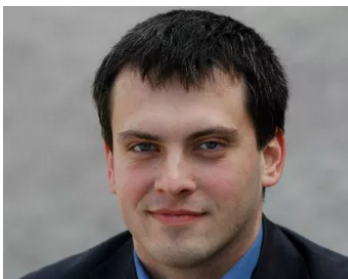
www.crowdfundingacademy.eu

FB – Crowdfunding
Academy

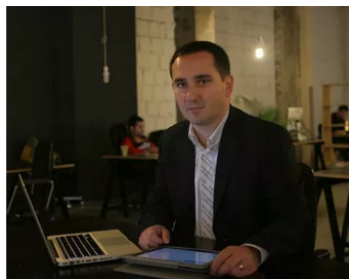


*Empowered lives.
Resilient nations.*

brodo^{to}



Goran Jeras



Stevica Kuharski



Ivo Špigel



Saša Cvetojević



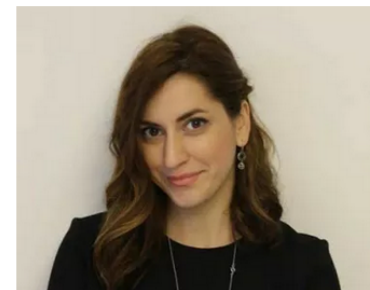
Anastasia Emmanuel



Liz Wald



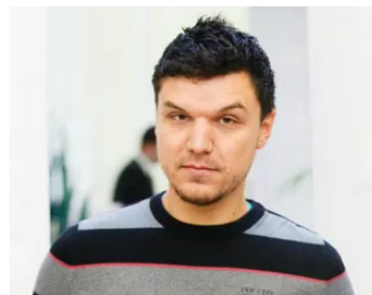
Bernard Ivezić



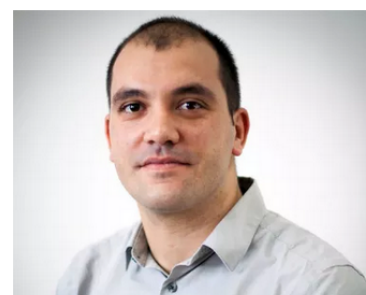
Jelena Mijailović



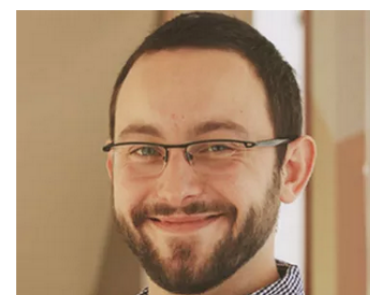
Matija Raos



Hrvoje Hafner



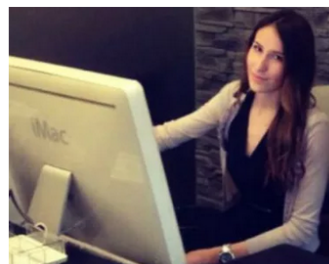
Frane Šesnić



Dubravko Blaće



Teo Petričević



Barbara Čunčić

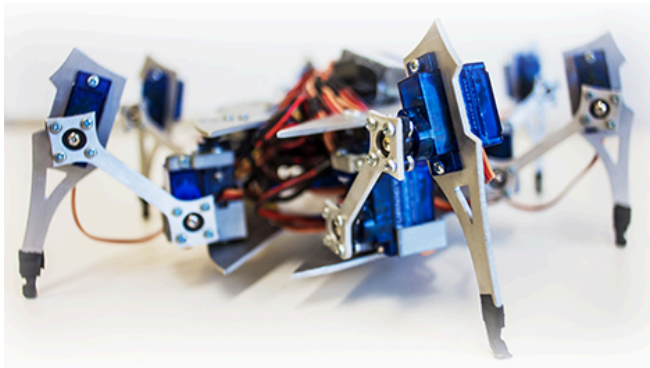


Empowered lives.
Resilient nations.





Zagreb felt a small earthquake.
It was actually the STEMI team brainstorming.



Stay tuned and see what we came up with...





ZAGREB CROWDFUNDING CONVENTION

Zagreb Crowdfunding Convention will draw together a great crowd of crowdfunding addicts, investors and journalists from the region and Europe to Zagreb, Croatia on **September 17th and 18th, 2015.**

PARTICIPATE

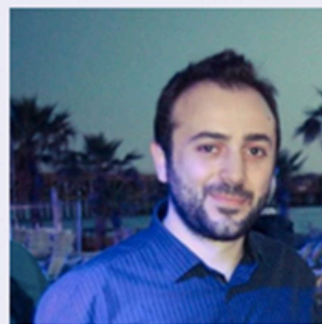
ZAGREB CROWDFUNDING CONVENTION



Liz Wald
VP Technology &
Design at Indiegogo



Maria G. Perulero
Goteo.org, Project
and Internalization
Coordinator



Roberto Esposito
CEO and Founder of
DeRev



Anastasia Emanuel
Director, UK
Technology & Design,
Indiegogo



Ivana Bilić
3pSplit & USACC



Yves Taquet
Goulash Disko
Festival, Visibaba pivo



Mihovil Barančić
Angel Investor



Mia Biberović
Netokracija, Executive
Director

Lighten the load





HELP SYRIAN MOTHERS

\$11,403 USD

raised by **409** people in 9 days

496% funded

6 days left

 **\$2,300** USD goal
Flexible Funding 

Your contribution

\$5, \$10, \$100

CONTRIBUTE NOW



**ENERGY INDEPENDENT
SCHOOL CROWDFUNDING
CAMPAIGN**

Elementary School Ostrog, Kastel Luksic

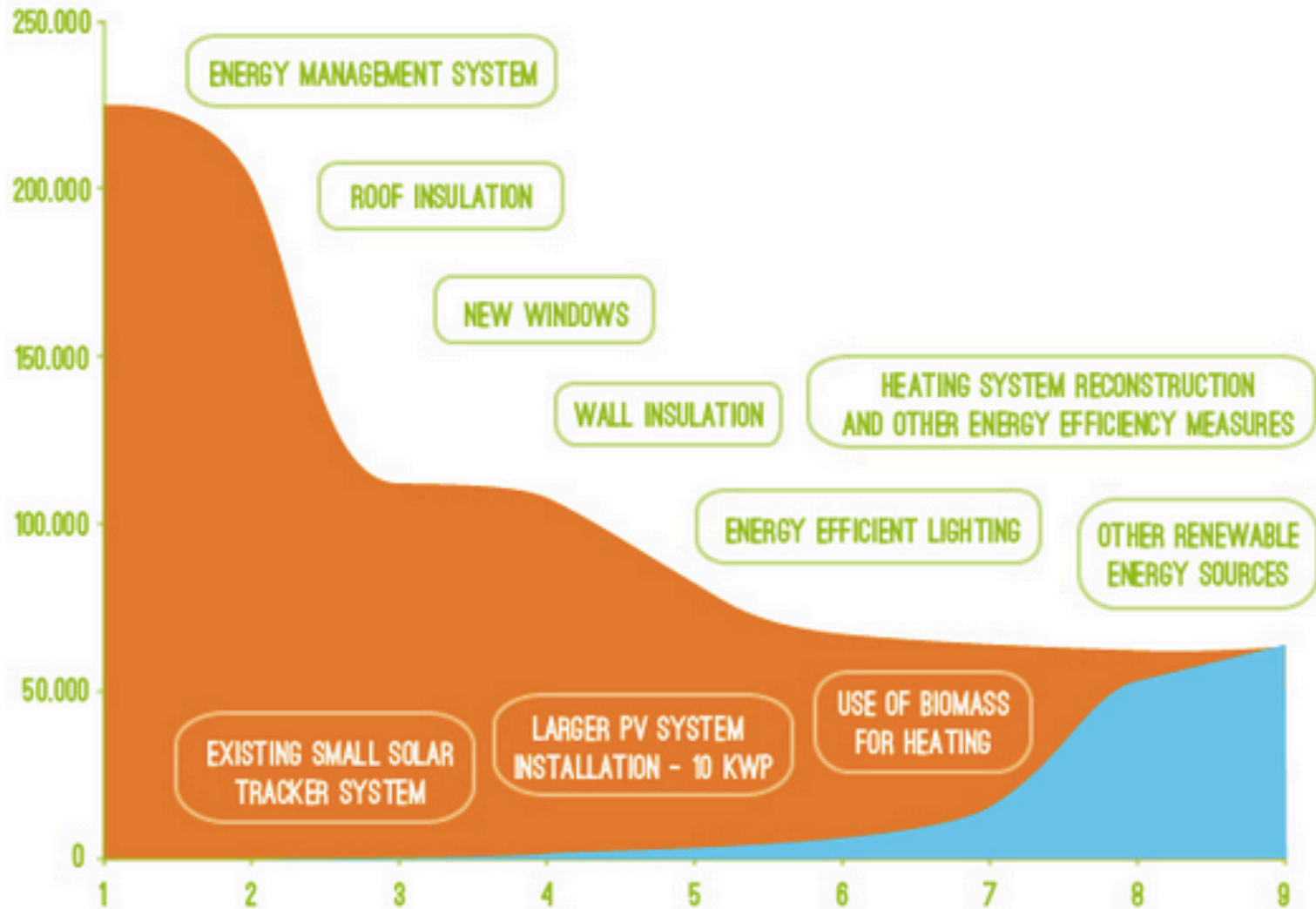


Energy Cooperative Kastela & UNDP cooperation



ENERGY CONSUMPTION

ENERGY PRODUCTION



Campaign facts

10.000 USD goal (Indiegogo)

60 days duration

2 months preparation

25,5 kW solar power plant



+ LED lights + roof insulation

The campaign team after raising the targeted amount in the last minute



Campaign results

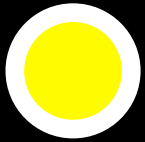
10.000 \$ Indiegogo (100% of goal)

20.000 \$ UNDP

45.000 \$ Government

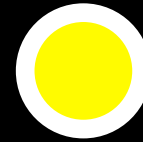
60.000 \$ ESCO Investment

Indiegogo & UNDP



Feb 2014

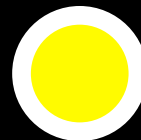
ESCO



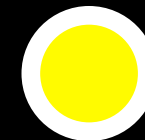
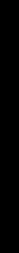
Fall 2014

May 2015

Winter 2015



Government



**Project
completion**



Think big but aim small !

**When is a project
crowdfundable?**

Crowdfundability

“problem solving” story

specific solution

realistic goal

credibility

humor

face

...

Case studies

The Community Water Project

Community ▾

Bwana, Rwanda ▾

396

Story | Updates 11 | Comments 2 | Backers 156 | Gallery 7

Share

65

Tweet

0

G+1

</>

Embed

Link

Follow



InDemand
\$20,173 USD
total funds raised

✓ Original campaign was 101% funded on August 16, 2014

CONTRIBUTE NOW

Do you think this campaign **contains prohibited content**? [Let us know.](#)

Save the Waste!

Environment ▾

Minneapolis, Minnesota, United States ▾

Story | Updates 17 | Comments 17 | Backers 49 | Gallery 9

8

Tweet

0

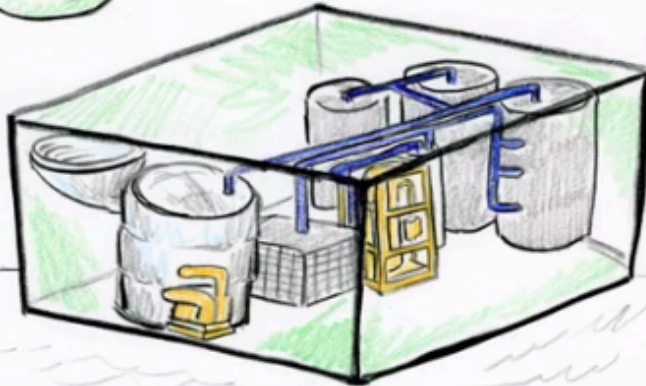
G+

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Embed

Link

Follow



\$4,395 USD

raised in 1 month

2% funded

No time left



Verified Nonprofit



\$250,000 USD goal

Flexible Funding 

CAMPAIGN CLOSED

This campaign ended on January 1, 2014




01:24



vimeo

LESSONS LEARNED



**Build your crowd
before the campaign**

Keep your crowd
engaged



ENERGETSKA
ZADRUGA
KAŠTELA

TBF | ROKOLOMOTIVA | ULTIMATUM

JUSTIN'S JOHNSON | MJESNI ODBOR

17.1. | GRADSKA DVORANA

20H | U KAŠTEL STAROM

PROBAJA ULAZNICA: adriaticket | CILJENA ULAZNICE: 30 KN

indiegogo

PODRŽITE PROJEKT:

WWW.INDIEGOGO.COM/PROJECTS/ENERGY-INDEPENDENT-SCHOOL



Ribola



Mjesečni odbor



ROKOLOMOTIVA



TBF



Portal



BEFO SOUND
PLEŠNI KLUB K7

$$1 + 1 = 2$$

**Keep it simple
and stupid**

\$

\$

\$

THANK YOU !!

**Marina Petrović
Mak Đukan**

Crowdfunding Academy

BUSINESS MODEL CANVAS

for Community Projects

		<p>Value proposition 1</p> <p>What problems are you solving?</p> <p>Why are you solving them?</p> <p>How will you solve them?</p>		

BUSINESS MODEL CANVAS

for Community Projects

				<p>Key effects 2</p> <p>What impacts will your project create? Who will your project impact?</p>

BUSINESS MODEL CANVAS

for Community Projects

Organization structure 3

What organizational structure will your group take? What roles will individual members play?

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BUSINESS MODEL CANVAS

for Community Projects

			<p>Partners 4</p> <p>What organisations, individuals or groups will help you reach your goal?</p>	

BUSINESS MODEL CANVAS

for Community Projects

			Key resources and capacities 5	
			What resources and capacities do you have now that you can use in the project? And which do you need to find outside of your group?	

BUSINESS MODEL CANVAS

for Community Projects

Community engagement 6

Define your local community and how you plan to engage them?

BUSINESS MODEL CANVAS

for Community Projects

Key activities and timeline 7

What steps will you take over next 3, 6, 9 months to realize your project?

	<p>Key activities and timeline 7</p> <p>What steps will you take over next 3, 6, 9 months to realize your project?</p>			

BUSINESS MODEL CANVAS

for Community Projects

Project expenses / Rough budget

How much does your project costs? What are the main cost items? Break it down into rough numbers

8

BUSINESS MODEL CANVAS

for Community Projects

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Project revenues

What revenues will your project create? How will these revenues keep your business self sustainable?

BUSINESS MODEL CANVAS

for Community Projects

<p>Organization structure 3</p> <p>What organizational structure will your group take? What roles will individual members play?</p>	<p>Key activities and timeline 7</p> <p>What steps will you take over next 3, 6, 9 months to realize your project?</p>	<p>Value proposition 1</p> <p>What problems are you solving?</p> <p>Why are you solving them?</p> <p>How will you solve them?</p>	<p>Partners 4</p> <p>What organisations, individuals or groups will help you reach your goal?</p>	<p>Key effects 2</p> <p>What impacts will your project create? Who will your project impact?</p>
<p>Project expenses / Rough budget 8</p> <p>How much does your project costs? What are the main cost items? Break it down into rough numbers</p>	<p>Community engagement 6</p> <p>Define your local community and how you plan to engage them?</p>	<p>Key resources and capacities 5</p> <p>What resources and capacities do you have now that you can use in the project? And which do you need to find outside of your group?</p>	<p>Project revenues 9</p> <p>What revenues will your project create? How will these revenues keep your business self sustainable?</p>	