

Part 2

Creating your project

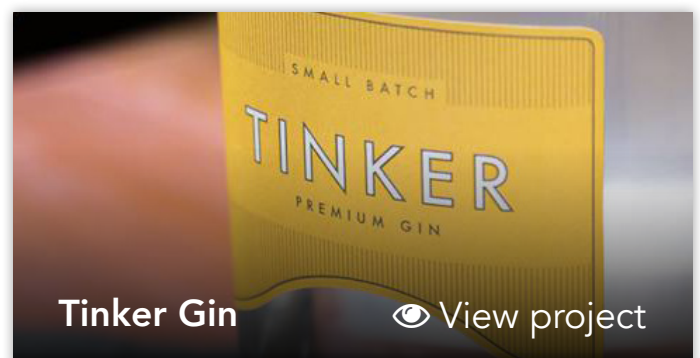
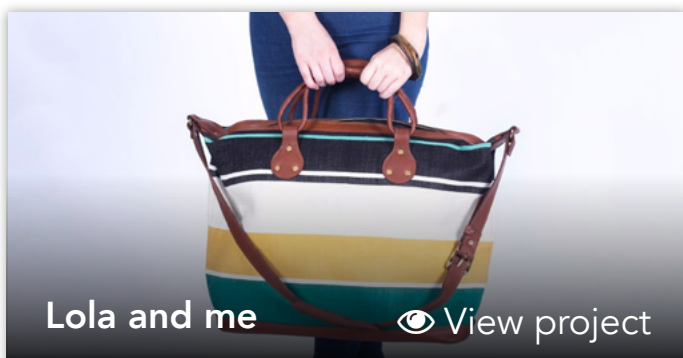
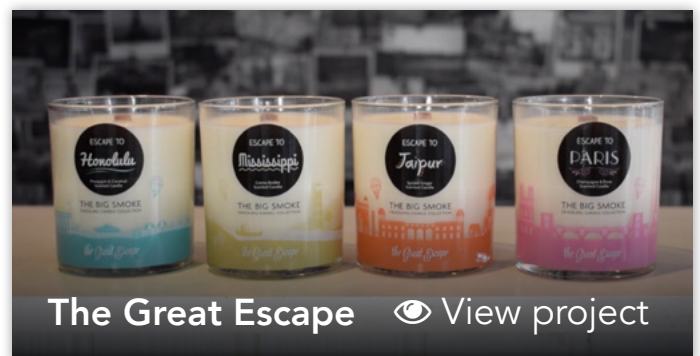
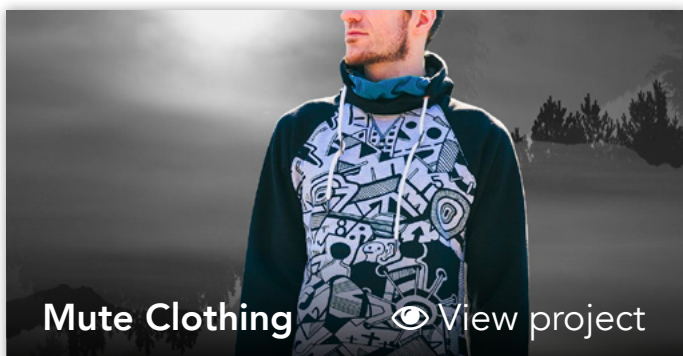
Everything
you need
to know

JANUARY
JUMPSTART

GETTING STARTED

Now that you're ready to start building your project page, it's a great idea to look at some examples of other business who have raised money with Crowdfunder. These guys have all been successful, so take a look and get inspired.

Be a critic. What do you like? What don't you like? What would you have done differently?



The perfect page

Regular updates, to keep the Crowd connected

Engaging shareable video (approx. 2 mins)

Encouraging people to share

Clear concise project aim

Crowdfunder

Start crowdfunding Find project How it works


Möken Coffee

A Food and Drink project Cornwall, United Kingdom

Project home Updates 4 Comments 7 Backers 88 Contact project

Möken Coffee

from Olly Fawcett



02:17 HD vimeo

Share

Tweet

Share this project


Embed

Follow

Project aim


We blend adventure with good coffee whilst serving a community of likeminded folk. Help us make our vision a reality & join our journey.

About Möken



We blend adventure with good coffee. We serve a community of like-minded individuals through sustainable, ethical and quality coffee and the tools to create it amidst your adventure.

The Products



The Products

Möken is made up of two core products. The Coffee (we are a coffee company after all) and The Adventure Kit. Adventure goes hand in hand with Coffee as it provides that all important 'kick' that keeps you going. The Moken Adventure Kit has everything you need to make a tasty brew on the move!

The Coffee

Clear, memorable title

They did it!

Realistic target

Good choice of rewards at varying costs

On 21st Jul 2016 we successfully raised

£4,928

of £3,000 target


with

88 backers

in

35 days

Project by



mokencoffee

Send message

Coffee + Adventure [Read more](#)

Part of the

Crowdfund Cornwall Campaign

Rewards

Get £6 reward

THE COFFEE - 1 x 227g bag of Möken coffee (in bean form or ground, please select on the next step)

23 backers so far

Estimated delivery: August 2016

Get £10 reward

MOKEN MUG - Be proud sipping from an enamel Moken mug.

8 backers so far

Estimated delivery: September 2016

Get £20 reward

MOKEN T-SHIRT - Get your hands on a high quality, ethically produced Moken T-shirt.

13 backers so far

Estimated delivery: September 2016

Get £30 reward

COFFEE SUBSCRIPTION

1 x 227g bag of Möken Coffee delivered to your doorstep every month for 6 months

14 backers so far

Estimated delivery: August 2016

Key messages

You will probably already have a clear idea of your business' personality, core values and unique selling points. Think of words that you would use to describe your business. Cross out or circle our suggestions below, then add some more of your own. Keep referring back to these words to check that your finished project page reflects them all.

Smart

Timeless

Beautiful

Fun

Adventurous

Masculine

Rugged

Urban

Slick

Simple

Traditional

Fresh

Innovative

Vibrant

Luxurious

Sweet

Classic

Cool

Feminine

Trendy

Youthful

Mature

Next, use this space to work out the key messages that you need to get across on your project page.

Why was your product developed?

Key messages

What makes your product great?

Who are you and what's your experience?

Writing your description

When visitors land on your project, you need to hold their attention and get them excited about your business. To do this well you'll need make sure your description is structured, concise and engaging. Add some images, testimonials and branding to give it a professional finish.

Structure

Opening – Briefly summarise your key points in two or three sentences. Keep it simple.

Why was your product developed? – Explain the problem that your product solves and why it's important. Does it make something easier? Does it offer an eco-friendly alternative to the norm? Does it make something more beautiful?

What makes your product great? – Introduce your product and all its key features. Focus on what makes it unique. What is it made of? How does it work? Why is that important?

Who are you and what's your experience? – This is your chance to show off your expertise and build credibility. Demonstrate clearly that you are the right people to make this idea happen.

Tell your story – Explain how your business was started and why you decided to create this product. Talk about your journey and inspiration. Don't forget that your story is still unfolding – what does the future hold, where are you going?

How is the money being spent? – Outline what the money raised will enable you to do. Create a pie chart to show that you're making smart decisions with your spending.

Rewards – Highlight the strongest rewards in your description to draw more attention to them. Give any extra information that will make them more attractive to potential backers.

FAQs – Anticipate common questions that people might have about your business, product or crowdfund.

Writing your description

Visual content



Product images

Mock ups, prototypes or the finished article – your backers will need to see what it looks like.



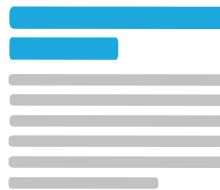
Team photos

People fund people. Show that you are a real person and make sure your page shows off your personality.



Infographics

Can you show dreary data in a more visual way?



Headings

Use snappy subheading these to separate each section.



Testimonials

Add in some real quotes from people who like your product to build credibility.



Branding

Make sure that your page visually reflects your brand and core values.

TOP TIP

You can embed videos into your description to showcase other aspects of your product.

Creating your video

It's becoming more and more important for business to use video to connect with their customers. Stay ahead of the curve and create something bespoke for your Crowdfunder project.

1.



Short and sweet

Less is more when it comes to video. Keep it short, 2-3 minutes maximum. Make sure you get the key information into the first 30 seconds - who, what, why, how?

2.



Get personal

Getting in front of the camera will help you to build a rapport. Don't be afraid to include others too.

3.



Script

If you're struggling to think of what to say, write a rough script but let people ad-lib and speak from the heart, honesty will always win people over.

4.



Setting

Choose a place where your voice can be clearly heard on record - wind, traffic and crowds will drown you out.

5.



Avoid using animation video makers or image montages

They often come out tacky and won't get across your unique personality.

Watch the Möken Coffee video [here](#)



"Keep it short, to the point, clear and concise. Don't be scared of it. Your cameraphone will suffice, in one take. Script your main points, make sure you hit your marks and your idea will sell itself."

Murry Toms, Organiser, [Cheltenham Town Billboard](#)

TOP TIP

Include your campaign's URL at the end of your video to direct external traffic onto your project page.

Giving rewards

Rewards are about giving your backers something worthwhile in return for their support. For entrepreneurs, rewards should be centred around your products – think of your backers as future customers. Consider the four main types of reward that you can offer:



Products



Services



Experiences



Events

Your core product will usually be your most popular reward, so make sure you price it right!

7 top tips for rewards

- 1** Add variations on your core product to entice different groups within your crowd to pledge a little more.
- 2** Offer exclusive 'behind the scenes' experiences, tickets to events, masterclasses or special editions – things that aren't available elsewhere.
- 3** Early bird deals are a fantastic way of securing early support. Limit the number available to get your crowd excited.
- 4** Rewards should be good value for money. If one of your rewards is available elsewhere, 20-30% discount is a great way of making it attractive to your crowd.
- 5** Have a few rewards priced at around £20 – this is where a good chunk of pledges are made.
- 6** Spread your rewards evenly across different price points from £10 to £100 and include something at the top end that might be attractive to other businesses.
- 7** Don't just stick to numbers that end in zeros – odd numbers imply that your rewards have been thoughtfully costed.

Example rewards

Some great reward examples from Möken Coffee

Get £6 reward

THE COFFEE - 1 x 227g bag of Möken coffee
(in bean form or ground, please select on the next step)

23 backers so far

Estimated delivery: August 2016

Get £30 reward

COFFEE SUBSCRIPTION
1 x 227g bag of Möken Coffee delivered to your doorstep every month for 6 months

14 backers so far

Estimated delivery: August 2016

Get £85 reward

EARLY BIRD ADVENTURE KIT -
Be one of 10 earlybirds and get everything you need for a tasty coffee in the wild. Includes Bag of Beans + 2 Mugs + Moka pot + Metal Water Bottle + Coffee Grinder + Möken Kit Bag + Möken Back Pack + Camping Gas twister

10 backers so far

Estimated delivery: September 2016

Setting your target

Your crowdfunding target needs to be a balance between what you need to raise to make your idea happen and what you think you can raise from your crowd. Be realistic - remember that you can always raise more and stretch your target to a bigger number once you hit 100%.

Calculate the minimum amount of money you need to deliver your project and fulfil your rewards. Don't forget that if your project is successful, there is a 5% platform fee that you'll need to account for. [Read more on fees](#)

How big does your crowd need to be to reach your target?

There are a few facts to note...



The **average pledge** on Crowdfunder is **£50**



On average, **one in twenty people** who view a project page will make a pledge

"Look at your network and work back to discover how much you think you can raise. It's got to be big enough to be worth all the effort - but it's also got to be attainable and realistic so you don't waste your time."

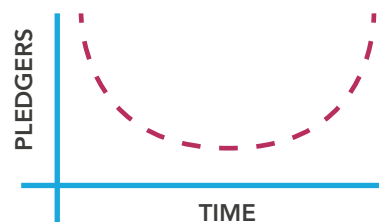
Sarah Bentley, Project Manager, [Made in Hackey Community Kitchen](#)

Choosing your project duration

Your campaign can last anywhere from one day to eight weeks, but more time doesn't necessarily mean you'll raise more money.

Choosing a short and sharp campaign means you can get your crowd excited and maintain a sense of urgency. Longer campaigns can start to lose steam and might actually end up becoming annoyingly repetitive.

When picking your launch date, be aware of the calendar and factor in any events that might slow down or promote your campaign. When choosing what time of the day to launch, keep in mind that whatever time you launch the project, it will end at the same time of day - choose a time that will allow you to have a big push at the end.



TOP TIP

Most pledges will come in at the beginning and the end of your project - so you'll want to make sure you've got a great plan to keep engagement high the whole way through.

And finally...

Finish off by giving your project a strong title that's unique and catchy. Avoid using words like 'help', 'support', 'project' or 'fund' which are too generic.

Finally, upload a strong project image - something that captures the essence of your project - make sure it's inspirational, high resolution and good quality.



Boa Vida Açaí - THE REAL DEAL

Greater London

Our mission is to offer the purest, most authentic açaí experience outside of the Amazon rainforest.

✓ Successfully overfunded

97 backers £10.7k raised 29 days



Bullfinch Brewery Expansion Funding

London, United Kingdom

The Bullfinch Brewery has taken flight but now we need to expand skyward, we want to upgrade our kit so we can make even more beer!

✓ Successfully overfunded

70 backers £8.4k raised 28 days



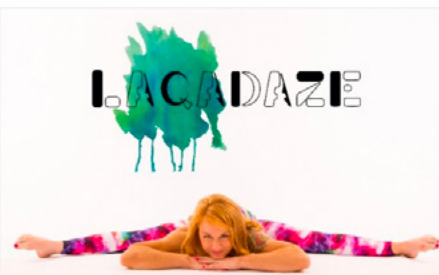
Buckt - The Bucket List Subscription Box

West Midlands

Buckt - the UK's only subscription box inspired by the idea of a bucket list! Pledge for top rewards and help us make this happen. Thanks!

✓ Successfully overfunded

80 backers £5.1k raised 56 days



Laqadaze Clothing

Bristol, United Kingdom

Laqadaze is fundraising to buy a bulk of fabric and promotional materials, to help expand the business and make it a full time occupation.

✓ Successfully overfunded

105 backers £3.1k raised 56 days



What really matters in life? #HappierWorld

London, United Kingdom

We've created a course that helps people become happier and more caring. Help us bring it to everyone, everywhere.

✓ Successfully overfunded

874 backers £100.9k raised 35 days



Möken Coffee

Cornwall

We blend adventure with good coffee whilst serving a community of likeminded folk. Help us make our vision a reality & join our journey.

✓ Successfully overfunded

88 backers £4.9k raised 35 days

Recap

Let's recap what we've covered in this pack:

- ✓ Great example projects
- ✓ Refining your key messages
- ✓ Writing your project description
- ✓ Making your video
- ✓ Giving rewards
- ✓ Setting your target
- ✓ Choosing your project duration

Next step

You're now ready to create your perfect project page on Crowdfunder and start planning for the launch day.

Start crowdfunding

www.crowdfunder.co.uk/jumpstart

"Have a story. From day one, way before I even considered running a crowdfunding campaign, I had built up a story (largely through blogging and social media) about setting up Baked (i.e. why I did it, what it was about, week by week diary-esque accounts). This meant by the time I decided to crowdfund I already had a) a well documented and read story and b) an army of supporters. People were able to delve into Baked Worthing's history and importantly, get to know me and my motivations."

Lauren Roffey, Raising Agent, **Baked Worthing**

Have any questions so far?

You can reach us at support@crowdfunder.co.uk

We always love to hear feedback, so let us know how we can make this pack better.



Part 3 coming soon

Download 'Running your project' from 12 January visit:

www.crowdfunder.co.uk/jumpstart