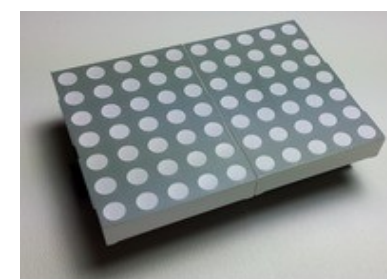




Crowdfunding



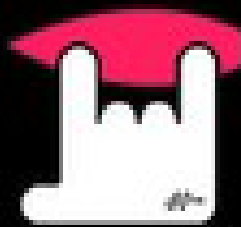
A method for raising capital through the collective effort of friends, family, customers and individual investors...

... by the use of social media and crowdfunding platforms, leveraging for greater reach and exposure.

What qualifies as a crowdfunding
project?

GRILLED CHEESUS®





Fingersurfers

SHOP

Wood Boards →



← Vinyl Boards

 **VAAVUD**



 AIRTAME



Different types of crowdfunding

Donation-based

Reward-based

Credit-based

Equity-based

What makes a good crowdfunding project?

- B2C offering
- Appealing value proposition
- Good storytelling
- Visual presentation
- Commitment

Benefits of Crowdfunding

Visibility and coverage

Efficiency

Marketing & Media exposure

Customer feedback & further development

Social proof of concept

Identification of early adopters

Where to go?

www.gofundme.com

www.kickstarter.com

www.boomerang.dk

www.indiegogo.com

www.fundable.com

www.rockethub.com

www.technofunding.com

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