



Crowdfunding learnings with Indiegogo



Crowdfunding is fast becoming the
default go-to-market strategy
for companies.



Rewards crowdfunding



- Rewards in exchange for money pledged to your project
- Range of rewards
- Raising money
- Validating your idea
- Great case studies
- A platform to go international!



The Benefits

Customers pay
for your
manufacturing



Companies
also validate
their
audience



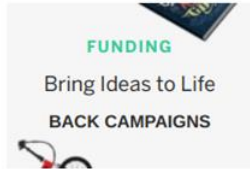
Attract capital &
partners

Secure
distribution



Which lets them learn
and grow quickly

What can you raise money for?



Our Top 10 Finds



Team Favorites



Pop-Up Store



Invest in Companies



TECH & INNOVATION

Audio	Home
Camera Gear	Phones & Accessories
Energy & Green Tech	Productivity
Fashion & Wearables	Transportation
Food & Beverages	Travel & Outdoors
Health & Fitness	

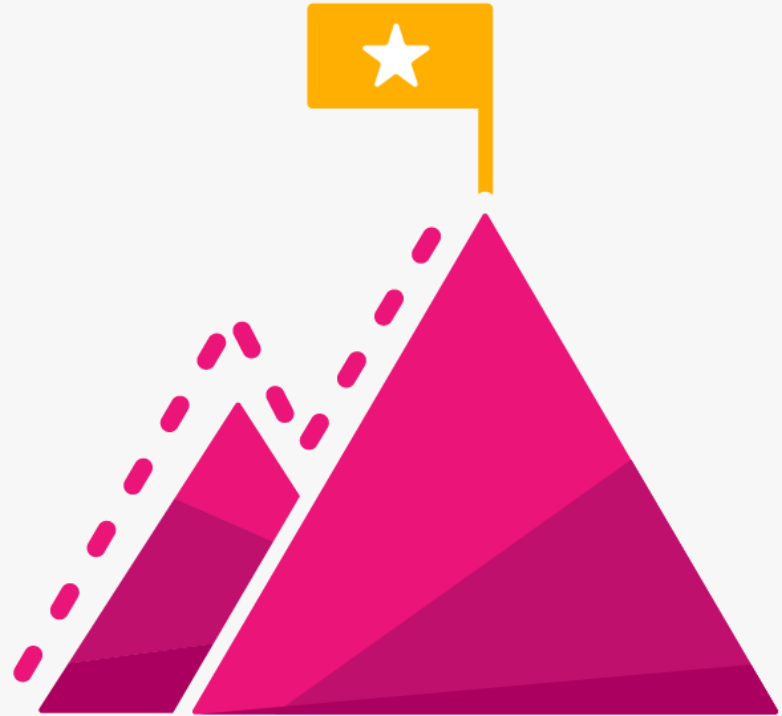
CREATIVE WORKS

Art	Podcasts, Blogs & Vlogs
Comics	Tabletop Games
Dance & Theater	Video Games
Film	Web Series & TV Shows
Music	Writing & Publishing
Photography	

COMMUNITY PROJECTS

Animal Rights	Spirituality
Culture	Wellness
Education	
Environment	
Human Rights	
Local Businesses	

Crowdfunding is
still challenging





Encouraging Corporate Innovation



CLOSED

Paragon Induction Cooktop

Make precision cooking easier with advanced heat monitoring technology for sous vide and more.

IB FirstBuild
Louisville, United States
[About](#)

\$361,315 USD total funds raised
599% funded on April 4, 2015





CLOSED

Opal Nugget Ice Maker

Finally, an affordable nugget ice maker for your home.

1B FirstBuild
Louisville, United States
[About](#)

\$2,768,650 USD total funds raised
1698% funded on August 27, 2015



“Total time from concept to production: Four months. If it flops, no worries. Upfront costs were some 20 times less than a traditional product rollout, which can cost tens of millions of dollars. If we’re going to fail, we want to fail fast.”

Natarajan Venkatakrisnan
Head of R&D for GE Appliances





CLOSED

VESSI Beer Fermentor and Dispenser

The single tank that ferments, carbonates, and dispenses home-brewed beer in as little as 7 days.*



Bob Schneider - W Labs™ Brewmaster
Benton Harbor, United States
[About](#)

\$270,579 USD total funds raised
220% funded on July 18, 2016





INDEMAND

ZERA Food Recycler

Turn today's food scraps into tomorrow's fertilizer, within 24 hours.*



Paula Lobaccaro - Technical Lead
Benton Harbor, United States
[About](#)

\$551,973 USD total funds raised
827% funded on February 18, 2017



“The reason we wanted to go with Indiegogo is it validates this market for home brewing...right away, it opens a dialogue.”

Dawn Noel Dolan

Senior Manager for Whirlpool's New Business Development





HEALTH ▸ HYGIENE ▸ HOME

AND

INDIEGOGO

HEALTHIER
TOMORROW
CHALLENGE



“This program enables us to connect with passionate thinkers around the world that, similar to us, are willing to disrupt the health and wellness space to make a real difference in people’s lives.”

Dave Challis

RB’s Head of Innovation



German Hardware Campaigns



INDEMAND

ANTELOPE Sportswear: Muscle Activating Smartsuit

ANTELOPE helps you to reach your fitness goals faster than ever, making each workout more effective.



Antelope Club
Frankfurt am Main, Germany
[About](#)

\$1,521,002 USD total funds raised
839% funded on December 13, 2015





CLOSED

Dolfi: Next Gen Washing Device

A hand-size device that cleans your clothes with the power of ultrasonic technology.



Lena Solis
Düsseldorf, Germany
[About](#)

\$1,047,509 USD total funds raised
428% funded on March 22, 2015



Top 10 German Projects €7m

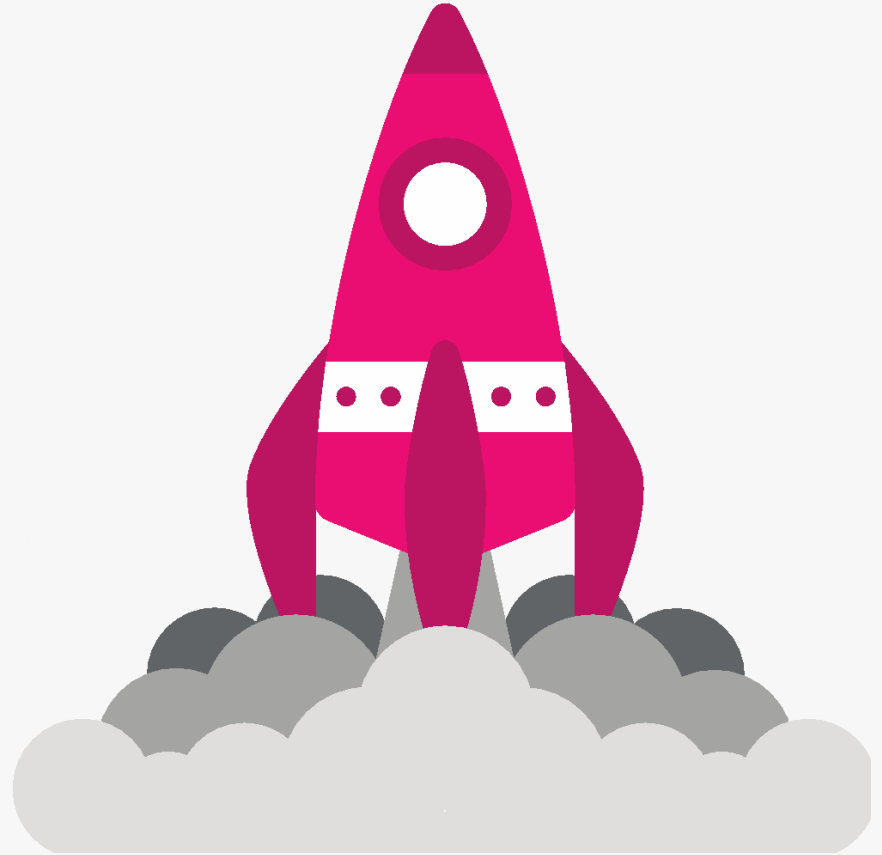
Strategy

Crowdfunding isn't magic.
It's marketing

If you build it
they will come

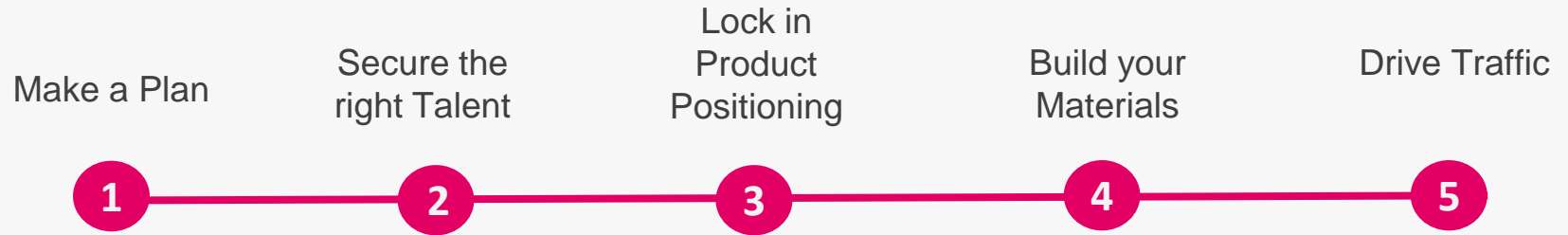


~~If you build it
they will come~~



So how do you do it right?

Process Overview



Plan

Launch with



A Working
Prototype



An Engaged, Excited
Audience



Manufacturing
Secured

ARROW AND INDIEGOGO

\$1,000,000

Flash Funding

[OVERVIEW](#)

[HOW IT WORKS](#)

[FLASH FUNDING](#)

[JOIN THE PROGRAM](#)

[FAQ](#)

Want a share of \$1M for your product?

Arrow electronics is giving away \$1,000,000 this year to qualified campaigns with Arrow Certified Technology. Read about previous recipients below and discover how Arrow's flash funding is helping bring their ideas to life. Join the program today for a chance at your share.

[JOIN THE PROGRAM](#)

Talent

Things to consider

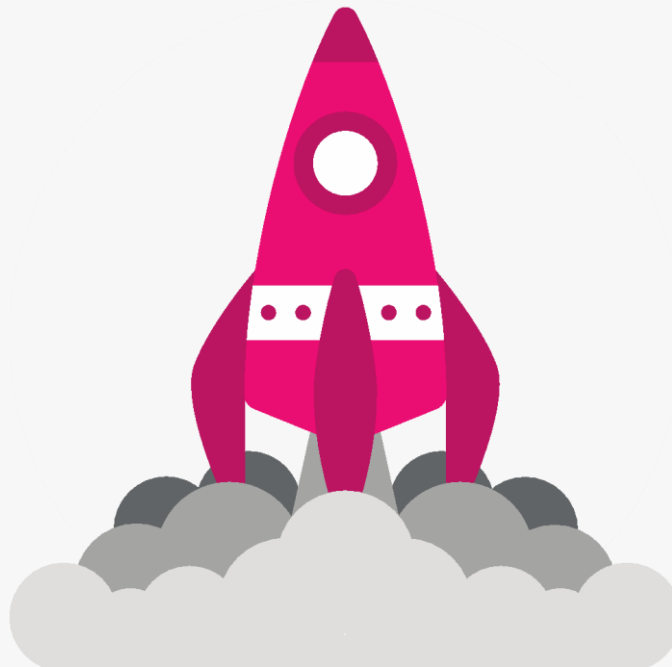
- Copywriting
- Graphic design
- Landing page setup
- Product photography
- Organic social media
- Video creation
- Press outreach
- Paid advertising
- Email & customer acquisition
- Campaign management



Distribution

Things to consider

- When is the right time to start thinking about shipping & fulfilment?
- Where are you manufacturing?
- How much should you charge?
- Engage with our partners



Fulfill faster and smarter with Indiegogo and Ingram Micro Commerce

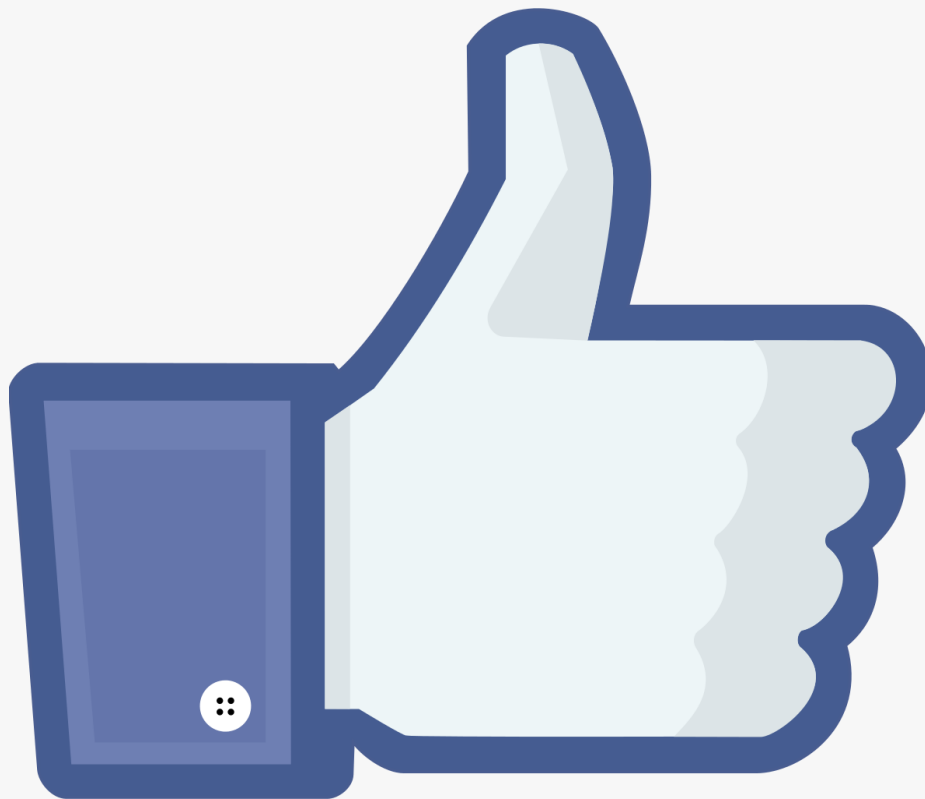
Now bridging the gap between crowdfunding and fulfillment

[SIGN UP NOW](#)

5 Key Learnings

Only launch when you are confident
you can generate 30% of your goal in
the first two days

Use Digital
Advertising



Understand your costs and how these
will impact your success, especially
shipping and manufacturing

Discounts can
drive
contributions



But margins
pay for traffic

Start planning at least 4-6 weeks
before launch, especially on your
digital advertising

Contact



Contact:
joel@indiegogo.com
@IGGjoel

