



CATAPOOOLT CROWD-FUND-AS!

YOUR CROWDFUNDING AND
COMMUNITY ENGAGEMENT
POWER BOOK! Includes real
case studies!

**PREFACE BY
DAN MAROM**

Renowned thought leader on crowdfunding domain and
co-author of best-seller 'The Crowdfunding Revolution'

First Indian
crowdfunding
guide ever!



HAIL THE NEW ENGAGEMENT ECONOMY!



Dan Marom

(Renowned thought leader on the crowdfunding domain and co-author of the best-seller 'The Crowdfunding Revolution')

Hi Friends,

Most of us have always believed that the ability to share information has been the biggest contribution that social media and the inter-connected world have brought to the fore! But then, the global success of Crowd-Funding – and the way it is today challenging the conventional investment structures – be it in any domain and business area – today business area-proves that the connected economy will be foreseeing a lot more innovative and democratic future!

And I guess this is especially true for creative endeavours. We humans are undoubtedly social animals – and creative platforms like films and other arts – are the primary ways wherein we express ourselves to the society at large as well as entertain ourselves. With rapid emergence of crowd-funding in this domain – there has been a significant shift wherein the audiences and people at large, once again, have the power and capability to decide and enable what they want to see and be a part of – rather than the industry depending on just few powerful hands managing money.

So go ahead – relish this new economy wherein you engage with your communities with just your passion and vision – and then the communities arise together to take your dream to the spotlight. As crowdfunding becomes more commonplace as a fundraising mechanism, we will all be presented with opportunities to promote each other and the world.

Making it easier for you is this beautiful guide book here. And the power of CATAPOOOLT – a crowdfunding platform with which I'm proud to associate with. I am confident that with the team at CATAPOOOLT – focusing on Asian markets; innovating the rewards module; and working towards offering not just community engagement for access to funds and resources, but also access to international markets – the creative entrepreneurs will be able to fully leverage the power of the crowds!

Take advantage and learn how you can help. And above all, engage!
Wishing you all the best...and happy catapoolting!

Get more in-depth understanding on Crowd Funding and how it is re-defining the Future of Engagement. Order Dan Marom's "The Crowd Funding Revolution" on www.amazon.in / www.amazon.com

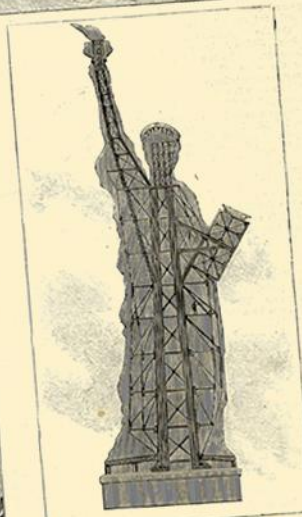
There's still more! Write to us at idream@catapoolt.com and we'll send you the first chapter from Dan's book - talking about emergence and evolution of the Crowd Economy - absolutely free of cost!

EVEN THE AWE-INSPIRING STATUE OF LIBERTY WAS CROWD-FUNDED!

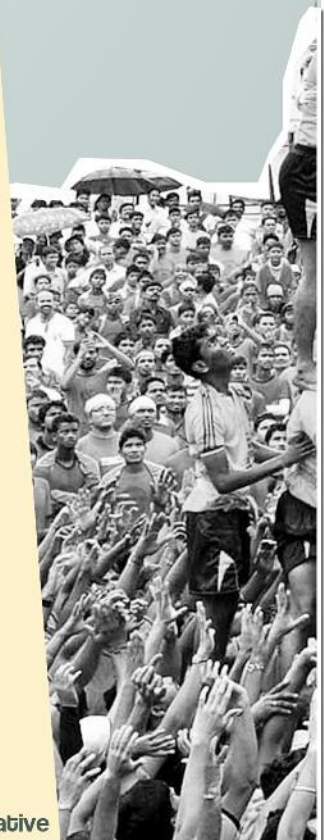
The idea of building the 'Statue of Liberty' was germinated in 1865 – when France decided to gift the Statue to America, to celebrate America's first centennial. And it was also decided that while the statue will be built and funded in France – the pedestal, that it will stand on, will be built and financed by the Americans.

The statue – which was being designed and built by Alexandre Gustave Eiffel (who later designed and built the Eiffel Tower) and French sculptor Frederick-Auguste Bartholdi – took time till 1880 to get made. It was initially supported by a Franco-American Union and then through organising a state lottery – wherein residents participated and also won Statue models.

But on one hand, while the crowdfunding initiatives at the French side were successful, the funding at USA for the pedestal was falling behind. It was then that Joseph Pulitzer – the editor of New York World – who started an aggressive heart-felt campaign – asking the citizens to start donating towards the same. While the campaign was slow to pick up initially – but Joseph's constant initiatives finally took off – and not only the funding targets for pedestal were met – but New York World also became one of the largest circulated paper! Interestingly, they also followed a multi-tier perks model: wherein a donation of USD 1 gave a 6" statuette and donation of USD 5 gave a 12" statuette.



1. OFFICIAL PRESENTATION OF THE STATUE BY "LIBERTY ENLIGHTENING THE WORLD," PARIS, JULY 4TH, 1884. 2. M. FREDERICK-AUGUSTE BARTHOLDI.
3. STRUCTURAL VIEW OF STATUE, SHOWING IRON CORE AND RIBBONS.—SEE PAGE 271.
FRANCE-AMERICA—THE GIFT OF THE FRENCH REPUBLIC TO THE UNITED STATES.





THE POWER OF 'CROWDS'!

In a population of 7 billion people, when over 2 billion people are inter-connected : a lot is possible.

That is exactly what is propelling the exponential growth of 'Crowdfunding' and 'Crowdsourcing' phenomenon across the world today-as the net has become the medium which bridges creative dreamers and lots & lots of inspired communities - who are willing to lend them support beyond just a 'like'.

As per a recent industry study of crowdfunding platforms across the world - it is estimated that by May 2012 - an amount of USD 1.5 Billion has been raised in support of over a million campaigns. Till April 2012, there have been 452 active crowdfunding platforms - which are expected to further grow to almost 536 platforms towards the year end.

Kickstarter - which is one of the largest global crowdfunding platforms - has raised over USD 300 Million in just the last one year - supporting 18,000 various projects. Out of this, around USD 100 Million were raised for various film and related projects!

Furthermore, it is said that 1 USD raised through crowdfunding is equivalent to 10 USD - as the crowdfunding really enables you to engage with your audience and create visibility for your projects.

So what are you fellas waiting for?

Welcome to CATAPOOOLT - which is Asia's unique industry-backed and most-rewarding crowdfunding and crowd-engagement platform - especially focusing on creative projects - including films, music, performing arts. . .and any other great story - which is waiting to be told!

This exclusive - and perhaps first-of-its-kind crowdfunding tips compendium and workbook - endeavors to make your campaign a raging success - as we at CATAPOOOLT have attempted to demystify the art of engaging communities. And needless to say - we will always be a ping away to help you customize your campaigns and hold your hands along the way!

Happy crowdfunding!





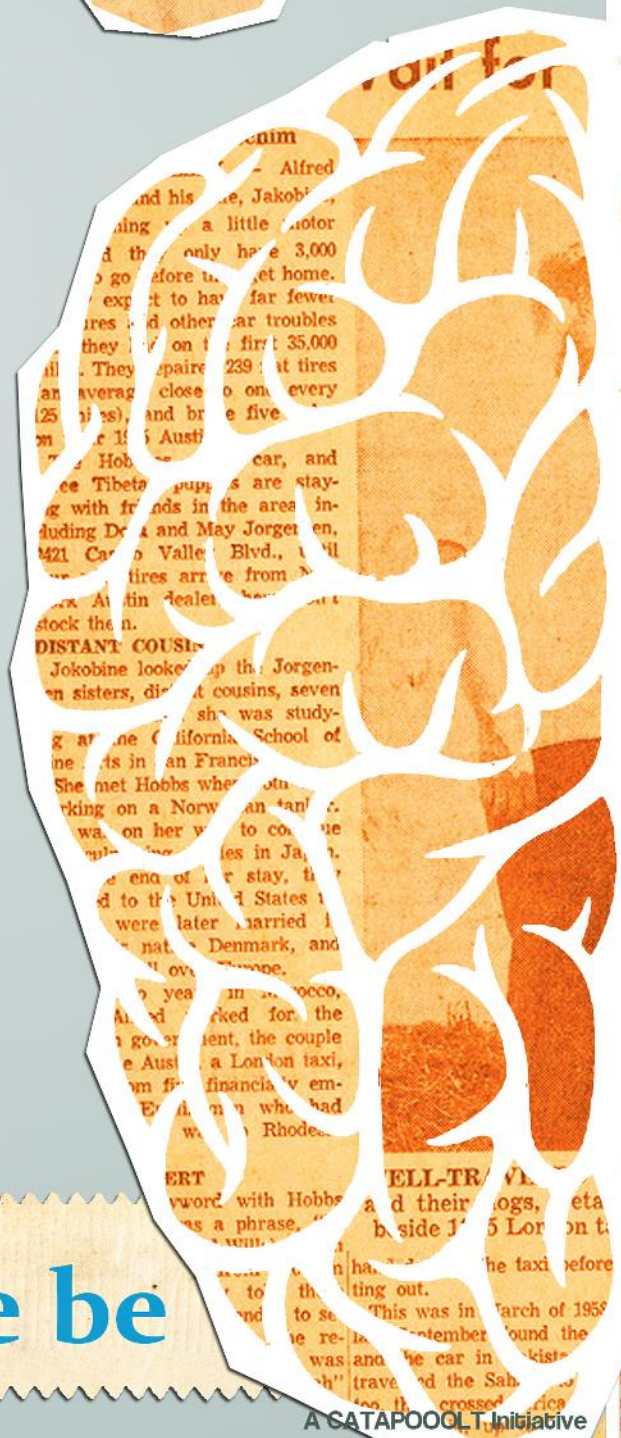
WHERE WOULD WE BE.....

Ye Fellas – so now is the time to give those dreams a shape, a destiny...and share them with the world!

While we all have our Eureka moments – perhaps even several times throughout the day – you need to filter out the ones you feel most passionate about. Here are some criterion that you could use to help you identify that 'one' dream, that 'one' activity – which you definitely will now like to pursue and empower it with Catapooolt!

1. Write them down!
2. Write them down – again after 24 hours!
3. Time test : Identify the dream that you feel that you will like to dedicate time and resources to – even if it means working over nights!
4. People test : Identify your two closest friends – and also two worst critics – and share the thought with them. Remember to take their appreciation or criticism positively as that will help you to structure your further thoughts

Finally, its your own hunch that you will have to listen to : and the moment you have found your calling...it's time to move on to the next steps...




Where would we be





....WITHOUT DREAMS

| | Parameters | | | |
|-----------------------------------|----------------------------|---------------------------------|----------------------------------|-----------------------------------|
| Deam 1 | Do i have to work on this? | Best things people say about it | Worst things people say about it | Can I work on these shortcomings? |
| Explaining it | | | | |
| Explaining it again after 24 hrs. | | | | |

Use this sheet to analyse your dream and identify the one you will really like to Catapooolt!







Without Dreams?

www.catapooolt.com

CATAPOOOLT Initiative



EVEN DREAMS... NEED A PLAN!

So now while we have our final objective in place, the next step of course will be to sit through and analyse what all is required to make that dream come true – to make that story – reach the world.

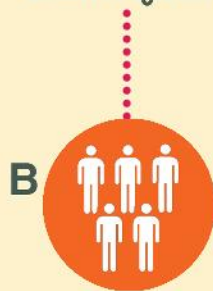
Here could be some suggested forward steps:

1 Analyse resources required:

First of all- your available time to commit on this



Other people resources/ team required



Possible associations

These may help you to propel your dream further – this could be, say, with some professional organisations who could support you; or some other domain experts, who could bring more credibility to what you want to do...



The money!

i. Work out a brief cash flow: including your key expense heads, when you need to induct these expenses – and also working out the possible revenues, if required!

ii. The sourcing, which could be from:

1. Your own funds!
2. Family, friends...communities (yes Catapoolt ofcourse...but more on that later)
3. Banks/Debt
4. Other contributors
5. Partners (studios etc.)
6. Sponsors... & more

Any other resource that may be specific to your project

2 Make a small action plan – as that will help you to delineate your plan better and will act as your guide on various steps:

Core objective



Why you are doing this : and what makes you the best placed person to do this



Core action steps – required to take your dream from thought to actual reality.

- i. Try to get as detailed as possible
- ii. Break down activities to include all possible tasks – mentioning people, resources, money and timelines required to achieve them



Current scenario analysis : This may include studying the current market; similar projects; what kind of audiences will like your project and other studies



Possible risks and what you could do to mitigate them

THE PLAN CHECKLIST



The Plan Checklist:

The following should have been achieved after completion of your business planning:

| Parameter | Check |
|---|-------|
| Clear vision of final outcome of the project | |
| Funding Requirement | |
| Proposed team members | |
| Action Plan with proposed time lines | |
| Potential/Actual partnerships - to add more credibility to your project | |
| Risk and mitigation plans | |
| Clear determination - to allocate your time and resources | |





SO GET SET TO GET FUNDED!

All-right fellas, now we know what all we need. Now is the time to mobilise all these!
As we mentioned – there could be various alternate sources for mobilising the funds required to take your dream to the next stage. Let us present a quick pro and cons for these sources:

| Funding Source | Pros | Cons |
|--|--|---|
| Your own funds | Its your money and you are the boss! So no accountability as such... | You bear total risk towards success and failure of the project (and we have heard that clever people seldom use their own money to make money) |
| Banks/Debt | Possibility to get large funding support to totally cover your project costs | If not difficult to obtain at first – might require your personal assets as collaterals – and yes, it has to be paid back, with interest |
| Partners, these could be studios, conventional producers or other associations | Till now – the most conventional and prevalent source of funding. They may even agree to share the risk with you – hence there could be no personal liability for you, even if that project fails | You may end up losing creative control over the project; could be difficult and time consuming process; you might have to share most of the returns with your funders |
| Community/ Crowdfunding | Engage with your communities and audiences and build great visibility for your projects, besides funding and getting access to other resources; principally most of crowdfunding funds are liability-free – so you retain complete control over project and do not have to face any intense personal liability | Needs intense planning and implementation; could be a time consuming process; the scope may be currently limited to raising few hundred thousand dollars |

So, it may be prudent to leverage as many sources of funding as possible and not depending on just one of the above.
After you have broken down your funding requirements and various sources you will raise this from, its time to roll out your crowdfunding campaign!



SELECTING THE RIGHT CROWD ENGAGEMENT PLATFORM

Today there are several strong crowdfunding platforms existing out there – and you are free to choose the one that suits your project best.

Here are some of the criteria that may help you decide which platforms may be suitable for you... and how Catapoolt delivers on these!

| Criterion | How CATAPOOOLT Delivers |
|--|---|
| Operational Markets While the whole world may be the potential target for your project – lot of creative projects appeal the maximum to certain local communities. Also, it may be easier to reach out to these communities – rather than attempting to reach out to global audience | Catapoolt is clearly focused on Indian and Asian markets – and endeavours to bridge creative entrepreneurs across India and Asia with their potential communities globally |
| Community Focus Deciding between generic platforms vis-à-vis well focused platforms | Catapoolt is not just focused on creative and entertainment related projects – it is also supported by leading national and international domain experts from fields of movies, music and performing arts – who would be sharing their knowledge through the platform |
| Rewards/Incentives for Contributors The success of any crowdfunding campaign depends on your contributors – so how well does your platform takes care of your contributors! | Catapoolt is perhaps the world's first-ever crowdfunding platform to have three-tier rewards for contributors – rewarding them for every activity they do on the platform – thus endeavouring to manifest the presence of communities and encouraging them to support you as well as other projects |
| Team behind the platform Understand the founders behind the platform | Catapoolt is brought to you by the team which pioneered crowdfunding in India as well as brings decades of experience in entertainment marketing and sales |
| Ease of Financial Model Understand various revenue sharing models that the platform offers | Catapoolt currently offers projects the privilege of meeting atleast 80% of the target fund less than which the funds are transferred back to contributor accounts. However the model is flexible according to the project. |

So now – after picking up the platform that suits you best – let's get cracking to get community engagement...



PREPARING TO KICK-OFF YOUR CROWDFUNDING CAMPAIGN!

If you thought that just putting your project on a crowdfunding platform is your keys to the bank, then you can't be more mistaken than that!

Crowd-funding campaign is very similar to any other event or launch – and requires same level of careful planning, research, resources, budget and careful goal setting!

Significant areas to consider while planning your Crowdfunding Campaign:

1. Study other projects: Try to study and analyse as many case studies as possible – as this will help you understand what kind of pitches work, where do most contributors come from, what were the successful social media campaigns that worked!

2. Prepare your pitch materials: Do you have adequate resources to make your pitch contributor-ready? This could be a compelling story that you have to say; videos about your film; any interesting project related collaterals that you will want to share.

3. Perfect your Pitch: Have you tested the pitch on your friends? Can you highlight the core aspects of your project that will move communities? Do you have any notable opinion leaders ready to back your project? Collate all this ammunition – and remember, plan not just for the launch of the campaign – but also for materials/pitch that you will use as the campaign progresses.

4. Plan your Rewards: How do you plan to reward your contributors? Will these create buzz amongst your backers? How much will they cost and where will you source them? Are they relevant to your project and convey it's essence? (PS: Remember – Catapooolt already has some interesting rewards from its own repository that it will offer to your contributors – adding your own rewards will only make it more exciting for your backers)

5. Project Budgeting & Completion: Carefully plan what your project will cost and make provision of buffering your targets. Remember to include any additional costs that you may have to incur to say promote your project through PR or social media or events; rewards manufacturing and logistics cost; campaign over-runs. Also understand the taxation impact on your budgets (PS: Catapooolt offers transparent taxation and service fees structure to all its project owners)





6.Funding Targets: Do not ask for too-high a figure, preferably ask for a bare-minimum that can help you get your project started – and clearly mention what you endeavour to achieve once you meet these funding targets. Also, in case you are planning to seek second round of funds – mention that as well and the usage of these additional funds.

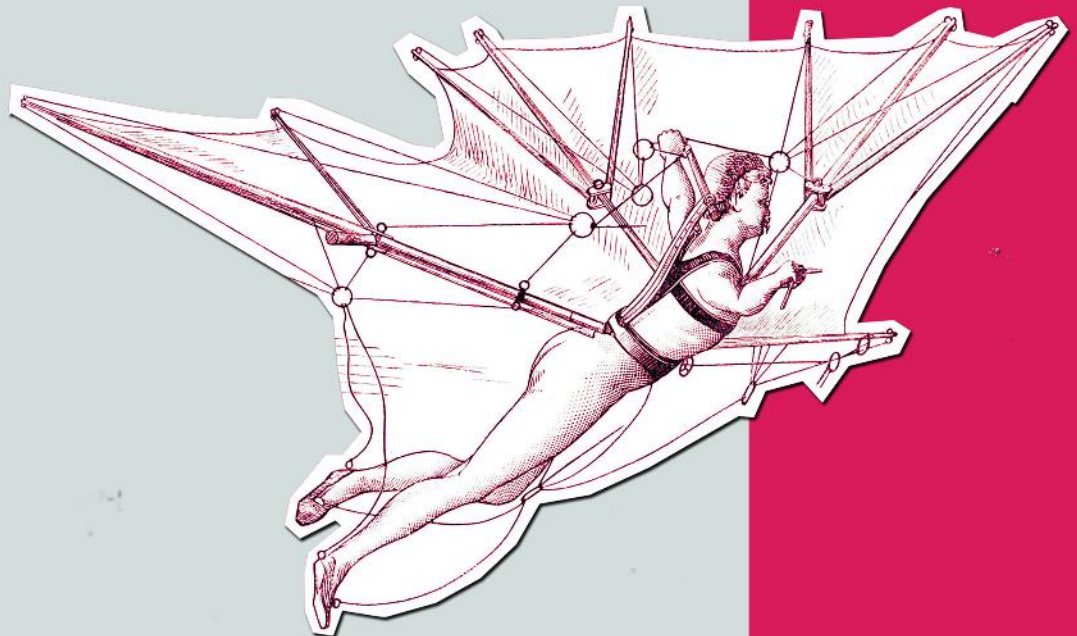
7.Campaign Duration: Determine the appropriate duration of your crowdfunding campaign – considering the fund target; how long you will be able to sustain the excitement; and the urgency with which you require these funds.

While it may seem like raising Rs.5 lakhs for your film over a 60-90 day span will lessen the impact of the campaign on the folks you are pitching to, it also runs the risk of slowing (or outright stopping) any momentum you may have. If you're riding the fundraising campaign hard for, say, 30 days, you run the risk of annoying people but you also get in to it, get it done with and then can move on.

8. Run a System Check: Besides preparing your campaign strategies, ask yourself – have you identified your target audience and initial set of contributors; are your rewards interesting enough for your communities; are your funding targets appropriate and have you identified the PR and social media strategy?

9. Engage Fans Early: If you already have a strong fan base or social media base – engage them early on. One instance of doing so could be to ask their opinions on the possible rewards that you will offer on the platform – and start building the buzz around your campaign

10. Get ready to proceed: Pause – and recheck that you have all necessary resources, time and effort it requires to make your crowdfunding campaign a success – and if you think that you have – it's time to catapooolt!





MAKING A PITCHABLE PITCH!

The **pitch** of the project is perhaps the most critical stage of your crowdfunding campaign. It's almost an art which has no rules but simply some pointers that increases the odds of your campaign succeeding.

There are two components to a pitch. The **visual** comprising of video, photographs, etc and the **textual** comprising of the details of your project in words.

Words are important and you will need to be able to describe your project and your needs as briefly and interestingly as possible. Catapoolt offers a pre-designed form on registration that covers all the important questions relating to your project such as the synopsis, what you intend to do with the funds, why you think people should contribute to the project and more.

Ensuring that the pertinent questions are answered as briefly and as convincingly as possible should be a definite aim.

The Video Pitch: However what can seal the deal for you is your pitch on video. It does not require you to be a film maker or a professional audio-visual artist. All it requires is that you are capable of captivating the interest of your audience within 2-3 minutes. Ensure that you have moderately good lighting in your shot and the audio is clear. These days your iPhones and smartphones are capable enough to give you a high end video. However for your audio ensure that there are no background noises, hiss, hum or unnecessary interruptions.

The video pitch in its most simple form entails that you pitch your project in front of a camera directly to your web audience.

It should ideally introduce:

- You, the creator
- Your background and necessary details to support your credentials
- The project
- How is it unique and compelling?
- Why you want to pursue it?
- Why you think people should contribute to it?
- The funds you aim to raise and what you intend to do with it.
- Call to action.



There are several ways you can bolster your pitch by incorporating related pictures, video clips, press quotes, etc. Try to find ways that your video does not only have a talking head. Again this is only the most basic of pitch videos. Research the internet to find some amazingly creative pitch videos of projects (The Catapooolt facebook page has curated some of them for your convenience!). Add flavour to your video in the form of emotions. Humour often works wonders.

Drive the unique selling point of your project. Emphasize on what makes your project different from all the other similar ones on the internet. Convey your passion and enthusiasm towards the project in the video.

Keep the duration of your video pitches short. 2-3 Minutes is ideal if you do not have too much of visual elements to keep the audience engaged.

So gather as much as supporting audio-visual material as possible. You can include them in the video or embed them in the project page itself. Trailers, teasers, posters, keyart, etc are some examples. Remember if your film is only in the development stage and does not have the above yet, you can always post media from your earlier work. They too can further strengthen your credibility.

Remember we're attracted to and inspired by stories that enable us to relate to characters, settings, challenges and goals. Be authentic and reveal something that isn't common knowledge. Help others see themselves in your team's shoes or as a consumer of your wares.





WHAT FACTORS COULD LEAD TO FAILURE OF YOUR CROWDFUNDING CAMPAIGN?

Some of the key factors that have led to failure to achieve the necessary funding targets have reportedly been:

1. Lack of trusted brand/brand identity/well-known personality and/or lack of compelling vision: Ensure that your potential contributors can clearly visualise what you endeavour to achieve and make all initiatives possible to generate trust – be it through having a large fan-base to contribute early on or having an opinion leader backing you
2. Failure to clearly communicate the core value proposition and benefits of the Projects
3. Lack of differentiation and inability to define unique selling points for your campaign
4. Failure to generate awareness or engage potential backers : Ensure effective and sustainable awareness levels during your campaign duration. Sometimes, even good visibility may be failing to convert to contributions – which may be happening because of poor pitching or lack of strong reason to connect with potential target donors or even some uninteresting rewards
5. Setting Fund Targets too high: Try to target for the absolutely basic minimal costs and prune your project accordingly. Post setting the target – do an analysis of how many potential contributors do you see for your project; how many can you reach and how many can you convince to pay up. This math will help you judge to what extent can you expect to match your funding targets





HOW SHUCHI TALATI RAISED USD 75,000 (APPROX INR 40 LAKHS) FOR HER FIRST FILM 'GUTTERSNIPE'S'

(COURTESY: DEAR CINEMA, 25 JANUARY 2013)

An alumnus of American Film Institute, Shuchi Talati, initiated crowd-funding for her first film – Guttersnipes – when the conventional methods of funding failed her.

The film follows the story of a homeless teenage girl – who finds an autistic girl on sideways – and their journey together. Using Kickstarter to raise her funding, here are some notable observations and learnings from her amazing fund-raising adventure:

- She intentionally opted for 'All or Nothing' Model – as she felt that not only this model reassures backers that their contributions will be rightly used, but more so, because this creates a sense of urgency for project owners and helps them to focus on various strategies to ensure that they get the funds in place! (PS: Catapooolt also follows the similar model)
- In order to arrive at target of funds to be mobilised – not only she made a comprehensive budget estimate, but she also drew a list of potential donors and friends that she knew will contribute to the project and even the list of social media groups which will identify with her cause – and even had a team of 10 interns to follow up with these groups!
- Pre campaign tips -
 - o Identify your audience – not just audience which will watch film, but also audience which will identify with your cause.
 - o Start sensitising your audience even before the campaign gets posted (people are more receptive when you are not directly asking for money)
 - o Make a great video pitch
 - o Prepare well: Shuchi's team prepared for weeks in advance – working on pitch ideas, various videos, information, research and others
 - o Have a team: Your team can take multiply the effect of social media and personal reach
 - o Get creative with rewards!
- During Campaign Tips:
 - o Launch with a bang: Have a list of donors ready – so as soon as you launch – there is initial enthusiasm and your counters start moving rapidly.
 - o Keep the counters moving. . .even if it means having donors who can contribute on a call!
 - o Be Personal: Social media is ok. . .but go and give that personal touch. Write personal letters to friends, send personally signed 'Thank-you' notes
 - o Regular updates: Keep adding interesting content and updates!

REWARDS



Catapooolt – with its unique 3-tier rewards – is the world's most rewarding crowdfunding platform!
On Catapooolt – every contributor of your's gets:



1. **Catapooolt Goodies:** These include vouchers from leading consumer brands, some cool merchandise and lot more



2. **Pichur Paisa Points:** Unique loyalty program points – wherein every activity of the contributor gives them redeemable reward points



3. **Project Rewards:** These are the rewards which are then decided and contributed by the project owners. Even in this case – Catapooolt can offer you options – which you can simply choose and pick and then at nominal rates – Catapooolt will also take care of their making and delivery logistics!

Rewards are yet-again an important ingredient to your crowdfunding strategy. Besides your pitches, it's then the rewards which can then inspire as well as make-feel your project amongst your potential contributors.

When weighing reward prospects, be sure to research similar projects to see what type of rewards have been provided previously, what strategies worked and didn't, overall distribution makeup of reward structures, and individual items' and package deals' respective contributions to campaigns' bottom line. Following are some possible rewards options that you can choose from:

1. **The product itself:** These could be the DVD's of the film or music album that you are making or similar.
2. **Advanced versions of the product:** Assume that you are crowdfunding a music album and you may choose pre-release specific tracks as advanced versions.
3. **Enhanced versions of the product:** A collector's item or a Deluxe version
4. **Merchandise:** These could be posters, snippets of 'In-Making of Projects' and other merchandise
5. **Opportunity to affect the project's outcome:** So you may use this opportunity to let your contributors give their feedback or even work on some parts of your projects. But remember, never give an impression that you yourself are unclear on the vision behind the project and remember to project your confidence over the direction that the project will take
6. **Giving contributors credits:** So you may offer credits on your website, books, albums or the films itself!



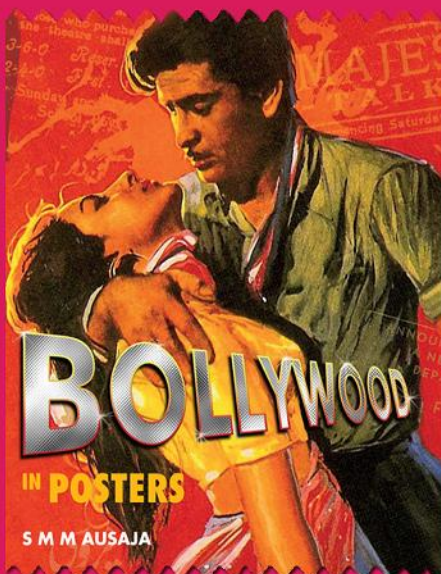
7. Combined Rewards: It always helps when you bundle up your rewards as you keep going up the contribution slabs.

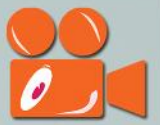
8. Exclusive Access: You can offer contributors exclusive access to stars, key technical crew, shooting sites, creative teams or other notable members amongst your team – with whom the contributors will love to interact with

9. Private parties and events: This could include 'Contributor-only' premieres dinners with stars and other key events.

Your rewards are the windows to your projects for your contributors – so decide and choose them carefully.

Some of the amazing rewards contributors get on Catapoolt





MANAGING YOUR CAMPAIGN

So you have launched your campaign. . .but then. . .this is just the beginning of what could be a real roller-coaster ride.

Here are some tips to help you build and sustain the momentum:

1. Make Initial Outreach

Try to drum up some initial interest from friends, family and colleagues, or any existing support base that you have, and secure their promise to contribute once campaigns initially start – their support and contributions may create a sense of successful forward momentum that spurs others to rally to the cause. Work hard to get momentum going around the project early, and ensure resources are ready to bring to bear on day one, before you officially launch it.

2. Organize a Core Team

It's estimated that 30% of funding comes from friends, family and colleagues. And it's unlikely you'll be able to do everything yourself – a cross-functional team is essential. Think in terms of two groups in your core team:

- Experts you need to do the work before, during, and after the campaign.
- Initial funders to help you create demand out of the gate.

Funders who don't know you will respond when they see results and believe the risk is low or nil.

3. Create Multimedia Content for Key Channels and Stages

With so many ways to reach, engage and convert people on the web, you need a variety of content including positioning, SEO, photographs, email marketing campaigns, blog posts, elevator pitches, offers, etc. Video is a proven, low-cost way to create your pitch, help it spread, and increase funding results.

4. Remain Flexible and Ready to Pivot

Even with a solid go-to-market plan, crowdfunding isn't predictable. This is one reason why it's exciting and feels a little bit like an experiment on the web. The crowd will provide valuable feedback, either through action or not, and it's important to tune in and be prepared to make needed changes on the campaign. Hence do request reviews from people on forums and social media once you have launched the campaign.

5. Connect With an Audience Who Cares

Your core team of experts and initial funders care. To connect with more funders and encourage sharing by others, use a variety of marketing tactics and channels including email, social media, PR, SEO, direct mail, public speaking, etc. Social media is the backbone, but be sure to target and choreograph urgency to create results.



6. You have to be persistent

Well, you may have to be a little bit annoying if you want to hit your goal. First, remember what it is that is more important: your project; you want to complete your project. You have to chance that, in order to make your goal, you may annoy someone somewhere, or that a friend or two may give you shit for it. We are not talking about putting aside your dignity, but when you fundraise or crowdfund your film, you're more than just a filmmaker, you are a salesperson. You are selling your project, and yourself, to other people to convince them to put money in.

7. Keep your contributors informed; update often

You know your audience, the crowd is engaged and... you don't ever update your crowdfunding page, no one knows the status of the project, etc. If you were a contributor who just put in money, how would you feel if the project you took a chance on isn't even bothering to talk to you after taking your money. Because contributors have put more than just money in, they're interested in the success of the project. They want to back a winner, because a winner can make everyone look good.

You can never judge a contributor by the amount they put in; just because someone puts in 500 INR doesn't mean they're less important. You don't know every contributor's financial situation; what may look small to you (500 INR for example), may be the entertainment budget for the month for that contributors.

8. Take your campaign seriously

You may be the aloof, laid-back type who is just trying this crowdfunding thing out because other financial avenues have dried up, but that doesn't mean you should behave that way with your campaign. No one wants to back the project where the main driving force behind it is, "Yeah, it'd be nice... but it isn't the end of the world. If it works, cool." Your contributors, unless they're made up entirely of friends and family that would back you regardless, want to feel the urgency of the campaign, and they want to see that you will stop at nothing to hit your goal. Again, they want to back a winner, and at the very least, they should feel like the campaign wants to win. If you take the "eh, we'll see how this turns out" tack and then play the fundraising equally as laid-back, do not be surprised when you don't hit your goal. The successful crowdfunders are the one that can't imagine NOT hitting their goal.

9. Use Social Media; Sell Everywhere

Some of the more successful campaigns are also the one heard the most about on Twitter, Facebook, etc. Again, those campaigns hit it daily, and when the main project owner wasn't doing the pitching, the contributors were. If your project is featured, and the most we are reading about it on Twitter or Facebook are things that are just part of the campaign written for it, your project is in trouble. It is NOT enough to simply post on your personal blog or your crowdfunding page, or to ride one piece of press. That is picking one neighborhood; it limits your chances in completing your goal considerably. You need to be everywhere.

10. Leverage Notable Personalities

If you can get people from outside your project to recommend it particularly those with a strong following whom your target audience would trust and believe use their commentary wherever possible to reinforce your message. Likewise, where suitable, consider inserting a very short video of a noteworthy individual or someone credible that supports your project explaining why they believe in it.

11. Cultivate Passion and Trust

Passion articulated clearly can spread like wildfire. Crowdfunding is social media and community engagement – so convey your trustworthiness through actions, proof points, clear updates and tone. Funders want to help but also want to know where their money is going and what's in it for them.



CASE STUDY: HOW I AM DID IT!

I AM – the National Award winning film directed by Anticlock Films (**Onir** and Sanjay Suri) practically gave a re-birth to the concept of crowd-funding in India – with more than 400 supporters backing the film and coming on board to support this film, which talked about individual battles we face in Indian society – represented through four protagonists. Almost one-third of film's budget was crowdfunded.

This is how **Onir** and Sanjay Suri build up the campaign:

1. The beginning was made purely through social media – wherein **Onir** and Sanjay extensively used their social media to talk about the proposed film. Indeed – instead of putting it as a single film, it was positioned as four small independent films – so that the audiences related to each story could be accordingly targeted!
2. As soon as the initial funds came in – the team started producing the film – and kept updating the progress amongst each contributor. This really helped to build trust and contributors increased.
3. Both **Onir** and Sanjay tried to personally answer the questions of every contributor personally – and even had cups of coffee with some of them!
4. After the initial phase – they also organised an interesting video campaign – wherein they asked people to share the videos of who they feel they are, hence starting with "**I AM...**". This further boosted the awareness and brought people together to relate to the cause of the film.



ONIR ON CROWD-FUNDING



I think crowd-funding is a very important tool for independent filmmakers. The problem in India is that lot of filmmakers call themselves independent but are making all studio-backed films. If it is a small-budget film or slightly non-mainstream, they call it an independent film which is a dicey thing. Independent cinema has certain definitions and I feel for content-driven, small budget, non star-driven, non studio films, crowd-funding can become a very important platform.

At the same time, it's not very easy if you are doing your first film through crowd-funding unless you have a very good network of friends and supporters who would start off the process. Even My Brother Nikhil was in a way crowd funded. Not through socialnetwork, but it was friends and family who put in money.

With **I AM**, it helped me because I already had a small body of work. There were people who identified with my work and wanted to support what I wanted to do. I want to use crowd-funding for my future projects also.
(Extract from one of **Onir's** media Interview and posted on his film website)





POST CAMPAIGN

So the race is run and the jury is out. Irrespective of the outcome of your crowdfunding campaign there are few things you must do to ensure goodwill among those who have supported or funded you. It does not pay to be a sore loser or an arrogant winner. Crowdfunding is often a very intimate exercise where people invest with passion and emotion as well. Hence be grateful for those who stuck with you through your campaign. They might have been more involved than you would care to believe and your success and failure does matter to them.

Stay connected even after the campaign is over:

Maintain running contact with your backers. They are enthusiastic about your project. Keep them involved. Some people setup an on-going blog with regular updates and even an inside look at their project as it evolves.

Keep them abreast of any unforeseen delays or obstacles that you may face especially during delivery of rewards. Let them know as to the status of the delivery as often as possible.

As a general rule though, once campaigns have concluded, your community should be migrated over to dedicated websites, blogs, or other persistent online solutions where your project will live on in perpetuity. Not only will such destinations serve as a stable, reliable and centralized home for all news and updates related to your project, with no fear of eventual page removal or deletion. They'll also allow you to push topical announcements to the forefront, and make a much better tool for maintaining long-term conversations with fans than crowdfunding sites themselves.

How you stay connected will depend on the type of project you are working on, your personal style and how much effort you can expend on outreach. In the end, it can be a highly rewarding experience, and could even lead to some great insights and suggestions from your fans.

Learn from your mistakes

No matter whether you are a crowdfunding expert worth several campaigns or an amateur, every campaign has lessons of its own. Again besides success and failure, crowdfunding offers insights and revelations that would have been impossible to gauge earlier. Try to make a list of these new realizations, surprises or knowledge that you might have gained through the campaign. It pays to remember the mistakes that you made. Every campaign will be different to variable degrees yet but they often offer some remarkable facts that remain a constant through most types of products and campaigns.

Become an Contributor Yourself

Seriously, invest in someone else's project. Find out how it feels to be a part of another campaign. Evaluate things you think or feel when you see the project you backed do the good things (or the bad). Become the audience to know the audience.





FINALLY...HAVE FUN... AND BE DIFFERENT!

Its now time to move your dreams from the deep corners of your heart to the global stages of the world! Yes, crowdfunding is a tool which finally democratises the process of making creative projects like no other medium ever before...and this should be your platform to be different, be innovative, do things which are out of box...and anything else which can make your potential contributors fall in love with you!

So go ahead...and let your dreams catapooolt!



References-

<http://searchenginewatch.com/article/2213375/10-Crowdfunding-Tips-for-Your-New-Product-Cause-or-Creative-Project>

<http://www.filmthreat.com/features/27698/#ixzz2DJ0ePGYo>

<http://www.crowdfundingguides.com/The%20Crowdfunding%20Bible.pdf>

Disclaimer:

Please note that this guide book is just an attempt to demystify crowd-funding and share some of the best ideas which have been presented across various forums.

Project owners are strongly advised to exercise their discretion while adopting these ideas.

Starting Blocks Media Ventures Private Limited, Catapooolt.com and all authors associated with this guide do not hold any responsibility or accuracy of these thoughts and ideas.



ABOUT NCFA

The National Crowdfunding Association of India (NCFA India) is an organisation to promote crowdfunding in India. NCFA provides its members with opportunities to shape the industry, learn the details of the marketplace, and stay informed and ahead in this dynamic industry. The mission of the NCFA is to support, educate, and establish the Indian crowd-funding market. NCFA India holds an independent position with membership open to the general public including interested parties such as entrepreneurs, investors, lawyers, technologists, financial advisors, regulators, educators, students, media professionals, and those who serve the industry, whether donation-based or equity-based. NCFA is a Newly formed, dynamic organisation which works closely with industry groups, government, academia, other business associations and affiliates to create a strong and vibrant crowdfunding industry and voice across India. NCFA India is collaborated with World Crowd fund Federation and other countries to bring the crowd funding revolution all around the globe. WCF is a federation of united crowdfunding trade associations designed to support and promote crowd funding by Providing a global network for all crowd fund association stakeholders.

OTHER KEY CROWD-FUNDING PLATFORMS IN INDIA



Wishberry : Crowdfunding for general projects (www.wishberry.in)

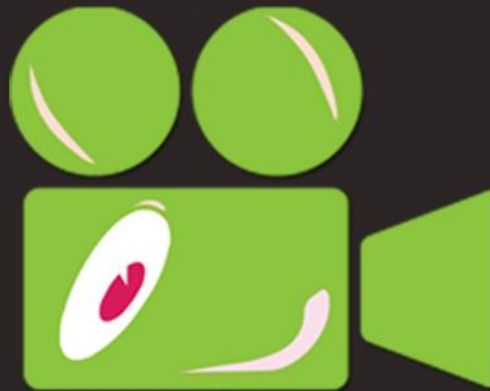


Ketto: Crowdfunding for Social Projects (www.ketto.org)

For any further assistance on Crowd Funding, please write to us at idream@catapoolt.com



Supported by: NCFA India
Unfold Crowdfunding



WHY YOU SHOULD BE ON CATAPOOOLT

1. Most Rewarding Platform: With its unique 3-tier rewards program, including incentives from over leading 100 consumer brands and a unique 'Pichur Paisa' program - Catapooolt makes it the most rewarding experience for your contributors!

2. Backed by leading global experts: We are here not just to fund you - but also to take your dream project across the world - and which is where our team of national and international experts across various creative domains help us to help you!

3. Customised Assistance for Crowd-funding Campaigns: We don't just offer you a platform - we also hand-hold you to run and manage your crowd-funding campaign. Our internal team of crowdfunding experts - ably guided by some leading international crowdfunding gurus - will work with you to draw out your campaigns.

4. Crowd-sourcing Capabilities: Catapooolt will soon be adding crowd-sourcing features: thus enabling you to access your communities for lot more than just funds.

5. Offline Affiliations: When you post your project on Catapooolt - you also enhance your awareness through various offline partnerships that Catapooolt has with some leading retailers and consumer hot-spots.

For any further details, please reach us on idream@catapooolt.com