



Achieving crowdfunding success



When to crowdfund during your development process

Do it earlier if ...

- Need **less** money
- Starting a company
- Pre-Seed
- More novel
- Lower importance of awesome design
- Harder to duplicate
- Easier for people to believe it can be done
- Easier for people to believe that you can do it

Do it later if ...

- Need **more** money
- Selling a product
 - Pre-Series A
 - Less novel
- Higher importance of awesome design
 - Easier to duplicate
- Harder for people to believe it can be done
- Harder for people to believe that you can do it



Make sure you have ...

(not comprehensive!)

- Awesome video
- Awesome *branded* product visuals
- Beautiful crowdfunding page graphics
- Good, high profile news articles (start PR *early*)
- Beautiful website landing page
- Press kit
- Names** and **phone numbers** giving you a pre-commit between 20% and 100% of your goal



Factors influencing success

- “I want that” response
- How “real” product seems:
 - = [easiness to understand] + [stage of product dev]
- How much people want *you, personally* to succeed
- Amount of at-time-of-launch fundraising success
- Amount of media attention
- Idea novelty
- Idea “describability” (*how easy it is for people to summarize for others*)
- HUSTLE

