



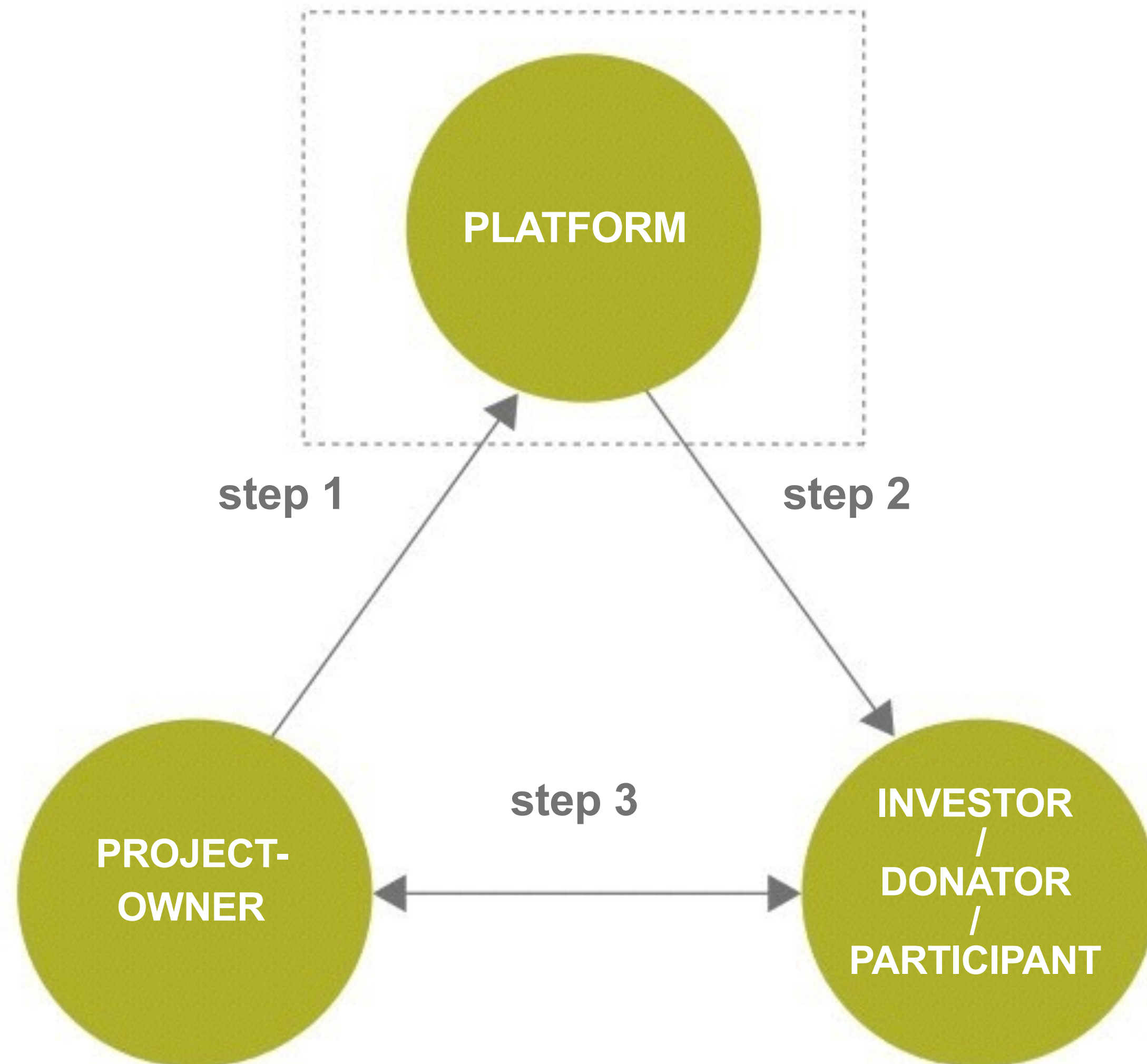
Info session: (Social impact) Crowdfunding

Frederik Lamote, 07 octobre 2016, Ghent

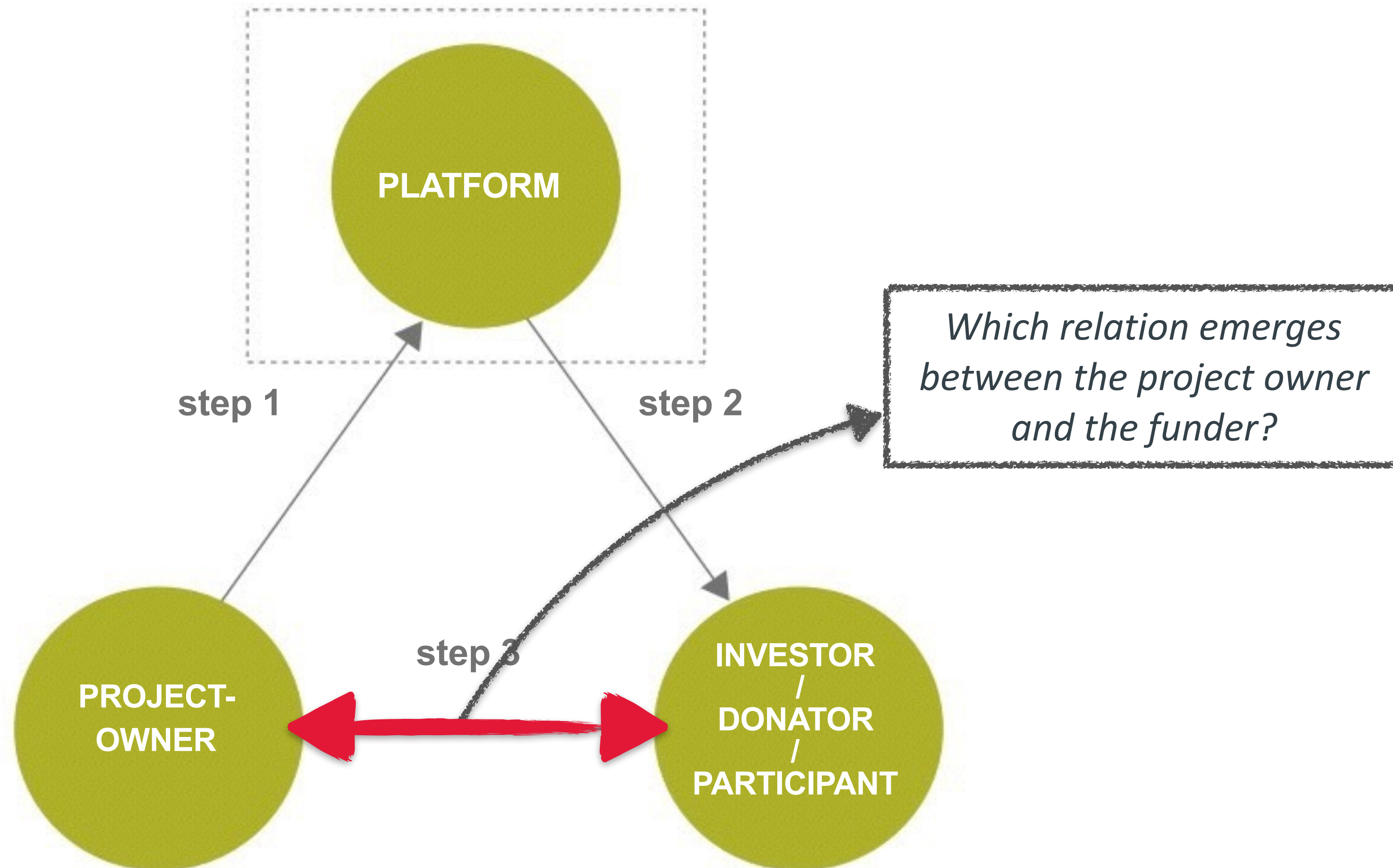
Agenda

1. What is (social impact) crowdfunding?
2. D.I.Y: build a crowdfunding-campaign
 - 2.1. Your Project idea
 - 2.2. Networkanalyse
 - 2.3. Rewards
 - 2.4. Determining the duration
3. Q&A

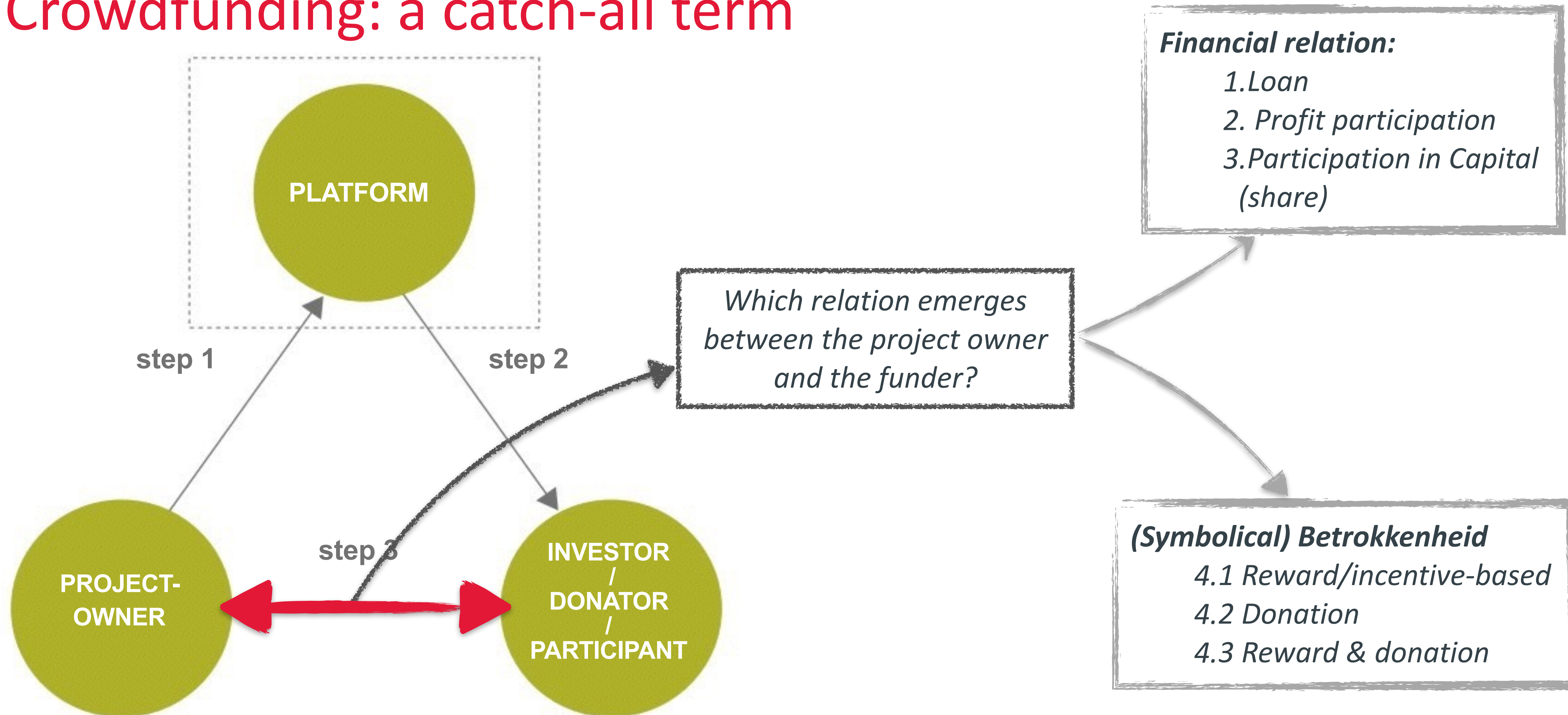
Crowdfunding: a catch-all term



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Crowdfunding: a catch-all term



1. Crowdlending:

- *Debt with a financial return*
- Loan with fix interest rate (or interest-free)
- Return = interest
- Investment is fully refunded
- Risk: bankruptcy

2. Profit participation

- *Revenu sharing*
- Return: a financial fee, related to your investment and the realised profit of the project

3. Participation in Capital

- *Equity based*
- Party owner of the project
- Shares with dividend (in case of profit)

4. Reward of incentive based

- Depending on the amount of your donation, you'll get a different reward
- Reward is related to the project: material, immaterial, symbolic
- **Never** a financial return

4. Reward of incentive based

- Depending on the amount of your donation, you'll get a different reward
- Reward is related to the project: material, immaterial, symbolic
- **Never** a financial return
- Rewards with the objective to create participation and/or engagement

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help ideas grow!



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What is social impact crowdfunding?

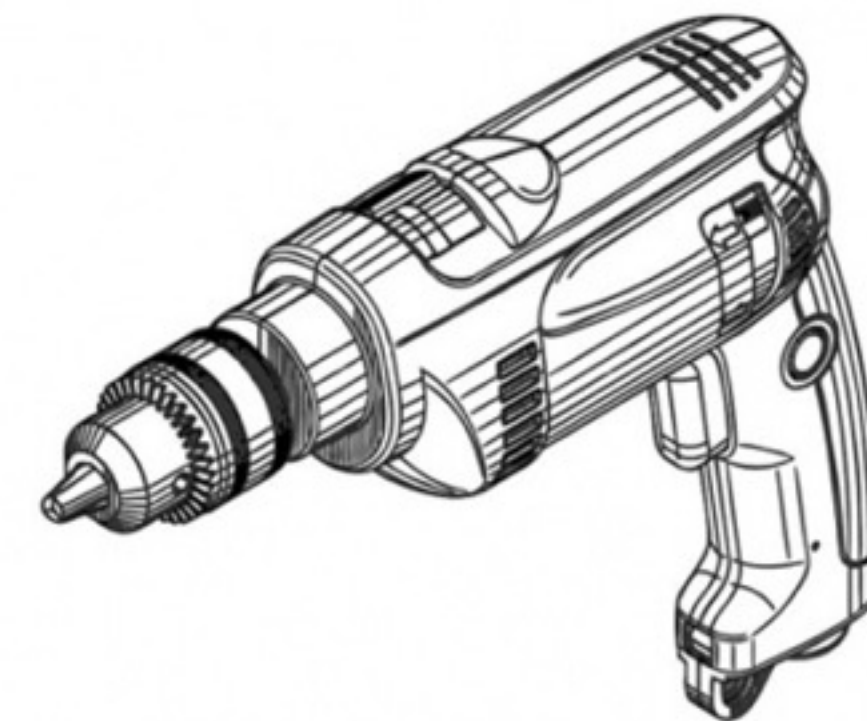
Social impact crowdfunding uses participative finance or crowdfunding as a means of bringing about social change.



What is social impact crowdfunding?

Social impact crowdfunding means that resources and funding find their way to **projects with a positive impact on our society.**

TOURNEVIE
— BXL —



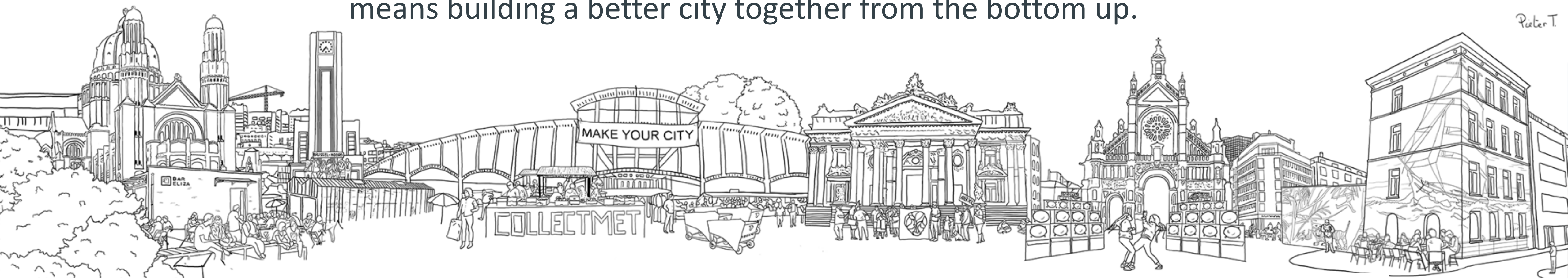
What is social impact crowdfunding?

The crowd is thus mobilised to participate in projects which each offer an answer, in their own way, to contemporary social challenges.



Growfunding, urban crowdfunding for Brussels (and Antwerp)

Brussels is on the move. Our urban lab inspires and innovates. Growfunding helps you transform your idea into a project. Growfunding means financing your project. It's all about communicating with and meeting new people (and learning how to as well). Growfunding means building a better city together from the bottom up.



75%

success rate

€ 384.210

collected

6.080

participants

57

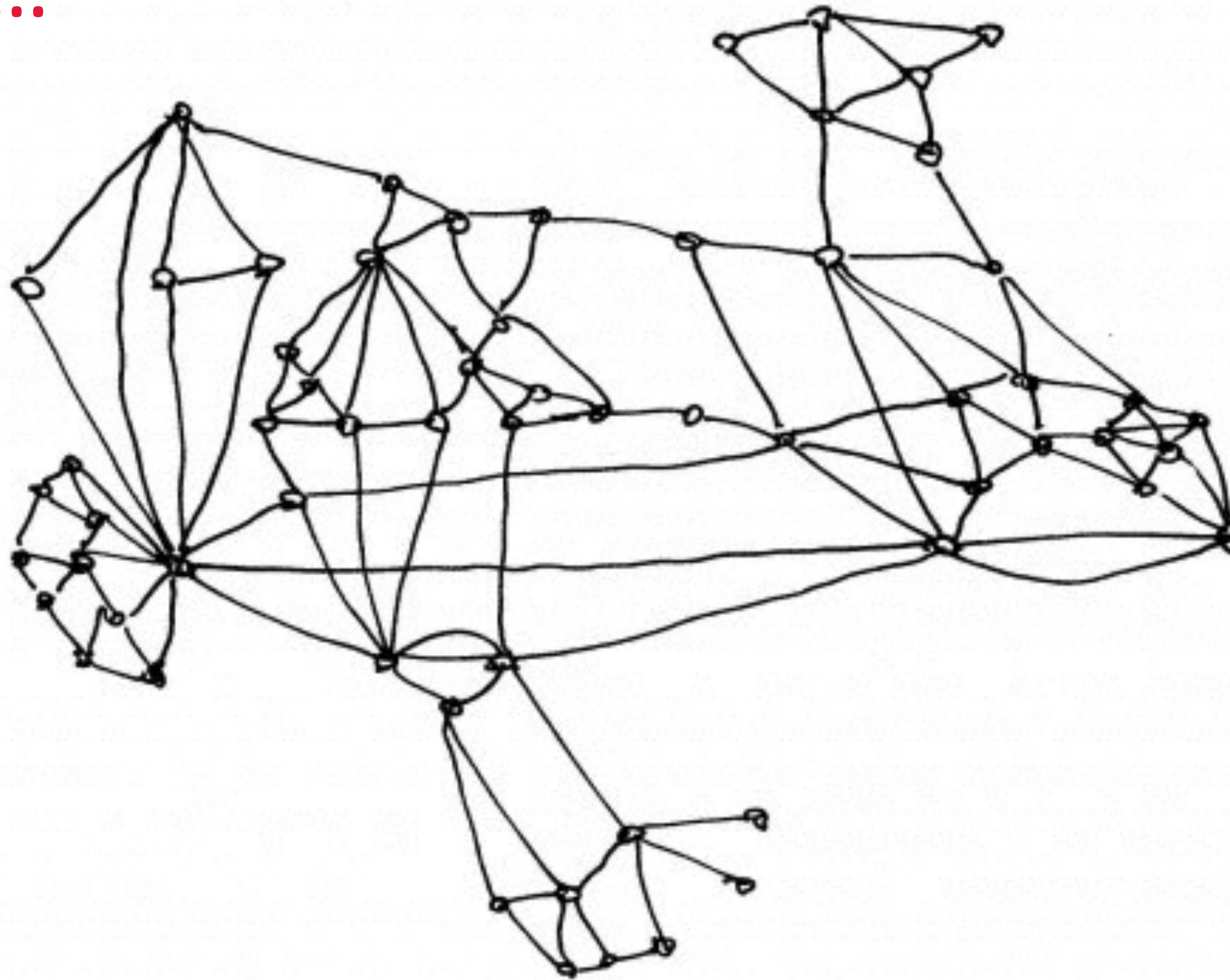
projects

Growfunding is...



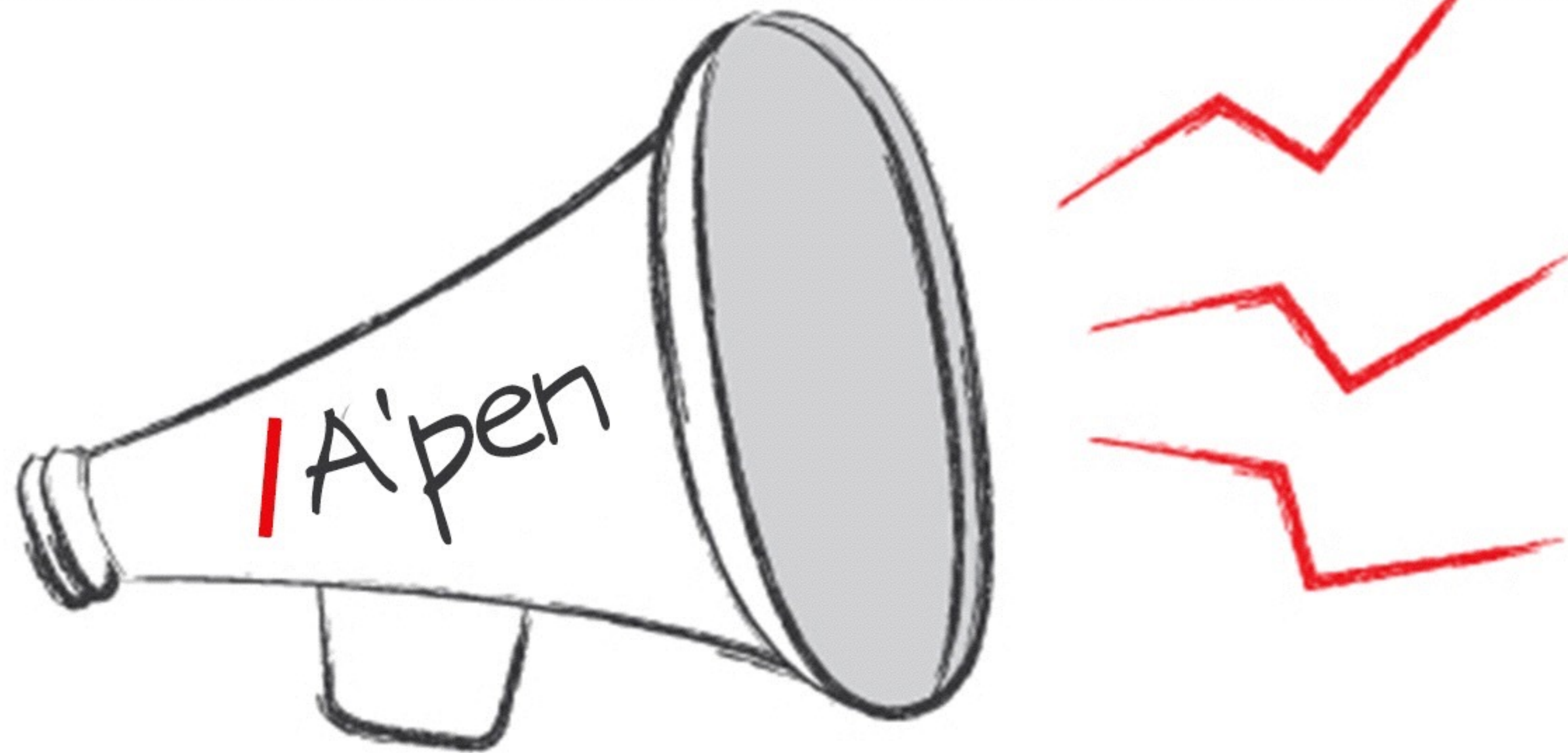
... creating participation and engagement through rewards

Growfunding is...



...connecting networks

Growfunding is...



... a communication-tool

D.I.Y: build a crowdfunding-campaign

1. Your project idea

- No directives regarding the content
- Few technical guidelines:
 - Specific / Tangible
 - Urgency / Necessity
 - Brussels dimension / Proximity

1. Your project idea

- **Specific / Tangible:**
 - What is the essence of your project?
 - For what do you need the support?
 - What are you going to use the money for?



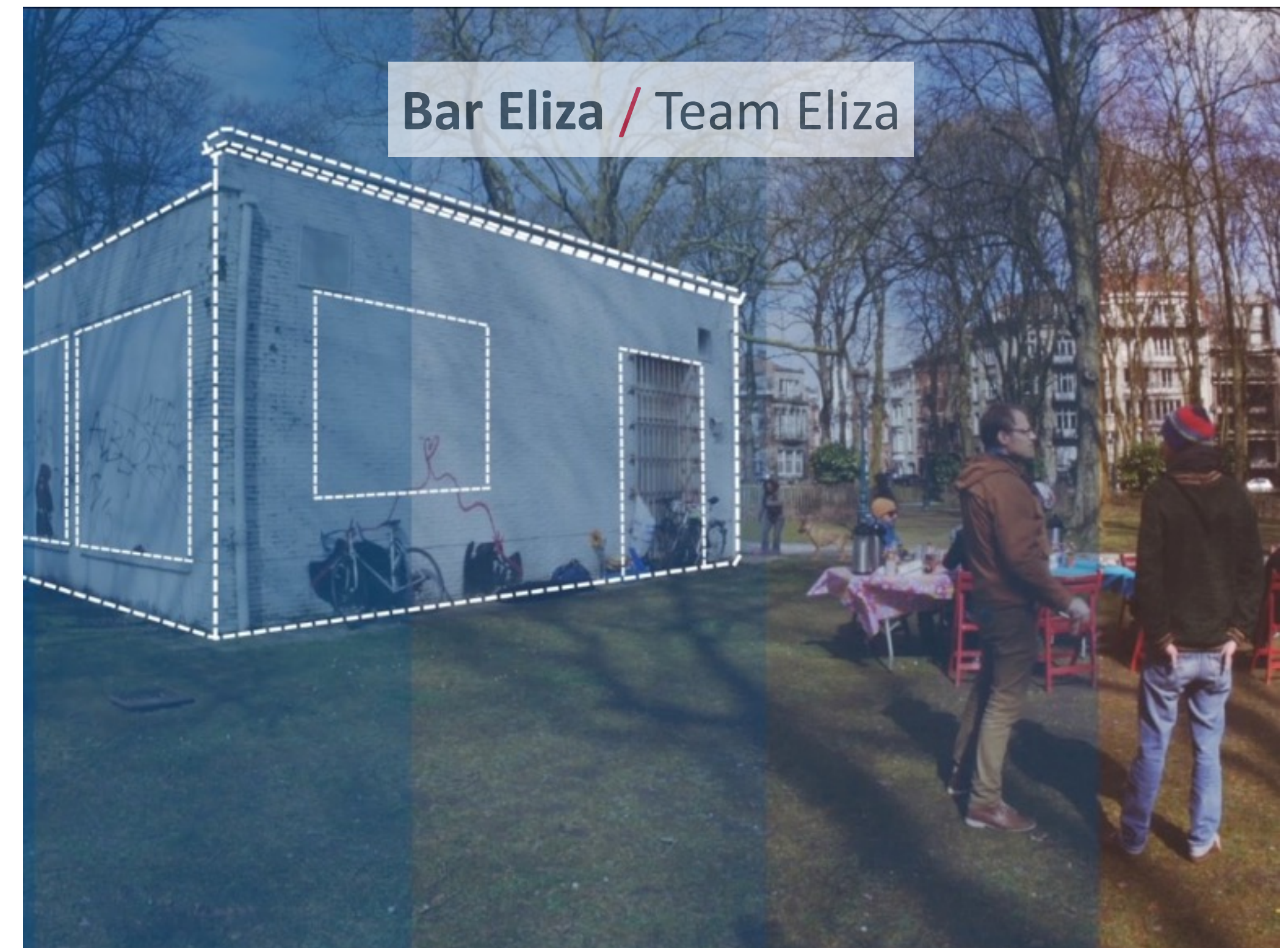
1. Your project idea

- **Urgency / Necessity:**
 - Why does the crowd needs to support you here and now?
 - Why is it the support of the crowd absolutely necessary ?

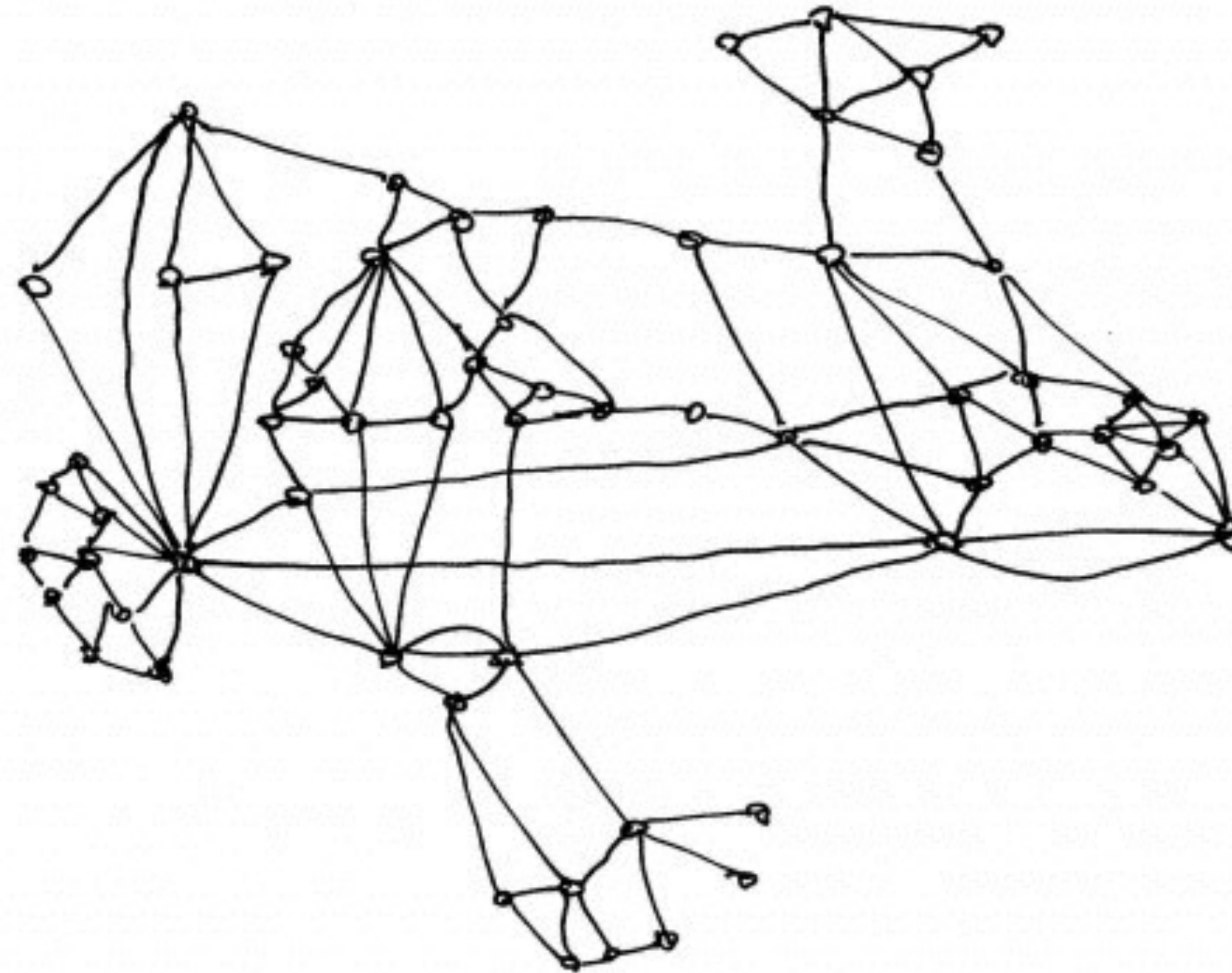


1. Your project idea

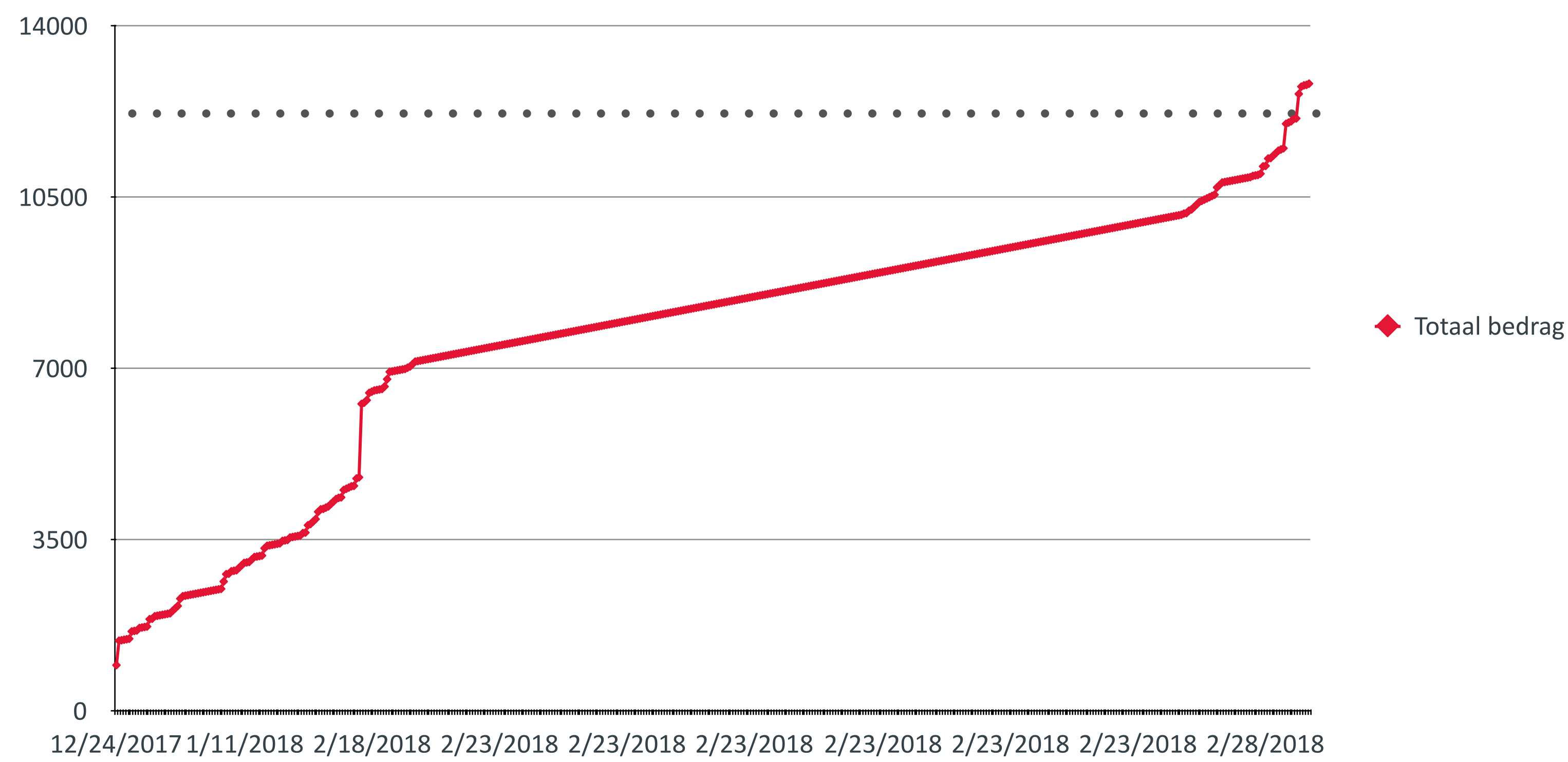
- **Local dimension / Proximity**
 - What is the common good or interest of your project for your city or neighbourhood?
 - Does your project anticipates on a local opportunity?
 - What is the added value for the people who support you? What is their interest in your project?
 - How can people identify themselves with your project?



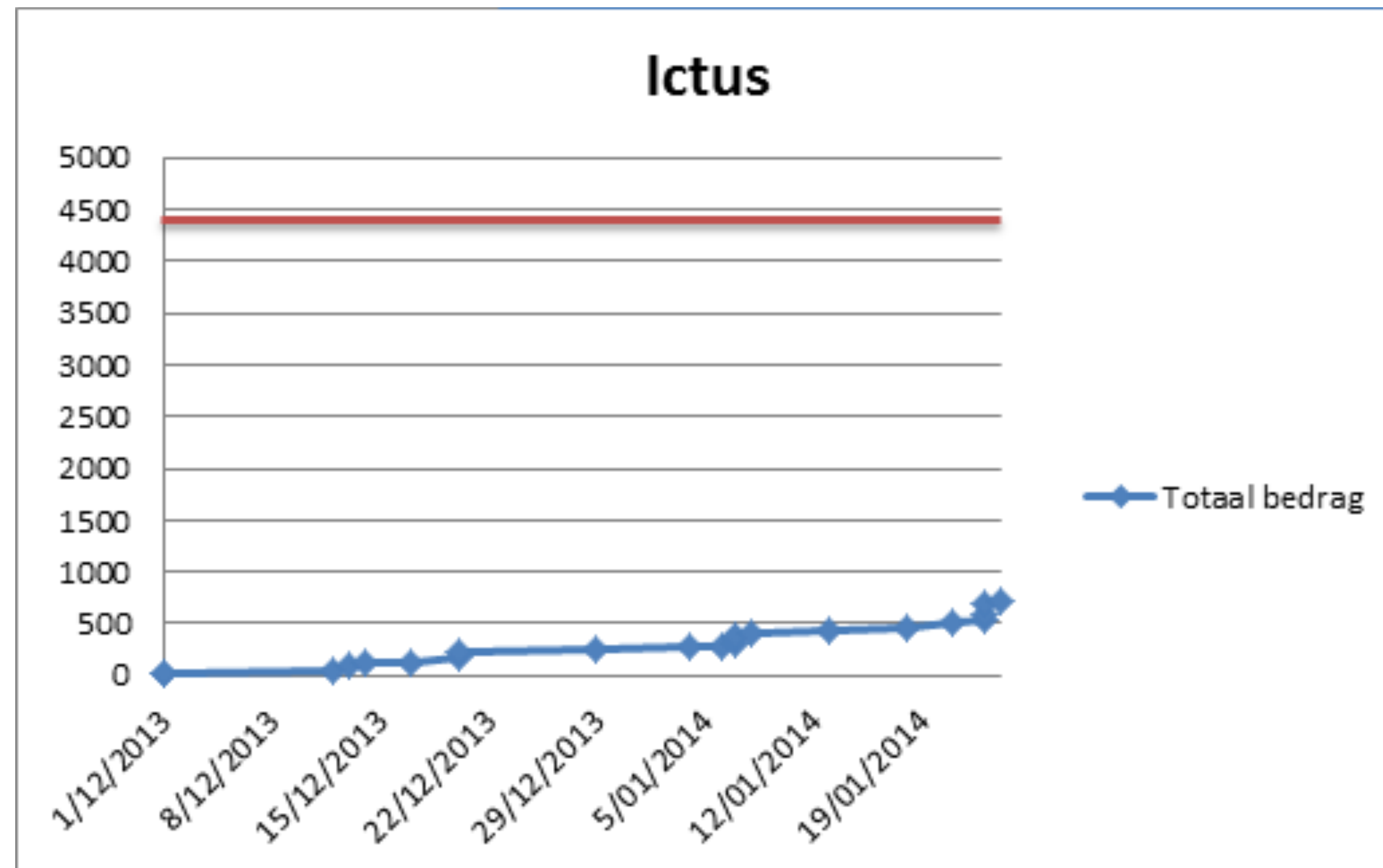
2. Network Analyse



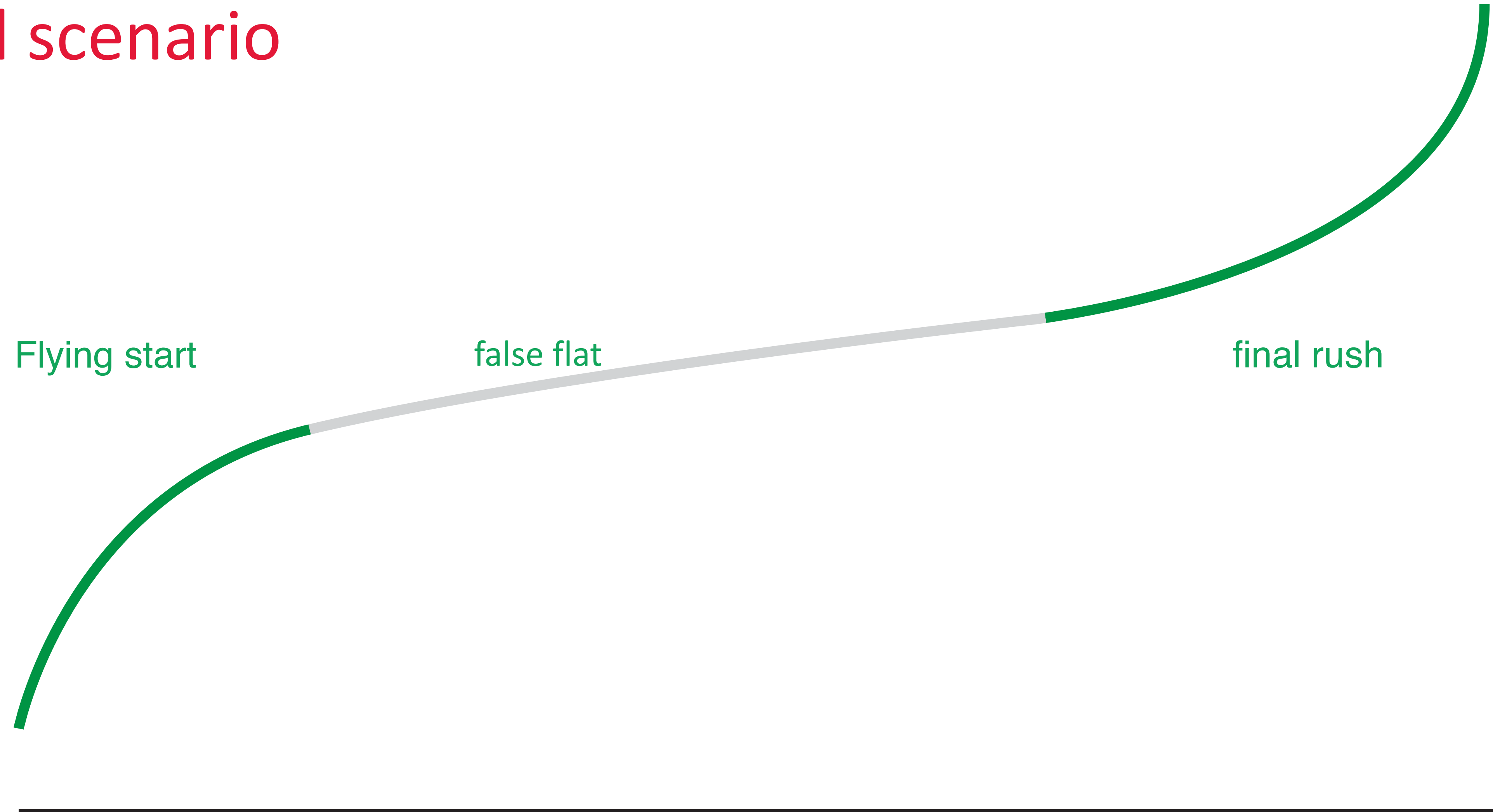
DISCOBAR BRUXELLES / 54Kolaktiv

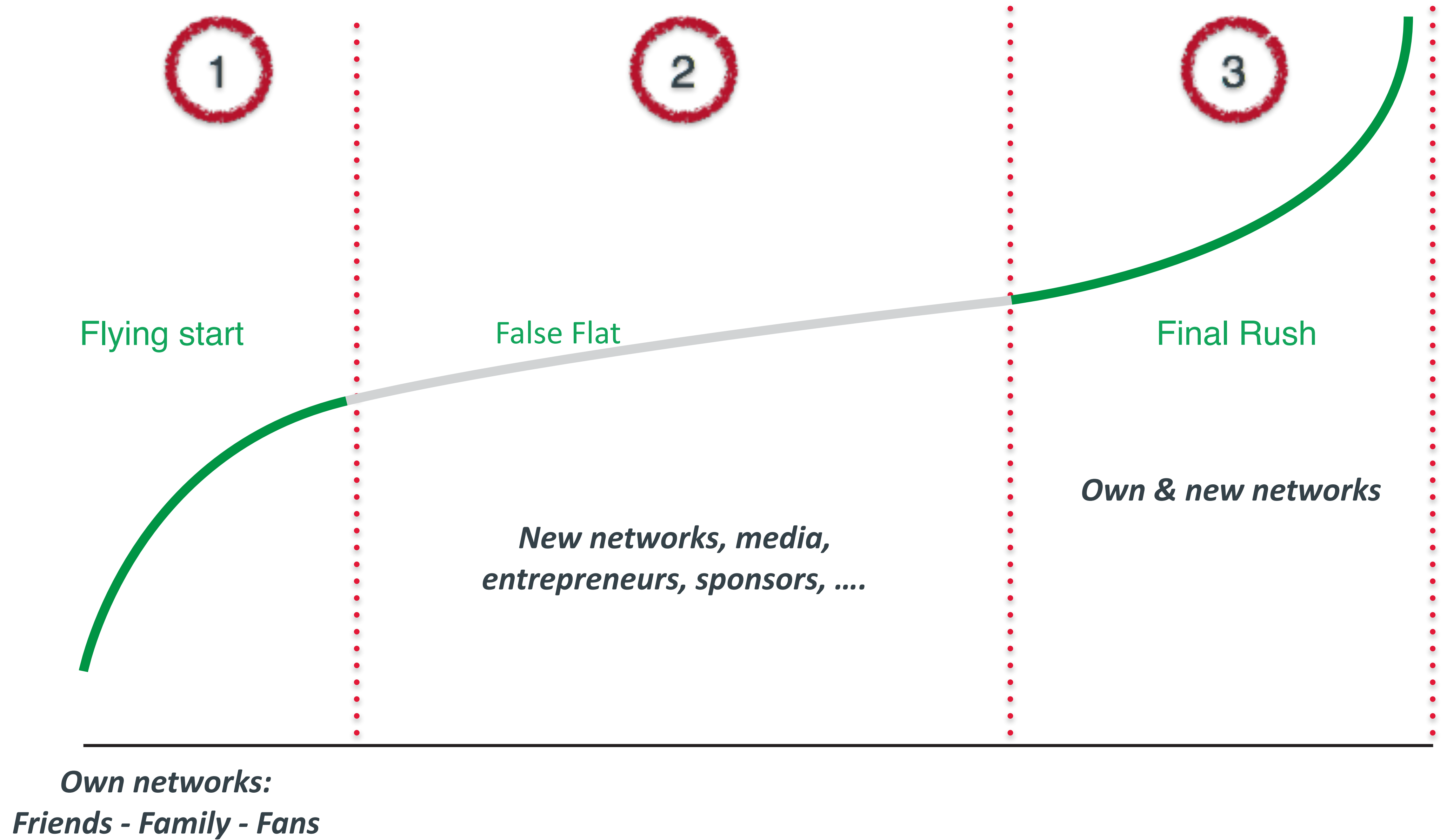


This is not a pop song / ICTUS



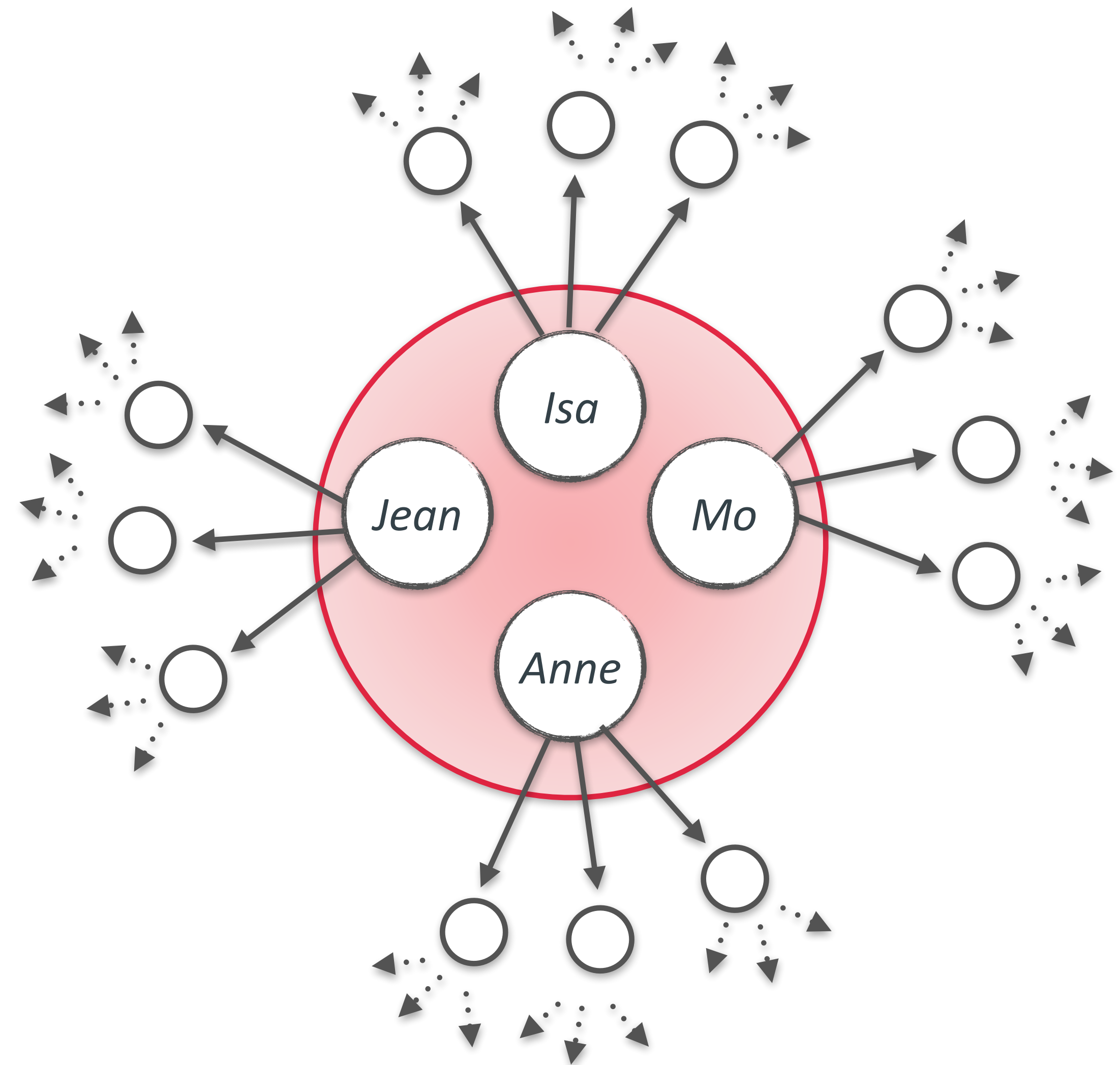
Ideal scenario





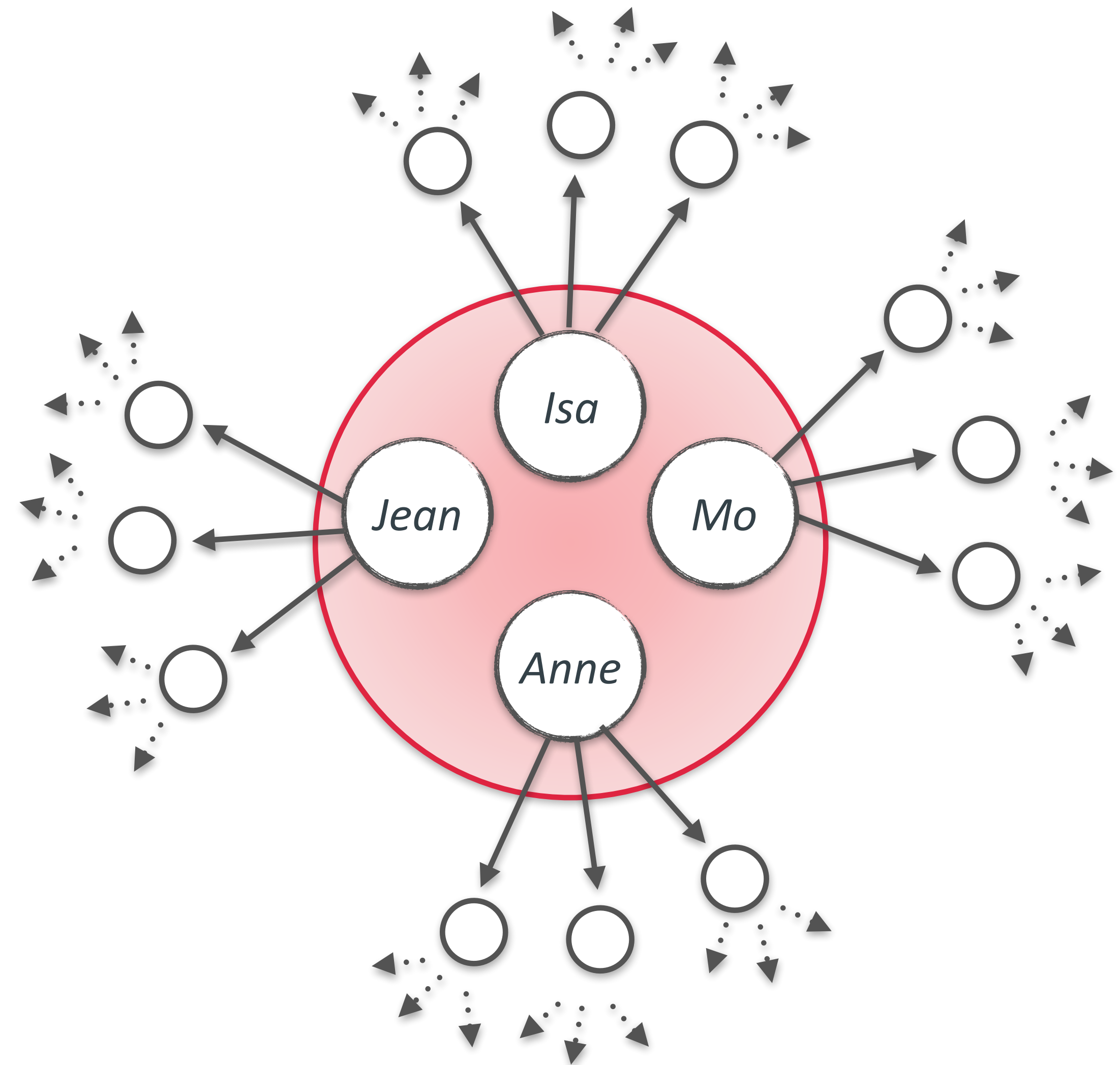
2.1 Your own networks

- Who is directly involved with the projects?
- Who are your first 20%-30 %?
 - ▶ People whom trust you
 - ▶ Friends, Family, Fans,...
 - ▶ Board of administrators, volunteers, ...



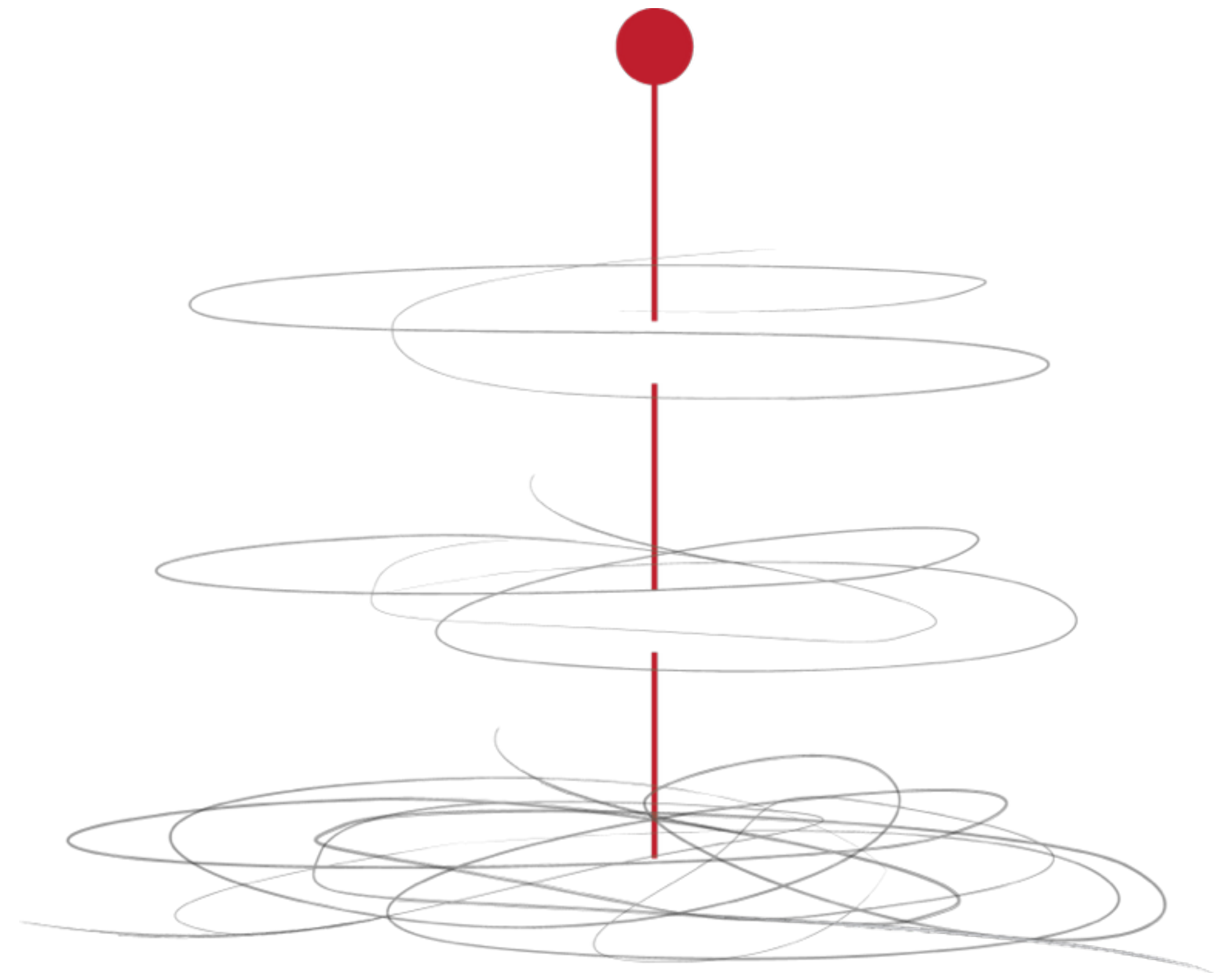
2.1 Your own networks

- Who will donate the first 30 % to 40 % ?
 - ▶ ‘Second circle’: acquaintances, Facebook contacts, email-contacts, clients, neighbours,...



2.2 New Networks

- Point of departure: your project
- Who could be interested in your project:
which individuals, non profit organisations,
companies, ...
- Which are the common grounds: theme,
objectives, location, target group, similar
projects, ...



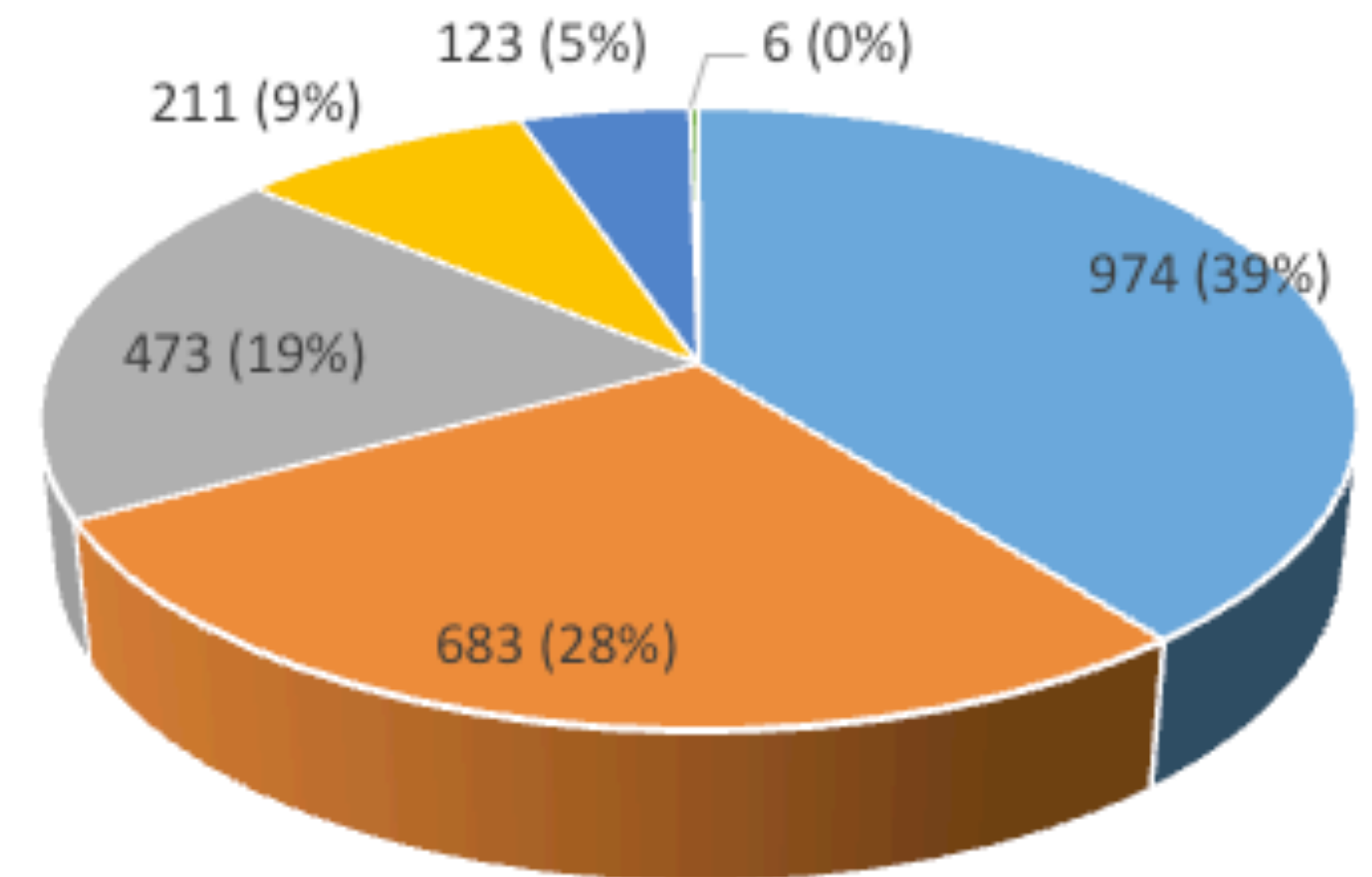
2.2 New Networks

- Where do these people or organisations meet or where do they share information (online and offline):
 - ▶ Conferences, performances, bars,...
 - ▶ online groups or pages on social networks such as LinkedIn, Facebook or Twitter.
 - ▶ Which blogs communicate on the subjects?



2.3 Rewards

- The (symbolic) return after a donation
- Tailor-made
- A way to create involvement and participation
- An argument to convince and attract new people
- Minimum 3 - Maximum 5/6



2.3 Rewards

- **1 reward of 10€ (obligatory)**
 - ✓ Easy realisable / little or no extra workload
 - ✓ Low costs
 - ✓ Small (symbolical) reward for donors
- Examples: invitation for a vernissage, thank you card, 2 m² lawn (symbolical),...

2.3 Rewards

- **Two reward between 11€ - 100€**
 - ✓ ideal to create participation or involvement
 - ✓ Closely linked to your project
 - ✓ Easy realisable / little or no extra workload
 - ✓ (Combination of different rewards)
- Examples: VIP-cards, T-shirt, guided tour, ...

2.3 Rewards

- **1 reward between 100€ - 500€**
 - ✓ reward with which a donor can involve his own network (multiple participation)
 - ✓ Clean added value for the donor
 - ✓ More personal, tailor-made
 - ✓ Donor should be able to identify himself with the project as an ambassador
- *examples: open-air cooking workshop with 10 friends, animated bicycle tour, Masterclass scenario and video, Workshop xxx for 20 people,...*

2.3 Rewards

- **500€ - ...:**
 - ✓ Tailor made!
 - ✓ Exclusive
 - ✓ Clear added value for donor
- Example
 - ✓ VIP-diner for 12 people on the market, teambuilding, tailer-made performance, godpartenthood of a sheep, 'Call us and we'll talk!,...

2.4 Determining the duration

- Min. 30 days - Max. 90 days

0 € - 1000 €
30 days

1000€ - 2.500€
30 - 40 days

2.500€ - 5.000€
40 - 60 days

+5.000€
60 - 90 days

2.4 Determining the duration

- Min. 30 days - Max. 90 days
- Depending on:
 - timing
 - financial target
 - strength of your network
 - communication strategy
 - externe factors and events
 - ...

Questions? Contact Us

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