INDIEGOGO

Crowdfunding Products

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Who is INDIEGOGO?

Indiegogo is the world's largest crowdfunding platform. We work with startups and existing brands to launch new products to the international market.

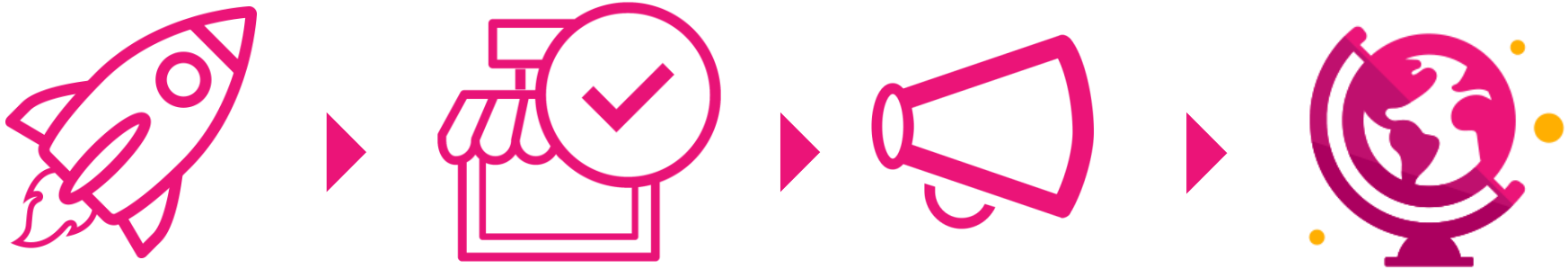
INDIEGOGO

15 million
Unique visitors monthly

$1B+
funded

200+
countries/territories

600,000+
campaigns hosted



Fundraising

Customer Discovery & Market Validation

Branding and Awareness

Market Entry

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Fundraising

For hardware startups who need funds to manufacture, crowdfunding lets them have their customers pay for their manufacturing

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Lorenzo Maggiore dreamed of making the Bug-A-Salt, a gun that kills flies by shooting salt. But investors thought the idea was crazy. So he launched it Indiegogo.

Closed

BugASalt- The Final Push

A miniaturized shotgun effect is generated through this ingenious design for killing flies and other pesty insects using only ordinary table salt.

Lorenzo Maggiore
Santa Monica, United States
About

$577,636 USD raised by 10764 backers

3851% of $15,000 flexible goal

STORY UPDATES (59) COMMENTS (3,290) BACKERS (10,764)

PERKS

Customer Discovery & Market Validation

For established companies, crowdfunding helps them learn about their customers and prove demand for products.

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Opal Nugget Ice Maker

GENERAL ELECTRIC

After raising $300K+ in its first IGG campaign, GE's FirstBuild team launched a second campaign to prove market demand for its new invention: a nugget ice making machine for the home.

Sales

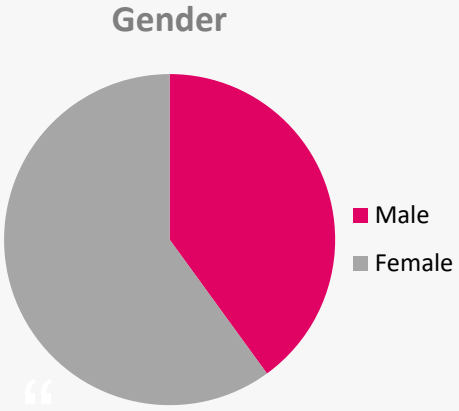
- $100K in the first hour; $600K in the first 48 hours

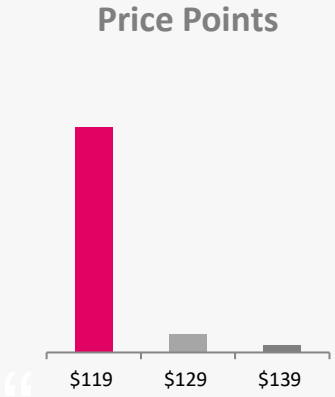
Reach

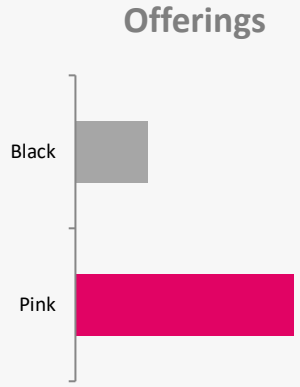
- **660K** campaign page views
- **15K** Facebook shares
- **37** unique stories
- **150,000,000** impressions

$2.7M USD RAISED | **6,470** CONTRIBUTIONS

Insights on Customers were Invaluable







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“Total time from concept to production: four months. If it flops, no worries. Upfront costs were 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 Venkatakrishnan
Head of R&D, GE Appliances

Branding and Awareness

For companies of any size, crowdfunding is an effective tool to generate interest and awareness.

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Air

By CRAZYBABY

After raising $830K+ in its first IGG campaign, Crazybaby launched a second product, their Air wireless earbuds. Their goal was to drive sales, awareness, and brand visibility.

- Over **$750K** in just the first week
- **920K** campaign page views
- **6K+** Facebook shares

$2.8M USD RAISED | **23,039** CONTRIBUTIONS

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Market Entry

Brandsuse Indiegogo to launch into the international market.

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Aurora & H1

By XGIMI

Xgimi was the market-leading smart projector in China, but had no international presence. Through their launch on Indiegogo, they were able to build a brand and expand their audience into the US, Europe, and South America.

$1.3M USD RAISED | **2,676** CONTRIBUTIONS

Crowdfunding is still challenging

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The Strategy

Crowdfunding isn’t magic.
It’s marketing

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If you build it they will come

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~~If you build it they will come~~

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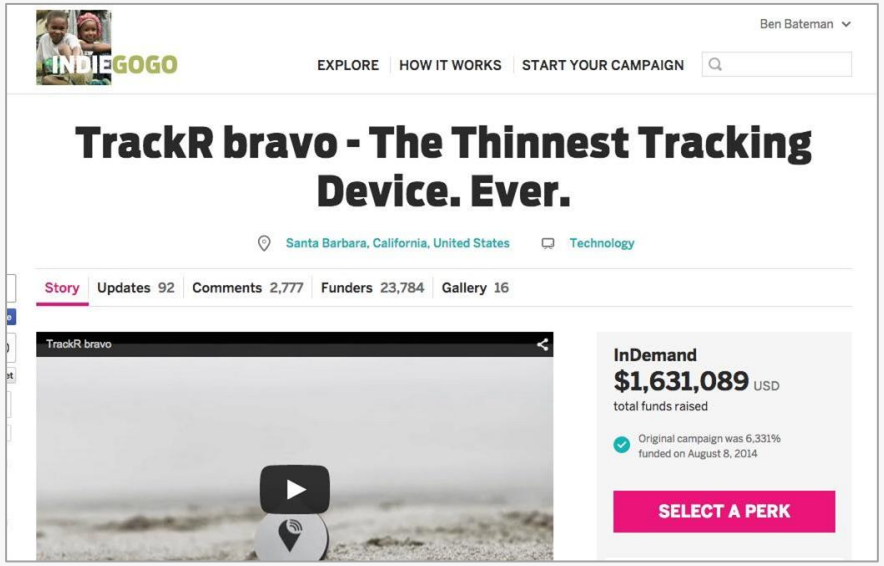
Sales & Marketing Funnel

Conversion Rate



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So how do you do it right?

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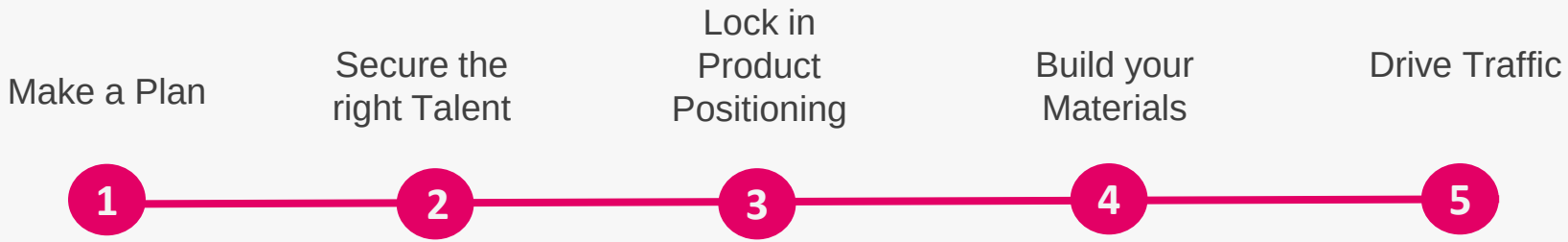
Process Overview



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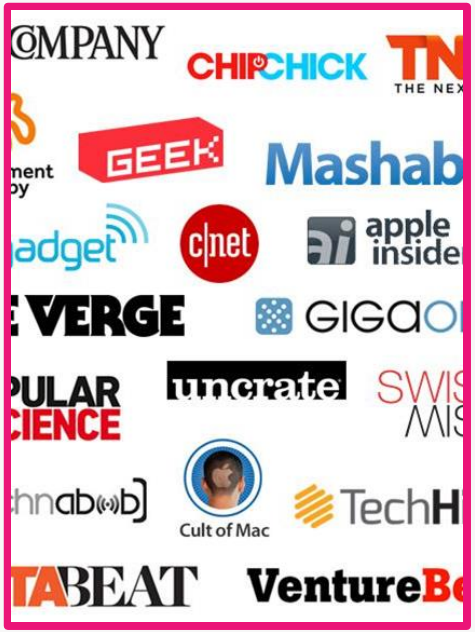
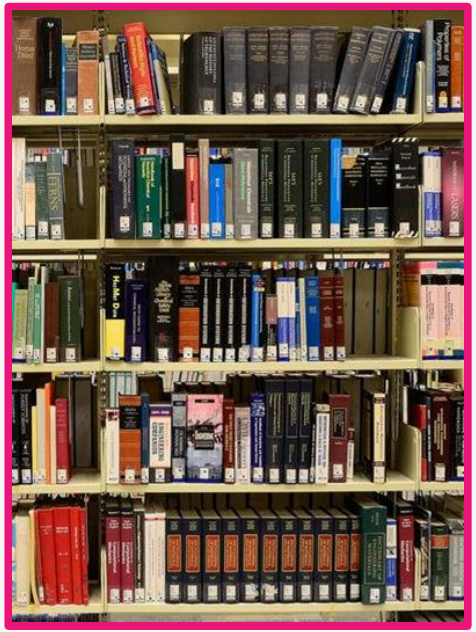
Plan

Raise Money



Drive Awareness



Learn

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Scale your timeline and budget based on your goals

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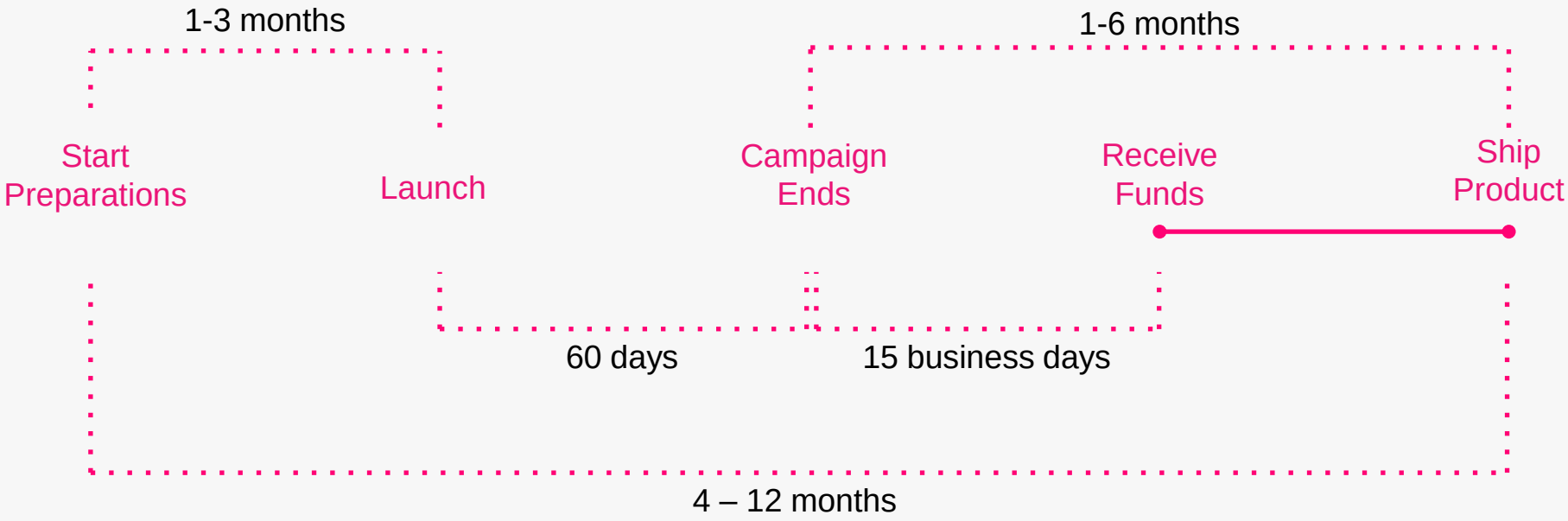

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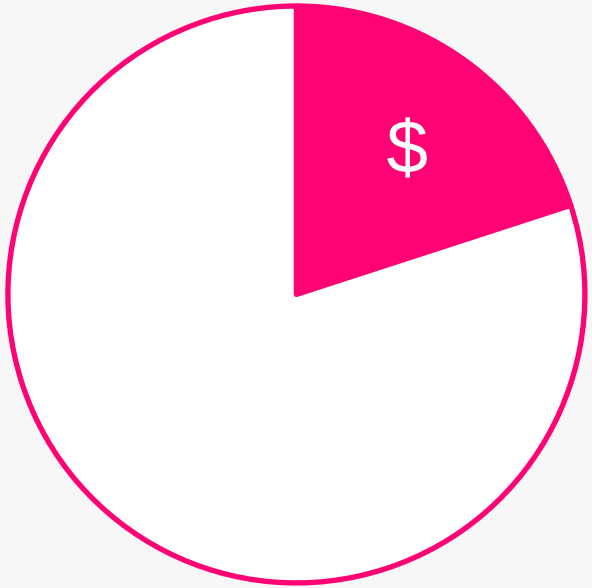
Estimated Budget:
20% of your campaign's goal

If you have a lot of time, and your team has all the skills in house, this can be lower. If you're working with many partners on a tight deadline, it will be more expensive.



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Launch with

A Working Prototype

An Engaged, Excited Audience

Manufacturing Secured

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Set pre-launch metrics

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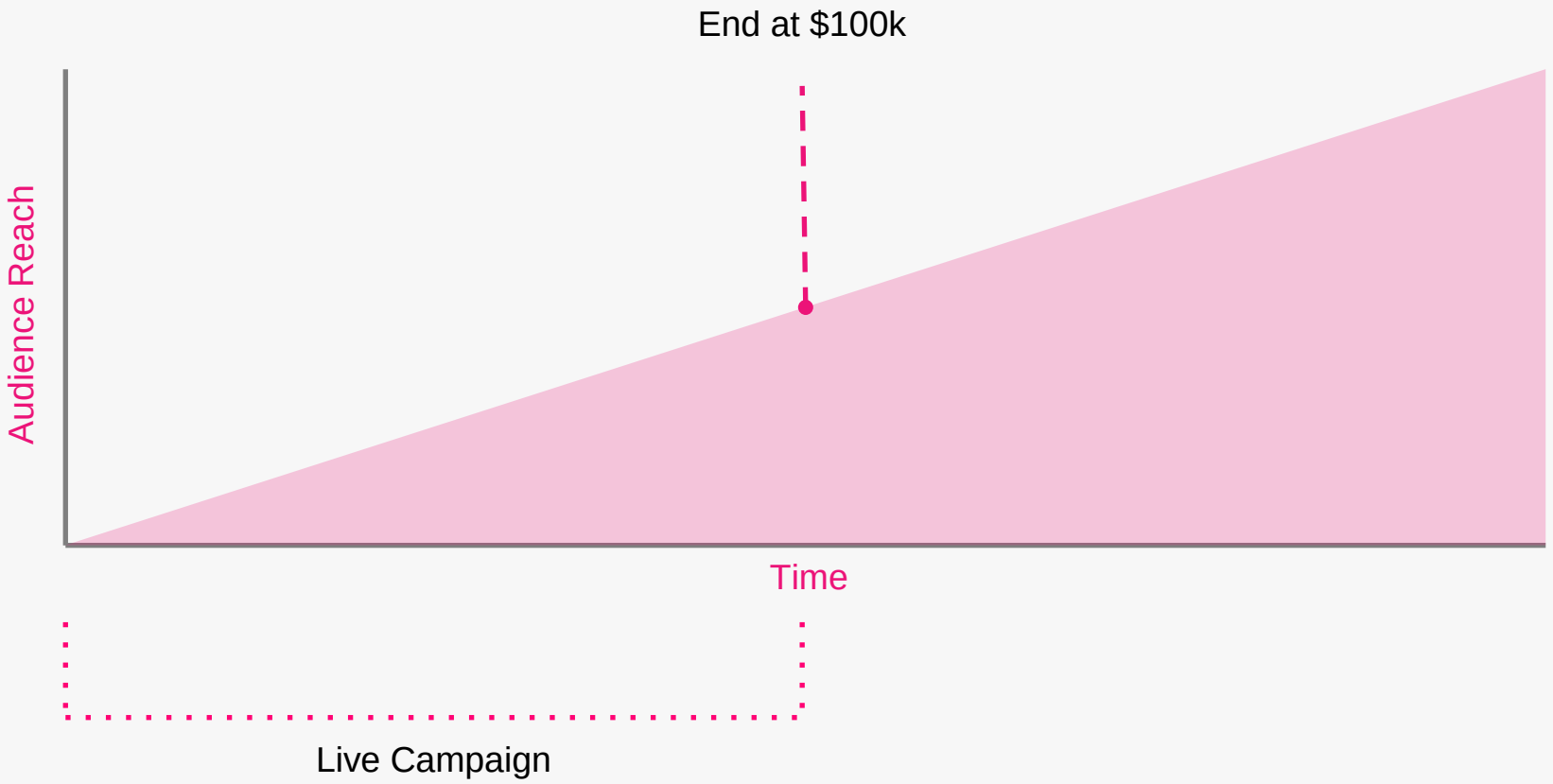

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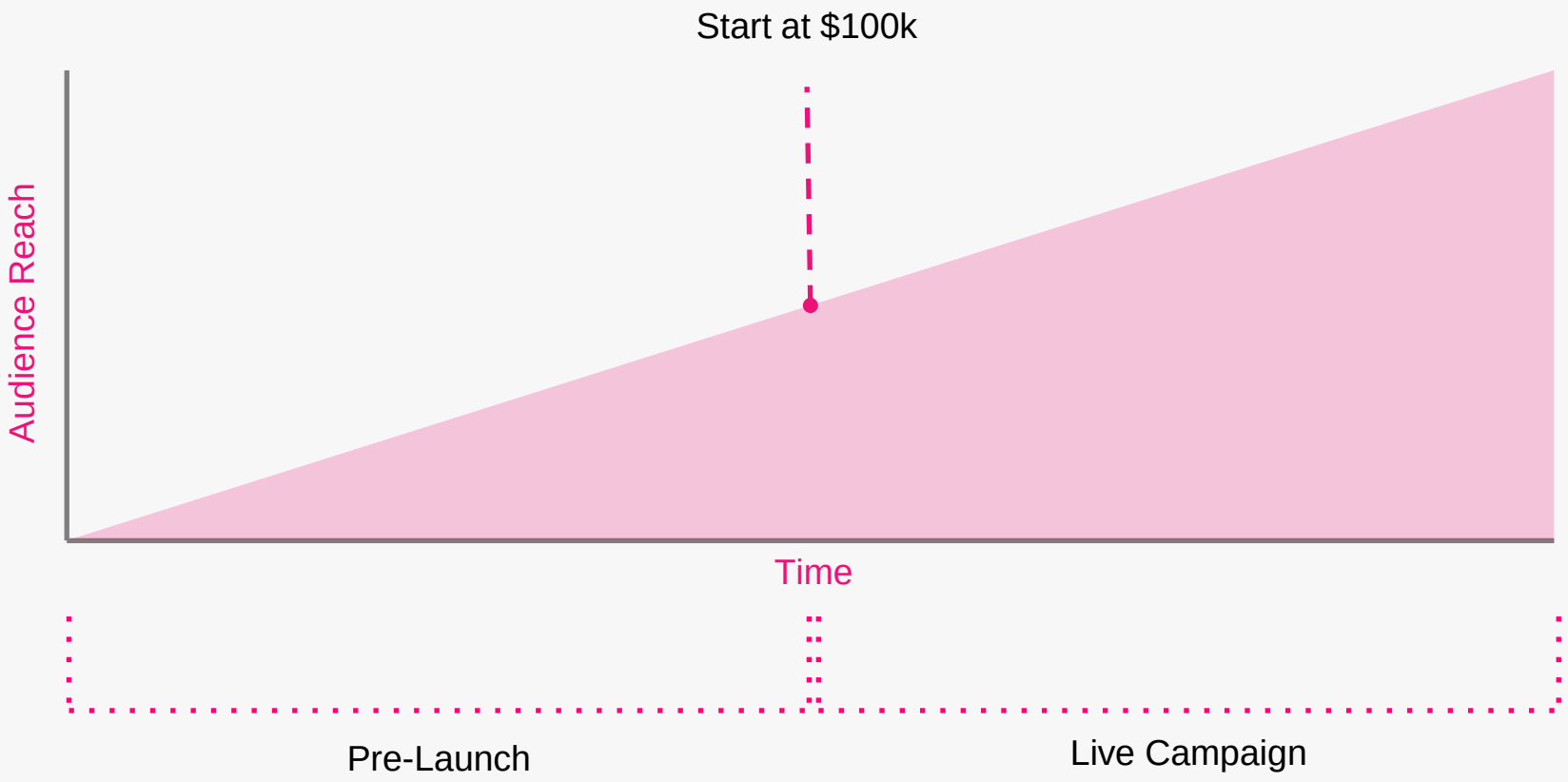

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Talent

Things you need to do

You or a partner will need to do everything below as you prepare a successful campaign.

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

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Divide the work between your team and partners

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Example Division

YOUR TEAM

- Copywriting
- Graphic design
- Landing page setup
- Product photography
- Organic social media
- Campaign management

PARTNERS

- Video creation
- Press outreach
- Paid advertising
- Email & customer acquisition

FACTORS TO CONSIDER

Cost | Time to launch | Team expertise

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Ranges for partner cost

Video

<$10k for video production, $10k-$30k for production and direction.

Digital Advertising

Budget 10-20% of your target goal. You'll be higher or lower in that range depending on how advertising converts

Full Service Crowdfunding Agency

5-20% of your campaign + upfront fee ($5-$20k)

PR

$2k-$12k/mo, minimum commitment depends on agency, some exception.

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Positioning

MERRELL
continuum

Sell This

Not This

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Sell This

Not This

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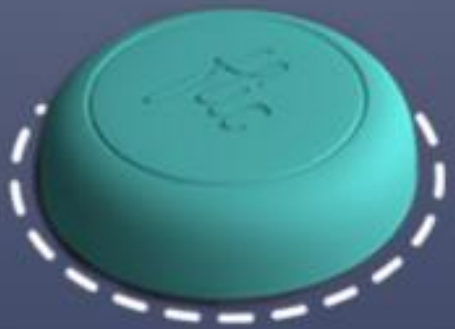
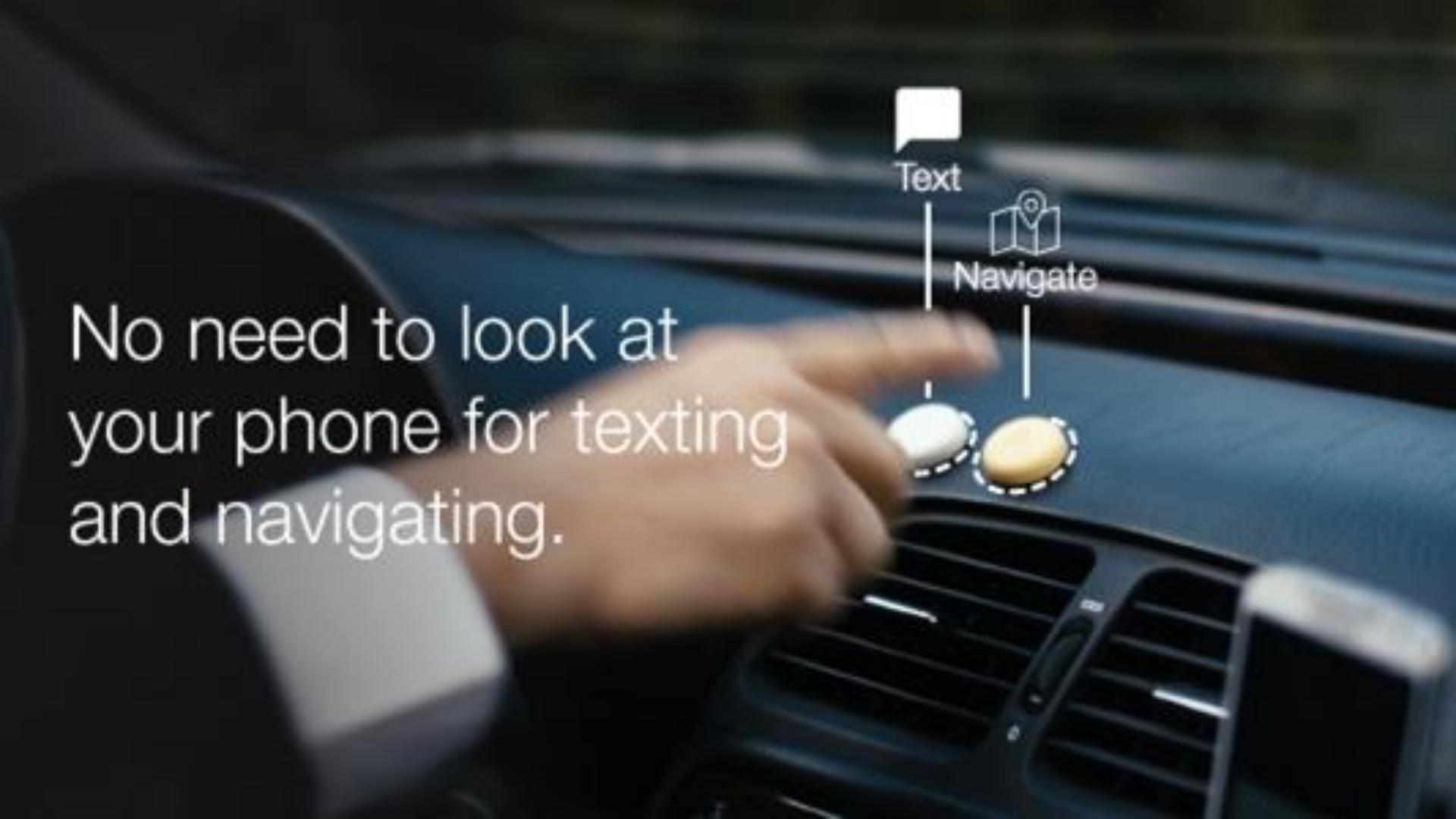
Have Clear Product Marketing Basics

- What amazing experience does your product enable?
- What problem are you solving?
- Who is your target customer?
- Why you instead of a competitor?

The wireless smart button that can



flic
call a cab
#selfie
alarm
open door


Text
Navigate
No need to look at
your phone for texting
and navigating.

Control your smart home with a Flic.
Turn off everything
Click
Romantic Mood
Double click
Movie night
Hold

Take picture
Your personal
photographer
with just one Flic.

Flic: The Wireless Smart Button

Stockholm, Sweden Technology

Story Updates 32 Comments 1245 Backers 13739

22.5k
Tweet
Embed
Link
Following

The wireless button that creates a shortcut to your favorite actions on your phone.

#smarthome #smartdevice #button #finder #app

$954,161 USD
total funds raised

Shipping Now
Original campaign was 801% funded on January 16, 2015

Featured

$99 USD + Shipping
~~$168~~ (41% Off)

4x Flic (Black & White)

proprietary.

Talk To Your Customers

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Content

VIDEOS

How Long?

- 2 min 30 seconds or less

Which kinds?

- Main campaign video
- Social media
    - User testimonials
    - Team unboxing
    - Product demonstration

PRODUCT PHOTOGRAPHY

Product shots

- Final industrial designed prototype
- Multiple angles
- Components demonstration

Lifestyle shots

- Product in use

Prototype gallery

- Stage of development

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STRUCTURE

- Campaign title & tagline
- Product introduction
- Features
- Use cases
- Technical specifications
- Team
- Timeline
- FAQ’s

PERK STRATEGY

Product pricing

- Early bird pricing (20% off)
- Increase prices over time

Increase funds raised

- Focus on fewer perks
- Upsell with accessories and SKU’s
- Bundle shipping costs

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Canary: The first smart home security device for everyone

Story | Updates 23 | Comments 1,411 | Funders 7,460 | Gallery 20

5.9k Share | 823 Tweet | 890 +1 | Email | Embed | Link | Follow

Canary is a simple device packed with smart sensors that empowers

$1,961,663 USD
RAISED OF $100,000 GOAL

1,962% | 0 time left

This campaign started on Jul 22 and closed on August 26, 2013 (11:59pm PT).

Flexible Funding

CAMPAIGN CLOSED
This campaign ended on August 26, 2013

SELECT A PERK

$5 USD

SUPPORTER

Love what we're doing and want keep

l. Confidential & proprietary.

Canary is a simple device packed with smart sensors that empowers you to keep your home safe and secure — controlled through your mobile device.

New York, United States Technology

Our Indiegogo campaign has ended but you can still pre-order Canary at:
canary.is

Meet Canary.

The world's first smart home security

$5 USD

SUPPORTER

Love what we're doing and want keep up-to-date on all things Canary? Show us your support and we'll send you exclusive updates and information as we build the product. Thanks!

123 claimed

$199 USD

EARLY ADOPTER

One beautiful Canary device in classic white. (A single device is perfect for a typical apartment or for general home use.) Includes free mobile app. (Free shipping in the USA, add $30 everywhere else - see our note about international purchases.)

Estimated delivery: **May 2014**

4836 claimed

$249 USD

OTHER CANARY STYLES

Want a different style for your home? Pledge at this level and you can choose a Canary in either our matte black or silver finish. Includes free mobile app. (Free shipping in the USA, add $30

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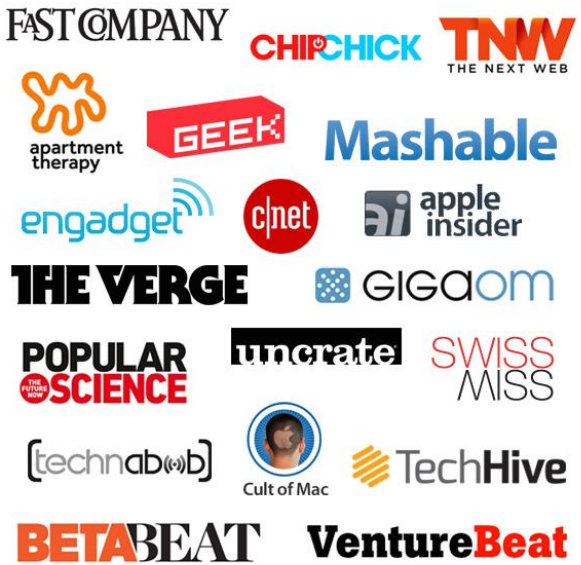
HD Camera
Siren
Microphone
Temperature
Night Vision
Air Quality
Motion Detection
Humidity

Canary in the press



"A new startup called Canary is about to launch what could revolutionize the home security business" – Technabob

add $45 everywhere else- see our note about international purchases.)

Estimated delivery: **June 2014**

176 out of **750** claimed

$580 USD

COVER YOUR HOME x3

This level is for big supporters with big homes. Pledge at this level and receive a set of 3 devices to cover every area of your home, and get them each at $193 instead of $249!! (Choose your color for each device.) Control the set through the free mobile app. (Free shipping in the USA, add $45 everywhere else- see our note about international purchases.)

Estimated delivery: **June 2014**

461 out of **500** claimed

$760 USD

FOUR OF A KIND

You can link together up to 4 Canary devices in a single location, and if that's your plan then this level is for you! Pledge $760 or more and receive a set of 4 devices that you can use all within one home or across multiple locations. This is the lowest price-per-unit — just $190 instead of $249!! (Choose your color for each device.) Control the set through the free mobile app. (Free shipping in the USA, add $60 everywhere else- see our note about international purchases.)

Estimated delivery: **June 2014**

130 out of **500** claimed

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Service plans

With Canary, the app and primary service are free, and accessable via as many phones as you'd like. That means you can download the free app, receive alerts, add your friends or family as your backup, and see live streaming of video, audio and other sensor data.

After the products ship, there will be additional (optional) service plans that include more data options (such as storing events over a longer period of time) and a call-center backup. These premium plans will have a surcharge but are optional and contract-free. Contributing to the campaign here in no way signs you up for a paid service plan. Updates to the app are free for users as well.

Disrupting a broken system

We set out to disrupt the home security industry by designing a solution that addresses the major consumer pain points of existing products.

	canary	TRADITIONAL HOME SECURITY	DIY KIT
PRICE	$199, which includes live streaming, alerts, trends, backups, and more for free.	Average installation: $1450 Monthly service fee: $45-$120 with 3-5 year contracts.	$200-$1200 (depending on if you want video or other sensors) Monthly fee: $25-$49
INSTALLATION	Take it out of the box. Connect to your wi-fi and set	1-2 day professional installation	Self-install sensors around your home, sticking or

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Traffic

Plan Your Traffic

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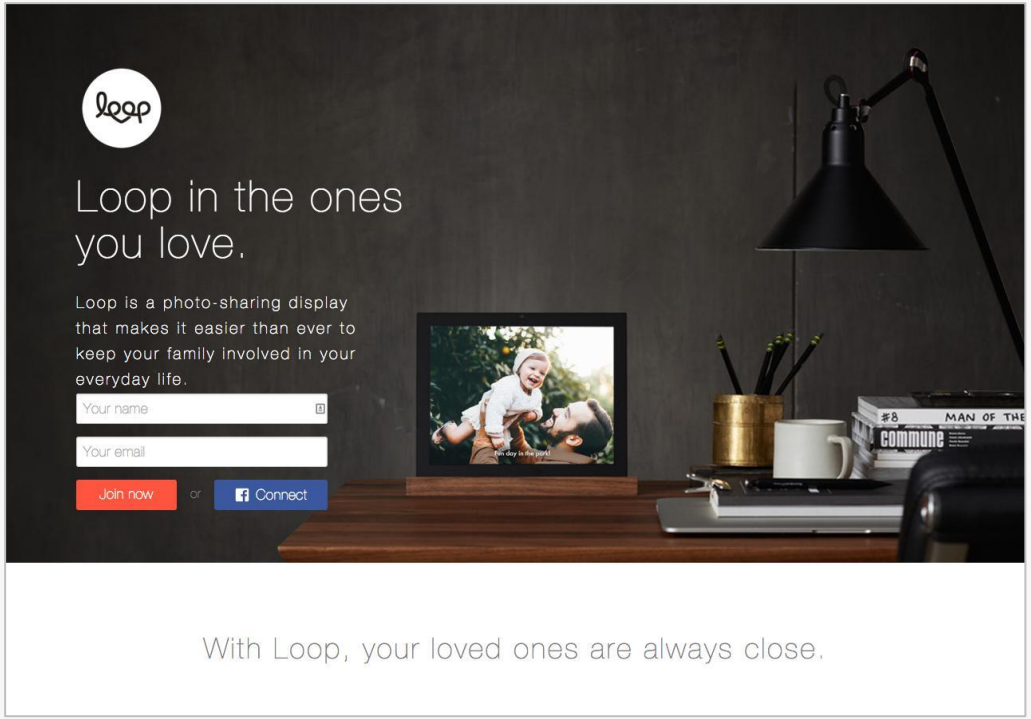
Understand What Works Before Launch



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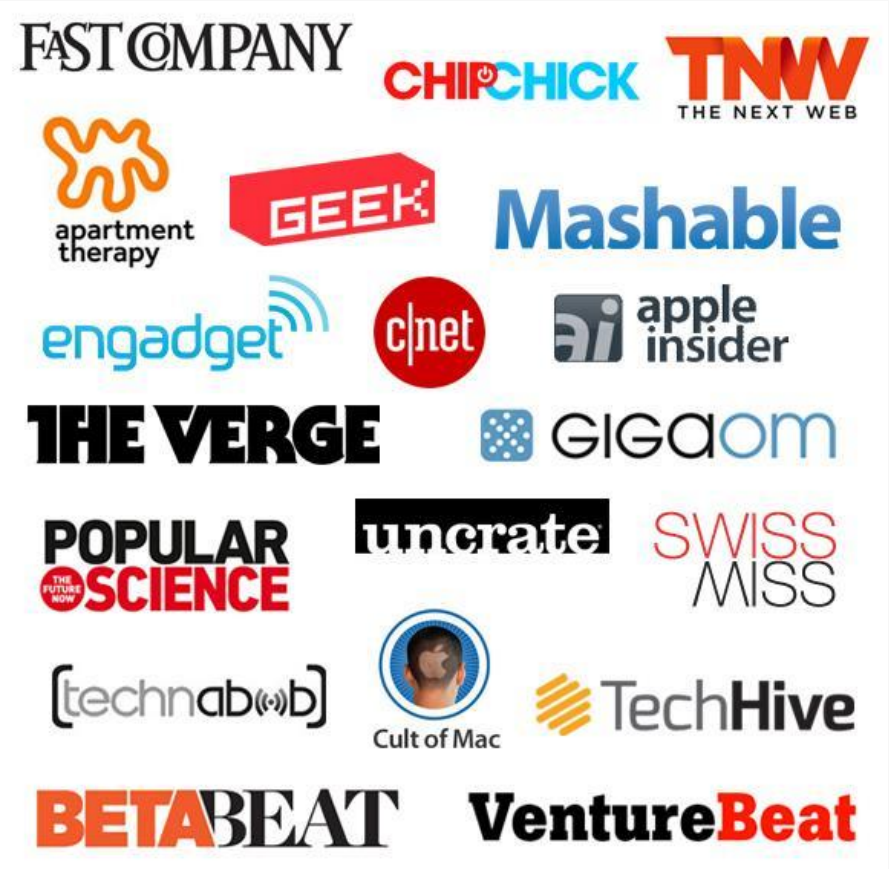
You must have samples to secure press



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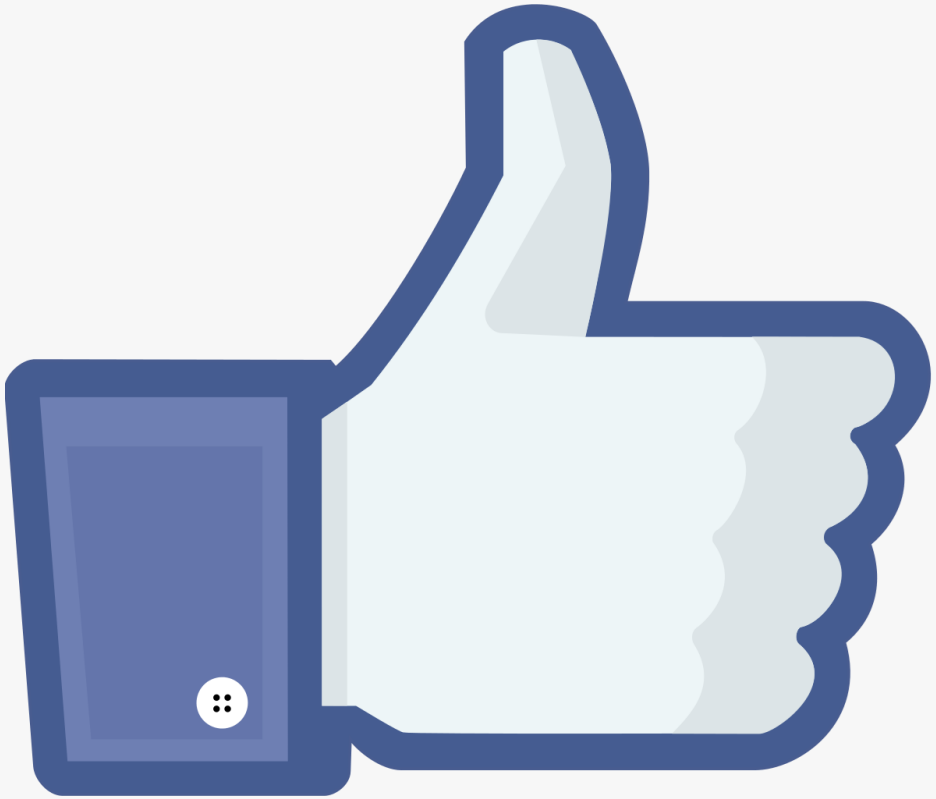
Use Digital Advertising



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Discounts can drive contributions

But margins pay for traffic

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