

LEVERAGING THE POWER OF THE CROWD

with
ECN crowdfunding
training and consultancy



EUROPEAN
CROWDFUNDING
NETWORK

GET OUR CROWDFUNDING EXPERTISE AT YOUR SERVICE!

More and more startups, SMEs and individuals are turning to crowdfunding in order to fund their projects and ideas. At the same time, a growing number of people is now aware of crowdfunding and has actively supported one or more crowdfunding campaigns. Even though it may look simple, running a crowdfunding campaign is a time-consuming activity, requiring a few months of research and preparation as well as a solid strategy and a good dose of stamina.

LEVERAGING THE POWER OF THE CROWD

Crowdfunding is not only an innovative way of raising finance for a service or a product, but it is also a powerful tool to measure the market demand for that product, as well as to collect feedback from interested communities. As a consequence, it is a valuable option also for corporations, public organizations, universities and research centers that not only want to raise funds for a specific project, but also want to involve relevant groups of people and customers in their decision-making process.

ECN'S EXPERTISE

Thanks to its unique position as an international network of crowdfunding players and its research activities, ECN has acquired a thorough knowledge of the current status of the European crowdfunding sector, of its best practices and sectorial applications, valuable insights for anyone interested in gaining a deeper understanding of the market. While consulting to the European Commission and engaging in dissemination activities, the organization has also built an expertise in crowdfunding campaigns and it can offer high level training and support in this sense.

HOW WE CAN HELP YOU

ECN can provide to you or your community and stakeholders professional and unbiased support in understanding the crowdfunding potential, identifying goals and needs, developing the relevant knowledge and skills to either build a crowdfunding campaign or your own crowdfunding platform. Our multilingual experts can shape and deliver the content according to your needs and requirements and deliver it in the form of individual or group training.

TRAININGS FOR CROWDFUNDING CAMPAIGNS

“ONLY 50% OF CAMPAIGNS SUCCEED. TRAIN WITH US AND INCREASE YOUR CHANCES OF SUCCESS!”

Are you considering to use crowdfunding but you're not sure where to start or how to do it? Or are you committed to help entrepreneurs and SMEs and would like to give them the tools to potentially use crowdfunding in their strategy? Our experts can help you! We give group workshop or individual training to private companies, business networks, public organizations, co-working and accelerators, guiding them with a hands-on approach into how to build a crowdfunding campaign and providing them general guidelines and best-practices in an efficient way. We'll help you:

- Understand your crowdfunding potential: feasibility assessment
- Define your goals and needs
- Identify the suitable crowdfunding model and platform
- Understand your target audience
- Build a convincing story
- Set up the right incentive(s)
- Prepare an effective communication strategy
- Set up a timeline and action plan

Extra

- Ongoing support during the execution of the campaign
- Scripting of the video



OUTLINE

Our services can be provided as full package combining the two main tools presented below:

1. **Webinars for your stakeholders (30 minutes)**. The aim of our webinars is to inform you in a short and straightforward way, perhaps during your lunchtime, about the most important facts about crowdfunding and to provide insights on how to take advantage from the crowd at different company life cycle stages. For a taste of our webinars, visit our **e-library** for a short 15 video introduction into crowdfunding or **participate in one of the next ones** we are planning.

2. **Deeper hands-on workshops (1-1,5 days) on crowdfunding or ad-hoc consultancies**. ECN provides capacity building trainings where our experts will coach and prepare participants to launch their innovative solutions to market, by providing guidance on how to effectively use crowdfunding, not only as an alternative source of financing but also as validation of the product/business idea.

- Below an **example of modalities and content of a full package training** focused on launching a crowdfunding campaign.

- 9.30 Welcome and introduction – our experts will give an overview of crowdfunding and where it stands
- 10.00 Emphasizing: Project idea outline - In this phase, participants work on the project idea they want to crowdfund, by using the Idea Evaluation tool which allows other peers to understand and evaluate each other's ideas. They then identify the objective of their campaign, the target audience and the reasons why people should support them.
- 11.00 Break and networking
- 11.30 Defining: Funding needs and crowdfunding – In this phase, participants translate their objective into a funding target and are guided into the selection of the right type of crowdfunding

Agenda



Agenda

- 12.30 Testing: Due diligence of platforms – tips and insights to choose the right platform, how to work with them and extract the best value for your project
- 13.00 Lunch
- 14.00 Ideation: Development of the campaign – In this phase, our expert will guide them into the creation of a convincing story, appropriate incentives, a communication plan, team and timeline, using the crowdfunding canvas
- 15.00 Break and networking
- 15.30 Prototyping: Development of a campaign pitch - based on the elements analysed before, participants will be guided into the creation of a crowdfunding pitch which they will practice in front of the class
- Peer review and feedback
- 17.00 Conclusion

Methodologies

- Inspired by design thinking
- Upfront lectures segments to introduce topics
- Work in groups
- Brain walking
- Peer reviews
- Focused time to develop projects individually or coherent teams

Handouts

- A copy of the ECN Crowdfunding guide
- A copy of the crowdfunding canvas
- A list of useful tools to use during the campaign
- A list of selected European platforms
- Practical cases and examples

PRICING

For a standard full package comprising 4 webinars (around 30 minutes each) and 2 live workshops (around 1 day each), the price will be 15.000 EUR (excluding VAT). However, our services can be also provided as single packages and the content can be shaped according to your needs and expectations.