



# Designer's Guide

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## Safari Crowdfunding: About Us

Safari Crowdfunding is a crowdfunding platform where you can publish your project in order to get the funding you need to turn your idea into a viable business.

We believe in Crowdfunding as an alternative to the traditional financing methods, but also, as the validation process of the business model proposed, products or services for startups, micro SMEs or SMEs.

If you have a good idea, Crowdfunding not only can provide the funding needs to initiate it, but it also gives you the vision of the market for your idea.

**“Do I have potential clients that want to acquire my product or service? If you have a successful crowdfunding campaign, the answer is YES.”**



## Safari Crowdfunding: What do we offer?

We offer two Crowdfunding types:

### **Reward-Based**

Backers will receive a reward in exchange for their contributions.

### **Donation**

Backers will not receive a reward in exchange for their contribution since the funding needs are mainly for charity or humanitarian projects.

And two Funding types:

### **Closed**

The Crowdfunding campaign is successful whenever the funding objective set up is reached. Once the 100% of the funding requested is reached, the campaign is closed.

### **Flexible**

Flexible funding serves scalable projects.

Publish your project indicating the minimum amount to start up the project and the use of funds for this minimal marking.

After achieving the minimum amount set, the campaign will remain open until the term expires in 60 days.



## Crowdfunding: Advantages and Disadvantages

Crowdfunding has many **advantages**, among others:

- Crowdfunding offers an excellent opportunity to check where the market is in respect to your idea.
- A successful Crowdfunding campaign not only proves the interest for your idea, but that there is clients willing to pay for it.
- A successful Crowdfunding campaign attracts other investments to complement the funding achieved in the Crowdfunding campaign.
- Crowdfunding as the middle step between the 3Fs (Family, Fools and Friends) and Business Angel investors.
- It does not require big investment to put the product in the market since you are producing under demand.
- Reducing the failure risk and throwing away the money in producing something that has not market.
- Lean: Receive immediate feedback about your product or service and build from it.
- A successful Crowdfunding campaign is one that achieves high audience and dissemination.
- Incorporate to your Sales & Marketing strategy a Crowdfunding campaign.
- A successful Crowdfunding campaign guarantees free publicity.
- Nothing to Lose, Much to Win, Safari only applies its fee if the campaign is successful.
- Agile: campaigns last 60 days, and if you are successful, the funding is received immediately.



There is also some **disadvantages** to consider, and must be understood before initiating your Crowdfunding campaign if you want to be successful with it:

1. **Requires a 100% dedication!** Once your project is published in the platform it will require 100% of your time and dedication. This is key for the success of the campaign.

If you think that you cannot dedicate 100% to the communication and dissemination of your project, you have some options:

- Safari collaborates with some Marketing Agencies who will be offering you the services you need to cover the dissemination of your campaign. Check the Fee Section in Safari's web site.
- Search for freelance marketing and communication professionals, who will help you in preparing your campaign.

And do not forget to include the cost of these services as part of the funding needs when preparing your Crowdfunding campaign numbers.

2. **It Requires a Community before the launch of the campaign.** If you already have enthusiastic followers of your idea, it helps a lot in the diffusion of the campaign. This community will be the first ones supporting your campaign and they will become your project ambassadors.

The "30-90-100" rule in Crowdfunding says that, campaigns that reaches 30% of the funding goal during the first week have a 90% chance to reach the 100% funding objective.

This is why is so important to have the followers community before the campaign starts.





## PREPARATION OF THE CROWDFUNDING CAMPAIGN

Preparing a Crowdfunding campaign requires time and dedication, not only in the preparation of the project and building your community, but also during the Funding phase.

According to the latest research done by Lanzanos about why the crowd invests in projects via Crowdfunding, is because mainly they obtain something in return. **A Reward.**

In addition, crowdfunding make the supporter feel good:

- ♥ It helps create what she/he likes.
- ♥ Support directly to project creators. Without intermediaries.
- ♥ It helps to create innovative things.
- ♥ Supporting entrepreneurial spirit

The funding provided by the backer for each project depends on the appropriateness of the project:

1. The project is interesting.
2. The Rewards provided in exchange for the support: the pre-purchase of a good or service, where the project designers strives to create something valuable, and delivery it under agreed conditions, receives the highest amounts vs. the symbolic rewards, that generate contributions of lesser amount.

Finally, the projects that attract more attention of the backers must have the following qualities in order of importance:

1. The project has to propose something of High Quality
2. It has to be Feasible, not fanciful or unreal.
3. It has to be clear with the money, it has to be understood without difficulty, the aim for that amount.
4. It has to be told attractively.
5. If also proposes something innovative, clearly improve their options for success.

In addition, there are other secondary qualities to consider:

- ♥ Generates wealth/employment
- ♥ Initiatives in the field of property and social rights
- ♥ The fair streak that addresses the neediest groups

Of course there are also factors that scares backers:

- ☹ When communication is unappealing.
- ☹ Too idealism.
- ☹ It is believed that too much money is requested, meaning not clear with the money factor.
- ☹ Imbalance in the exchange: too much money for a reward of their interest.
- ☹ It is thought that designers are not prepared to do what they say they will do.

Transmitting one or more of these feelings is not to hinder the attraction of funds, is ensuring the loss of support.



The presentation and qualities of the team or designer, increase the interest in funding, there are qualities that make an exciting project:

♥ Honesty, Creativity and Excitement.

And other qualities that help dissolve the areas of risk or doubt that Crowdfunding may generate:

♥ Sense, Rigor and Intelligence.

## **First steps: Activate your community and media**

Much of the preparation of the Crowdfunding campaign is to align your target audience, and befriend the media, specialized bloggers in your niche, and your community online.

Doing this is the best way to get them to talk about your crowdfunding campaign and get lots of visitors when you have your campaign up and running.

This will take some time, but it is definitely a factor in the success or failure of the crowdfunding campaign.

There are several steps to follow, before and during the funding phase of your crowdfunding campaign:

### Before Funding Phase

1. Create and/or activate your online community. Each social network has its own target audience, think about the target audience of your crowdfunding campaign and start building your own community on those social networks where your target audience is.





2. Prepare a Media database, both generic and specialized in the subject of your project, to reach them once your project is up and published through Press Releases and other communications.
3. Prepare a list of bloggers or influencers in your niche. The goal is the same as with the Media, share your project and ask them to support it, if they like it, by sharing it with their followers, getting some mentions, etc.
4. Prepare the contents that you will use to disseminate our campaign as press releases, videos, blog posts, etc. Any material that later on you will share when your project is finally published, with media, followers and influencers.

To sum up, as much community and followers you create before your crowdfunding campaign is published, more likely to achieve 100% funding success.

## **During the Funding Phase: Dissemination and Communication**

According to some researchs published by Spanish Crowdfunding Association, everything seems to indicate that family and friends act as "chips" when it comes to light the fire.

It's time to start spreading among the community created during the preparation phase. Publish the prepared contents, and do not forget to always include a link of the project at the Safari Crowdfunding website, facilitating visits and possible contributions to the campaign.

Send the press releases you prepared to the media database you created during the preparation phase. You can use tools as mail-chimp for emailing purposes.



Consistency is the key in the online world. If you have a blog, make a post once a week at least, and also use the blog that Safari Crowdfunding provides for each project during the funding phase.

Manage your social networks and community by publishing information about your project consistently and continuously.

## **UPLOAD YOUR PROJECT IN SAFARI CROWDFUNDING**

First thing is to create your user in the platform by providing an email account and a password. Once you have registered as a user, you can “Create a Project” in your user menu.

Fill in the required fields, accept the Terms & Conditions and click “Send the Project to Safari”.

Safari Crowdfunding team will review the information and provide the access to the platform for you to upload the project; you will receive an email once the access has been granted.

Now you can start uploading the project information in the platform, include Videos, photos and all the information needed in each of the tabs: Project Description, Rewards Description, and Team.

Once the project is looking nice and completed, press Request Publication.



## POST-FINANCING PHASE

At this stage, your implementation plan will be your work and communication tool with and to your backers, through the Safari platform.

We do not want you to waste precious time that should be used in the implementation of the project, but to provide the methodology so you can easily and quickly communicate progress to your backers.

The important thing is communication and transparency. If a milestone is not met on the estimated date, report it: explain the problem, the proposed solution and a new estimated date to your backers. You will generate the confidence and very possibly, you will get different and helpful perspectives coming from your own backers.

## REQUIREMENTS TO POST YOUR PROJECT IN SAFARI

### REQUIREMENT 1: MEASURABLE OBJECTIVE

Your project must have a measurable objective, some examples:

If you have a Startup, your objective is measurable, with a clear beginning and end, something is produced as a result: a new product or service, a movie, a game, etc.

If you are a micro SMEs seeking to internationalize the existing product or service, your measurable goal is to sell your product outside your country.



## **REQUIREMENT 2: CANVAS**

Present your proposed business model on a single page using the CANVAS format, it will be visible for all backers.

## **REQUIREMENT 3: MILESTONE PLAN**

In Safari we believe that a fundamental part of the success of the funding is to provide to your potential backers with an milestone plan. This plan must contain the main steps or actions to be executed once the funding has been achieved, in order to implement the project.

Compliance with this plan will generate happy backers, and I will greatly facilitate future rounds of funding and future business and professional relationships.

And think one thing: breaches can occur, there are many external factors that involve unexpected challenges for the implementation of a project. The important thing is communication and transparency. If a milestone is not met on the estimated date, report it: explain the problem, the proposed solution and a new estimated date to your backers. Will generate trust, and quite possibly, a different perspective in potential solutions that may arise from your own backers.

Execution plans are explicit, including details on specific actions to be taken at specific times by specific individuals actions. Thus, anyone reading the plan understand and construe the steps.



#### **REQUIREMENT 4: SME OR FREELANCE/SELF-EMPLOYED**

It is essential that before the funding is executed, the project must have an CIF or Spanish Tax identification number, either as a SME or freelance/self-employed.

#### **REQUIREMENT 5: LEGAL AGREEMENTS**

There are some Legal agreements to be accepted before publishing a project with Safari. These agreements define the relationship between Safari, backers and designers: the achieved funding will go to the execution of the business plan, as explained and detailed in the project you have submitted.

### **CONCLUSION & FINAL RECOMMENDATIONS**

- ✓ BUILD A GOOD STORY
- ✓ BUILD YOUR ECOSYSTEM
- ✓ RUN! TIME FLYES
- ✓ DO NO ASK FOR MORE THAT YOU REALLY NEED
- ✓ BE GRATEFUL WITH YOUR BACKERS
- ✓ MANAGE YOUR PROJECT AS YOUR TREASURE

This guide is intended as an aid in preparing your project in Safari Crowdfunding. If you have any questions or simply cannot find the topic of interest, contact us, we are happy to help.





# Safari Crowdfunding

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