

Michigan Credit Union League &amp; Affiliates

## Annual Convention and Exposition

Helping Credit Unions Serve, Grow and Remain Strong

#mculace

## Crowdfunding Success Patterns

### How Social Networks Fund Endeavors

June 6, 2014 | 3:00 – 4:30 p.m.

Brian Meece



ROCKETHUB  
The world's crowdfunding machine.



| www.mcul.org



| www.uniteforgood.org

## What is crowdfunding?

... an **event** that **harnesses** a network of supporters for funds, awareness, and feedback.



Small Contributions

x



Lots of People

=

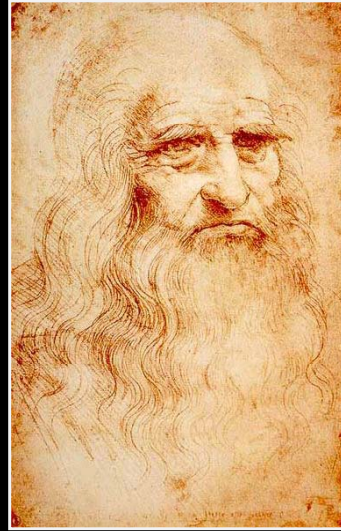


Creative Success!

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## New spin on old idea.

da Vinci (*patronage*)  
+  
Social Media (*mass*)  
=  
**Crowdfunding**  
(*mass-patronage*)



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## What is RocketHub? Top Global Crowdfunding Platform

**Launched:** February 2010

**Total Projects:** 30,000+

**Total Funding:** Millions

**Homebase:** Hell's Kitchen, NYC

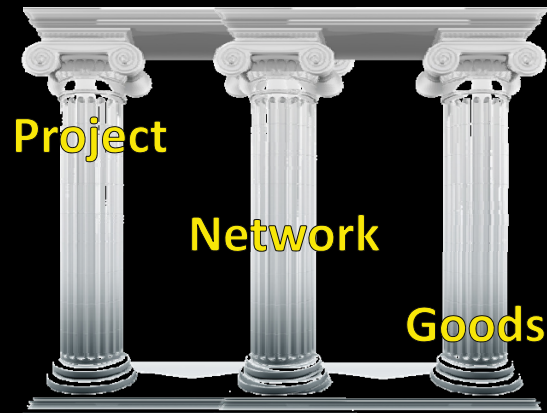
RocketHub is on a mission to educate and support entrepreneurs, scientists, artists, academics, and organizations.



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How does it work?

## The Three Pillars



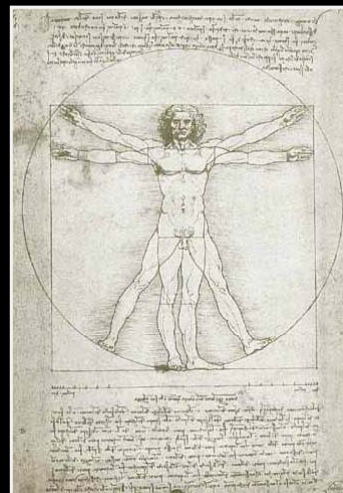
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## I. The Project

Be great

Make a statement

Tell us why



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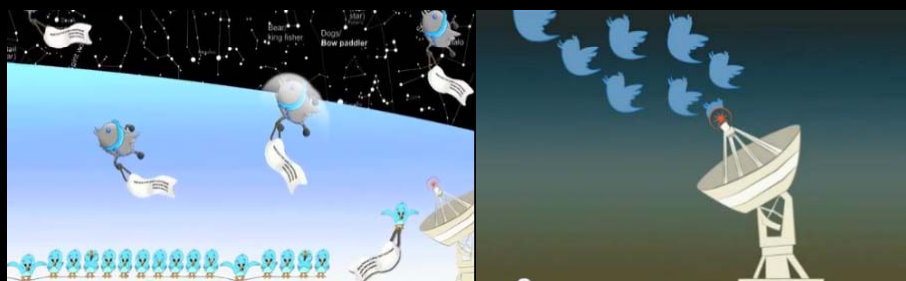
## Case Study: *Tweets in Space*



Crowdfunded \$10,000 to spam alien lifeforms.

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## The public loved it!



NATIONAL  
GEOGRAPHIC  
TIME

SCIENTIFIC  
AMERICAN

BBC  
Mashable  
The Social Media Guide

## II. The Network

Entrepreneur, Artist,  
Scientist, Maker, etc.

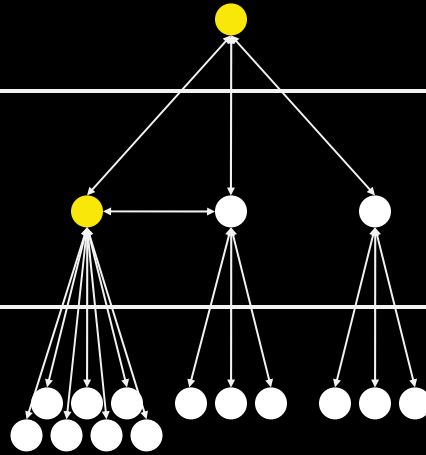
Source

Friends, Family,  
Colleagues

First Degree

Broader  
Communities

Second  
Degree



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### Case Study: *WaveSpring Shoes*



Duct tape (lot's of it)

Andy Krafur Crowdfunded over  $\frac{1}{2}$  Million Dollars to bring  
his new shoe design to reality

## An entrepreneur to believe in



## III. The Goods

Sell the value

Levels of impact

Fun perks



## Case Study: *Afia - Fashion Design*



Meghan Sebhold Crowdfunded her fashion venture

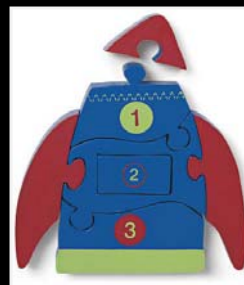
### Who it works for.

**User:** Individuals and organizations with an established core of supporters and with a clear project goal.

**Fundraising sweet-spot:** \$5,000 - \$50,000

**Timeframe:** 15 – 90 Days

**Support:** RocketHub offers infrastructure, credibility, and support through a dedicated platform and expert team.



Be our **friend**.



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Facebook.com/RocketHub



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