

Crowdfunding Accelerator

An online programme of workshops, mentoring and peer support

Crowdfunding Accelerator takes a step-by-step approach, focusing your effort on the elements of a crowdfunding campaign that really matter

Each week, in 90 minute online, interactive meetings, experienced crowdfunder, Hatty Fawcett introduces the key aspects of a successful crowdfunding campaign, offers practical advice, helpful tips, techniques and first-hand, proven experience. All this is backed up with Workbooks, handy to use templates and additional resources. Between sessions, participants benefit from a special (closed-user) Facebook group which supports participants by facilitating the sharing of information, feedback on aspects of their pitch and keeping motivated.

After each weekly session homework is set to support you in preparing a key aspect of your crowdfunding campaign. The final session of the programme is Pitch School where you pitch to your peers and get detailed feedback. By the end of Crowdfunding Accelerator you will have everything you need to put your crowdfunding campaign live.

What you'll learn:

Part One: Preparing for crowdfunding

Session One: Have you got what it takes to succeed at crowdfunding?

- What it takes to succeed at crowdfunding
- The key information you need to provide on your crowdfunding campaign page
- How to think like an investor to get funded
- How to describe your project/business in just one sentence

Session Two: Selecting the right crowdfunding platform for the best chance of success

- The different “flavours” of crowdfunding platform
- A fool proof checklist to help you select the right crowdfunding platform for you
- How the fee structures work on different platforms
- How to approach crowdfunding platforms to ensure they will accept you

Session Three: How to find investors that will love your pitch

- Why it is vital to “prime your pump” for successful crowdfunding
- Where to find investor who will love your campaign
- Learn how to develop your contacts to access investors you don't know
- How to manage the process of communicating with investors to ensure they invest
- How to sell your crowdfunding campaign *before* you go live on a crowdfunding platform

Session Four: How to make your pitch stand out from the crowd to ensure success

- Why developing a strong Executive Summary helps you attract investors and saves you time
- Why a problem solved is better than a product
- Why it pays to get your project/business started before going for crowdfunding
- How “proof points” have investors queuing up to invest
- How to create a compelling team without paying crippling salaries

Part Two: Developing your pitch

Session Five: How to create a winning crowdfunding landing page

- How to reduce risk for investors
- The 7 essentials of a successful pitch
- The 4 elements of a powerful story
- Why your video pitch can make or break your crowdfunding campaign
- What to put in your video pitch
- How to find and select a supplier for your video pitch
- Why your supporting documents can make the difference between getting funded or not

Session Six: Developing a “rewards” package that drives investment

- How to determine the “right” amount of investment
- The importance of offering something of value to your investors
- How to create rewards that excite and attract investors
- How to develop a compelling set of rewards that increases the average pledge value
- Budgeting for your rewards and the platform fees
- How to value your business for equity crowdfunding

Session Seven: Planning a launch that is designed to succeed

- The 5 checks which determine whether you are ready to put your campaign live
- How to develop news stories that will have everyone talking about your crowdfunding campaign
- Using social media to unearth hidden investors
- The importance of updates in securing investment

Session Eight: Pitch School

- Pitch your project/business and get practical, actionable feedback from Hatty and your peers
- Pick up tips and ideas for improving your pitch so it attracts investment
- Learn how to speed up the process of getting your crowdfunding investment into your bank