



# Breaking into Global Markets with Crowdfunding

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Background

# Who is Indiegogo?

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



**18 million**

Unique visitors monthly



**\$2B+**

funded



**237**

countries/territories



**900,000+**

campaigns hosted

# Who are our audiences?



# Mizsei: Japan's Revolutionary Microbubble Shower

Home / Japan

**\$223,923**



FUNDED WITH  
**INDIEGOGO**

# Atmoph Window

Technology / Japan

**\$498,417**



FUNDED WITH  
**INDIEGOGO**

**INDIEGOGO**

Enterprise Services

**Panasonic  
HomeHawk  
FLOOR**

Technology / Japan

**Validated**



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**INDIEGOGO**

# Key Differentiators from our Competitors:

1. Indiegogo is Hardware, Tech, and Design

1. Guaranteed Promotional Support

1. Features Assist in Your Raise

1. Unparalleled Service

# Crowdfunding

Crowdfunding is now the  
**default go-to-market strategy**  
for hardware companies.



Customers pay  
for your  
manufacturing



Companies  
also validate  
their  
audience



Attract capital &  
partners

Secure  
distribution



Which lets them learn  
and grow quickly

Crowdfunding  
is still  
challenging



Especially when  
entering new  
markets



# The Strategy

If you build it  
they will come



~~If you build it  
they will come~~



Crowdfunding isn't magic.  
It's marketing.

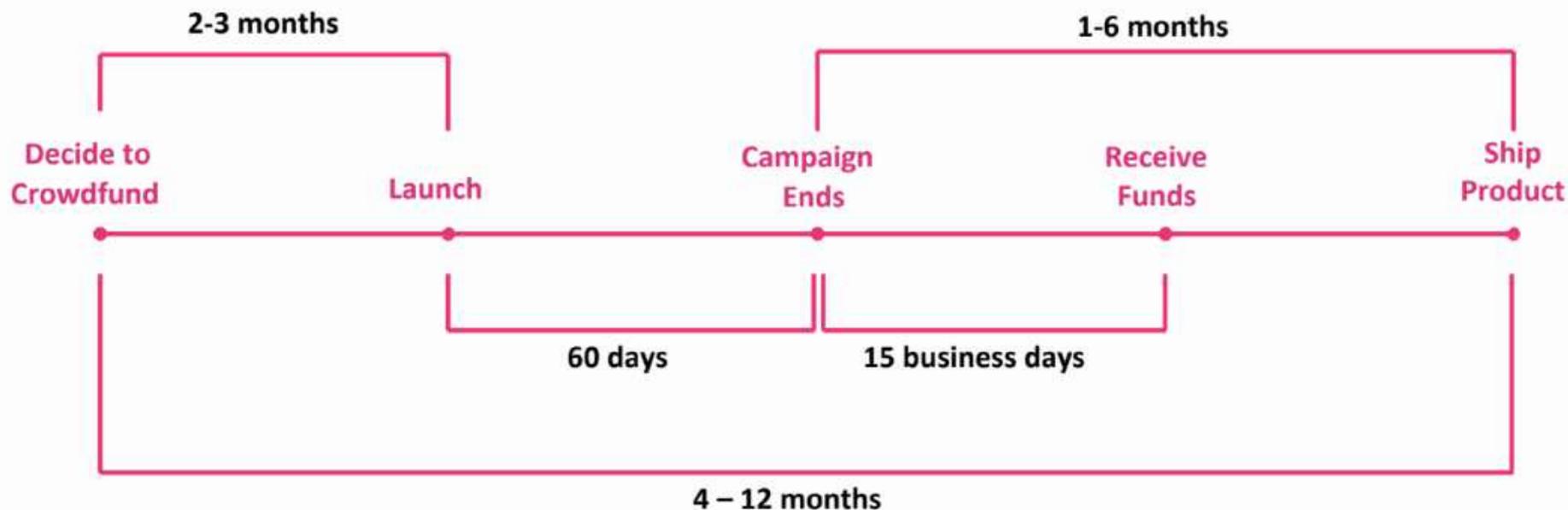
So how do you do it right?

# Process Overview



Plan

# How long does a campaign take?



# Scale your timeline and budget based on your goals

## Timeline

1-3 months minimum, more for very large campaigns

## Budget

20% of what you'd like to raise

# Launch with



A Working  
Prototype



An Engaged, Excited  
Audience



Manufacturing  
Secured

Talent

# Things that need to happen

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



# 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

# Ranges for partner cost

## Video

<\$10k for video production, \$5k-\$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

## Crowdfunding Agency

5-15% of your campaign + upfront fee (\$5-\$20k)

## PR

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

# Positioning







Sell This



Not This



Sell This



Not This



# 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?





## Flic: The Wireless Smart Button

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



Shortcut Labs

4 Campaigns | Stockholm, Sweden

**\$965,307** USD by 13,870 backers

\$640,640 USD by 9,833 backers

♡ FOLLOW



STORY

FAQ

UPDATES 38

COMMENTS 1872

Highlights

4 Projects

[Now Shipping - Buy Flic Today on the](#)

Select a perk





call a cab



#selfie



alarm



open door



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



Text



Navigate



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

## 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



## The Babymaker - Stealth Road eBike With Belt Drive

Leave boring behind. Classic look with modern Ebike tech. Turn heads and crush any hill in style.



**FLX Bike**

2 Campaigns | San Diego, United States

**\$12,140,482** USD by 9,718 backers

 FOLLOW



The wait is over. It's here.



The highly anticipated campaign is **finally here and ready to kick-off!** We're super excited and equally proud of the work everyone has put in to make this happen. We're now officially ready, set, GO! to bring this beauty out to all of you.

It's the new **MATE X**.

All hail the successor



Good things last. Great things get even better.

**MATE X**, the newest member of the MATE family, will definitely turn heads. **It's bigger, more powerful and certainly makes an impression.** It's got it all - the affordability, the image, the attitude. It's also built to let you push your limits: Go ahead and **venture off the beaten path.** It's your ride to ultimate freedom.



FEATURED

**\$1049** USD + Shipping ~~\$2,699~~ (61% Off)

**MATE X - 750S**

Estimated delivery

March 2019

194 claimed



**\$849** USD + Shipping ~~\$2,199~~ (61% Off)

**MATE X - 250**

Estimated delivery

March 2019

17 claimed



**\$949** USD + Shipping ~~\$2,399~~ (60% Off)

**MATE X - 250+**

Estimated delivery

March 2019

53 claimed

Others are talking about us too



Spread the love. Let's make *MATE X* happen!

PROUD MEMBER OF



Cycling Embassy  
of Denmark

*The Cycling Embassy of Denmark was founded in 2009 to make it easy for politicians, planners, engineers, architects, journalists, NGOs all over the world to access our know-how and help cities around the globe make cycling an important part of their urban transportation.*

*The members of the Cycling Embassy of Denmark represent the latest knowledge of all areas related to cycling.*

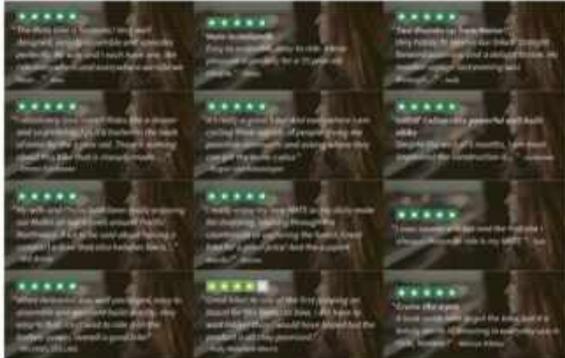
# You're much more than a customer



We're not only building a bike or a brand, but rather seeding a community of encouragement while we grow our company along with our backers. We're constantly improving both the bikes and our own performances, listening to and seriously taking in feedback.

In essence, our bikes are made by each one of you! THIS is and always will be our fundamental mission to accomplish - **making the best MATE's for everyone.**

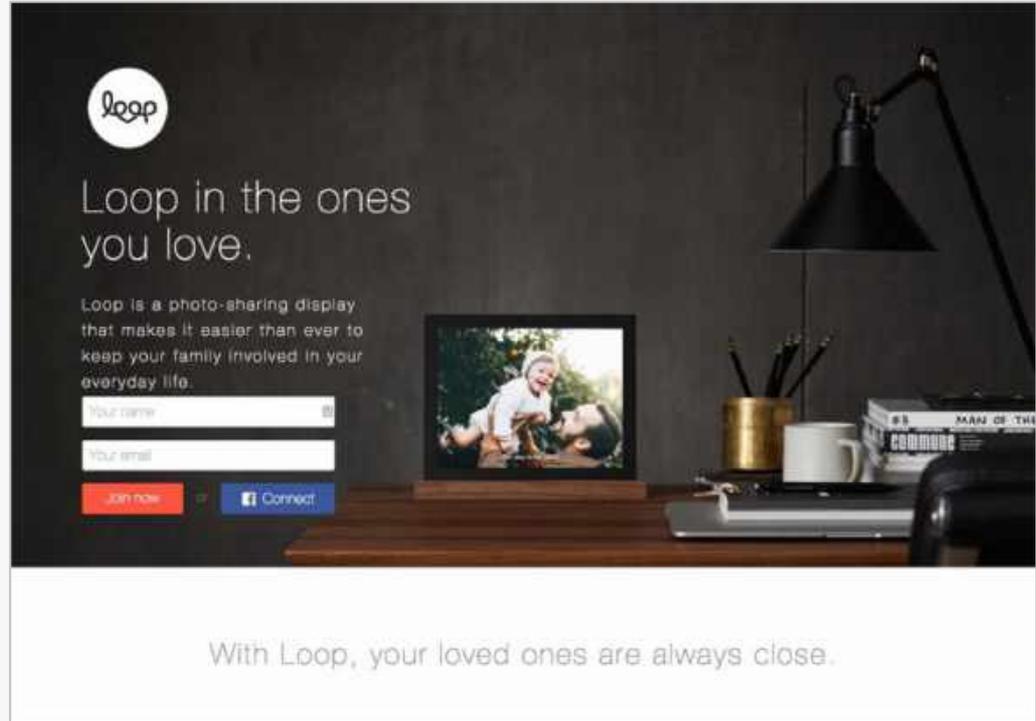
## What our customers are saying about us



MATE is the biggest crowdfunding success ever in bike-crazy Denmark, with people from all over the world continuing to support the project. There are currently **close to 10,000**

Traffic

# Understand What Works Before Launch

An advertisement for the Loop photo-sharing display. The background is a dark, moody photograph of a desk with a lamp, a pen holder, a mug, and books. In the center, a small screen displays a photo of a baby and a dog. On the left, the Loop logo is in a white circle. Below it, the text reads "Loop in the ones you love." followed by a description: "Loop is a photo-sharing display that makes it easier than ever to keep your family involved in your everyday life." Below the text are two input fields labeled "Your name" and "Your email", and two buttons: "Join now" (red) and "Connect" (blue). At the bottom, a white banner contains the text "With Loop, your loved ones are always close." data-bbox="401 135 937 795"/>

loop

Loop in the ones you love.

Loop is a photo-sharing display that makes it easier than ever to keep your family involved in your everyday life.

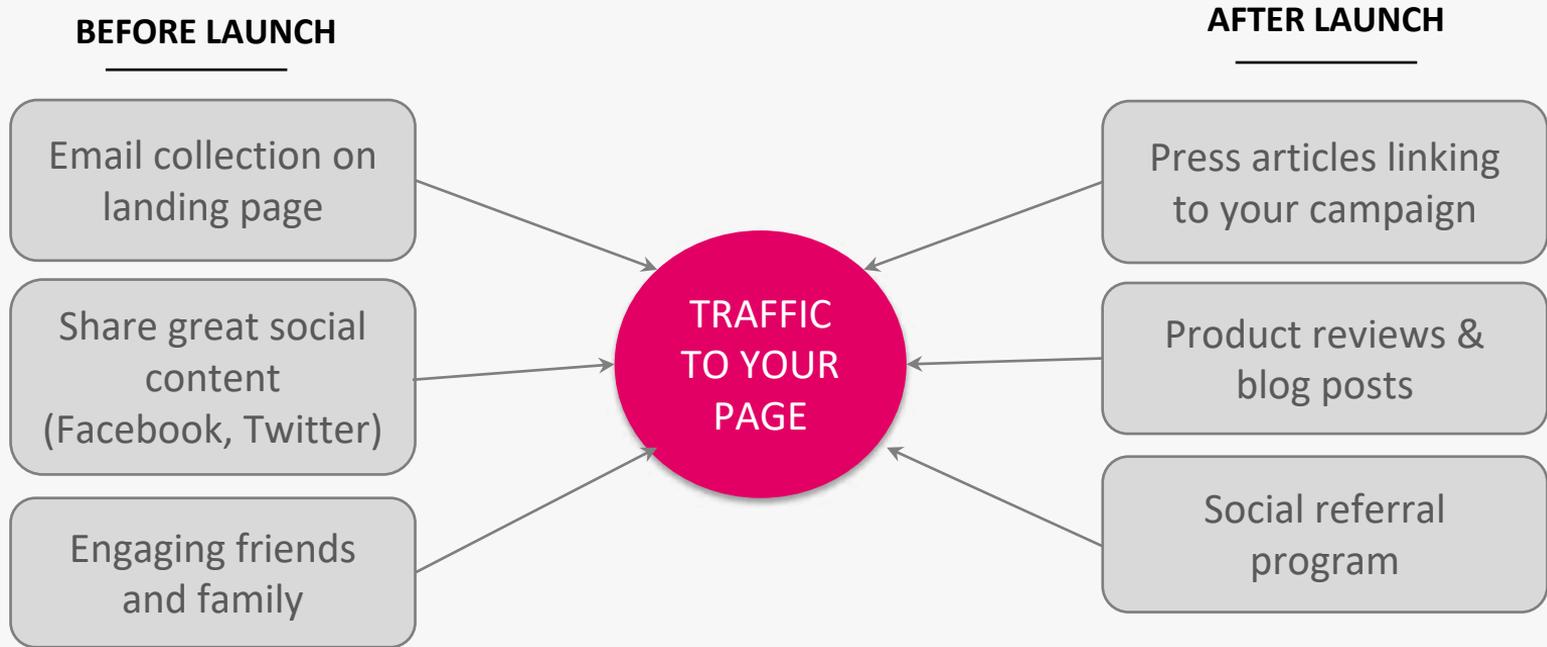
Your name

Your email

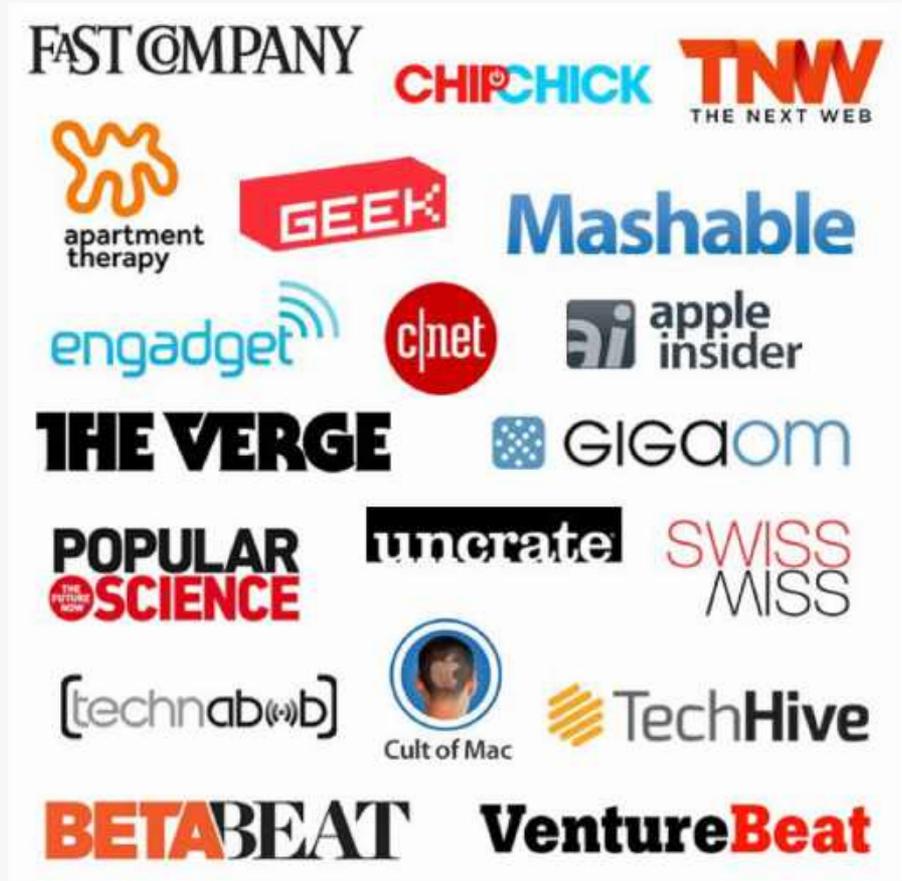
Join now

With Loop, your loved ones are always close.

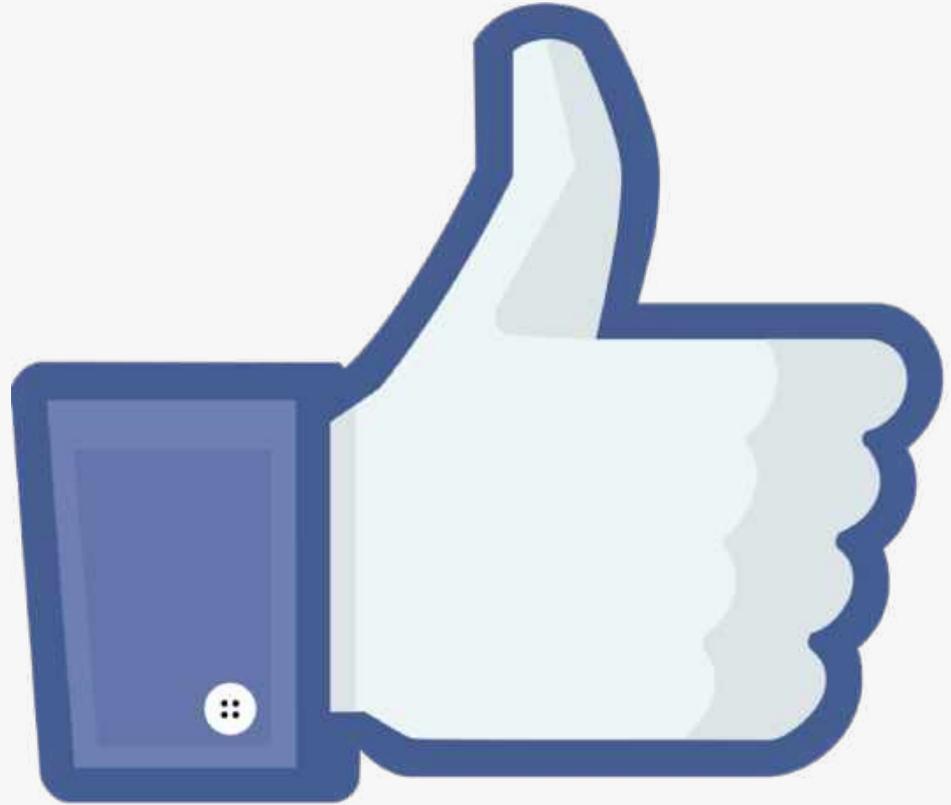
# Plan Your Traffic



You must have  
samples to  
secure press



Use Digital  
Advertising



Discounts can  
drive  
contributions



But margins  
pay for traffic

Services



Coming December 2020

Learn more at: <https://entrepreneur.indiegogo.com/how-it-works/indiegogo-japan/>

# Concierge Marketing and Translation Services

### **Product Positioning and Branding**

Craft a brand story around your differentiators. Our Concierge Marketing Services team will help you make your product stand out from other offerings on the market. They'll ensure your product isn't just useful, but also memorable and desirable.



### **Platform Insights and Consumer Analysis**

Learn who your customers are. Our team puts a methodology behind your campaign content. Use data to listen to your customers' needs and understand what pain points they need to solve.



### **Content Marketing**

Perfect your brand voice with personalized and effective content marketing. We will craft persuasive email marketing before and during your campaign, write campaign updates that capture your brand and launch a referral contest that helps build your audience.



## **Services We Offer**



### **Creative Production**

Make your campaign shine with artful photography, professional video production, and engaging campaign page design. We provide an expert perspective on your video and photography and ensure your creative content is aligned with your audience.



### **Digital Advertising**

Amplify your message and expand your reach. Our dedicated marketing team will run consistent digital advertising campaigns, track results and make precise, data-driven decisions in real time based on what's working for your campaign.

Next



Work with us to  
make your next  
launch spectacular

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- > [mark@indiegogo.com](mailto:mark@indiegogo.com)

