The Crowdfunding Success Pattern:
How does it work?

The Three Pillars

- Project
- Network
- Goods
I. The Project

Be great
Make a statement
Tell us why
I. The Project

“Games can be better. We as a community can make games better. We do not have to wait on corporate giants to make games better. The first steps will be small… but they will lead to great things.”
– James Portnow

Crowdfunded $150,000 to launch game publishing company.
II. The Network

Width

Depth
II. The Network

Marc Scheff’s strategy:

- Built a team of 28 artists
- Created a Twitter flash-mob
- Featured in 25 publications.

The New York Times

The Economist
III. The Goods

Sell the journey
Levels of impact
Fun exchange
Andy Krafsur’s strategy:

- Raised $42,000
- Created *Spira*’s new wave-spring running shoe
- Leveraged customer base
Don’t believe the myths!

“If you build it, they will come!”
Don’t believe the myths!

**Do:** Prime the pump, then publicize!

- Motivate your first followers pre-launch
- Meet, call, email – personal contact is best
- Spiral out through your network
Don’t believe the myths!

“Internet angels will appear!”
Don’t believe the myths!

*Do:* Set a reasonable financial goal.

Average contribution: $75

Goal of $750 ~ 10 contributions  
Goal of $7,500 ~ 100 contributions  
Goal of $75,000 ~ 1,000 contributions
Don’t believe the myths!

“The hard part is over.”
Don’t believe the myths!

*Do:* Plan the work & work the plan.

- Build a team
- Organize your contacts
- Prime the pump
- Celebrate milestones
- Close strong
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