

More than money

CROWDFUNDING

Jumpstarting Entrepreneurship
Education

C.J. Cornell
Cogswell Polytechnical College

@cjscornell
@Cogswell_Ent

FUELING ENTREPRENEURSHIP

Entrepreneurial Growth

concept->product->market->profit



IPO (market share, revenues etc)

\$

Venture Capital

\$

Angels
(accelerators/incubators)

\$

\$



Product
(Risk, growth)

concept



\$28+ Billion

3,900

1,900



1,900

Percentage of companies funded by VCs & angels



.04%
of Companies
are Funded by
VCs

.91%
of Companies
are Funded by
Angels

STUDENT ENTREPRENEURSHIP

Funding Options for Entrepreneurial Startups

< \$20k

- Friends and Family
- \$50B Annually
- Idea stage

\$5k - \$50k

- Grants
- \$3B Annually
- Idea, Seed

\$100k - \$150k

- Accredited Angel Investors
- \$20B-\$30B Annually
- Seed, Startup

\$250k - \$1.5M

- Super Angels
- \$0.2B Annually
- Startup, Early+

\$5M- \$50M+

- Venture Capital
- \$29B Annually
- Startup+, Later Stage

Entrepreneurial Growth

concept->product->market->profit



IPO (market share, revenues etc)

Crowdfunding



Crowdfunding



Venture Capital

Crowdfunding



Angels

(accelerators/incubators)



Crowdfunding



concept



Product
(Risk, growth)





WHAT IS CROWDFUNDING?




The wisdom of the crowds

The passion of crowds

The safety of crowds

Collective Intelligence

Crowd FUNDING: (1)

A large pile of US dollar bills is the central focus, surrounded by a circle of blue human figures. The figures are arranged in a ring, with some standing closer to the money than others. The background is a plain, light color.

soliciting & collecting
relatively small amounts of money (“**funding**”)
from a large number of people (“**the crowd**”)

Crowd **FUNDING**: (2)

many individuals (**the crowd**)
coming together to support* ideas**
by other individuals and organizations.

Support = Funding, feedback, expertise, connections and more

Ideas = concepts, projects, products, activities, services,, causes, events etc . . .

3 MODELS OF CROWDFUNDING

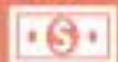
BREAKDOWN OF CROWDFUNDING SITES WORLDWIDE



*CURRENTLY ILLEGAL IN THE U.S.

"kinda-sorta" legal in US – Sept 23rd 2013

ESTIMATED VOLUME OF FUNDS RAISED BY CFPs WORLDWIDE



1.5B
2011



2.7B
2012



5.1B
2013

COMPONENTS OF CROWDFUNDING

Rewards-Based, Contribution

KICKSTARTER MODEL

Crowdfunding

Fund & Follow Creativity

Kickstarter is a funding platform for creative projects. [Learn more!](#)

FEATURED IN



The New York Times

TIME



Staff Picks: Technology

[See all 75 Technology projects](#)

Project of the Day

PICADE



Picade: The arcade cabinet kit for your mini computer

by Pimoroni Ltd in [Sheffield, United Kingdom](#)

A stylish, retro, and fun arcade cabinet for your Raspberry Pi, Mini-ITX, Pandaboard, or other mini PC from the makers of Pibow

146%
funded

£48,162
pledged

24
days to go

- Art
- Comics
- Dance
- Design
- Fashion
- Film & Video
- Food
- Games
- Music
- Photography
- Publishing
- Technology**
- Theater

Phoenix, AZ [Change city](#)

[See all](#)





FIGURE 31: BADASS

Crediting from Nowhere: (In) Appropriate Letterpressed Cards
by Sa'vat Salem

Inappropriate (but totally awesome) letterpress printed greeting cards that don't suck as much as most other cards.

Phoenix, AZ



Solenttar
by Gise Arts

Solenttar is a story, party and turn-based computer RPG set in an unique world called Lantems.

Phoenix, AZ



Dungeon Heroes - Four Lunch Break Dungeon Crawls
by Chris Games

A dynamic and different take on classic Dungeon crawling using dice and tokens. An epic and dramatic adventure in under 30 minutes.

Phoenix, AZ



Houses of the Blooded: Wilderness
by John Wick

Explore Sharn as unblooded Men in Wilderness. Use revised Houses of the Blooded supplement from an... winning RPG designer John Wick!

Phoenix, AZ



Popular



Star Citizen

Reclaim the stars in the exciting... Space Epic from legendary game designer Chris Roberts.

Los Angeles, CA



BORA: The Binary Explorer Board

Get started in digital logic hardware design. Creative-Commons teaching material and a Low-Cost board. Suitable for ages 13-100.

Colorado Springs, CO



Allure Bicycle Playing Cards Deck

"The Mystery of Elegance is in Your Hands"

Millville, NJ



"The Goon" Movie... Let's ROCKSTAR! This audience!

Mobsters. Zombies. Killer robots. Demon guests. Sound like your typical animated film? Don't think so... now let's get it made!

Vanice, CA



Your Friends [Find & manage](#)



MotherShip HackerWorms: The first women's hackzine!

by Sho Sho Smith



WHAT DO WE TELL THE KIDS? A BOOK BY EDUCATION 101

by Tom Bernale



Michael J. Tolan's Dispatches from Libya

by Michael J. Tolan



Phoenix Jet electric thrusters for spacecraft

by Chris Farnika

Dungeon Heroes - Your Lunch Break Dungeon Crawl

by [Crash Games](#)

[Home](#)
[Updates](#) 4

[Backers](#) 301

[Comments](#) 61

Phoenix, AZ

Tabletop Games



Like

77 people like this. Be the first of your friends.

Tweet

↻

<http://kck.st/Wjg5en>

Embed

A dynamic and different take on classic dungeon crawling using tiles and tokens. An epic and dramatic adventure in under 30 minutes.

📅 Launched: Oct 16, 2012

🕒 Funding ends: Dec 2, 2012

★ Remind me

301

backers

\$12,644

pledged of \$15,000 goal

27

days to go

Back This Project

\$1 minimum pledge

This project will only be funded if at least \$15,000 is pledged by Sunday Dec 2, 10:00pm MST.



Project by
Crash Games
Phoenix, AZ
[Contact me](#)

📅 3 created · 30 backed

🌐 Has not connected Facebook

 Website: <http://crashgamesaz.com>
[See full bio](#)

Pledge \$25 or more



Dungeon Heroes - Your Lunch Break Dungeon Crawl

by [Crash Games](#)

ALL OR NOTHING

[Home](#)

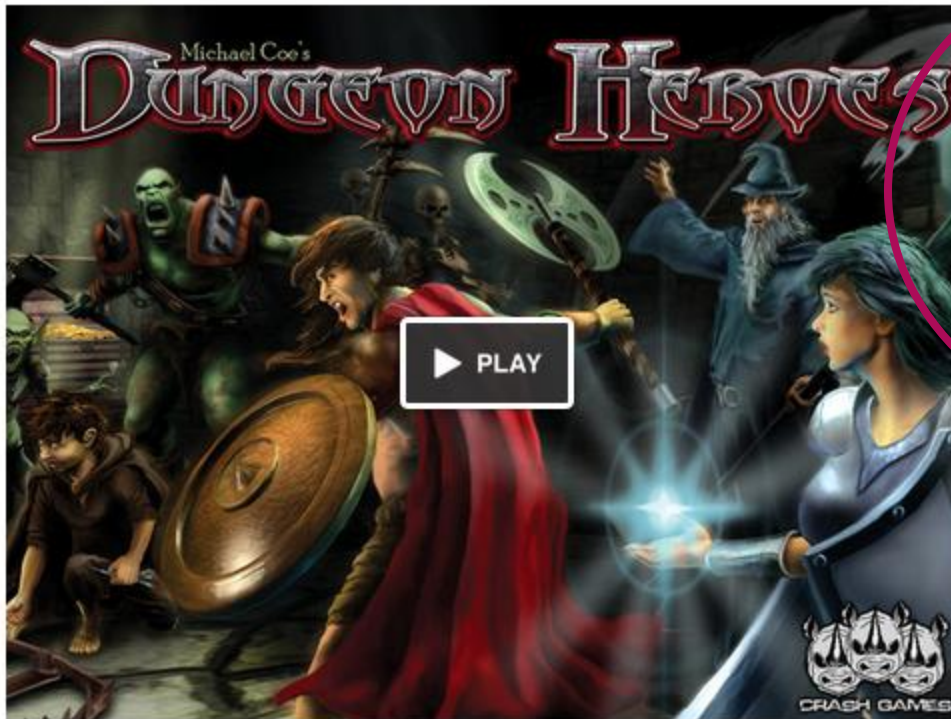
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In Dungeon Heroes one player takes on the role of the Hero Party and the other takes on the role of the Dungeon Lord. The Hero Party is attempting to discover three treasures within the dungeon and the Dungeon Lord is attempting to eliminate the entire Hero Party.

Dungeon Heroes is played in two phases, a passive phase in which the Dungeon Lord builds the dungeon while the Heroes explore and an aggressive phase, in which the monster tiles come to life and begin to actively pursue the Heroes during their exploration.

Prototype Game Board & Tiles



Pledge \$25 or more

21 backers

SQUIRE---(ONE) Copy of Dungeon Heroes with Free Shipping in the U.S. Canadian Backers need to manually add \$10, All other countries will pay \$17 for shipping via Kickstarter auto-added fee.

Estimated delivery: Jul 2013
Add \$17 to ship outside the US

Pledge \$40 or more

265 backers

HERO---(ONE) Copy of Dungeon Heroes AND Two Expansions, "The Dragon and The Damsel" & "Lords of The Undead." This tier also includes a cloth drawstring bag and two collectible Dungeon Hero Dice. Free Shipping in the U.S. Canadian Backers need to manually add \$15, All other countries will pay \$25 for shipping via Kickstarter auto-added fee.

Estimated delivery: Jul 2013
Add \$25 to ship outside the US

Pledge \$50 or more

1 backer

CHAMPION---(TWO) Copies of Dungeon Heroes with Free Shipping in the U.S.

Estimated delivery: Jul 2013
Ships within the US only

Pledge \$80 or more

4 backers

LORD---(TWO) Copies of Dungeon Heroes AND Two Expansions, "The

Perks & Rewards

So Close to Being Funded!

Update #4 · Oct. 31, 2012 · [comment](#) 2

Happy Halloween Everybody!

We hope that you all have some great plans tonight and we hope that you are all safe and sound with the crazy weather on the East Coast. If you were affected by the weather please know that you are in our thoughts.

We have had a pretty good week including yesterday and we are now at 75% funding and it won't be long before we can start working on those stretch goals!

Here's a look at how we've been doing.

Updates (and Blogging)

FUNDING PROGRESS



This past Saturday Tom Vasel with The Dice Tower posted a special video preview of Dungeon Heroes. In case you missed it take a look. With over 3,000 views so far we are confident that the video will do a great job of spreading the word and help get us

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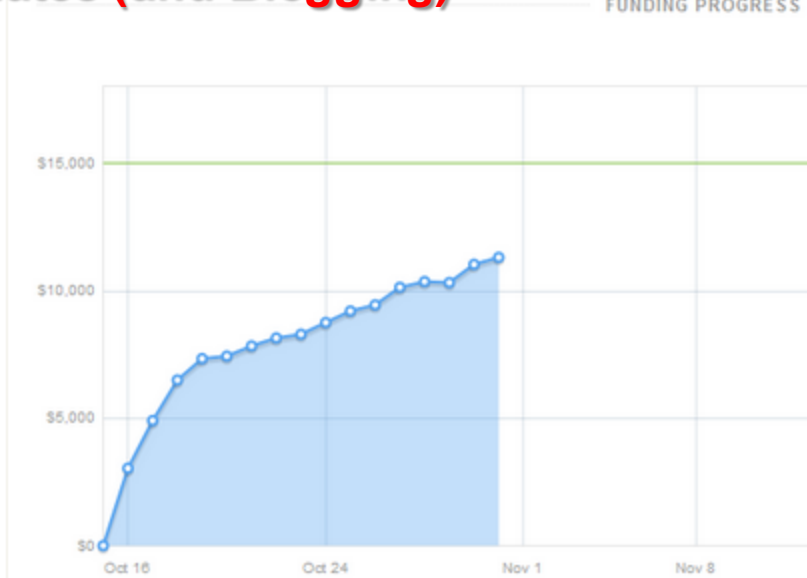
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by [Crash Games](#)

Comments & Engagement

[Home](#)

[Updates](#) **4**

[Backers](#) **301**

[Comments](#) **61**

Phoenix, AZ

Tabletop Games

Only backers can post comments. If you have a question, [ask the project creator](#).



Creator [Crash Games](#) 2 days ago

@ Nancy, Thank you very much for your support! Yes, there is a solo variant and we will post the rules for that soon. We are finishing up some final touches to make sure to deliver the best experience possible.



Nancy Hutchins 2 days ago

BBG's entry for Dungeon Heroes list the # of players as 1-2. Is there a solo play variant I am not seeing or hearing about? As I have a hard time finding players here at home, the possibility of a solo variant is why I pledged.



Carlos - "Koe" 3 days ago

Backed for \$5, seeing as Crash Games is releasing a PnP version of it to the public.

Would it be possible for the expansions to be a PnP reward for backers somehow? Unless that is also part of the public PnP release.



Corey Sharpe 4 days ago

I was looking a quick game to play with my nephews, this would fit quite nicely, if it gets funded.



James Cartwright 4 days ago

Things seem to be going slow at the moment, Kicktraq is only predicting \$32k at end. I guess it could be all Sandy's fault.



Dave 7 days ago

Just hopped on board! Looks very interesting, and I can't wait to see this progress.

301

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days to go

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Phoenix, AZ
[Contact me](#)

K 3 created - 30 backed

f Has not connected Facebook

Website: <http://crashgamesaz.com>

[See full bio](#)

Pledge \$25 or more

TikTok+LunaTik Multi-Touch Watch Kits

by [Scott Wilson + MINIMAL](#)

Home Updates **49** Backers **13,512** Comments **4,190**

Chicago, IL Product Design

Funded! This project successfully raised its funding goal on December 16, 2010.



13,512
backers
\$942,578
pledged of \$15,000 goal
0
seconds to go

Erez Goren and William R. Hearst III are backers.

Project by
Scott Wilson + MINIMAL
Chicago, IL
[Contact me](#)

3 created - 31 backed

Hi! Thanks for checking out our project. With your help we would love to make our idea a reality and get them on as many wrists as possible.

TikTok and LunaTik simply transform the iPod Nano into the world's coolest multi-touch watches. The idea to use the Nano as a watch was an obvious one ever since the product was announced. But we wanted to create a collection that was well designed, engineered and manufactured from premium materials and that complemented the impeccable quality of Apple products. Not just clipped on a cheap strap as an afterthought. We wanted to create a product that your friends and strangers would stop you and ask "WTF is that??? And where can I get one?!"



Pledge \$25 or more

2432 backers

For \$25 pledge you are pre-ordering and will receive the TikTok Multi-Touch Watch Kit which will sell for \$34.95 at retail. Includes shipping within the USA. (Shipping to Canada add \$10, International add \$15 to pledge amount)

Pledge \$50 or more

5013 backers

For a \$50 pledge you are pre-ordering and will receive the LunaTik Multitouch Watch Conversion Kit. The LunaTik is hot-stamped and CNC'd out of aerospace grade aluminum at one of Apple's suppliers. The LunaTik will sell for \$69.95 online and at retail. Includes shipping within the USA. (Shipping to Canada add \$10, International add \$15 to pledge amount)

Pledge \$70 or more

4390 backers

The Collection pre-order gets you both the TikTok and LunaTik. Includes shipping within the USA. (Shipping to

Pebble: E-Paper Watch for iPhone and Android

by [Pebble Technology](#)

Home

Updates **22**

Backers **68,929**

Comments **8,955**

Palo Alto, CA

Product Design

Funded! This project successfully raised its funding goal on May 18.



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go



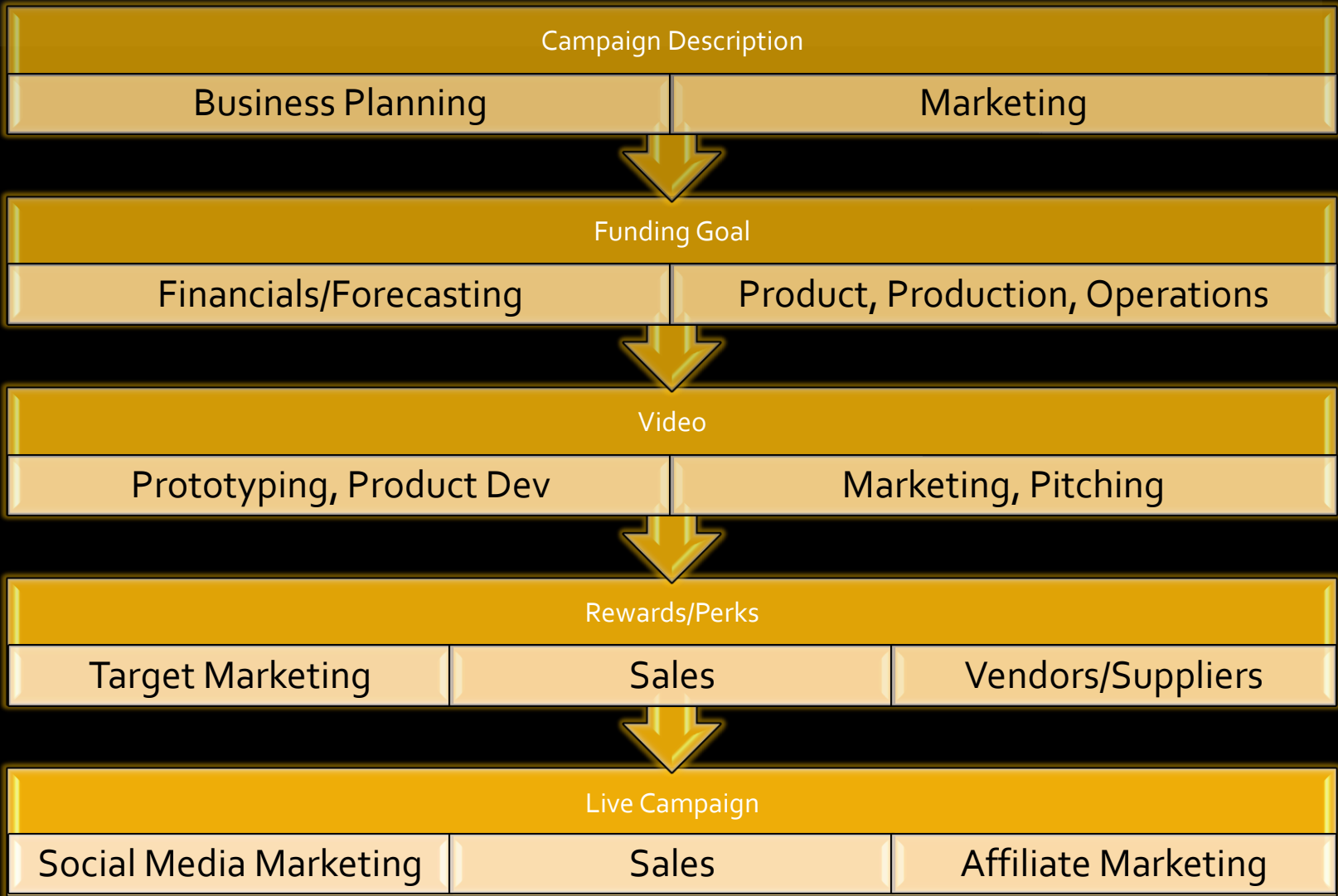
Francine Hardaway and Karl Quist are backers.

Project by



INTEGRATING CROWDFUNDING INTO ENTREPRENEURSHIP TEACHING

Skillsets for Successful Crowdfunding



Pedagogical Implications

- 4-6 weeks planning, 4-8 weeks campaign
- Diverse Skillsets & Activities (teamwork)
- Discrete Skillsets, Specific Outcomes
- Video demonstrates MVP & Pitching
- Immediate market validation, customer feedback
- Many examples of successes, failures
- Gets students out of the classroom - engaged
- Much more.

More than money

CROWDFUNDING

Jumpstarting Entrepreneurship
Education

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Cogswell Polytechnical College

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@Cogswell_Ent

