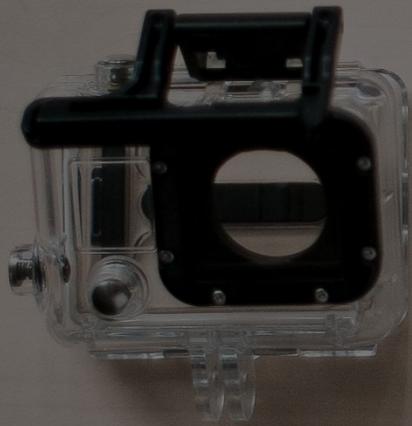


CrowdFunding opportunities for IOT

Paolo Franceschini



social





We help funding and developing innovative ideas.



www.derrafraleyphotography.com

Services



Fund Raising

Public: (EU, National; local)

Crowdfunding

Risk capital



Open Innovation

Development and
management of O.I..
projects



Startup

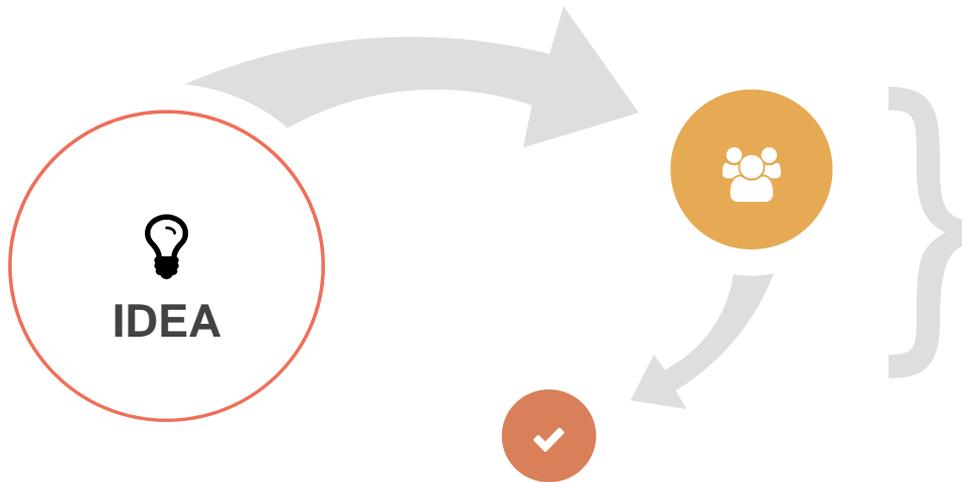
Business **model**
design, customer
discovery, business
planning



CrowdFunding



How it works?

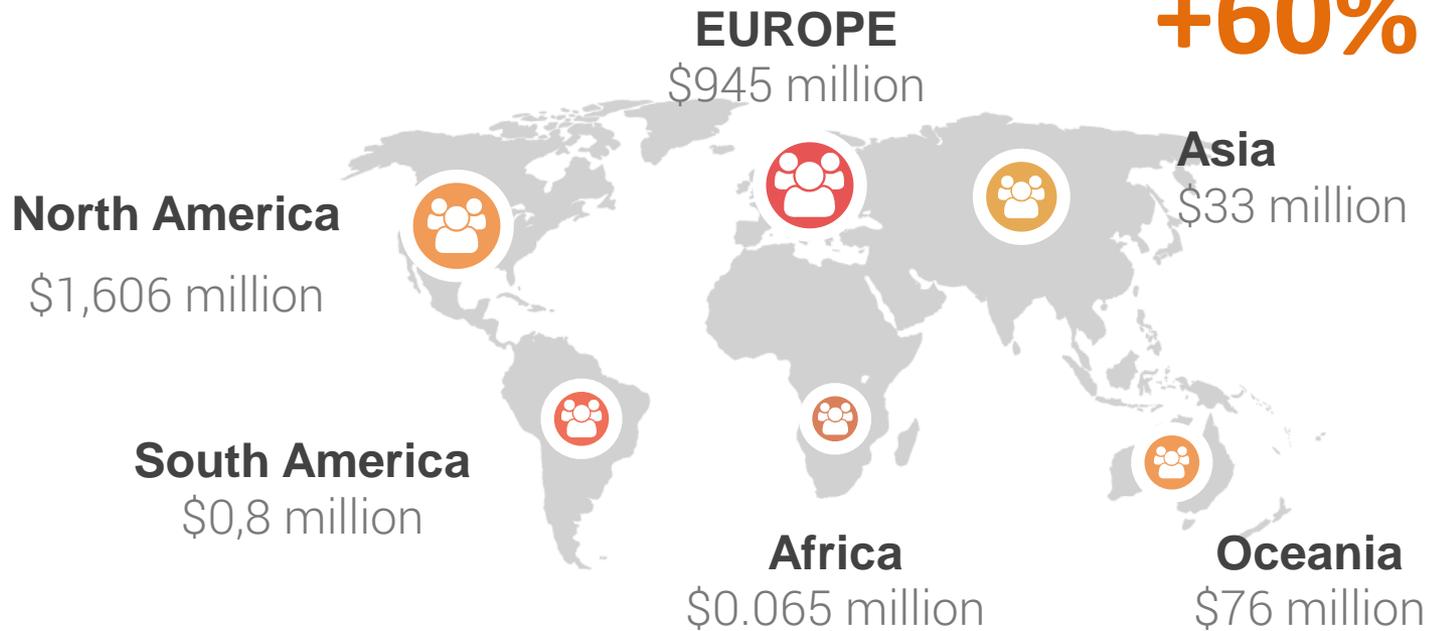


Crowdfunding is the practice of **funding a project** or venture by Raising monetary contributions from a **large number** of people, typically via the **internet**.

Market*

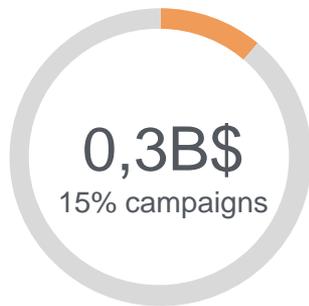
2,7B\$ worldwide

+60% growth



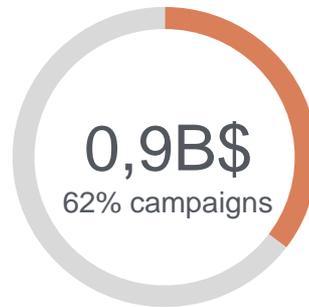
*The crowdfunding industry report, 2013, Massolution

4 Models



Reward

Crowdfunders support campaign owners and receive some kind of reward in return for their contribution.



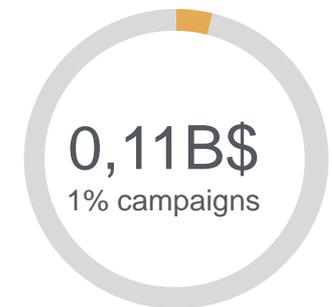
Donation

Crowdfunders donate money to campaign owners and do not expect to receive a tangible benefit from the transaction.



Lending

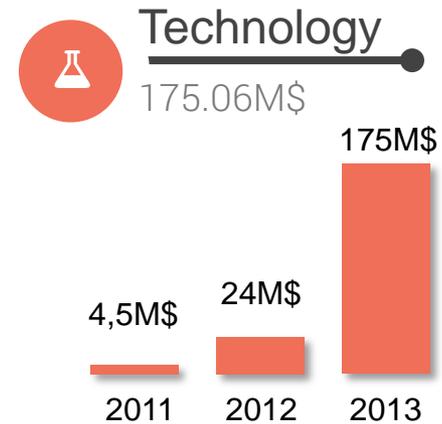
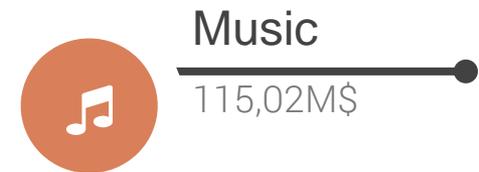
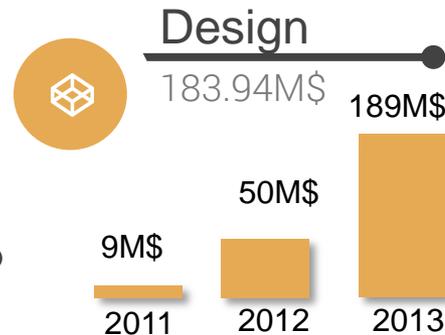
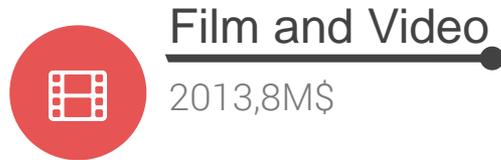
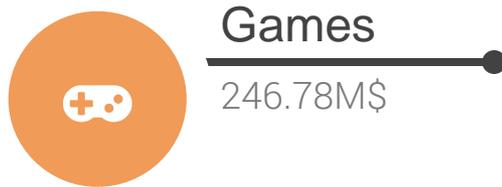
Crowdfunders lend money to campaign owners and expect the future repayment of a principal with or without interest.



Equity

Crowdfunders invest in campaign owners and receive equity or equity-like shares in return for their investment..

Focus on Reward: Projects on Kickstarter





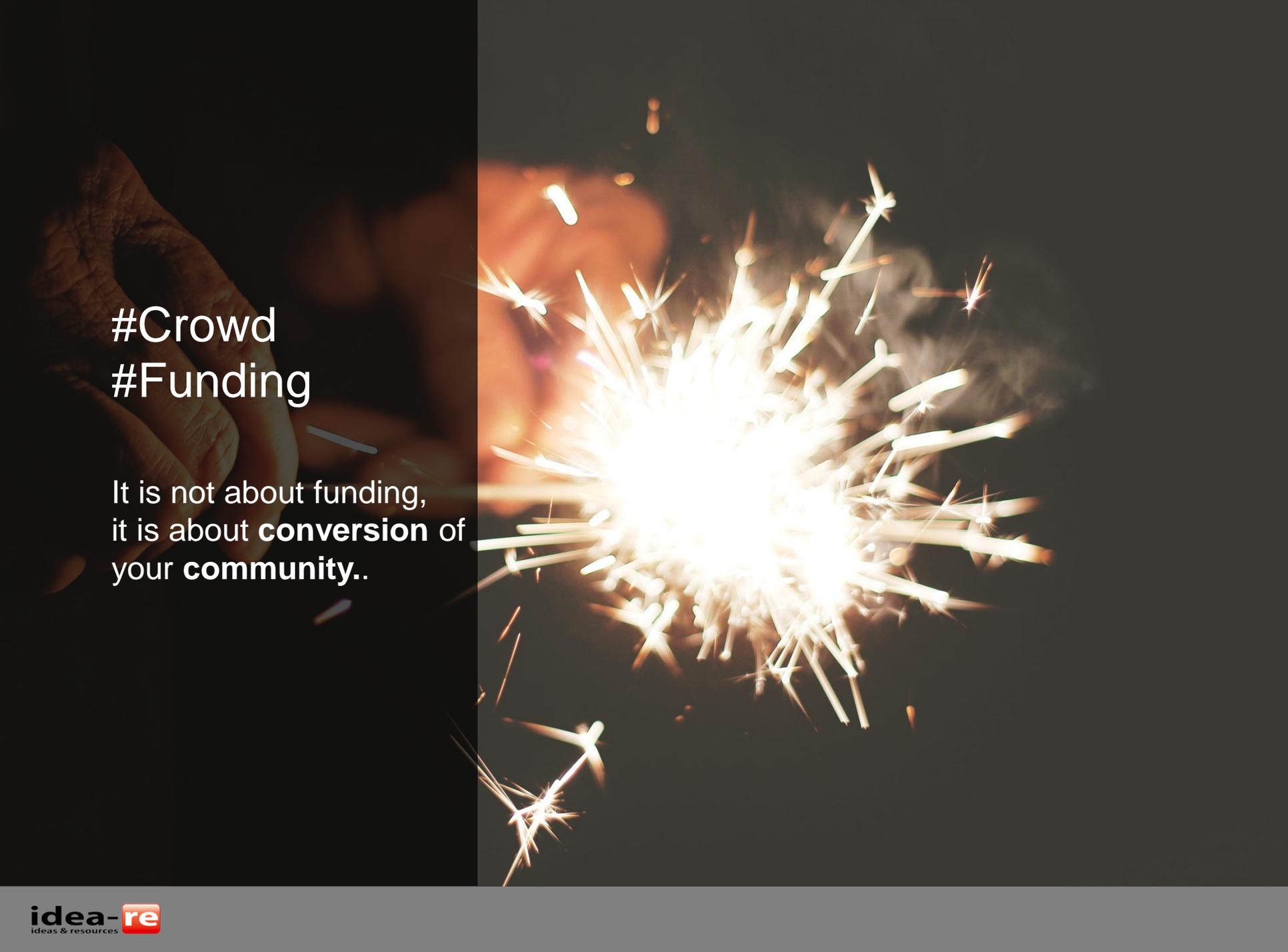
CrowdFunding campaign





#Crowd
#Funding

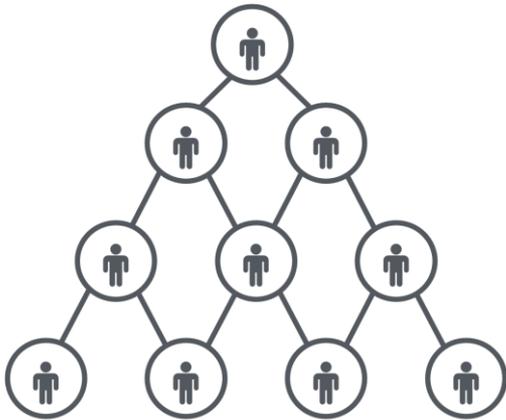
“You must
unlearn what
you have
learned.”

A hand is shown on the left side of the image, holding a lit sparkler. The sparkler is the central focus, emitting a bright, intense burst of golden-yellow sparks that radiate outwards. The background is dark, making the sparks stand out prominently. The overall mood is one of excitement and energy.

#Crowd
#Funding

It is not about funding,
it is about **conversion** of
your **community**..

Community: PRE and PRO



Pre-sumer

Consumers that love to get involved with, push, fund, and promote products before they are realized.



Pro-sumer

Consumer that is also a producer or contributes to the production..

B2C

Presales

Market validation

B2B/Open

Field trials

Demonstration

Run a campaign



2-6 Months

Pre-campaign

Community creation and engagement
Communication plan
Budget issues



1 Months – 2 Months

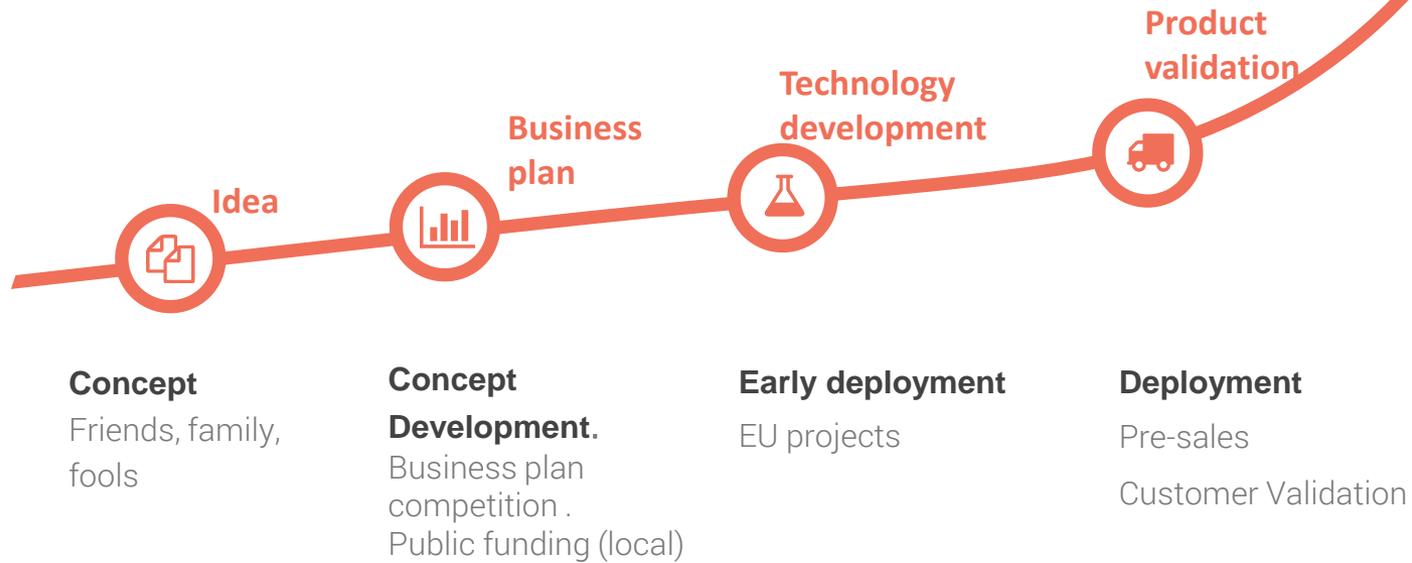
Campaign starts

Target: 30% funding by the first week
Information
Community conversion

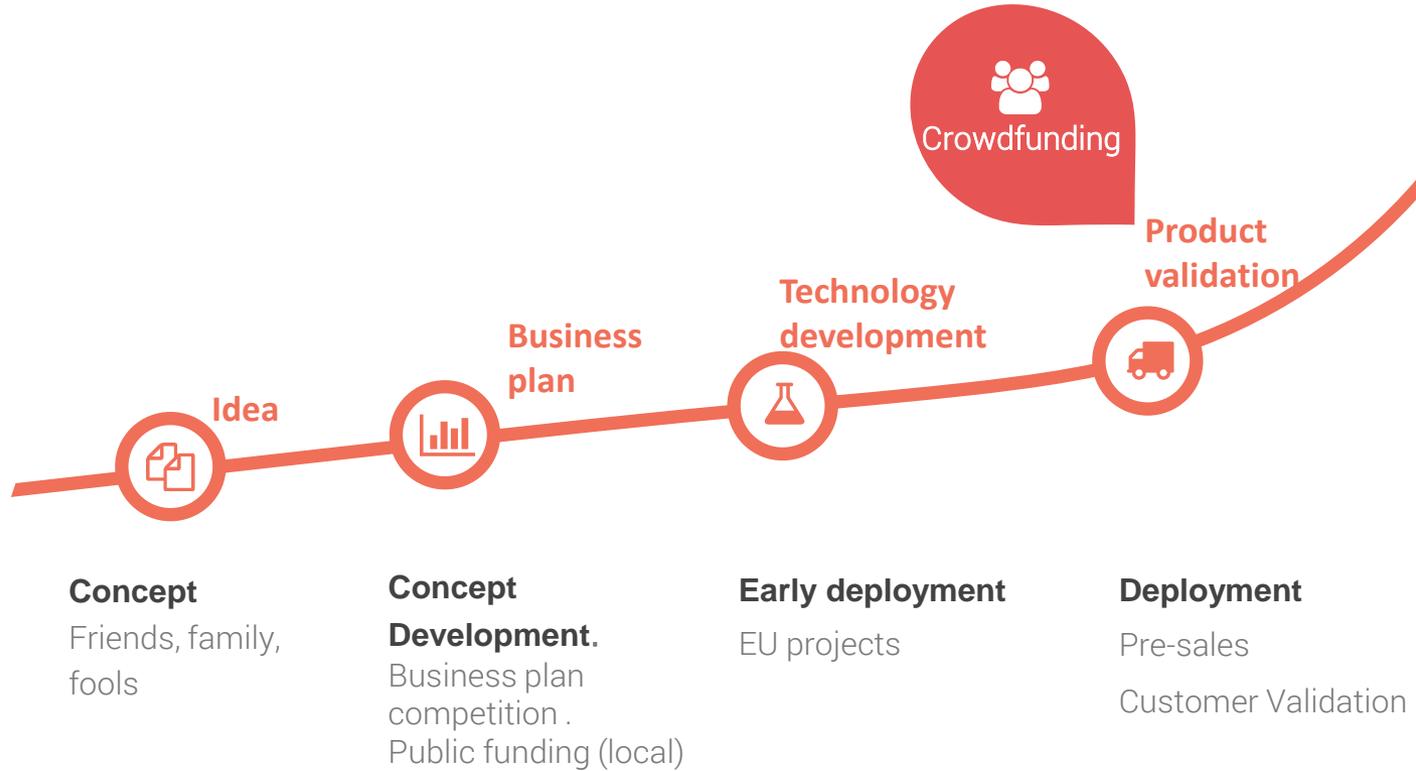
Run a campaign



Technology Readiness Level



Technology Readiness Level



Do and Don't

Focus on delivery;

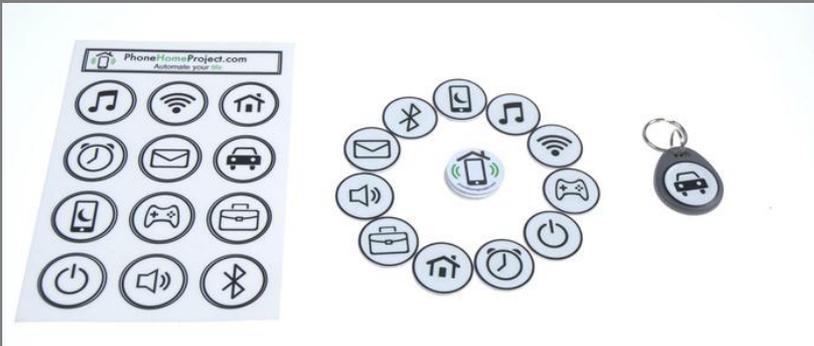
Focus on design
delivery



Community

Target real needs

Projects (now playing on Kickstarter)



Near Field Communication tags are small scan-able stickers with circuits embedded inside to allow communication and automation of tasks with your smartphone..



iThings.org, an open community providing technology for Internet connected devices and the Internet of Things.



Do you know some other PLC in that size with so many In-/Outputs?

Controllino
MINI



CONTROLLINO is a Software Open-Source PLC to control your Internet of Things



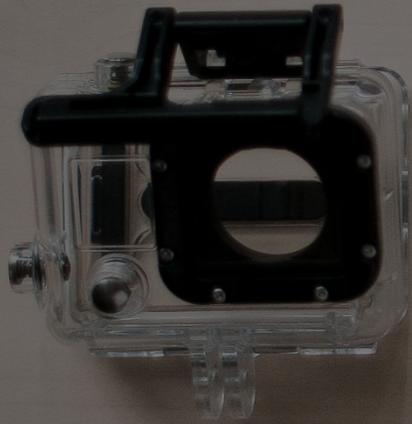
Contact us

www.idea-re.net

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 info@idea-re.net



Thanks!

Paolo Franceschini

