CrowdFunding opportunities for IOT

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social

#iot360
#iot_CF

@iot360
@idearenet
We help funding and developing innovative ideas.
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
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

North America
$1,606 million

South America
$0.8 million

Europe
$945 million

Asia
$33 million

Africa
$0.065 million

Oceania
$76 million

*The crowdfunding industry report, 2013, Massolution
4 Models

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

- **0.3B$**
  - 15% campaigns

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

- **0.9B$**
  - 62% campaigns

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

- **1.2B$**
  - 22% campaigns

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

- **0.11B$**
  - 1% campaigns
Focus on Reward: Projects on Kickstarter

- **Games**: $246.78M
- **Design**: $183.94M
- **Film and Video**: $2013.8M
- **Music**: $115.02M
- **Technology**: $175.06M

Yearly breakdown:
- **2011**:
  - Games: $9M
  - Design: $4.5M
  - Technology: $24M
- **2012**:
  - Games: $50M
  - Design: $24M
  - Technology: $175M
- **2013**:
  - Games: $189M
  - Design: $189M
  - Technology: $175M
CrowdFunding campaign
#Crowd
#Funding

“You must unlearn what you have learned.”
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

Pre-campaign
Community creation and engagement
Communication plan
Budget issues

2-6 Months

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

1 Months – 2 Months
Run a campaign

Campaign completion
- Follow up
- Production and logistics

Product delivery

Up to 12 Months
Technology Readiness Level

Concept
- Friends, family, fools

Concept Development.
- Business plan competition
- Public funding (local)

Early deployment
- EU projects

Deployment
- Pre-sales
- Customer Validation
Technology Readiness Level

Concept
Friends, family, fools

Concept Development
Business plan
EU projects

Early deployment
EU projects

Deployment
Pre-sales
Customer Validation
Do and Don’t

Focus on delivery

Focus on **design** delivery

Community

Target real needs
Projects (now playing on Kickstarter)

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

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

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

CONTROLLINO is a Software Open-Source PLC to control your Internet of Things.
Contact us
www.idea-re.net.
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