



GUJARAT
TECHNOLOGICAL
UNIVERSITY



Crowdfunding Manual

Beginner's handbook to self-start Crowdfunding

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N.B. The frameworks and canvases mentioned in this manual compilation have been developed based upon the exercises and outcomes carried out during Crowdfunding Initiator (CFI) initiatives organized by GTU Innovation Council, with the support of Start51. This compilation also draws upon insights from various open source contents like The Crowdfunding Bible, Entrepreneur.com and other web resources. The narration expressed in this compilation brings in experiences and inferences obtained by CFI Organizers, mentors, participants and other stakeholders along with the original contributors of the specific content as cited and adopted in the document. The workshops to validate the framework were held at GTU Innovation Council with support from experts from academia, crowdfunding Industry and Student Start-ups. This compilation is aimed for usage of students as open source content and not for any profit purposes.

Message from Your Vice Chancellor, GTU

CALLING for INTERVENTIONS from SUCCESSFUL ENTREPRENEURS

At an early stage, a budding entrepreneur may require some seed funding to move forward. Most of the student projects and ideas, in our country, die at this stage. Till angel-funding is available more widely or till every institution, affiliated with Gujarat Technological University (GTU), decides to provide such help to the best of its student –projects, GTU has decided to help such students and alumni use CrowdFunding for obtaining seed funds.

In fact at Silicon Valley, CrowdFunding can bring in larger funds than has been possible during GTU's experiments with CrowdFunding last year. Hence at Silicon Valley, CrowdFunding is another source, in addition to the availability of other sources, by budding entrepreneurs.

BACKGROUND WORK:

GTU has been following an integrated and well-thought-out policy for encouraging entrepreneurship among its students and alumni. It began with bringing a focus on practice-orientation during the first semester of the academic year 2010-11. During 2010-11, GTU set up a robust system for promoting industry-institute inter-action. The concept was to bring the leadership of MSMEs closer to the engineering educators all over the State. For managing these systems, GTU set up a GTU Innovation Council (GIC) on 2nd August 2010. The entire State was covered through 25 GTU Innovation Sankuls. Each of the Sankuls brought together Principals/ Directors of about 20 Colleges and the leaders of the industrial estates in the area.

The first Industrial Shodh Yatra (ISY) was organized by students, Faculty Members and leaders of SMEs at Naroda Sankul on 14th February 2011. By April 2011, GIC had succeeded in organizing GTU Innovation Clubs(Clubs) in 270 Colleges/ Institutes/ Polytechnics. During 2010-11, GTU set up the Board for Green Technologies and Environmental Studies and it has been setting up Open Source Technology Clubs (OSTCs) in Colleges. Today 77 OSTCs are functioning. To manage these Clubs and to extend these activities to more Colleges, Nodal Centers at 22 out of 25 Sankuls are in operation.

Another Board set up during 2010-11 was the Board for Mobile and Wireless Technologies. The Board has succeeded in putting into operation 30 Mobile and Wireless Technologies Clubs (MWTCs) in Colleges. In addition GTU is encouraging Colleges to actively participate in the activities of professional associations like ASME, IEEE, IE(India), CSI etc. It is also promoting an active participation in technology competitions like Baha automobile competitions, robotic competitions through up-gradation of the required laboratories and through forming study groups at GTU.

GTU is establishing student start-up activities on a hub and spoke model at the University and at Colleges. At the hub, the GTU's Student Start-up Support System (S4) was set up on 25th February 2012

Today S4 is the most active start-up system out of such systems at universities, with Boot-camps, policy discussions, meetings with mentors and venture capitalists etc being a regular event every day of the week;

The S4 Co-Creation Center (S4-C3) along with a common seminar room facility, was established on May 1, 2013 at GTU in more than 7,500 square feet of space. The facility for providing offices to budding enterprises in S4-C3 is being prepared.

GTU has put in place facilities for developing hard-core engineering products. It has set up a new laboratory on the pattern of the well-known Tinkering Lab of Cornell, the Fab Lab of MIT and the SINE lab of IIT Mumbai. Such a Lab is called a Community-innovation-CoCreation Center (C-i-C3). Each of these laboratories will also be associated with a facility for Skill Development in a technological area.

GTU proposes to set up one such Lab at each of the 25 Sankuls in the State. One technological Skill Development facilities will be associated with each one of the C-i-C3s. Every C-i-C3 will include the Nodal Centers of S4, OSTC and MWTC.

GTU calls upon successful entrepreneurs in Ahmedabad and in other parts of Gujarat to allocate some time to visit GTU's S4 facility at Ahmedabad and its Nodal and Extension Centers in other parts of Gujarat to inter-act with young and budding entrepreneurs and to help them grow modern enterprises.

Crowd-Funding Initiative at GTU:

GTU's young team at GIC, supported by **Ateet Bajaj** and **Kumar Manish** of Start 51, has organized two successful CrowdFunding Initiator (CFI) programs. This Manual has been compiled, for use by GTU's students and alumni at S4, by Ateet Bajaj and Kumar Manish and the young team at GIC. GTU applauds the successes achieved by CFIs and it appreciates the useful Manual, which brings together material from a number of sources, which the young team has acknowledged in references.

This Manual will help increasingly larger number of students to successfully use CrowdFunding for obtaining seed funding. It will also lead to a more careful study and analysis of the work to create a new and even more useful version of the Manual.

Akshai Aggarwal

18th May 2015

CrowdFunding Initiator (CFI): An endeavor towards creating pre-seed support for early stage innovations

In the decade of innovation 2010-2020, India is gearing up to build innovation ecosystem and interventions to harness the creative potential of young innovators. While many policies and institutions are being shaped to cater the needs of young innovators, the deficit of pre-seed support for early stage innovations is a crucial missing link in the innovation value chain. More than two million graduates are doing half a million projects each year across disciplines in engineering educations in India. Ninety five percent of these young students who are studying in the state technological universities have a very little access to support their ideas in prototyping stage in absence of risk funds at early stage in large scale. GTU Innovation Council has taken some key steps to solve this challenge and help young innovators who raise resources through crowdfunding and alternate ways. Crowdfunding Initiator (CFI) was such an experiment through which various final year student projects and aspiring student startups successfully raised resources and validated their ideas in market. The insights derived from two editions of CFI bootcamps created a possibility that many more final year student projects or innovations can leverage such facilities in due course of time.

More than fourteen thousand teams are doing their final year projects in this academic year of 2014-15 only in the undergraduate engineering program of Gujarat Technological University (GTU). We have noticed that many of the teams are aspiring to build their final year projects into products, but hardly a few of them has access to grants, Angel support or other such funding mechanisms. In such a scenario there is a possibility that most of these projects will remain in the shelf at prototype stage without getting traction from their users. We have decided to intervene through Crowdfunding bootcamps like CFI which will try to support best hundred of such final year projects during series of summer CFI Bootcamps in 2015.

In this Open Source Toolkit a framework has been compiled by mentors and experts involving the experiences from the past CFI Bootcamps and other literatures on Crowdfunding on web. The frameworks and canvases developed by the CFI organizers have been validated at GTU Innovation Council which may be handy to many more. Students can use this toolkit if they are interested to crowdfund their academic or hobby projects through any crowdfunding platforms and validate their ideas. This toolkit will help in sensitizing innovator about crowdfunding and help India be at par in leveraging crowdfunding as it is happening in the global arena. The lucid explanation and step by step to-do list will help the innovators to get ready for crowdfunding and plan their strategy for the same. This manual will also be helpful to organizers of such crowdfunding bootcamps in other parts of the country to support innovators. We wish that the real objectives for making this toolkit get achieved through wider usage and spectacular success by crowdfunding aspirants and their communities.

Hiranmay Mahanta, MD Techpedia, Honorary Director, GTU Innovation Council

Table of Contents

1. What is Crowdfunding
 2. Advantages and Challenges of Crowdfunding:
 3. Prior Art Search
 4. Who should consider Crowdfunding
 5. Before you Start
 6. Ideation Strategy
 - a. Introduction
 - b. Guidelines to fill Canvas
 - c. Tips for making content for campaign
 7. Assess your funding requirements
 8. Outreach Strategy
 - a. Social Media and PR basics
 - b. Social Media Canvas
 9. Incentive Strategy
 - a. Introduction to Reward Models
 - b. Guidelines to Reward podium Canvas
 - c. Sample rewards
 - d. Top seven tips for Making Rewards
 10. Communications Strategy
 - a. Video Pitch
 - b. Guideline to fill Video Canvas
 - c. Do's and Don'ts of Video pitch
 11. Final Checklist
 12. Project launching on Crowdfunding platform
 13. Post Launch and Follow up
-

This manual contains Introduction to Crowdfunding, Concept Defining Canvas: Ideation Strategy, Reward Podium Canvas: Incentive Strategy, Social Media Canvas: Outreach Strategy, Pitch and Video Canvas: Communication Strategy and Tips, Do's & Don'ts

1. What is Crowdfunding?

a. Introduction to Crowdfunding

Crowdfunding is a simple process where you as a creator or innovator asks/motivates/encourages public to contribute money to raise targeted amount to take your idea or innovation to the next stage. The initiative could be a non-profit campaign (e.g. to raise funds for a school or social organization), a charitable campaign (e.g. emergency funds for an ill person or to fund a critical operation), a commercial campaign (e.g. to create and sell a new product) or a financing campaign on social causes.

b. Steps of Crowdfunding:



2. Advantages and Challenges of Crowdfunding

a. Advantages

- i. Crowdfunding fills the void of availability of early stage innovation finance.
- ii. Raise money without knocking the doors of venture capitalists; no need to take bank loans, waiting endlessly for grants & approval.
- iii. Marketing tool, a good way to let the world know about your idea by communicating through different mediums- offline medium of using traditional media and on online by using popular social media platforms.
- iv. You remain owner of your idea or innovation. No equity to be shared.
- v. Get validity for your idea or prototype through angel consumers (The users who are contributors in your idea)
- vi. A unique way to market & share your idea with the world.
- vii. Business Plan, Not needed.
- viii. Contribution from your supporter in your idea or innovation is the greatest positive feedback.
- ix. Leverage the strength of your network of friends, families and colleagues.
- x. Communicating to varied demographics at once.

b. Challenges

- i. New Concept in India
- ii. Limited Internet Penetration and its usage in India.
- iii. Success is easy but requires thorough preparation& plan.
- iv. Your Idea/Prototype will be in public glare & open for scrutiny.
- v. It needs your time & dedicated effort.
- vi. You have to keep looking for creative ways to promote the Idea 24X7.
- vii. Lack of trust & inclination to support independent ideas.
- viii. Success depends on reach in offline and online platforms.
- ix. Reaching out to the right target segment is a challenging proposition
- x. While you get an easy reach out your Intellectual Property (IP) of the Innovation will be in public domain.

3. Prior Art Search

Do a basic research on popular crowd funding projects on kickstarter.com, indiegogo.com and start51.com (These are the most popular & known crowdfunding platforms globally & nationally)

- I. *Activity 1* Find the most funded projects in India and across the Globe
 1. Name of the Project.
 2. Target Amount of the project.
 3. Amount Funded.
 4. Number of Contributors.
 5. Duration of Crowd Funding Campaign.

- II. *Activity 2 Watch* the following five videos and observe the specific key points in respective cases as mentioned.
 1. Pebble - <https://www.youtube.com/watch?v=Fhuo8mvQl3o>
 - Past Prototype
 - Classic Feel
 - Team Strength
 2. Stand desk - <https://www.youtube.com/watch?v=FzDrcTuyxxl>
 - Product Review
 - Why
 - Price Point
 3. Video Game High School - www.kickstarter.com/projects/freddiew/video-game-high-school
 - Ability of Team
 - Funny
 - Simple
 4. Coolest - <https://www.youtube.com/watch?v=l4irb2K1p8E>
 - Product Use
 - Product Application
 - Product Features
 5. Menstrupedia - <https://www.youtube.com/watch?v=6ftCiW2JFWQ>
 - Clarity of Idea
 - Desire to Do
 - Confidence
 6. MAID Smart Oven - <https://youtu.be/pRqOkRNx5-8>
 - Unique Strategy and Clarity of the Idea

4. Who should consider Crowdfunding?

- a. If you think that your idea is good enough to excite people
- b. Are you ready & confident to ask for money for your Idea/Innovation/Project?
- c. Having thorough clarity of how much monetary resources you require for your project/Innovation.
- d. If you think you have the confidence & ability to reach out and connect with potential contributors/consumers.
- e. If you think that you can offer meaningful reward in return of contribution made by others.
- f. If your project is collaborative, which means whether it is inclusive & inviting for others for participation.
- g. If your project unique enough.

5. Before you Start⁺[from Crowdfunding Bible](#)

“Crowdfunding sounds easy, and on the surface, it may very well be so – at least in principle. But successful Crowdfunding campaigns generally do not happen by accident. If you look at successful campaigns across the web, you’ll find that many share several attributes in common, including one or more of the following building blocks:

- *A solid idea and sellable vision for the product or service*
- *Careful pre-planning and preparation*
- *A strong presentation, ideally coupled with wider social media reach*
- *A reward structure that appeals to the project’s audience*
- *Ongoing outreach to backers*
- *Effective social media, marketing and PR strategies*
- *The presence of a popular pre-existing brand or personality that’s attached to the projector, an existing audience for the property. This helps for easy support from already established contacts & communities.*

To launch a successful crowdfunding campaign, you’ll need several of the above foundations in place, plus a very clear idea of the costs involved and how you are going to keep your project fresh, top of the mind, and growing in public awareness during the time it is active.”¹

¹ The CrowdFunding Bible, Page 20, <http://www.crowdfundingguides.com/>, on 13 May 2015.

a. Pre-Launch Planning⁺[from Crowdfunding Bible](#)

“As with campaigns of any kind, preparation & planning is critical. Decisions made here can make or break your project, so don’t rush into them. Take your time to do your basic research and get things right. Plan your campaign with care and forethought.

Points to keep in mind when planning a crowdfunding project include:

- *Do your homework – Make sure that you have done your research on competitive products and campaigns, and understand precisely who and what you’re going up against*
 - *As well as how your project can be positioned differently to differentiate itself and maximize its chances of success.*

- *Define and share a common goal – Everyone on the team should share a common vision of the project, be able to communicate a succinct description of its vision, understand who the project’s target audience is, and comprehend how to speak to this audience.*

- *Understand the stakes – If you are developing a new concept, product or IP, understand where the bar has been set by competing products and campaigns in terms of consumer expectation and production values. If you are leveraging an existing IP, fan base or market, research how many fans or customers exist for your venture, where to connect with them, and how they might consume information about it.”²*

² The Crowdfunding Bible, Page 27, <http://www.crowdfundingguides.com/>, on 10 May 2015.

6. Defining Your Project

a. Introduction

Do you have a product, project, innovation, invention, event or vision; may be big or small; and all you need is basic amount to fulfill your ideas of creation of product or project. For e.g., you want to record and release a “Music Album” or you are the brain behind making a handy gadget to detect Ebola.

Crowdfunding plays the major role here in collecting finance to “definite” projects (with clear outcome, like a tangible product and service). You, as creator, have to be very clear about the beginning and know the end of the project; for example, recording a new album is a “definite” project and as soon as the album is released, the project ends. Thus you have to define “for what purpose you are raising or need funds for”.

b. Guideline to fill canvas

I. Project

1. What is the name of the Project? (Think of a name which is catchy, have high recall value and unique. Avoid Jargons in name. Follow the principle of KISS - Keep It Short & Simple)
2. 100 words Introduction of your projects(Accelerator pitch theory)
 - a. What is the project all about?
 - b. What is main problem you are solving?
 - c. Why it is needed?
 - d. How does it function?
 - e. Who are the people behind it?
 - f. What is the vision of the Idea?
 - g. What will be the experience of the user?
 - h. Read, Reread and Refine it to be the best
3. Tell your idea in a crisp manner (twitter language)
 - a. Does it answer 5W & 1H- What, Where, When, Who, Why and How?
 - b. Make a terse introduction for twitter/Facebook/Instagram. Introduction paragraph should be friendly. (less than 160 characters)
4. Describe the Project in Three Points
 - a. Past Perfect: I have done _____
 - b. Present Continuous: I am doing _____

c. Future Indefinite: I will _____

II. Pain/Problem (Motivation for solving the challenge)

1. Your project aims to address/solve existing problems or address future problems.
2. Where have you seen the problem? Specify them.
3. Do you suffer from it or your friend or family or colleague or public in general?
4. Why are you doing this?
5. What motivates you to do this?
6. Why this should be done?
7. Existing problems.
8. Address future problems.
9. Why this should be done?
10. Who cares for my purpose? Specify the users.

III. Solution (Impact after solving your Problem)

1. Benefit Created
2. Comfort Produced
3. Ease to Use
4. Access with Affordability
5. Pleasure

IV. Product 5W & 1H

1. WHY?
 - a. Why the product is needed?
 - b. Why use your product? Compare it with existing products/services in the market?
2. WHAT?
 - a. What is the product like? Technological Edge, on Health, on Governance, Fun Product or Entertainment, for a Social Cause
 - b. What stage the product is in? Idea/Prototype/Final Product
 - c. Will it be kind of Website / Mobile App/ Service /Physical Product / Awareness / Campaign?
3. WHEN?
 - a. When to be used? , daily, weekly, monthly, annually
 - b. When will it be delivered?
4. WHERE?

- a. Where the product will be available? Like online or offline stores.
 - b. Where will it be used? Location Specific Application
 - 5. WHO?
 - a. Who are the users of your product/services?
 - 6. HOW?
 - a. How? Process involved & User Interface (UI)
 - b. How it will function? The process of product to address the pain points.
- V. Direct Users: (the person who will be using the product/service as he/she will be having the same problem like you, the one who need)
- 1. Who is going to use your product?
 - a. Age
 - b. Gender
 - c. Location
 - d. Profession
 - e. Interest
 - f. Urban
 - g. Rural
 - h. Online
 - i. Offline
 - j. Sectors
- VI. Indirect Users
- 1. Who is going to use your product?
 - a. Who cares for your purpose?
 - b. Who can be impressed?
 - c. Who can facilitate your crowdfunding campaign?
 - d. Who can be your ambassador? e.g. Politicians, bureaucrats, society, community, media agencies, some individuals.
- VII. Function& Features
- 1. Function: Bottom use of the product, like alarm clock is to show time and ring on scheduled time.
 - 2. Features: Like alarm clock has features like digital, Bluetooth connected, vibration connected, scheduling the timer.
- VIII. Wow Factor (Unique Selling Proposition)

1. What makes it stand out from the crowd
 2. Share the WOW expressions of the product , like this is awesome, this is fantastic, this I've never heard, this I've never seen
- IX. Macro Impact
1. Facts & Figures related to your product/services. For e.g., my product will help 10% of country's population in addressing the problem.
 2. Relevant data to support your idea.
- X. Existing Resources
1. Physical :
 - a. Do you have a working space?
 - b. Do you have other required resources?
 2. Intellectual Property (Patents, Copyright, Trademark)
 3. Human Resource - What skills you have in your team? Like writing, graphic designing, photography, videography, and project related
- XI. Resources Required
1. Physical :
 - a. Do you need working space?
 - b. Do you need laptops & software?
 2. Intellectual (Brand patents, copyright, data)
 3. Human - What skills you need in the team? Like writing, graphic designing, photography, videography, and project related

c. Tips for making content for campaign

Today world has awakened. Crowd funding has raised to a whole new level. So here are a few do's & don't that you must follow in content writing for a better response from the people. :)

First of all, we shall get a general outlook of the format for your project while crowd funding.

There are two steps to be followed:-

- 1) Mainframe
- 2) Updates

Tip 1 - Choose your project name wisely. (Your idea should take form in naming your product/service; can be creative/eye catchy)

1) Main Frame

The following is a general content for the project:-

- Short introduction (To be precise and specific while communicating your idea)
- User content (varies from project to project)
- Risks and Challenges(Note hurdles and barriers which may affect success of your project)
- FAQ's (Note the questions which you feel that would be frequently asked by the users or benefactors of your project)

In the first part, select a sentence that will completely yet simply describe the idea behind your project or the purpose of the product. This will be displayed on the project tile so it must be eye-catching. It should be such that the user must be prompted to read further in the project. It should be like a short bio of your project.

The user variable content is the most important part to attract people and convince them to support and pledge for your project. It constitutes a variety of things/articles which can be selected as per the category of the product/idea. As for an example,

❖ Technology

➤ Cover points like:

- Should be eye-catching, write a short description
- Media coverage (if available)
- What is the product about?
- Where the idea came from?
- How much impact can the product bring?
- What is the usability in today's life?
- Images of the prototype & it's workings
- How many prototypes have you made? Showcase it

❖ Music:

➤ Cover points like:

- Talk about your passion
- Why you love doing what you do
- What makes you happy
- Who all love your music

❖ Photography:

- Cover points like:
 - How I got inspired
 - Examples of the work

In the RISKS & CHALLENGES, the student is supposed to write the risk factors that are involved in your project and what are the ways that you will overcome it.

The FAQ's part contains answers to some of the most basic and repeated questions because as the name says it's Frequently Asked Questions.

2) Updates

Based on the user's feedback you might want to change some of the features of your product or you might just want to inform your supporters about the production, delivery or some changes of your product. All these things are presented in the updates section. You might also want to share some update or an event that's going to happen for your supporters.

The CFI Module 1

<p>Project</p> <p>Name:</p> <p>100 Words:</p> <p>140 Characters:</p> <p>Point:</p> <ul style="list-style-type: none"> • Past Perfect • Present Continuous • Future Indefinite 	<p>Pain</p>	<p>Product</p> <p>(5 W&H)</p>	<p>Direct User</p> <p>In Problem</p>	<p>Functions & Features</p>
	<p>Pleasure</p>		<p>Indirect User</p> <p>Can or does care</p>	<p>Wow/Impress</p>
			<p>Resources Required (I want)</p>	<p>Macro Impact</p>
	<p>Resources Existing (I have)</p>			

7. Set Your Funding Goal

There is no magic formula to decide the accurate goal. Each project/creation is unique and here are few tips for the same.

a. Researching on your Project

Contributors will appreciate full transparency; how much money you need; where the money is going to be used and why do you want to crowd fund your project. Also consider the cost of producing rewards and sending it to contributors in order to avoid later confusion.

b. Considering your networks

The contributors come from various sources like your friends, friends of friends, family members, colleagues, focus groups, your multiple social networks and complete strangers moved by your story. Thus, knowing how many people will trust you and support you is very important. It is up to you to build the flow of your project. You will need to present your project in words, pictures and videos in such a way that people really want to invest in your endeavor and success.

c. Choosing your goals

Choose your goal in such a way that you achieve it. We advise you to research how much money you need to complete the project and finalize the amount almost close to that realistic level which you can reach knowing your own net-worth. There are two types of Crowdfunding portal:-

- All or Nothing (if target is not achieved the campaign will lapse)
- Take it All (If your target is not achieved yet you will get the amount collected)

d. Resources & skills required

- a. Calculate the cost of resources which you listed down in the Concept Defining Canvas.
- b. Make a list of other expenses that you plan on spending on your project and other activities related to it.

e. Costing

- a. Make a detailed analysis of the cost required to create a Minimum Viable Product (MVP).
- b. The targeted cost need to be justified to convert your Proof-of-Concept to Proof-of-Value and attain first set of test users in the market.

- f. Where the money will be used and in what way
 - a. Give a broad expenditure strategy to utilize the raised resources while fulfilling the desired goals.

8. Social Media and PR

a. Social Media and PR basics

Support comes from within your network's network. You want people to back your project. So you have to tell them about it, not just once but as many times and ways as possible

Follow relevant people on twitter/Facebook/Instagram

Shout out, reach online: Facebook, twitter, LinkedIn, Gmail, Google+, etc.

- Local offline support: Meet people, send flyers
- Going to press: If you have friends in media, they can help you to get local newspaper and interviews
- Keep Project alive & interesting: Keep your project alive and interesting till your campaign is live. This is the key ingredient in success of your funding goal
- Provide updates on your project: Building momentum while the project is online. Update people with new information about your project
- Sharing the progress: While project is online, share with your audience that you have finalized your printer, your editor or venue of show.
- Celebrating success: Share with your contributors when you reach your mile-stone like 50% of funding and circulate more news about your success and mission to create value
- Do not spam

b. Social Media Canvas

Why Google Plus / Facebook/Twitter/LinkedIn?

- a. Identify the social media platforms based on your targeted audience & nature of work. For e.g., if you are crowdfunding for an apparel brand, you might be more active on instagram than facebook based on targeted users.

Sr. No.	Social Media	Why?
1	Google+	Supported by Google and easily searchable (helps in Search Engine Optimization of your project)
2	Facebook	Largest user base in India and globally; Targeted reach for your brand and products
3	Twitter	Fastest way to communicate; Communicate directly with your users and Social Media Influencers
4	LinkedIn	Dedicated to professionals; Good platform to showcase your professional expertise and experience.
5	Instagram/Pinterest	Visually Appealing platform and popular amongst youth
6	Blog	Dynamic platform to propagate content
7	Slideshare.net/Prezi	A presentation platform
8	WhatsApp	A good broadcasting platform; a viral platform

1. Basic :

- a. Create a digital media identity. Maintain uniformity at all the platforms, like Sony Company has one identity for every platform. Disseminate same information everywhere and do not post haphazardly.
- b. The Digital Media Identity needs to be singular in nature. It is easy to remember and recall. For e.g.- facebook.com/sony , twitter.com/sony
- c. Use content to create your Facebook page. What is the link? What is the total number of Facebook friends you have? They are the first one to like it.
- d. What is your twitter handle? If not, go on www.twitter.com to create one.
- e. Do you have your LinkedIn profile? If no, go here: www.linkedin.com to create one.
- f. Do you have a company page LinkedIn? Do you use it? What is the link of the page and to create a LinkedIn page, you have to create an official email in the name of your official brand.

- g. Have you heard of google plus? If not, build your digital media presence there ASAP. It is easily searchable on google. Your content might come on top searches.

2. Master

- a. Think of brand language & character of your brand on your Social Media (SM) platforms - some examples, like www.fb.com/cococolaindia (The brand speaks in friendly language and always available like brand. It also respond in friendly way.
- b. Start posting one post on social media platforms on a daily basis - be it picture/ graphic/infographic/ news/ product updates.
- c. Post should be primarily your product/related area only but do not hesitate to post content which is informative & productive for your audience too. You have to build trust & engage with them.
- d. While you can have occasional conversations with your followers about the trending topics.

3. Magic:

- a. Content Calendar - Facebook/twitter/Google+/Instagram and others -. Think of content for your brand, it can be around the problem, it is addressing or the positive changes it can bring. Plan in advance.
- b. Content Creation - It is creative process to give due diligence& effort to think what kind of content will suit to your brand, be it textual or visual.
- c. Posting/Sharing on Social Media Platform - Use relevant Hashtags while posting on social media platform. Each social media platform works differently and have different audience. Content needs to suit to social media platforms need & requirement. Like Instagram, you need more visual and on twitter, more text but in 140 characters only.
- d. Regular Engagement - It will require responding to queries and appreciating people feed backs on your content.
- e. Trending - Engage with social media champions and involve them in your campaign

4. Handy Resources/Tools -

- i. Social Media Updates- Sociamediaexaminer /socialmediabaker
- ii. Creating Graphics – www.canva.com , www.pixteller.com
- iii. Social Media Management Tools – HootSuite, Buffer, TweetDeck

Social Media Canvas

		Why?	Birth	Amateur	Mature	Pro	Cheat/Tricks
<i>Basic</i>	G+						
	Facebook						
	Twitter						
	LinkedIn						
<i>Master</i>	Youtube						
	Instagram						
	Pinterest						
	Tumblr						
<i>Magic</i>	Blog						
	Slideshare						
	Quora						
	Reddit						

9. Rewards

a. Introduction

“The contributor must benefit from a project as much as the creator is benefited. So, you have to give tangible rewards to your contributors. Carefully plan out what rewards you can offer. Rewards are what contributor receives in exchange for supporting a project. Rewards that you choose will depend entirely on your project.

Rewards have to be creative, tangible and value for money. Projects of which rewards are well priced and inspiring tend to find great support.”³

Deciding what to offer:-

For Example, as you would want a product which you are supporting, every supporter too must get benefit from the project. Thus the primary reward of all projects should be things which are sprouted from project itself. If the project is about publishing a book, then the reward should include a hard copy or an e-book when it finishes.

The four common category of rewards that we suggest are:-

- The Real thing: Product as a return. Give something your contributor can use and is tangible.
- Support tie-ups: Get your brand associated with some people or organization who are ready to support you in your endeavor.
- Engagement: Involve the stakeholders and co-build the innovations.
- Feel of Ownership: Photos from live locations; thanks in the credits, postcards and contributor car stickers

Deciding the price:

Keep yourself in your contributor’s shoes; “Would you contribute for their reward?” The answer to this question will tell you everything about your project’s potential. Crowdfunding is not charity and we are not doing any magic here. We encourage

³ Start51.com, <http://www.start51.com/project-creator>

those who really need support and are willing to create value. If it is a unique edition or life experience that generates value, you may decide a higher price but if it is a manufactured item, then it would be a good idea to stay reasonably close to its real cost. Our suggestion is to collect smaller amounts at higher value from more number of people than to collect bigger amounts from lesser people.

b. Guidelines to Reward Podium Canvas

i. Products & Services

What are the Product/Service Packages which you can offer to the supporters of your project? Making different sets of combinations which can appeal to your supporters.

ii. Exclusive | Who

For example, a supporter contributing a huge sum could have a product named after him. You can etch his name in every product which you manufacture initially. Creating a feeling of exclusivity in a person who contributes the largest sum in your Crowdfunding campaign.

iii. Let them do | Who

Let your supporter be a part of your project in creating or making something. For example, a supporter who is contributing significantly to a Book project would be given an opportunity to draft a chapter in that book. Similarly, a supporter contributing to a music album, can be invited to the launch of that album, or a movie premiere, or a press release.

iv. Do for them | Who

For example, giving your supporters a personal visit to thank them for their contribution. Give them a service in which you can share your expertise, for example a maker of an IT product can use his IT skills in developing a personal website or portal for the supporter.

v. Tangible | Who

At first preference, reward your supporters with the product which they can use (Fun Fact: your product will be the most successful reward), you can also add other tangible merchandise such as mugs, t-shirts and other such stuff carrying your personal message or branding of your project in creative ways.

vi. Appreciation - Think of innovative ways

On how to appeal your supporters. For example, creative facebook shout-outs, sending postcards or creating personal thank you message for them in a Video/Audio/Picture format (Basically something that doesn't costs much but is personal)

vii. List Rewards

Listing down top 10 rewards which you and your team have decided to offer to your supporters.

viii. Rewards Costs

Consider all the costs from procuring each reward to delivering it to your supporter's doorstep.

ix. Contribution Amount

At what contribution amount you think the particular reward would be appreciated by maximum persons. (Will you give "this" amount for "this" reward, ask this question before finalizing amounts for every reward.)

x. Collection

Reward-1 (Contribution Amount – Reward cost) = Collection from Reward-1

Reward-2 (Contribution Amount – Reward cost) = Collection from Reward-2

(Similarly for all your rewards)

Total of Collection from Reward-1 to Reward-N should be close to your target amount.

c. **Sample Rewards** **from CorwdFundingPlanning.com

"When weighing reward prospects, be sure to research similar projects to see what resonates with fans. The overall distribution makeup and the individual items' respective contributions to the campaigns' bottom-line are important to keep in mind. The following are example rewards you might consider offering:

- **The product itself.** *A copy of the item in question—and, potentially, one sold for a limited time at a steep discount. Be sure to calculate any associated costs and figure them into your pricing structure and funding goals.*
- **Advanced or early access to the product or service.** *This may include advance entry for backers to prototype testing programs.*
- **Enhanced versions of the product.** *For instance, autographed, deluxe, director's cut and collector's editions.*
- **Merchandise and souvenirs.** *Besides "making of" books and autographed materials, you might offer posters, stickers, t-shirts, caps and other items that commemorate the project.*

- **Behind-the-scenes photos, videos, and booklets.** Items that show the people, concept work and other elements featured within the project—especially if there is a large visual component to it.
- **Opportunities to affect the project's eventual outcome.** Some film, book, music, TV, theater and video game projects allow backers to suggest how stories develop, the contents included in the finished package, and featured subjects or locations.
- **Making your supporters part of the product.** Several creative projects allow supporters to be a character within the narrative, soundtrack or action itself.
- **Giving contributors credit.** It's always a good idea to thank your supporters, but sometimes there are ways to do so publicly: within the product itself (e.g. liner notes, book, or game credits) or at surrounding events. Be generous with donors.
- **Combined rewards.** These rewards combine several other rewards into one or bundle several pricing tiers worth of incentives together. Many successful campaigns use an "all of the above" strategy, offering simple rewards at lower tiers and then add extras on top of them.
- **Exclusive access.** Chances to meet people who are part of the creative team behind various projects or related notables (e.g. actors, directors, musicians, artists, online celebrities, etc.).
- **Private parties, events, and occasions.** Some projects offer special events as a reward to donors—usually at the highest pricing tiers. These may include invitations to exclusive launch parties, private events held in backers' honor or private concerts.

There are lots of options when it comes to creating unique, eye-catching and memorable rewards. Pick the ones that fit your project best.”⁴

d. Top seven Tips for Making Rewards! ¹From multitude.co.nz

“1. Aim for between 7 and 10 crowdfunding rewards

Michael C. Neel did an amazing study where he broke down a lot of crowdfunding portals’ data and came up with some trends of successful crowdfunding projects. He came to the conclusion that 7 is the ideal number of reward levels. I take that one step further and say you should have a maximum of 10.

It’s about choice. You want to offer the backer options for their money, but not so many that they get overwhelmed and confused. 7 means you can offer at a wide range of price-points, 10 mean you can throw in some extras and do some earlybirds.

2. Start low, finish high

As far as I’m concerned, a Rs. 51 level is mandatory.

If you fail to include a low-level reward band, then you are saying “I don’t want your money” to a whole lot of people. As it stands, Rs. 51 isn’t a hugely popular level – generally backers are inclined to give you more – if you don’t have one. Simply promising to keep people in the loop via “exclusive updates” is substantial enough at this level.

Equally, if you don’t have a super-high reward, you could be throwing money down the toilet. You might find it hard to believe that someone will give you thousand rupees for your project – and perhaps no-one will – but it’s not unheard of for people to make Rs. 10,000, or even Rs. 50,000 contribution to your cause in return for a mind-blowing experience or reward. Think big, it might just pay off!

3. A Rs. 301 reward level is essential

⁴ CrowdfundingPlanning.com, <http://www.crowdfundingplanning.com/ebooks/rewards-content>, on 10 May 2015.

Another awesome piece of information that came out of our study was that the Rs. 501 level is the most popular.

You can get away with a thank you on social media, or backer updates at lower levels, but at Rs. 301, people expect something of substance. That can be a download, or a product, or an experience, but it must be of worth.

4. Think strategically

Try and structure your rewards so you can hit the 10% and 30% marks as soon as possible. Michael C. Neel say" I included a reward that was worth 10% of my goal. I created the reward for one person in particular. Because it was one-of-a-kind, and something they really wanted, I knew they would pledge for it as soon as the project was live. This meant that my very first backer bought me to 10% of my goal".

Another way to do this is to offer "earlybird rewards" – a limited number of an in-demand reward at a discounted rate. Do your math and work out how many you need to offer at what price to get you to 10% or, even better, 30% of your goal. If you've planned this right, people will snap them up and they'll be gone before you know it!

5. Digital is king

Digital rewards – particularly downloads – are easy for you, and cheap to provide. They're also something that people want.

Too often we see people only offering physical copies of their book, CD, or film without offering digital rewards. Once again, you're throwing your money down the toilet with unnecessary reward costs. Even if you are planning to give away digital copies of your project free to the public down the line, consider offering your supporters a download in advance.

6. Be Original

Yes, studying other similar projects is a good way to come up with rewards, but original ideas sell. Your primary goal is to make your backers think "I have got to have that!" You are original and unique. You can come up with ideas that are also original and unique.

7. People love experiences

Whether it be coffee with a creator, an exclusive set tour, use of your space, or a backer-event, people love to be part of something. A simple and effective way to do this is to offer an experience. You can limit the number of people able to take part, and you can always price an experience highly. Experiences are generally pretty cheap to provide, and nearly always an attractive option to your backers.”⁵

⁵ Multitude, <http://www.multitude.co.nz/mud/essential-tips-when-setting-your-rewards/>, on 10 May 2015.

The CFI Reward Podium

Product & Services	Exclusive	Who?	
	Let them do	Who?	
	Do for them	Who?	
	Tangible	Who?	
	Appreciation – think of innovative ways	All	
List Rewards	Reward Cost	Contribution Amount	Collection ways

10. Video Pitch

a. Introduction

In the age of information, it is better to represent personally in front of your audience than to write and read. A project must have a video and it must have “you” the creator in front of the camera conveying to your audience to support you directly. You can win the confidence of your supporter by telling your story straight into the camera. You can spend days for shooting and editing or you can make a small clipping with a friend even while you are on a holiday. The idea is not to have an advertisement, but it just has to be “you”.

Few tips while making a video

- Tell us who you are
- Ask people for their support
- How their support will help and what you will do with the money
- Show them the rewards and how great it looks
- Thank everyone in anticipation for helping you to reach your goal

Let people see to whom they have given the money; so do not be afraid to go in front of camera for a while. You can use animation and do different editing tricks to make your video look beautiful and warm.

Please do not use any copyright music or trade-mark designs in your video without their permission. You can use music, graphics, pictures which are available under creative commons (CC).

b. Guidelines to fill Video Canvas

i. Viewer Segments

1. Direct beneficiary/ in problem
2. One who cares
3. One who can be impressed

ii. Impact

1. Application/Product/different user environment/location/product features
2. Macro Impact (figures) + Product Features
3. Unique Features
4. Wow Factors - What makes it distinct/different?

- iii. Current Status of The Project
 - 1. Progress
 - 2. Past Problems
 - 3. Any user
- iv. Plan of Action
 - 1. Challenges
 - 2. Solutions
 - 3. Miss Universe Questions
- v. Team
 - 1. Belief/ Reliability
 - 2. Credible Faces
 - 3. Past Projects
 - 4. Credibility/Ability
 - 5. Secret Sauce
- vi. Rewards
 - 1. Graphics
 - 2. Physical products
 - 3. Delivery
 - 4. Souvenirs
 - 5. Prototype

c. Do's and Don'ts of the Video Pitch

A. Do's

- a. You need to have a short and snappy introduction, in which you briefly explain who you are and what it is that you do.
- b. Then you explain the problem, or “pain” that you and your campaign will solve.
- c. How do you solve this pain? You need to explain your solution in a super clear and understandable way.
- d. Now you explain your Prototype, since this is how you will make money. It's not a problem if you're not 100% sure about the model yet, as long as you know a few options.
- e. Next, you introduce your team, share a little bit of team history and talk about the roles you fulfill.
- f. Explain what kind of investment you're looking for and why, what you will do with the money, and most importantly: the type of investor you want. Don't just think about the money, consider other things an investor may bring you.
- g. If you already have some testimonials from customers you should use them to strengthen your pitch, people like to hear success stories.

Finally, Make sure you have a catchy and memorable call to action to finish your pitch.

B. Don'ts

- a. Do not use background that hampers the quality of the video.
- b. Don't let your video be a lecture who watches above 2 minutes anyways.
- c. Do not forget to mention "Why are you doing this?"
- d. Sound quality is important so do not shoot without a ***Mic***.

Video CFI Canvas

© Start51.com

<p>Viewer Segments</p> <p>Direct Beneficiary / in problem</p> <p>One who cares</p> <p>One who can be impressed</p>	<p>Impact</p> <p>Application / product / different user environment / location /product features</p> <p>macro impact (figures) + Product features</p> <p>Unique features + Wow factors (Secret Sauce)</p>															
<p>Current Status</p> <p>#progress</p> <p>#past problems</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="2" style="text-align: center; padding: 5px;">Plan of Action</td> <td style="text-align: center; padding: 5px;">Team</td> </tr> <tr> <td style="width: 50%; padding: 5px; vertical-align: top;">Challenges</td> <td style="width: 50%; padding: 5px; vertical-align: top;">Solutions</td> <td style="padding: 5px; vertical-align: top;">#Belief / Reliability</td> </tr> <tr> <td colspan="2" style="padding: 5px; vertical-align: top;">Miss universe questions</td> <td style="padding: 5px; vertical-align: top;">#past projects</td> </tr> <tr> <td colspan="2" style="padding: 5px; vertical-align: top;"></td> <td style="padding: 5px; vertical-align: top;">#credibility / Ability</td> </tr> <tr> <td colspan="2" style="padding: 5px; vertical-align: top;"></td> <td style="padding: 5px; vertical-align: top;">#Secret Sauce</td> </tr> </table>	Plan of Action		Team	Challenges	Solutions	#Belief / Reliability	Miss universe questions		#past projects			#credibility / Ability			#Secret Sauce
Plan of Action		Team														
Challenges	Solutions	#Belief / Reliability														
Miss universe questions		#past projects														
		#credibility / Ability														
		#Secret Sauce														
<p>Rewards</p> <p>#Graphics</p>	<p>#Delivery</p> <p>#souvenirs</p> <p>#prototype</p>															

11. Final Check⁺ from [The Crowdfunding Bible](#)

“Before you hit the launch button, carefully go through and review everything you’ve compiled so far carefully. Double-check your video pitch and make sure it’s correctly paced, toned and gets the point across; be certain that rewards make sense, are attention-getting and are appropriately priced; and ensure that your homepage pitch and supporting assets are all first rate. Never settle for “good enough.” Your video and project home page speak volumes, and will ultimately determine how you will be judged – don’t skimp on presentation, and be certain that they clearly and effectively depict the message and image that you want them to project. Get other people to give you their feedback, too. Not just your friends and family, but if possible, individuals you trust to provide an objective – and, if needed, harsh – opinion. Several crowdfunding sites allow you to share links to the pre-launch version of your site: Take the opportunity to solicit feedback and support from associates and partners who will be assisting you with the campaign. While you can make changes after you launch, it should be a last resort, given the public nature of these updates.

Again, take a moment to review your reward structure. Be sure that it contains attractive and compelling options, offers a variety of pricing tiers and options for all budgets, and that there are no hidden costs to come back and bite you. Keep in mind any fees associated with maintaining operations and added expenses, and realize that unless you are a non-profit, you will pay taxes on the money you receive from your crowdfunding campaign.

Also make sure that you comply with the rules of the site you are using, and all corresponding professional and financial obligations. Note that most prohibit you from using copyrighted material for which you do not have permission. Make sure you are compliant on all fronts. Vital as well from a legal standpoint: If project responsibility relies with a business, not individuals, make sure details of company incorporation and formation are settled in advance, and that ownership of intellectual property (IP) rights are clearly defined before debuting.

Make sure that you have assembled a community of fans, friends, and partners who will jump on the site the moment it is launched, register and commit, and then spread the word via social networks. At minimum, do you have a Facebook page, Google+ account, Pinterest profile and YouTube feed setup? Does everybody know what Twitter account and hashtag to use?

Worth asking yourself as well: Is your marketing plan in place? Are assets lined up and ready to go for the duration of your campaign, so you’re not scrambling at the last minute? Have you created a standalone project website, separate from that which exists on crowdfunding platforms, to direct searches and fan activity to as well? Did you secure

support from friends and family, who can rally to the cause and cause an initial avalanche of activity? Have you lined up initial media support and buzz?

Once you press the launch button, you are committed.

You want to be generating a marked response in order to get the ball rolling and to spread the word virally. If you have a truly unique project or any press contacts, try to secure coverage for your project in advance (no more than two weeks prior to announcement due to journalists' increasingly busy schedules, however). See if you can arrange for stories to hit at or around the time you launch to raise your profile and create the impression of success – but don't think that the odd mention here or there will be enough. Try to plan PR campaigns so that you generate an initial groundswell of buzz and appear to be everywhere at once, but then roll out attention-getting activities at different intervals during your crowdfunding campaign to sustain awareness. The trick is to keep the conversation with the public growing and never let it die out. Note that if you've never created or run a PR or marketing campaign before, and are unsure of your ability to raise awareness or generate interest, a modest investment in professional help may be advised.

Everything ready to go? Then go ahead and take the plunge: Press that button and get ready for the next phase of the campaign.”⁶ We're just getting started.

12. Launching your Project on Crowdfunding Platform

- a. **Prepare and circulate your press release with local/national media and bloggers relevant to your product/services.**
- b. Creating online/offline event. Also attend various meet-ups and events where you can highlight your products and invite people to join your crowdfunding initiative.
- c. Releasing prototype among your friends and families to get an early feedback on your product/services.

13. During Live Crowdfunding Campaign

- a. Emailing all contacts, setting “contribute here” signature
- b. Celebrating contributors on social media platforms by using their pictures and tagging them.
- c. Updating progress on social media on a weekly basis.
- d. Adding new rewards

Social Media Campaigns to connect and influence users

⁶ The CrowdFunding Bible, Page 45, <http://www.crowdfundingguides.com/>, on 10 May 2015.

List of 75 best Rewards *from kickstartyourjourney.com

1. *"Fist Pump, high five, and secret handshake*
2. *Signed sketch or original project mockup*
3. *A happy dance video, of me, just for you.*
4. *Backer only content or copies*
5. *A toast to you, on camera for the world to see*
6. *Behind the scenes footage of the creation*
7. *Facebook group limited-access*
8. *Early access to specific features*
9. *Props from the movie or project*
10. *Unlimited updates, the behind the scenes action.*
11. *Branded Shirts, hats, and cups.*
12. *Desktop or Facebook wallpaper*
13. *VIP forum badge*
14. *Bloopers reel of product video*
15. *Big Posters- HUGE ONES!*
16. *Branded cricket balls. (Hey, why not?)*
17. *Digital Copies*
18. *Copy of documentary of the project*
19. *Accessories that match your project (Green?)*
20. *Listing on founders thank you page with how awesome you are*
21. *Good Karma (you can keep track)*
22. *Famous Celeb Tweet, cause after this, I am Famous.*
23. *Early access to cool stuff, lots of cool stuff in the community.*
24. *Signed copy of product*
25. *Signed photo with thank you plaque*
26. *Backers meet up*
27. *Your name in the credits, with a link to your site/profile*
28. *Custom gift set of your project*
29. *Gift grab bag!*
30. *Give a friend a copy*
31. *Football match / cricket with the team*
32. *Access to live event*
33. *Online event-access*

34. *Your name engraved on the thing, (or my name)*
35. *One-on-one time with creator, Skype, call or in person*
36. *Rent space in the creators office*
37. *Party! At your house or mine.*
38. *Launch party concert!*
39. *You get to name something in the project*
40. *1 plus 1 more to give to a friend*
41. *A year membership to a related program*
42. *2 more items from second production run*
43. *Trip to company headquarters and tour of city*
44. *Dinner with the founding team*
45. *A day in the life of me, shadow style.*
46. *Tattoo of your initials on my arm*
47. *A song you write, recorded by me*
48. *You are the guest performer on stage at live event*
49. *All backers get a special add-on*
50. *License of the project*
51. *Stretch goal to include a creative commons license*
52. *HERO package (first 10 backers only)*
53. *SAVIOR package (last 10 backers only)*
54. *Party bus or night out with the creators*
55. *Permanent feature on the company homepage*
56. *Game/Movie soundtrack*
57. *Double-pack, for gifting your loved-ones.*
58. *Cartoon HUGE-head sketch of me and the team, Carnival fair style*
59. *Signed copy of the project by the whole team, AND our families.*
60. *My Book, plus this other guy's crappy book.*
61. *A nice coffee mug with my face on it.*
62. *A champagne glass set, engraved for you.*
63. *An early release kit of the project, for your own DIY.*
64. *A branded coffee machine, with all the fixings.*
65. *An interview at our new start-up, serious inquiries only.*
66. *A spot on the team of editors for the project.*
67. *Meeting with the company board, 10-min pitch.*
68. *Coffee with the creator, brain-picking session.*
69. *Half-marathon fundraiser, for the supporters. You.*
70. *25% Off of version 2.0*
71. *A sword handle umbrella, branded with our company logo.*
72. *A ride on the back of my motorcycle*

73. Tree planted in your name.

74. A full wall mural sticker of "I am a campaign supporter" in branded colors

75. Festival party with the staff and families you and your families"⁷

⁷ Kick start your journey, <http://www.kickstartyourjourney.com/101-awesome-crowdfunding-reward-ideas/>, on 10 May 2015.

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