



Cheryl Downing & Associates
"Fast-Track Marketing & PR Strategies for Startups"

Crowdfunding Marketing Resources

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Crowdfunding and Maker Resources

- The following slides are examples of resources to assist product developers, inventors and makers with launching their businesses, such as:
 - Platform vendor handbooks
 - Associations (including vertical markets)
 - Books
 - Makerspaces
 - Government assistance

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Crowdfunding Platform Resource Examples

- Kickstarter Creator Handbook
www.kickstarter.com/help/handbook/
- Indiegogo's Help Center, e.g. Checklist: Pre-launch
<https://support.indiegogo.com/hc/en-us>
- GoFundMe – "How It Works"
<https://www.gofundme.com/tour>
- Experiment – "How It Works"
<https://experiment.com/how-it-works>

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Misc. Crowdfunding Resource Examples

- *Crowdfunding Basics in 30 Minutes* by Michael Epstein
- *Kickstarter Launch Formula* by Salvador Briggman
- *The Kickstarter Handbook* by Don Steinberg
- Kicktraq.com – analyzing Kickstarter campaign results
- Timothy Ferriss' *Four Hour Workweek* blog on SOMA water filtration's campaign – "Hacking Kickstarter: How to Raise \$100,000 in 10 Days" bit.ly/ZRfLKM

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Maker/Inventor Resource Examples

- *Maker Faire* <http://makerfaire.com/>
- *Make: Magazine* www.makezine.com
- *Makers: The New Industrial Revolution* by Chris Anderson
- *One Simple Idea* (book series) by Stephen Key

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No. Calif. Association/Meetup Examples

- SFMade www.sfmade.org
- SJMade www.sanjosemade.com
- Makers Market <http://makersmarket.us/>
- Make: Meetup S.F. & South www.makesf.com
- Inventors Alliance www.inventorsalliance.org (on hiatus)
– Stephen Key/InventRight www.inventright.com (licensing)

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Worldwide Fab Labs, Makerspaces, Hackerspaces, Etc.

- TechShops <http://techshop.ws/locations.html>
- Fab Labs Worldwide Directory <http://fablabsf.org/fab-lab-world-list/>
- The Maker Map <http://themakermap.com>
- 100k Garages.com (Can help you find someone to build your idea) www.100kgarages.com/index.php
- Hackerspaces ("List of Hacker Spaces") http://hackerspaces.org/wiki/List_of_Hacker_Spaces

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No. Calif. Hardware Meetup Examples

- S.F. Hardware www.meetup.com/HardwareStartupSF/
- SV Hardware Startup to Scale www.meetup.com/SV-Hardware-Startup-to-Scale/
- Hardware 599 www.meetup.com/Hardware-599/
- Berkeley Hardware Startup www.meetup.com/Berkeley-Hardware-Startup-Meetup/
- Silicon Valley Hardware Startup www.meetup.com/Silicon-Valley-Hardware-Startup-Meetup/

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Fashion Resource Examples

- Macy's Fashion Incubator www.fashionincubatorsf.org
- SFFashionTech www.sffashtech.com/; www.meetup.com/SFFashionTech/
- S.F. Fashion & Merchants Alliance (SFFAMA) - also Indiegogo partner www.sffamainc.org/ - Gone?; www.indiegogo.com/partners/fama
- Luxury Interactive <http://luxury.wbresearch.com>
- *Luxury Daily*™ www.luxurydaily.com

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Specialty Food Resource Examples

- Specialty Food Assn. www.specialtyfood.com
– Winter Fancy Food Show (Jan. in S.F.) bit.ly/1aPjkdI
- *Sell Your Specialty Food: Market, Distribute, and Profit from Your Kitchen Creation* by Stephen Hall
- Forage S.F. (Kitchen) www.foragesf.com
- “From Kitchen to Market” class with Anni Minuzzo (through the Small Business Development Center)

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Filmmaking Resource Examples

- *Crowdfunding for Filmmakers* by John Trigonis (also consultant to Indiegogo)
- *The Art of Film Funding: Alternative Financing Concepts* by Carole Lee Dean (also consultant to Indiegogo)
- Seed & Spark – independent film crowdfunding platform www.seedandspark.com/

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Independent Book Publisher Resource Examples

- Bay Area Independent Publishers Assn. (San Rafael) www.baipa.org
- Publishing crowdfunding sites
 - Unbound unbound.co.uk
 - Inkshares www.inkshares.com
- *APE: Author, Publisher, Entrepreneur-How to Publish a Book* by Guy Kawasaki and Shawn Welch

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Entertainment Examples (Games/Toys/Mobile Apps)

- Yetizen (mobile apps; San Francisco) www.yetizen.com
- Nicole Lazzaro (games) www.nicolelazzaro.com
XEODesign (consulting) www.xeodesign.com
XEOPlay (Tilt World™ app) www.xeoplay.com
- Game Developers Conference www.gdconf.com
- Toy Industry Association www.toyassociation.org
– Toy Fair (New York) www.toyfairny.com
- California Marketplace www.california-marketplace.com

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Government Resource Examples

- Small Business Administration (SBA) www.sba.gov
- SCORE www.score.org
- Northern California SBDC – Click on “Your Local SBDC”
<http://norcal sbdc.org>
- Renaissance Entrepreneurs Center www.rencenter.org

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