Crowdfunding & Your Project

Alex Zapesochny
Co-Founder, iCardiac Technologies
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Yes! You Can Change the World.

Sponsor projects led by the world’s Top Researchers and Institutions and be part of the change you want to see.

**Featured Projects**

**Autism Awareness**

*Developing a Toilet-Training Method*

Innovators: Daniel Mruzek, PhD, Stephen McAleavey, PhD
Developed at: University of Rochester

Many children with autism are not toilet-trained by their school-age years or beyond.

**Cycling Control System for Stroke Survivors**

*Innovators: Travis B., Sara H., Dominic M., David N., Martin S.*
Developed at: University of Rochester

We have created a detachable and adjustable one-handed control system that can be installed onto most cycles for individuals with the use of only one arm.

**Our Launch Partners**

Innovocracy = the Democratization of the Innovation Funding Model

Do you dream of changing the world? Innovocracy.org is the place where real innovators are working on important life changing projects. It’s a way for you to get involved in backing innovations which personally appeal to you. What are you waiting for?

**How it Works**
Two trends that change all

- The lean startup methodology (MVP, customer development)
  - SteveBlank.com

- Crowdfunding
  - $5.1 billion in 2013 (VCs: $919m in seed stage and $8.3b in early stage in 2011)
  - JOBS Act (equity), locavesting, etc.
Success Example 1

Great Innovations

Enabling Stroke Survivors, Amputees and Others with Use of Only One Arm to Cycle

Innovators: Travis Block, Sara Hutchinson, Dominic Marino, David Narrow, Martin Szeto
Developed At: University of Rochester

SPONSORS
28

FUNDED
101.9%

PLEDGED OF $6,000 GOAL
$6,114

DAYS LEFT
Funding Period Over

This project will only be funded if at least $6,000 is pledged by June 30th.
Where are they now...
Success Example 2

Great Innovations

Developing a Toilet-Training Method Using a Moisture Pager for Children with Autism
Innovators: Daniel W. Mruzek, PhD, Stephen A. McAleavey, PhD
Developed At: University of Rochester

Toilet training a challenge for children with autism
Behind the numbers

- 536 crowdfunding platforms (2012)
- $2.7b raised in 2012 ($5.1b in 2013)
- > 1 million successful campaigns
Trends & Growth

Rewards are growing

Equity: small but taking off
The non-outliers

- Average successful campaign:
  - $7k raised
  - Lasts 9 weeks

- For donation and rewards based campaigns:
  - 63% raise less than $5k
  - 90% raise less than $10k
Keys to success

• Ask for (truly) minimum needed for significant progress
• Be compelling and authentic at emotional level
• Be simple and brief (less is more)
Keys to success

• The video is key
• If possible, offer rewards
• It’s about your network (*emails* & social media) and doggedness
• Manage early money in, and hold some back for end
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Thank you!

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