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MAVERICKS

A BARISTA INSTITUTE FOR PERSONS WITH
DEVELOPMENTAL CHALLENGES



cgC | common ground
co-operative

FUNDRAISING INFO

- TARGET GOAL \$5,000
- TOTAL RAISED \$11,000
 - *CROWDFUNDING* \$6,000
 - *ONLINE VOTING CONTEST* \$5,000



CROWDFUNDING *INDIEGOGO*

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\$5,055 CAD

RAISED OF \$5,000 GOAL

101%

7 days left

This campaign started on Dec 08 and will close on January 22, 2015 (11:59pm PT).

Flexible Funding

Molly has funded

Select a contribution amount below:

☐ \$1 ☐ \$50 ☐ \$100

☒ \$

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Following

CROWDFUNDING ANALYTICS

- FLEXIBLE FUNDING
- 45 DAY RUN
- 108 FUNDERS
- 2283 SITE VISITS & REFERRALS
- 6 MEDIA FEATURES
- GOAL REACHED IN 37 DAYS



CROWDFUNDING TIPS

- HAVE A FULL PLAN
- SOCIAL MEDIA PRESENCE
- GREAT PERKS
- STRONG MARKETING CAMPAIGN
- USE RESOURCES AVAILABLE
- OUTREACH TO MEDIA
- KEEP THE ENERGY GOING
- THANK SUPPORTERS



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WE GRIND
WITH GRIT.

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CHALLENGES



WE CRUSH
THEM GOOD.

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WE'RE
VERY
HANDS
ON.

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WE LEVEL UP.

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WE STAMP WITH SASS.

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WE'RE SERIOUS ABOUT BEANS.

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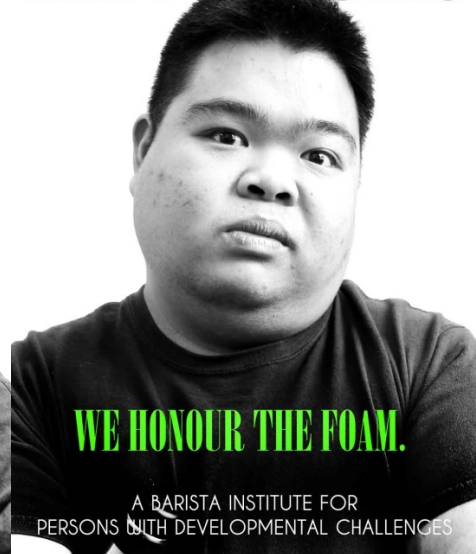
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WE MEASURE
FOR MEASURE.

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WE HONOUR THE FOAM.

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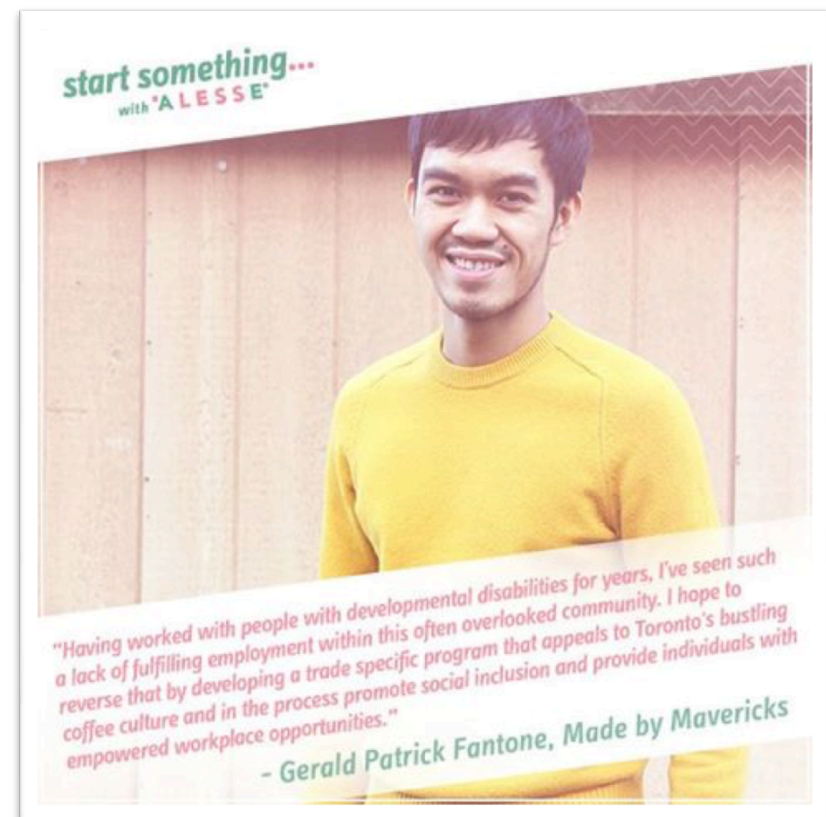
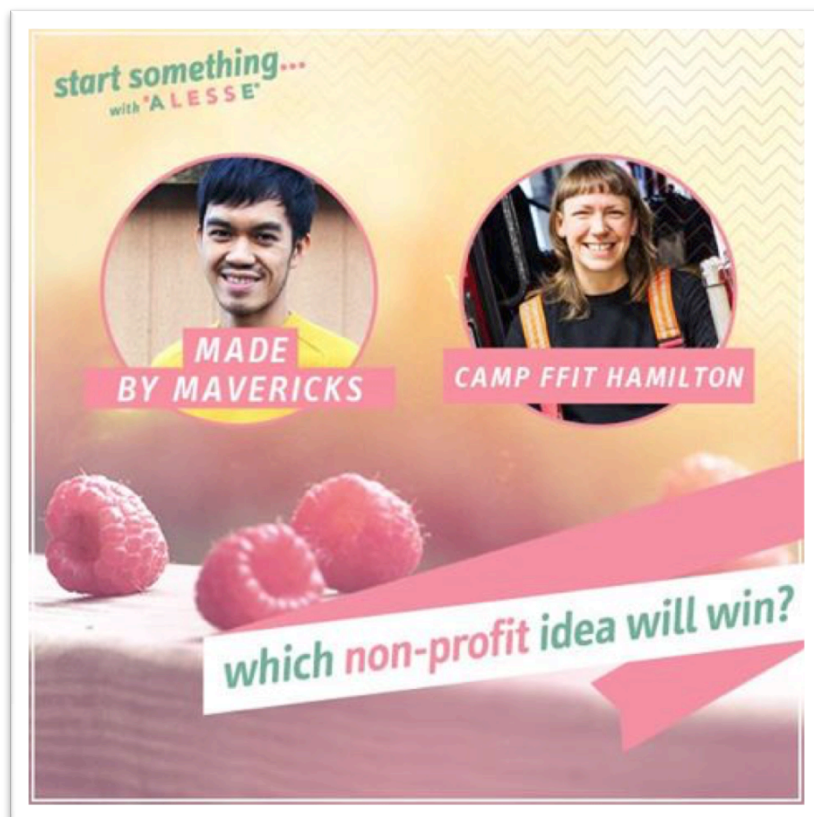
CROWDFUNDING BENEFITS

- IT'S FREE!
- PROVIDES ACCESS TO CAPITAL
- PROOF OF CONCEPT
- GREAT MARKETING TOOL
- ALLOWS CROWDSOURCING OF BRAINSTORMING
- INTRODUCES PROSPECTIVE PARTICIPANTS



ONLINE VOTING CONTEST

Phizer's Start Something With Alesse



ONLINE VOTING INFO

- **\$5000** TO A NON-PROFIT & A FOR-PROFIT IDEA
- WINNER DETERMINED BY CUMULATIVE VOTES
- **7 WEEK RUN**
- RECEIVED VOTES FROM **25 COUNTRIES**



ONLINE VOTING TIPS

- STRONG PUBLIC RELATIONS STRATEGY
- STRONG SOCIAL MEDIA PRESENCE
- BE CREATIVE & TENACIOUS ON GETTING VOTES
 - TRADITIONAL MEANS
 - RELEVANT ORGANIZATIONS
 - NICHE GROUPS ON FACEBOOK
 - EXCHANGE VOTE GROUPS
 - SOCIAL FORUMS
 - PERSONAL FAVOURS

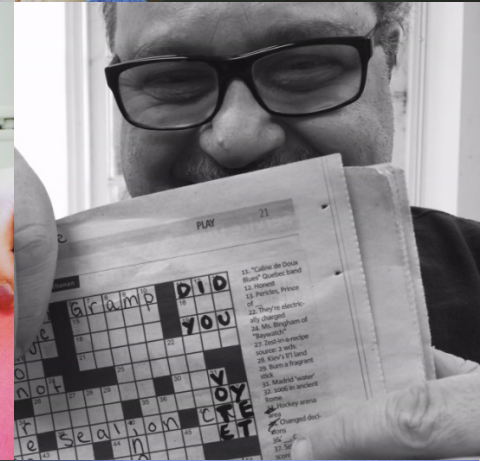




THAT EXTRA CHROMOSOME
MAKES OUR COFFEE
EXTRA KICKASS

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supports  **World
Down
Syndrome
Day**



ONLINE VOTING BENEFITS

- *SIMILAR BENEFITS TO CROWDFUNDING*
- THERE'S AN ABUNDANCE
- CONTROLLED OUTCOME



