



**KATALISTA  
VENTURES**

**Fund Your Impact:  
Crowdfunding Programme  
for Social Entrepreneurs**  
**Kick-off meeting 23rd October, 2023**

# Meeting outline



- **Welcome and introductions**
- **Crowdfunding programme aim**
- **Programme outline**
  - **Webinar topics**
  - **Bespoke support**
  - **Timeline**
- **Evaluation**
- **Participation Agreement**
- **Questions**

# Refresher: Types of crowdfunding

1. **Donation-Based Crowdfunding**
2. **Reward-Based Crowdfunding**
3. **Equity-Based Crowdfunding**
4. **Debt-based Crowdfunding**

Other:

- Real Estate Crowdfunding
- Royalty-based Crowdfunding
- Donation-based Crowdlending

? Think about which type of crowdfunding seems the most suitable for your organisation



# Crowdfunding Programme

*The aim of the crowdfunding programme is to inform and support access to alternative sources of financing in the form of crowdfunding.*

The programme will be open for up to 12 teams from the Baltic region with the goal of 3-4 teams / startups from each of the Baltic States.

During the pilot, the teams will have access to guidance and consultancy on how to prepare a crowdfunding campaign and these will be launched on existing platforms.

The design of the programme will be decided based on the needs of the teams and the results of an expression of interest (EOI) from the teams.



# Two stage programme: Contents



## Stage 1

- Webinars on general and specific topics (one to many)
- Topics include: Is crowdfunding for me?, lessons from case studies, campaign strategy development, creating materials, promotion and communication
- Focus on donation and reward-based crowdfunding

## Stage 2

- One-to-one consultations including from external experts
- Bespoke support (one to few webinars / peer support)

## Resources

- All presentation slides and recordings
- List of crowdfunding platforms
- Library of 'how to guides' collected from existing platforms

# Webinars: general

- 1) **“Is crowdfunding for me?”** how do decide if this is the best way of raising finance and to provide assistance on what would be the best platform for you.

*Who is this for?*

- Those interested in greater detail about the pluses and minuses of each type of campaign
- Typically, early stage or do not have an idea of a campaign

Date: 30th October 2023 - 10.00 to 11.00 EET

- 2) **Insights from successful crowdfunding case studies** – two successful case studies will be presented and / or invited to come and share their journey and experience.

*Who is this for?*

- Those interested in **rewards** and **donation-based** campaigns

Date: 6th November 2023 - 10.00 to 11.00 EET





# Webinars: bespoke

**Guidance on campaign strategy development** – how to develop your idea, identify target audience, develop your goals. This will also help inform the next workshop about creating campaign materials.

*Who is this for?*

- Those that have an idea and want to develop it further prior launching their campaign

Date: 13th November 2023 - 10.00 to 11.00 EET

**Support in creating campaign materials** – advice and support on creating presentations, scripts, videos, visuals etc. Workshop 3 and engagement to date will help shape the content of this session including any relevant platforms.

*Who is this for?*

- Those that have an idea and want to develop it further prior launching their campaign

Date: 20th November 2023 - 10.00 to 11.00 EET

**Promotion / communication campaign guidance to reach potential backers effectively**

*Who is this for?*

- Those that have an idea and want to develop it further prior launching their campaign

Date: 27th November 2023 - 10.00 to 11.00 EET





# Review and questions

- **Welcome and introductions**
- **Crowdfunding programme aim**
- **Programme outline**
  - **Webinar topics**
  - **Bespoke support**
  - **Timeline**
- **Evaluation**
- **Participation Agreement – *commitment and accountability***
- **Questions**

## **Resources:**

- Dedicated crowdfunding Slack group or wider IBESI Slack Group
- Introduction to Crowdfunding Webinar 8th August 2023, link

# Empowering social entrepreneurs

## Integrated Baltic Ecosystem for Social Innovation



**IBESI (Integrated Baltic Ecosystem for Social Innovation)** – a Horizon Europe project aimed at raising awareness and helping social entrepreneurs in the Baltic States to grow in the Baltics and beyond through hackathons, accelerators, access to investment and crowdfunding support.

### Consortium partners:



**Project period:** 15.01.23 – 14.01.25



Funded by  
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# IBESI



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# **Accelerating positive impact**