DREAM WALLETS

Create ! Collaborate !! Capitalize !!!

DREAM WALLETS

Dear <name of the registered user>,

Crowd-Funding

make dreams happen
make dreams happen
make dreams happen
make dreams happen

idea

→

reality
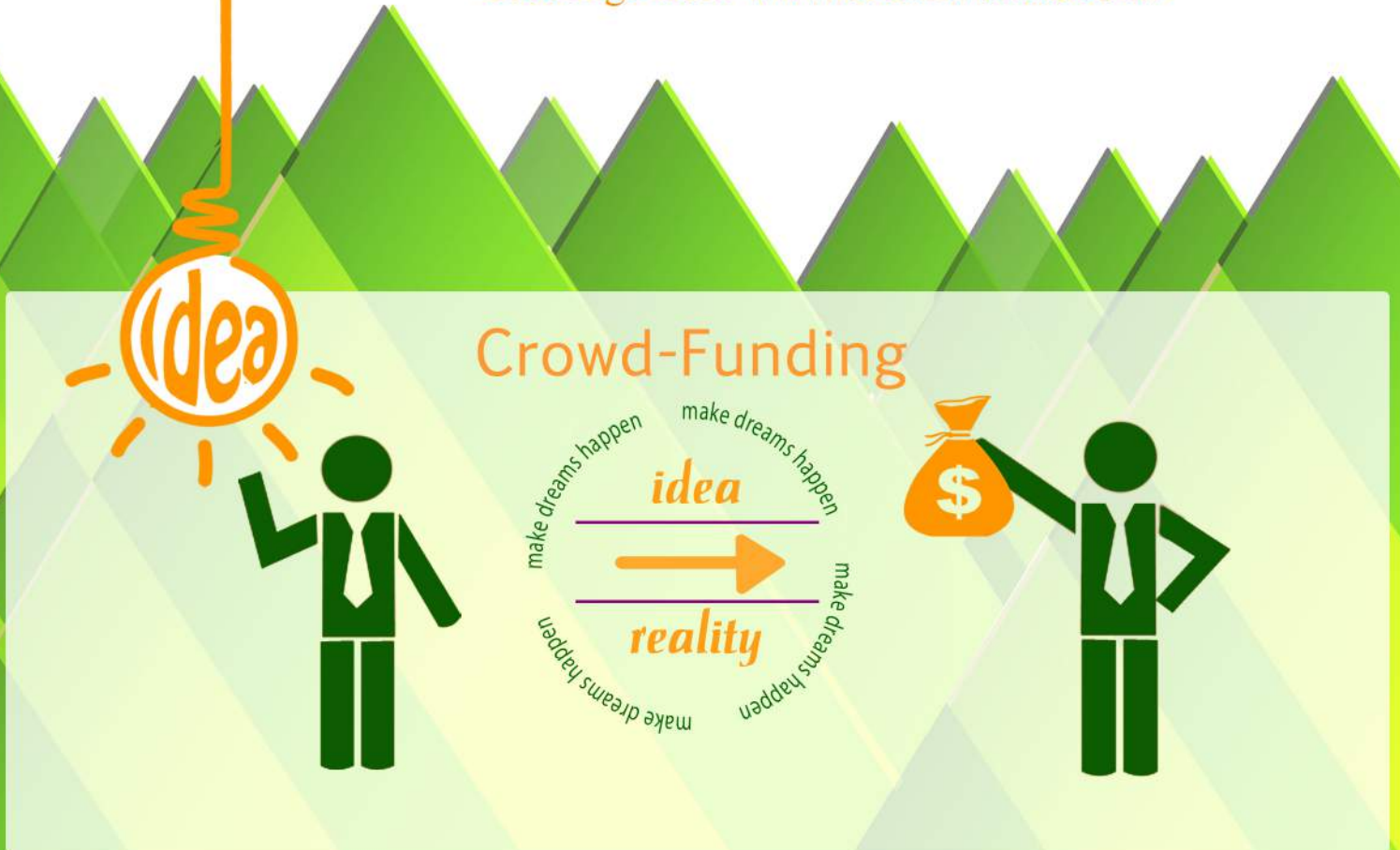
Have you dreamt of starting your own business or have an idea to create a big bang invention that will solve the miseries of the world? Eureka!

Crowd-funding is your friend and answer. Infact, we have excellent news for aspiring inventors, start ups, artists, and creative folks. With the right project , imagination and tools to convey your vision and aspiration to the crowd, a robust plan to not only educate your audience, but also entertain and engage them, any dream can now become a reality.

Infact, You can even participate as a contributor to support pledge for a product/project of your dreams and be a part of someone else's success story.

So let us first try to understand terms that will help us with our understanding of the whole process below.

PROJECT

This is a finite work with a clear goal that you want to see take shape and come to life. Under DW a project may be anything-ranging from short films, to videos, to writing books, to creating personalized albums etc.

SEEKER

This can be an individual or a group of like-minded people working behind a project that they want to take shape and bring to life.

CONTRIBUTOR

This can be an individual or a group of like-minded people who commit money/support to Seeker in getting the project off the ground.

FUNDING GOAL/TARGET

This is the amount that the Seeker targets for,to be able to complete his/her project timely,and in an adherent manner.

REWARDS

This is the Seeker`s way of giving back to the Supporters/ Pledger/ Contributors/ community. The Creator shares a part of their project with the supporter community. Typically,these would be unique incentives for the supporters that money, otherwise, could not buy. Examples include – VIP passes for the premiers of the movie that you supported, sharing the stage with the amateur dance academy at their first mega hit etc.

Now that we are clear with the basic terms and definitions, let us try to understand the broader areas.

WHAT IS CROWDFUNDING ?

Crowd funding, simply put, is not a new concept.It has
been there for eons. It is the process of asking the general
crowd/public to provide support or donation for your
ideas and products.

So, if you have an idea, *and* it is brilliant. These users
provide you financial support based on their love for
the idea.Infact, this process has a wonderful benefit of
also getting your idea *validated* from a huge set of
independent internet users.Incorporating their feedback
helps you enhance your product and idea for a higher
success potential. At Dreamwallets, we help you create
dedicated campaign pages for your ideas and projects
along with also helping you to structure your rewards to
the supporters who back your project. Currently, rewards
to project supporters are in the form of exclusive
merchandise or experiences.

Some of the notable projects that come to mind

Model
of the statue of

``LIBERTY ENLIGHTENING THE WORLD''

Issued by the American Committee in the aid of the Pedestal Fund

HE American Committee in change of construction of the base and Pedestal of this great work of art, In order to raise funds for completing their work. Have prepared a miniature statue six inches in height The statue bronzed Pedestal nicked silvered - which they are now delivering free of expense to subscribers throughout the united states at

ONE DOLLAR EACH

This attractive souvenir and mantel or desk tornament is a prefect fact simile of the model furnished by the artist.

The statuette in same metal, twelve inches high at Five Dollars Each, delivered

The designs of statue and Pedestal are protected by U.S. Patents,Ganted to A.BARTHODL in 1878-79 and the models can only be furnished by this committee the people of France donated the money to build statue and presented it to the united states of America.

Every American citizen should feel proud to donate to the pedestal fund and own a model in taken of their subsripition and proof of the title to ownership in the great work.

Address with remittance

Richard Butler, Sect'y
American committee of the Statue Of Liberty,
33 Mercerst, New York

ORDERS RECEIVED HERE

idea --> plan --> action

Converting social capital into actual capital through the internet

Crowdfunding takes advantage of crowd-based decision-making and innovation, and applies it to the funding of projects or businesses

'Crowd-funding' connects the Crowd i.e. the supporters, patrons directly to the seekers.

One could contribute any amount, become a part of a community,and see the impact of one`s contribution over a period of time

HOW DOES CROWDFUNDING WORK FOR YOU ??

Access to capital

Effiecient Marketing Tool

Real Time Brainstorming

Prospective Loyal Patrons

Opportunity of pre-selling

Why to crowd-fund'?

Convenience – Compared to all the hassles involved in getting a VC/Angel fund or a bank loan, crowdfunding is a breeze @ Dreamwallets (DW) Put together your project idea in an appealing manner, and offer exciting rewards and incentives for backers.While we always suggest to ave a strong business plan for the long run, it is extre- mely thrilling to only haveto make your initial pitch and see the response.This is also a superb method for both creators and backers to discover each other, bypassing the traditional methods and investment options.

Concept Validation – Having an idea is the half the job done. Whether one needs to be self-convinced or to be convincing the investors, crowd-funding is a great opportunity to gauge the market reaction.

Risk reduction – Because of the reasons mentioned in point '2' above, both the stake- holders -creators and backers- don't need to worry about undue risk. Crowdfunding provides a platform to test the water without risking one's life savings.

Feedback in Real Time – Throughout the campaign there is continuous feedback coming in which strengthens the idea and the project/product. Users in the past have created polls and surveys during the campaign (which earlier used to be a part of the pre-launch strategy) to incorporate in the project.However,a derivative of the feedback mechanism is the creation of a strong community. A good and engaged creator is able to develop and build a net- work of active followers and customers even before the business/project has hit the market. This is done by listening to the suggestions made by backers and incorporating them in the campaign.

Marketing Tool – Besides providing a strong introduction to the idea, crowd- funding @ DW also provides you an excellent opportunity to showcase your products, idea, and your brand image to a much larger and wider audience. Since, we also allow you access to our very strong social media channels and platforms, your ideas will reach audiences like never before. This isa good tool to develop loyal customers who would hence become the brand ambassa- dors and spread the word with their connection.

Benefits
of Crowdfunding

esp. if you are a startup / product company

Knowledge/Experience

Funders bring relevant industry knowledge
and experience to the table

Strategy

They assist the entrepreneur in crafting winning
strategies

Market Opportunity

They Provide introductions to entrepreneurs that
provide valuable market opportunities

Product

They assist in refining a product offering so that
it meets the demands of the market

Demand

They assist entrepreneurs in gauging demand for
a produt by ataching monetary bets on the
company`s future

Money

And they provide the capital entrepreneurs need
to execute on vision

I have an idea in mind. How can I start my project crowd funding?

You have already done the hard work by forming an idea/project. With our strong platform and eco-system, the second stage should not be that tough. The project on Dreamwallets can be anything that you want to create and share with others. It could be a video, a book, software, or even hardware. As a creator, you just need to keep your project well focused, with the target end in mind and it should sail through.

However, the basic ingredients that we need from you are as follows:

An initial pitch,

Rewards for the backers

Your promotion plan that we will help you execute

Updates that share the creative journey and development of the project

Points to note for project creators for a higher success rate !

Initial pitch

- The project description should succinctly capture the key aspects of what you are trying to achieve. A picture is worth a thousand words and a video shot is worth a million. We strongly suggest that you make a video explaining your project to potential backers. Some of the key points behind developing a good video include-

- Your introduction and your teammates ,if any

- Share the story behind your project. You may also want to share the progress that you have made thus far, pictures of some work done or prototypes help.

- An expected timeline for the project stage helps massively. Also, since this would be mostly rewards based, a good timeline on sending out rewards also help. You should be honest with areas you are still trying to figure out.

- Include an estimate of your budget.
  This gives confidence to backers that the planning is in place   and the numbers have logic behind it.

- Most importantly, you should look relaxed and enjoy while you do this. This is your big chance to shine and impress your potential community

- Work done or prototypes help.

Rewards for the Backers

The creator of the project needs to understand that the fund sourced through the crowd is not an investment by the creator in your project in lieu of equity or the like. It is neither a loan provided by the backer to the creator.Multiple backers contribute small amounts to create a dream ; and a backer is surely interested in the non-monetary rewards , that they will make , apart from the joy of seeing the project come to life. These rewards are things that backers could not buy in exchange of money. Examples of rewards for projects may be giving your backers the access to the first line of your project/product as these are the early *adaptors*. They may also include merchandise related to your project, invitation for backstage meetings, etc.

Promotion Plan

Marketing is all about drawing the attention of potential backers to YOUR project. There are hundreds of projects that run live on DW. How do you differentiate your idea from the others? A part of it has already been done in the Initial pitch. However, the next step involves maximizing the visibility of your initial pitch/video/creativity. Social media is our strongest tool and we encourage you to use it to maximize your project reach such that it goes viral and starts being shared organically This process will always start with your immediate circle of friends and family Once they like your idea, they share it on their social channels like Facebook,Instagram. Google Plus, Pinterest etc and through *our* ready reckoner

Updates on project development

Though this is not a mandatory part to launch your project, but maintaining a good progress report easily accessible to the users is a strong tool to get your contributors involved into your project and root for its success. It has been scientifically proven that an developmental status on the target motivates the existing backers to bring in more support for the project. You may also benefit from going through a ready reckoner before you get to launch your project. Life is too short to make all the mistakes oneself. We should try to take lessons from successful and failed projects to mitigate the risks in the launch of our projects.

A six point checklist across the most important pillars of creating a successful crowdfunding project is provided here.

The service , product, event, cause, or any other idea.

If they find it interesting, will they be willing to shell out money to support me ?

Will the casual browser on the internet find it interesting ?

Can I make an elevator pitch to explain my project in 30 seconds flat?

What value am I offering to my end users ?

Who would be my ideal target crowd apart from my immediate circle of family and friends?

Is it in a way unique, or better than, other similar ones?

SUCCESS

What was the level of detailing in successful/ unsuccessful project pitch videos ?

You found a project similar to yours. You got attracted to the project. Would you PAY for it? Why? Why not??

What made the pitch video engrossing and what did not? Were you motivated to watch the whole pitch

Was the video successful in helping you understand the objectives of the project creator?

Did the pitch identify its target group?

What approach did the project creator choose to communicate their messages? Were they straight forward, witty, descriptive, serious, or satirical?

The Rewards for the Project Backers

Would the rewards make a senseto the project backers ? Arethey logical and connected to the project ?

Has the rewards structure taken into consideration various payment tiers and levels? Are they justifiable? Do they offer value for the contribution made?

What was the proportion of the actual physical merchandise to professional/gratitude based awards?

Were there any unique experiences provided? How successful did they become? What kind of other personal rewards were offered?

Were the rewards limited in number? What was the spread of the various categories of rewards across payment tiers.

Which payment tier is most appealing for a specific type of project to the project backers?

The Funding goal/ Timeline/ Funding Type

🐦 Were the funding targets reasonable?

🐦 Did the funding goal fail to meet because of adequate media coverage/ social sharing efforts made by the project creator?

🐦 Did some projects fail because their project LIVE status was less for a duration than they should have actually run? Could they have reached their funding goal had they run for a little longer?

🐦 For the failed projects that you came across, why did t hey fail? Was Funding target was too high and therefore not achieved. Or was it too low to cover the project and rewards simultaneously ?

🐦 Did the project creator opt for fixed funding model or flexible funding model? Why? Why not ?

🐦 Did the project creator fail to engage with project backers and therefore lost their trust in motivating the early adaptors' social circle and friends?

The PR and Marketing Campaign

What all activities did the successful project creators do to promote their projects? Where was their effort focused – Facebook, Google , print media, Offline seminars etc.?

Did they attract any interest from media channels, press, social channels?

Which marketing trick seems to resonate best with the initial backers and public? Least?

What steps did the project creators take to engage the initial community and fan base they created for the project? Were the supporters regularly intimated of the project development?

Did the project creators make follow up videos or pitch for the project? Was the initial pitch video interesting and captivating?

What type of fans seem to make the project viral? Were the project creators able to identify the correct probable target group

The list may go on and on. However, let us also make an attempt to explain diagrammatically the process to conclude followed & it is depicted in the diagram below.

CROWDFUNDING LIFECYCLE

Ideation

Business Planning	Social Media Profiling	Public Relations	Reward Structure

Campaign Strategy	Project Upload	Profile & Video	Regular Updates to Backers

Reward Fulfillment	Future Engagement

We hope you enjoyed reading the e-book and had as much joy reading this as much we had creating this.For any comments/feedback, feel free to drop in a line : info@dreamwallets.com

Regards,
Dreamwallets Think Tank