

What is :fund:it?

Fundit.ie is Ireland's most successful crowdfunding platform for people with great ideas to attract funding from friends, fans and followers across the world.

Bank of Ireland have a three-year investment and partnership with Fund it to further its support of Ireland's entrepreneurs and creative sectors; empowering Fund it to invest in and develop its technology & services.

Fund it provides so much more than just money. It gives everybody the power to make good ideas happen.

By receiving small amounts of money from a large number of people, Fund it allows you to take advantage of the largely untapped resource of your social network.

Why crowdfunding:

- Idea generation and advice
- Market testing
- Low risk access to funding
- Pre-sales & Marketing

Operated by

Business to Arts
Developing Creative
Partnerships



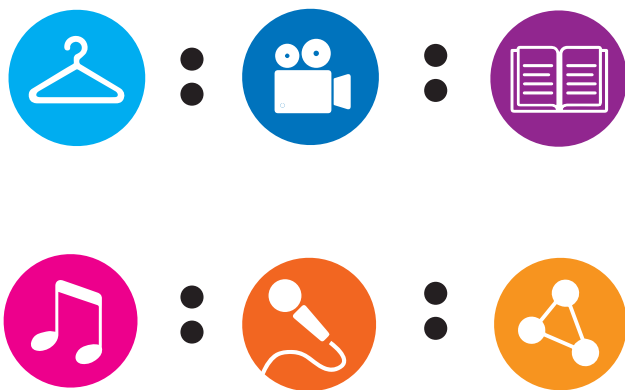
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Why :fund:it?

- We have the **highest success rate** in the market: Over 70% of projects reach their targets.
- Our team of **professional fundraising & crowdfunding** experts live and breathe the collaborative ethos. They are knowledgeable & experienced making great mentors.
- We conduct our own **original market research**. We know how to run a successful project and we can tell you how.
- We are run by the **non-profit charity**, *Business to Arts*. Our sole concern is helping Irish projects access funding for their ideas.
- We are **Irish-based**, employ people in **Ireland** and understand the Irish & global crowdfunding mentality.
- Our income goes directly to support projects, just like yours, through continuing to invest in our **services & technology**.

Thinking about crowdfunding? Here's what you need to know



FAQS

Q. Who will give me money?

A. **Mostly people you know e.g. friends, family, colleagues, acquaintances.** While some projects go viral, most projects get the majority of funding from within their extended social circle.

Q. How do I get them to give me money?

A. Plan ahead:

Prepare your network. You are 74% more likely to get a pledge once you have 15 funders. Tell people in advance about the project and have close friends ready to contribute before it goes live. People will do more than simply contribute to your project so mobilise them early.

Prepare template communications (emails, media releases etc.) to make communications easier.

Plan media coverage prior to launch – National and local newspapers, radio, TV, blogs, journals, e-zines, etc.

We work with a broad range of project categories including:

Art, Craft, Design, Events, Fashion, Film, TV, Food, Games, Media, Publishing, Music, Performance, Science, Technology, Heritage, Entrepreneurship

A few things you should know before starting:

Fees: 5% operational costs + 3% transaction cost: Total 8%

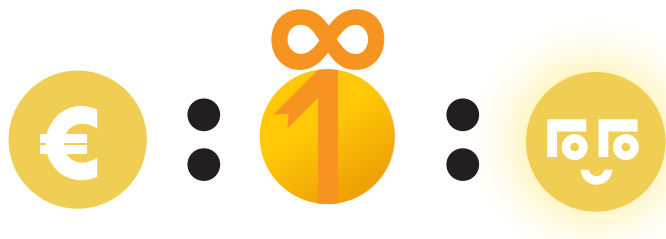
All or Nothing Funding: This means that if you don't raise your target you get nothing. This protects you the project owner, and the contributors.

Any country can contribute: We take pledges from all over the world.

Irish bank account: To collect your money you need a bank account on the island of Ireland

A few things we don't do:

- Illegal or offensive projects/content
- Financial or equity related incentives
- Users under 18 years of age
- Funding lifestyles
- Funding for ongoing business expenses



Q. What rewards should I offer?

A. The list is endless but some general tips are to make them:

Cost effective. Don't spend all your money on rewards. Keep them cheap for you, valued by them.

Deliverable. This means in terms of time and money. Make an informed estimate of how long rewards will take you to deliver and when you can deliver by.

Desirable. Create wow moments by having attractive rewards.

Variety. One €1,000 pledge goes a long way. Be sure to give people the option to contribute at a wide range of levels.

An extensive list of past rewards is available at fundit.ie/info/rewards

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:fund:it Facts & Figures

Success
rate:

Over 70%

This means almost $\frac{3}{4}$ of projects meet their fundraising goal

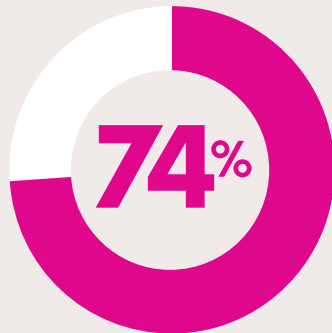
Most Successful Categories

PERFORMANCE



SUCCESS RATE

MUSIC



SUCCESS RATE

ART



SUCCESS RATE

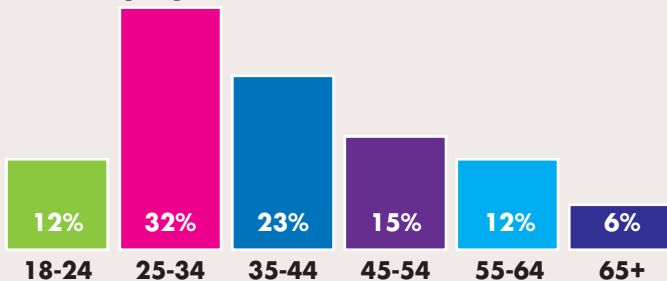
Average
project:
€3,840

Average
pledge:
€57

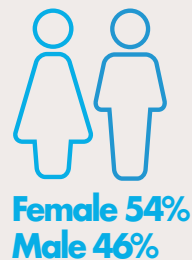
Average 2016 pledge: €57
Average 2015 pledge: €56
Average 2014 pledge: €54



Visitor by age:



Visitor by gender:



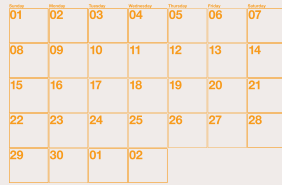
41%

Almost half of pledges
come from repeat visitors

Anatomy of a :fund:it Project

Average Duration:

32 days



When in your campaign will people contribute?

The beginning and the end of projects are the most important with contributions following a U pattern.

65% of pledges come from the first or last week of projects.

We will help you along the way:

If you feel intimidated or confused by anything, don't worry. We are specialists at helping you along the way. Our in-house **professional fundraisers** and **crowdfunding specialists** will help you through the process using our **wealth of experience**.

If you would like to start a project, or have any further questions, visit fundit.ie.

Busiest hours of the day:

Peak pledges from

16:00-17:00



Weekdays see almost twice as many pledges as weekend days



How to submit a project

Ready to get going? Just visit fundit.ie and click the Submit button.

The submission form will guide you through, with hints and tips along the way.

After you submit your project, our Moderation team will be in touch to help in every way they can, and together we will launch your perfect project!

Got a question? Contact info@fundit.ie

:fund: **great ideas**
craft
architecture
festivals
enterprise
film
food
apps
books
poetry
composing
theatre
dance
inventions