

Two Years wemakeit: Switzerland's Most Successful Crowdfunding Platform Takes a Further Step

wemakeit, Switzerland's largest and most successful crowdfunding platform is celebrating its second birthday and has major plans for the future. In addition to artists and creative people, wemakeit now also supports non-profit associations and organizations in funding new projects and in making their communities grow. Moreover, focus will also be placed on the popularization of crowdfunding in all regions of Switzerland. In 2014, the goal is to have the platform grow by 100% in comparison to the previous year. All signs are promising.

Artists, bands, directors, orchestras, designers, and photographers have demonstrated how: Thanks to their supporters, over the course of the past two years, wemakeit made the financing of more than 550 projects, amounting to a total of CHF 4 million, possible. As of now, increasingly, non-profit associations, organizations and local groups are also to be given the possibility to present their creative and innovative projects on Switzerland's largest and most successful crowdfunding platform.

A High Success Rate

With a success rate of 66%, wemakeit belongs to the world's most auspicious project financing platforms. Not only the commitment of the project initiators and their «crowd» but also the wemakeit application as well as the competent and multilingual coaching team that supports and advises the campaign initiators are crucial to success. Furthermore, the growing number of «serial backers», wemakeit community members who have already supported 2, 5, 10 or even 20 projects, play a decisive role.

Pushing Boundaries

In 2013, wemakeit pushed beyond all boundaries. The «Bist du Kumpel» («Are you a digger») project of the band «The Bianca Story» was the first in Switzerland to finance a project successfully with over CHF 100,000.-. wemakeit truly knows no boundaries in terms of extensive campaigns, linguistic or country borders. In 2013, wemakeit developed at an above-average pace in the French-speaking part of Switzerland and projects in Euro accounted for 10% of turnover in the past year.

New Partners

In 2014 and 2015, all cantons of the German-speaking part of Switzerland will be supporting wemakeit in its regionalization endeavors. The Christoph Merian Foundation and the Ernst Göhner Foundations could be won as partners for the planned launch of socially relevant projects on this platform. Moreover, during the course of the first quarter of the year, wemakeit will be entering into a series of new partnerships that will be drawing attention to themselves, thanks to proprietary channels. The platform now also wishes to convince companies to support wemakeit campaigns.

FINMA Assessment

Last year, wemakeit contacted FINMA, the Swiss Financial Market Supervisory Authority, with a request for an assessment. Based on wemakeit's past business operations, FINMA has now decided that subject to certain conditions, it will conclude its evaluation as to whether the association wemakeit needs to be subjected to the financial market acts.

Saving Taxes with wemakeit

The wemakeit.ch Association, in charge of wemakeit's account management, was granted a non-profit status in 2013. Thus, project and association support are now tax-deductible.

The Future of Crowdfunding

Worldwide, crowdfunding platforms are growing rapidly. Diversification in line with industries, regions and different crowdfunding models is on a rise. The wemakeit founders see their mission in offering the eclectic, multilingual European market an alternative to globally active US platforms.

Johannes Gees, wemakeit Founder (quotation):

«In cultural and creative industries, wemakeit has established itself as an important address when it comes to launching and financing new projects. The know-how won will be made available to all communities wishing to achieve a goal in common. The visitors of an art space will help to finance the next exhibition; the residents of a town area can publish a book on urban development; a musical society will be able to purchase new costumes. Not only can requests be made via wemakeit, sponsors can even deduct their contributions from taxes.»

Rea Egli, wemakeit Founder (quotation):

«In future, wemakeit will also be open to societal projects. In the past two years, in addition to ensuring the successful funding of cultural and creative campaigns and projects, we have also proven that crowdfunding primarily fosters cooperation within

the crowd – which is why it has become so important. It is not without reason that internationally, this decade is referred to as the decade of the crowd.»

wemakeit

wemakeit is Switzerland's largest crowdfunding platform for the cultural and creative industries. It offers artists and designers the possibility to finance projects and products on the short term and to present them to a large audience. The audience or crowd then ensures the complete or partial financing of the projects for which it receives exclusive services in return.

<http://wemakeit.net>

wemakeit in Figures (state 02.05.2014)

Funding achieved to date	3'943'411 CHF incl. Euro
Number of supporters	24'506
Projects concluded successfully	539
Success rate	66%
Largest project funding sum (The Bianca Story – Are you a digger?)	91'662 Euro
Greatest financing rate (Wir müssen nach Mustang)	384%

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