

Press release of February 4, 2015

One, two, three years of wemakeit and Servus Vienna

wemakeit, Switzerland's most successful crowdfunding platform, has got big plans for the future. Within three years, more than 7.5 million Swiss Francs went into backing for projects and buying products; on average the website has 100'000 visitors per month. Having conquered culture, wemakeit is now about to take the real economy. More and more initiators coming from the food service industry, tourism, product development and agriculture opt for wemakeit to get immediate funding for their projects and to build a community. Above average is the number of projects that reach us from the French part of Switzerland. Since January, wemakeit has been running an office in Vienna, as well.

There are many reasons for initiating a crowdfunding project. The funding set aside, crucial factors include project communication, testing the market as well as getting audiences involved. The wemakeit community is contributing more actively than ever: Backers are buying products, support initiatives and communicate with project initiators. On the occasion of wemakeit's three-year anniversary, Swiss opinion leaders and regular project backers explain what it is they like about wemakeit and why crowdfunding rocks: [Watch our anniversary film!](#)

«The great thing about crowdfunding is people getting involved and that it's a test run for new ideas and projects.» Patrick Frey (publisher, actor, writer)

wemakeit looks back on a very busy year. The effort to open up the platform to projects outside of the cultural scene is coming to fruition. 34% of the projects are now about food, design, fashion, journalism, social issues or technology. More and more associations and clubs use crowdfunding to finance and to communicate their plans. But not just – farmers, community centers, slow food producers and start-up companies also conclude their campaigns successfully.

«It's exciting when you are there the moment a start up takes off.» Frank Bodin (advertiser)

From the beginning, at wemakeit, individual coaching was thought to be crucial and this may be a reason why the platform has one of the highest success rates worldwide. 70% of all crowdfunding campaigns on wemakeit come to a successful close; 100% of these projects are then carried out.

«If I need inspiration, I browse through the various projects and I'm always amazed at how creative the rewards are.» Monika Schärer (presenter and film producer)

What's next? After having become active in Switzerland's remoter areas and moving all across the country, wemakeit will now venture a step across national borders. In January this year, wemakeit opened an agency in Vienna. March will see the first Austrian projects going online on wemakeit.at. In Berlin, too, wemakeit has intensified its presence by setting up a consulting service.

«wemakeit is fun, innovative and opens your eyes to new things.» Balthasar Glättli (politician)

Another one of wemakeit's goals is to enable sponsorship and promotion programs for companies and foundations. Swisscom has broken ground and, through the «Music Booster», it now backs 20 crowdfunding projects of newcomer bands with a total of 60'000 Swiss Francs.

«wemakeit is a powerful and effective tool to get careers going and to carry out projects that otherwise would not get the attention they deserved on the regular loan market.» Jeroen van Rooijen (style critic)

Media relations:

Rea Eggli: rea.eggli@wemakeit.com // +4179 667 79 22

wemakeit in numbers (effective February 4, 2015)

Total amount of backings:	CHF 7'500'000
Number of backings:	58'000
Number of successful projects:	975
Success rate:	70%
Visitors per month:	100'000

Popular projects in 2014:

[Agriculture in Lavin](#) by berglandwirth, Lavin

[Dolce Vita](#) by 30 rue du Dr César Roux, Lausanne

[Innovation Space in Basel](#) by launchlabs.ch, Basel

[Towaga](#) by Sunnyside Games, Lausanne

[Lobbywatch Switzerland](#) by lobbywatch.ch, Bern / Zurich / Geneva

[Dinner is served](#) by Anna und Catherine Pearson, Zurich