

It's allowed to copy! Learn from successful projects. Take your cues from the top of the class: blog.wemakeit.com/our-best-cases



You have never opened your purse to back a project? What are you waiting for? Give it a try and find out what it feels like to be a backer.



To make your wemakeit campaign take off like a rocket or to place it in the hands of experts – take a look at our wemakeit Packages: wemakeit.com/packages



How Does It Work?

Your Idea

You, your team, your start-up or your organization are intent on carrying out a project, but still lack the necessary funds. Does your project fit into at least one of our categories and does it conform to the wemakeit guidelines? If so, you are ready to go!



Plan Your Campaign

It pays off to set out a communication strategy in advance, before the project begins. After all, what's necessary first and foremost is for your potential backers to actually learn about your crowdfunding campaign. Think about whom you want to write to and when and how to do this. Think about who could help you spread the word about your project. Tell everyone close to you in your network to make sure that your family and friends will support you right from the very beginning.



Get Hold of Backers

As soon as your campaign is online, you make as much a fuss about it as possible: personally, on social media, through mailings – the more people hear about your project, the better! Don't forget: on wemakeit, it's «all or nothing». Your project needs to make it to at least 100% of its funding goal; otherwise it means the campaign has failed and the backers get their money back.



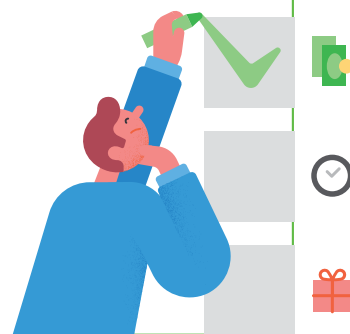
Conclude Your Campaign

If you fund your project with success, we will transfer the amount collected minus 10% in fees (6% service and 4% payment fees) to your account. In case your project does not make it to 100% of its funding goal, all your backers will get their money back. In this case, you will not incur any costs.



Define Your Project

First, you enter all relevant information on the project with our interactive editor. Where do you fix your funding goal and for how long will your campaign be running? You describe your idea using images, video, and text, and you explain the rewards. The backers will get these rewards in return for their financial contribution. The more interesting the rewards, the easier it is to find a large number of backers. Once you finished editing your project, we will activate it for you. As soon as everything is in place, we will activate your campaign for publication and continue to provide you with hands-on advice.



About wemakeit

Your intention is to launch a project yourself? Fund it through the crowd! wemakeit, a platform sporting one of the highest success rates worldwide, is the exact right place for this. We know how to do crowdfunding – and we will tell you, too.

wemakeit was founded in Switzerland in February 2012 by the communication consultant Rea Egli, the artist Johannes Gees and the interaction designer Jürg Lehni and within very short time grew into one of the largest crowdfunding platforms in Europe.

Next to our offices in Zurich, Basel and Lausanne, we are also present in Vienna, Berlin and Bellinzona. wemakeit speaks four languages (English, German, French, Italian) and that allows us to communicate with an international community. Ideal conditions to successfully fund your project!



How you benefit from wemakeit



Multilingual

Start your wemakeit campaign in up to four languages (en/de/fr/it) – in Swiss francs or in Euro – this allows you to reach an international audience.

Partnerships

Benefit from our cooperations with media partners, foundations and companies who will support and back your project financially.

Community

wemakeit is the right place to strengthen your network and to convince our community to root for you – your backers will soon turn into your most loyal fans.



Consulting

Word of honor: We remain at your side for the entire duration of your campaign. Online feedback and tips as well as our help desk are included in our service fee.

In good company

Success is contagious: 65% of all crowdfunding campaigns on wemakeit come to a successful close; more than on any other platform. Yours could be the next one.

Market Testing

Your wemakeit project serves as a market test. Find out if there is enough people out there curious about your idea and roll out your product on the Swiss market.



Transparent Costs

If your project concludes successfully, we deduct 10% of the total amount (6% service and 4% payment fees). Not more and not less. If you shouldn't make it, you will not incur any costs at all.

You may trust us

When it comes to money, we're very Swiss: upon conclusion of the project, the funds collected will be paid out to you quickly and reliably.

Pre-sale

You have a product for sale already at hand? Do your pre-sale on wemakeit risk-free and connect with customers ready to spend it.

Tips For ...

... Food Projects

Do you need a larger kitchen or want to sell your own beer? Food projects are popular on wemakeit! Expand your customer base with a crowdfunding campaign. Use the rewards to let your backers get to know your products or services better. You could offer food vouchers and drink subscriptions or give cooking classes, for example.

... Cultural Projects

Be it for a music record, photo book, movie production or tour – wemakeit is perfectly suited for cultural projects. When writing your project description, keep in mind that you don't need to convince a jury – you're trying to win over your fans! Reward your backers with a look behind the scenes – whether this be a visit to the fashion design studio, a role as an extra in your movie or a drink backstage with the musicians.

... Social Projects

Do you want to get an open lunch table going in your district or does your neighborhood grassroots movement need a boost? Crowdfunding helps you widen the circle of participants in your social or community-based project and getting in touch with potential activists. Use the rewards to allow backers getting to know the project and the people behind it personally.

... Agricultural Projects

Planning to modernize your farm or buying new machinery? Finance it through a pre-sale of your products or by organizing on-farm activities for your backers. You could offer a cheese subscription, for instance, or an adventure day on the farm. This gives future backers the chance to learn more about your business and allows you to expand your customer base.

... Startup Projects

Before you go looking for big investors, you can use crowdfunding to perform a market test and assess the level of interest in your product or your service. Those who back you now will later on be your customers, too! On wemakeit, you are not allowed to issue financial shares as a reward. Instead, let your backers test your product or offer them a sample of your service.

Preparing Your Project

Campaign

- Go for a sprint, not a marathon: The ideal duration for a crowdfunding project is 30 to 45 days. Opt for a shorter or longer time frame in exceptional cases only.
- Let them see your face: Backers want to know who is behind your campaign. You don't need to be a professional movie maker to create a convincing project video. Your smartphone will do just fine.
- Keep it quick and crispy: People have a short attention span on the Internet so you need to limit yourself to the key points when describing the project: What is it about? Who is behind it? What are you planning? What do you need the money for?

Rewards

- You're campaign's beating heart: Offer six to eight rewards at different prices so that everyone can afford them. If your rewards tickle people's curiosity you stand a good chance of attracting backers even when they don't know you. Account for production and shipping costs.
- Make it personal: Don't settle for a mere note of appreciation. Limited and select thank-yous that can't be bought anywhere are particularly popular: offer a look behind the scenes, bring out a special edition, host an exclusive dinner or deliver your product in person. Nothing comes from nothing.

Communication

- Facebook, Twitter & Co.: use these channels in a creative way, spread contents about your project and provide incentives for people to share them.
- Make use of the multiplier effect: Having a friend advertise your project to his network is just as helpful as getting money. Also, think about which media, journalists and blogs could be interested in your project.
- Nourish and cherish your new community: Phase out your campaign just as carefully as you prepared it. Say thank you to your backers, keep them up to date and send off your rewards on time. They are ideally placed to act as your project's ambassadors wherever they go.

The average funding goal set at wemakeit is CHF/EUR 10'000.



A strong start is invaluable. If your campaign achieves 20 to 30% of its funding goal in the first week, chances are good that it will end successfully.



Most backers choose a reward worth around CHF 120/EUR 50.



The crowd starts with your own mother! More than half of your funds will come from your own network – family, friends, and fans. Go for an ambitious funding goal that's nonetheless within reach.



Around 40% of visitors on wemakeit learn about your project on Facebook or Twitter.



Expect to be working on it every day during your campaign – writing to backers, for example, or answering questions and contacting media. You can put your feet up later!

