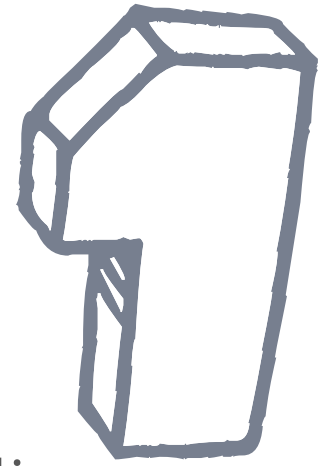


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# CROWDFUNDING BLUEPRINT

**CREATE A  
CONCEPT**



Answer these questions about your Crowdfunding campaign:

- Why
- How
- What
- Where - What platform? Indiegogo? Patreon? Kickstarter?

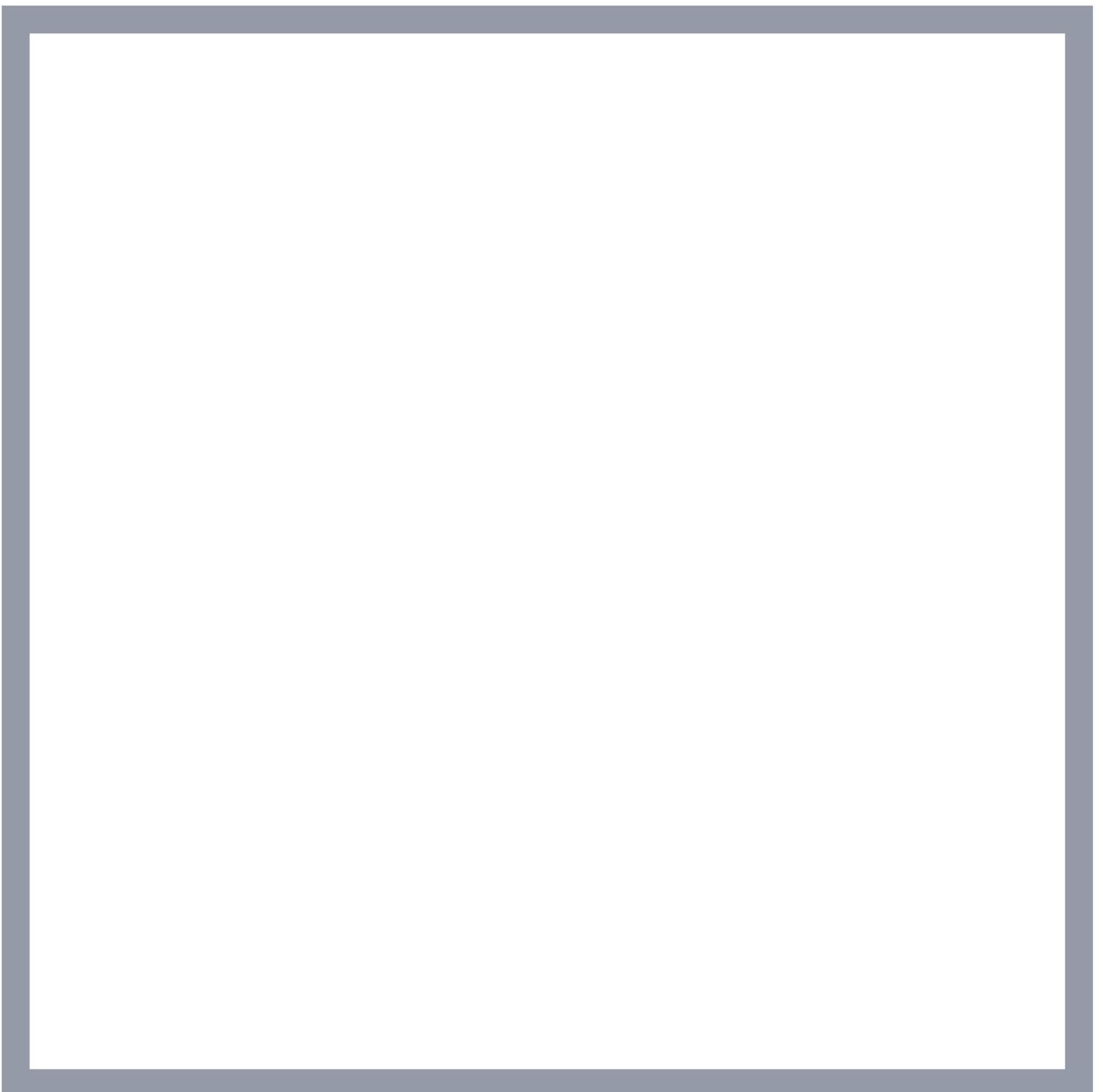
If in groups present your vision to yourt peers and get feedback

CREATE A  
PITCH  
VIDEO



Create an early bird pitch/vision video with your mobile phone:

- Present your self
- Talk about your project the:
- Why
- How
- What



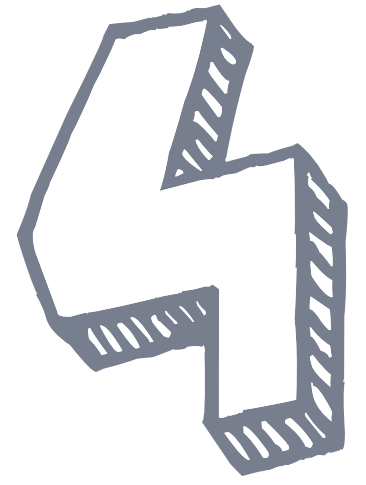
CREATE A  
PRODUCTION  
FRAME WORK



Answer these questions about your  
Crowdfunding campaign:

- How much money am I aiming for?
- Budget for production
- Time
- Friends to work with?

**CREATE A  
LIST OF  
PERKS**



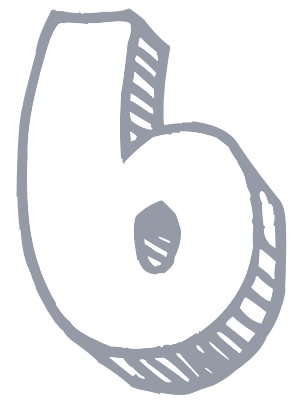
What kind of perks can you offer to your fans?  
Think outside the box. Frame your qualities and  
if you have hidden special superpowers like  
crafting beer, meditation teacher etc. Look on  
other crowdfunders does it and discuss with  
your peers if in group.

**CREATE A  
LIST OF  
EVENTS**



What kind of events can you offer to your fans?  
They can be digital or physical. Invite people to  
a rehearsal? Go skiing with a fan? Think outside  
the box and add something about production  
budget and time and..

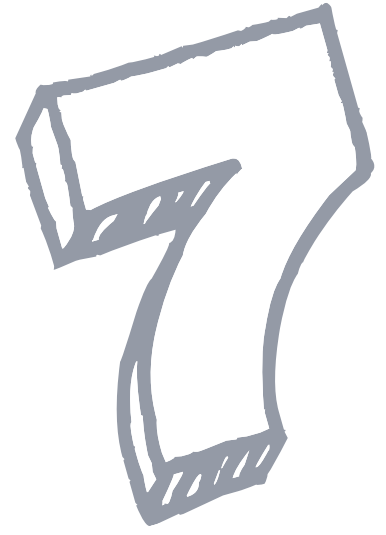
**CREATE  
PLANNING  
SCHEDULE**



- Planning tools - Use Excell or other tools to plan a schedule
- Sketch how many times you should post things and if that post gonna be a perk or an event or..
- Take a look at Facebook business tool etc
- Write down the next steps and when to take them to take in this process in the square

A large, empty square frame with a thick grey border, intended for writing or drawing. The frame is centered on the page and occupies most of the lower half of the page.

OTHER HANDY  
TIPS AND  
LINKS



- Email list - collect fan emails for future needs
- Stay positive - nobody supports a sour pout
- [Ari Herstand](#) - Crowdfunding for musicians and other tips and tricks for musicians in the new emerging music business
- [MIRO](#), the creative digital tool for online collaboration
- [Slava Rubins Indiegogo tips](#)
- [CANVA - Tool for creating graphic design for social media](#)
- [Have any friends that can help out?](#)
- [Production companies for videos etc?](#)
- [Plan how much time you are going to put in. Be realistic and dont burn out](#)
- Pitch video:
- <https://www.youtube.com/watch?v=Vmcbp8uzH4o>
- <https://www.youtube.com/watch?v=FeFPpA2ovMw>
- Fixed / flexible funding - the difference
- <https://www.youtube.com/watch?v=nJ7GymWmGJ4>



VIDEOS FROM  
INDIEGOGO AND  
KICKSTARTER

Pitch video:

<https://www.youtube.com/watch?v=Vmcbp8uzH4o>

<https://www.youtube.com/watch?v=FeFPpA2ovMw>

Fixed / flexible funding - the difference

<https://www.youtube.com/watch?v=nJ7GymWmGJ4>

M U S I K C E N T R U M

NOTES

SKETCH



R O M A N W R O B L E W S K I

M U S I K C E N T R U M

NOTES

SKETCH



R O M A N   W R O B L E W S K I

M U S I K C E N T R U M

NOTES

SKETCH



R O M A N W R O B L E W S K I

M U S I K C E N T R U M

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