Crowdfunding from Start to Funded

LEARNING OBJECTIVES & TASKS - MODULE 1

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MODULE 1

Learning objectives

Welcome to the course!

Upon the completion of **Module 1 of Game Crowdfunding: From Start to Funded**, you'll be able to:

- *Decide if you have a good grasp of the market, of your motivations, and of the kind of work you can expect to do to put together a successful campaign*

- *Understand how to look at other campaigns and learn from what they're doing*

- *Understand which of their numbers are interesting for you, and what to do with those numbers*

- *Have a strong foundation to calculate shipping expenses, and be able to consider all the most common situations in which campaign creators find themselves during fulfilling*

- *Understand all the fees related to running a crowdfunding campaign*

- *Have a good understanding of what you should discuss with your*

accountant concerning your crowdfunding campaign

- *Be able to fill out the Pledge Planner, and have a first general idea of how your campaign will pan out number-wise*

Boost your preparation by completing the following tasks:

- *Back some projects, both similar and different from yours*
- *Join at least one online forum/group/Discord server where products similar to yours are discussed, and contribute to the conversation*
- *Take part to one live event related to your market, speak to people and show your game*
- *Make sure you spend some time looking at the data for your market of reference*
- *Write down what is your story for this campaign, and how your offering will improve a backer's life*
- *Study the campaign body, updates, comments, videos and feedback for 10-15 campaign similar to what you have in mind for yours*

- *Check some example analysis here:* http://bit.ly/2OCW5dL
- *Think about what you need to ship or deliver, where, and how it could happen. Investigate your shipping and delivery options.*
- *Try your hand at the Pledge Planner*

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