

CROWDFUNDING CHECKLIST

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WHO IS IN YOUR TEAM + NAME THEIR ROLES ?

HOW DO YOU DESCRIBE YOUR PRODUCT ?

YOUR NEXT STEPS

DELIVERY DATES

GOOD TO KNOW NOTES

CROWDFUNDING SET UP

1. ON A SCALE OF 1 TO 10 HOW COMFORTABLE ARE YOU IN ENGLISH: SPOKEN + WRITTEN?
2. DO YOU KNOW WHICH PLATFORM YOU SHOULD CHOOSE AND WHY?
3. IN WHAT CATEGORY WOULD YOU PLACE YOUR PRODUCT?
4. WHAT IS THE TITLE THAT WOULD BEST DESCRIBE YOUR PRODUCT?
5. HAVE YOU DONE A PROFESSIONAL PHOTOSHOOT?
6. HOW WELL DO YOU KNOW YOUR CUSTOMERS (PERSONAS)?
7. HAVE YOU SET UP YOUR GOOGLE ALERTS FOR THE COMPETITION AND CONTENT?
8. DO YOU HAVE YOUR SOCIAL MEDIA ACCOUNTS READY?
9. ARE THE ROLES AND RESPONSIBILITIES CLEAR TO EVERYONE?
10. HAVE YOU STARTED WORKING ON A LANDING PAGE?
11. DO YOU HAVE A GOOD LOOKING WORKING PROTOTYPE?
12. DO YOU HAVE VISUALS PRESENTING CLEARLY HOW IT WORKS?
13. HAVE YOU SET UP YOUR MAILCHIMP ACCOUNT?
14. WHAT STAGE OF THE DEVELOPMENT ARE YOU AT?
15. HAVE YOU DONE FOCUS GROUPS TO TEST KEY MESSAGES AND TONE?
16. HOW LARGE IS YOUR BACKERS EMAIL LIST? MEDIA LIST?
17. HAVE YOU CREATE AT LEAST 5-12 PIECES OF CONTENT?

CROWDFUNDING PRE-LAUNCH

18. HAVE YOU CREATED XTENSIO, CANVA, LATER, SLACK, NOUNCY AND KICKOFF LAB ACCOUNTS?
19. HAVE YOU FILMED THE MAKING OF, BEHIND THE SCENES, THE TEAM?
20. HAVE YOU DONE YOUR SCRIPT FOR THE VIDEO AND SHOTLIST FOR PHOTOSHOOT?
21. HAVE YOUR PREPARE A SERIE OF NEWSLETTER?
22. HAVE YOU CREATED A FLYER? A COMPANY OVERVIEW?
23. HAVE YOU CREATED ADS FOR FACEBOOK, GOOGLE, INSTAGRAM?
24. DID YOU START TESTING ADS WITH THE VARIOUS PERSONAS, BASED ON LOCATION AND INTERESTS TO SEE WHAT RESONATES BEST?
25. HAVE YOU ELABORATE AN AD BUDGET AND PLACEMENT STRATEGY?
26. HAVE YOU PREPARED YOUR DOCUMENTATION FOR THE INFLUENCERS AND SALES TEAM?
27. HAVE YOU SET UP A HOW-TO FOR THEM TO UNDERSTAND?
28. HAVE YOU CREATED A LIST OF RETAILERS TO GET IN TOUCH WITH?
29. HAVE YOU STARTED CROSS-PROMOTING YOUR PRODUCT WITH OTHER ORGANISATIONS?
30. HAVE YOU PREPARED YOUR TEAM TO ANSWER TO CRITIQUES?
31. HAVE YOU SET UP DEMOS IN STORES?
32. HAVE YOU MADE SURE YOU GET 30-50% OF YOUR OBJECTIVES IN THE FIRST DAYS?

CROWDFUNDING EARLY-LAUNCH

33. HAVE YOU GET IN TOUCH WITH THE PLATFORM TEAM?
34. HAVE YOU WRITTEN YOUR INTRO EMAIL FOR YOUR POTENTIAL BACKERS, FOR YOUR INFLUENCERS & AMBASSADORS, FOR YOUR LAUNCH?
35. HAVE YOU MADE A LIST OF INFLUENCERS AND AMBASSADORS?
36. IF YES, HOW EXTENSIVE IS YOUR INFLUENCERS LIST, AND HOW MANY CONFIRMED?
37. WHAT CRITERIAS ARE YOU LOOKING FOR (AMBASSADORS + INFLUENCERS)?
38. HAVE YOU DETERMINE THE COST TO SHIP?
39. HAVE YOU DETERMINE IF YOU ARE GOING TO SHIP EVERYWHERE?
40. HAVE YOU WRITTEN ALL YOUR CAMPAIGN?
41. HAVE YOU CREATE COHESIVE VISUALS + CAMPAIGN IMAGE TO SHARE?
42. HAVE YOU DETERMINED YOUR PERKS AND YOUR GROWTH STRATEGY?
43. HAVE YOU PRESENT IT TO YOUR COMMUNITY FOR TIPS?
44. HAVE YOU PREPARE YOUR CROWD FOR THE UPCOMING LAUNCH?
45. DID YOU ASK FOR CUSTOMER REVIEWS?
46. DID YOU MAKE SURE TO EDUCATE YOUR CROWD ABOUT WHAT YOU WORKED ON?
47. HAVE YOU STARTED A COUNTDOWN FOR THE LAUNCH?
48. HAVE YOU PREPARE THE EMAILS TO SEND TO YOUR LIST AT THIS FREQUENCY: 10 DAYS BEFORE, 6 DAYS BEFORE, 3 DAYS BEFORE, 24 HOURS, 12 HOURS, AND 'WE'RE LIVE!'.
49. HAVE YOU SENT A CALENDAR INVITE TO YOUR COMMUNITY?
50. HAVE YOU PREPARED A LIST OF STRETCH GOALS?

CROWDFUNDING EARLY-LAUNCH

51. HAVE YOU SELECTED FEW AMBASSADORS TO SELL YOUR PRODUCT?
52. HAVE YOU BEEN PROMOTING YOUR COMPANY IN LOCAL AND INTERNATIONAL EVENTS?
53. HAVE YOU REACH OUT TO MEDIA TO BE FEATURED PRIOR TO YOUR LAUNCH?
54. HAVE YOU MADE A LIST OF PLATFORMS TO PROMOTE YOUR PRODUCT?
55. HAVE YOU ASKED OTHER PROJECT OWNERS TO SHARE THEIR DATA AND BEST PRACTICES?
56. HAVE YOU UPLOADED YOUR PRODUCT ON VOTING SITES SUCH AS PRODUCTHUNT?
57. HAVE YOU SELECTED FEW CREDIBLE AUTHORITY TO FEATURE YOUR PRODUCT?
58. HAVE YOU PREPARED VISUALS FOR THE UPDATES DURING THE CAMPAIGN?
59. HAVE YOU ASK YOUR FRIENDS TO ENGAGE WITH YOUR ADS TO MAKE SURE THEY GET MOMENTUM FROM THE START?
60. HAVE YOU ENGAGED A FACEBOOK GROUP TO COMMUNICATE WITH YOUR BACKERS?
61. WHAT WILL BE YOUR TIME RESPONSE ONLINE TO MAXIMISE HAPPINESS AND SALES?
62. HAVE YOU PREPARED A LIST OF STRETCH GOALS?



THE KEY TO SUCCESS IS A
GOOD - GREAT PREPARATION