



Dress up your car

STICKOUT HIGHLIGHTS

StickOut is car graphics marketplace

- Unique web interface
- Crowdsourced designs
- Pre-cut artwork —> DIY
- Incorporated, self funded
- Launching soon

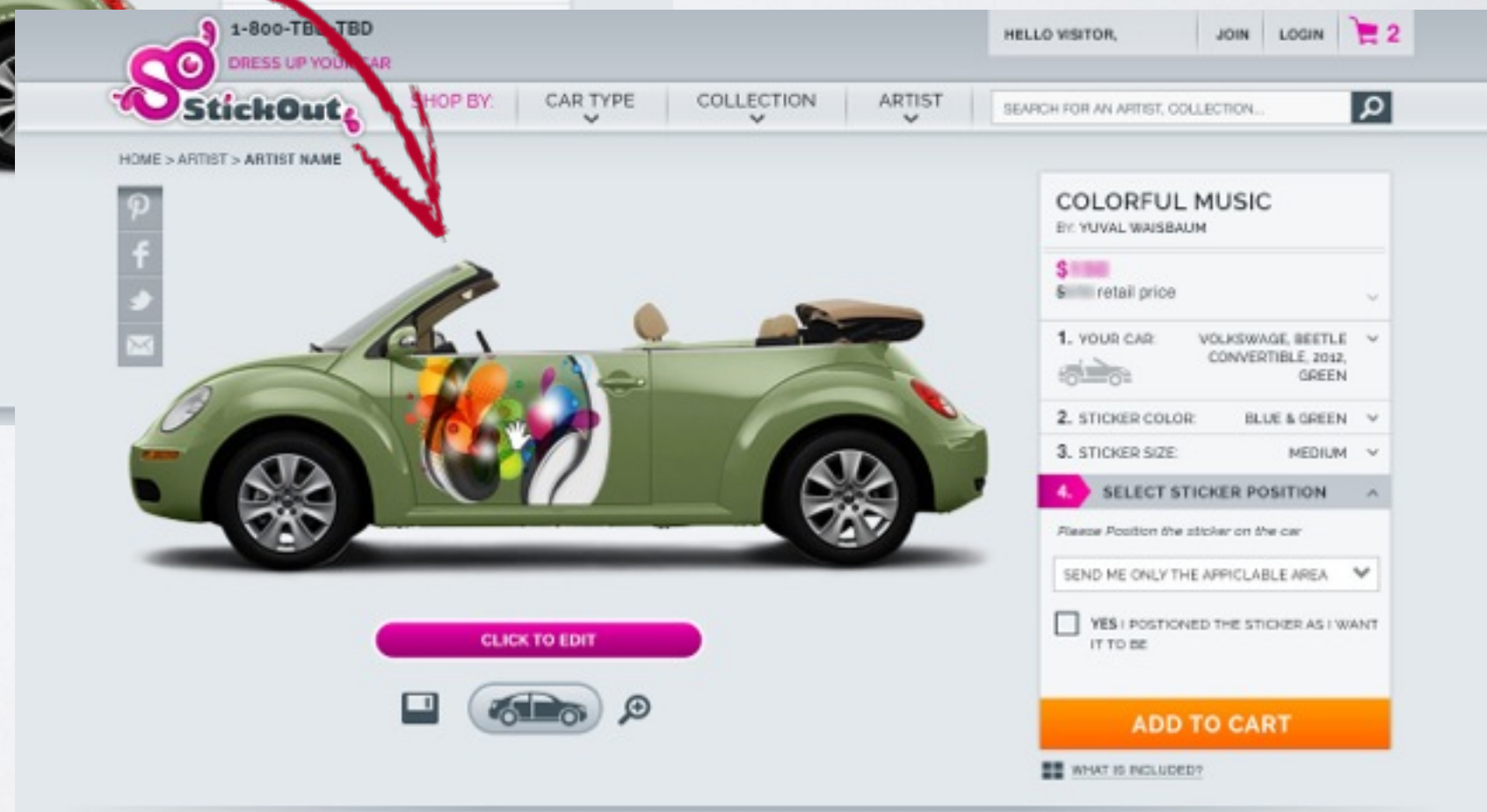


THE SECRET SAUCE

Unique interface

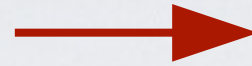


Artwork customization
and visualisation on
user's car model



THE SECRET SAUCE (CONT.)

Pre-cut artwork according
to user's car model



**Easy installation, no need
for professional help**

① User selects desired artwork



② The user positions the artwork on the car image



③ The website automatically generates the
printing file with cut outs to fit the user's car



STICKOUT CAMPAIGN



104

backers

\$5,559

pledged of \$25,000 goal

0

seconds to go



Project by

**Gerardo
Waisbaum & Yair
Ida**

[Naperville, IL](#)

K First created · 7 backed

f Has not connected Facebook

s [stickout.com](#)

FAILED

(?)



CROWDFUNDING TYPES

- Reward (Kickstarter, Indiegogo)
- Equity (Crowdfunder, AngelList)
- Donation (RocketHub, Crowdrise)
- Lending (Prosper, Somolend)



WHY?

- Money. Really?
- Bark Volume Controller - Test case

Cost	\$40
Retail Price	\$100
Pledge Price	\$80
Backers	1,000
Revenue	\$80,000
Kickstarter/Amazon	\$8,000
Gross Profit	\$32,000
Movie, Graphics, etc.	\$7,000
Net Profit	\$25,000



- Worth the effort?



TRUE REASONS



Validation



Promotion



KICKSTARTER VS. INDIEGOGO

- American citizenship or company
- Prototype
- No charity
- Approval process



OPEN FOR BUSINESS

- A store
- Prospects



THE BIG QUESTION

WHO THE IS GOING TO FIND MY PROJECT?



PROSPECTS

- External

- Blogs
- Website
- Social

35%

- Internal

- Most popular
- Staff pick
- Newsletter
- Other searches

65%



BEING POPULAR

- Factors
 - **Backers per day**
 - Percent funded
 - Total raised
- Conclusions
 - Modest target
 - Blow up in day one



MY WOODEN HORSE



Goal: \$35,000

Pledged: \$123,760

Funding Progress: My Wooden Horse

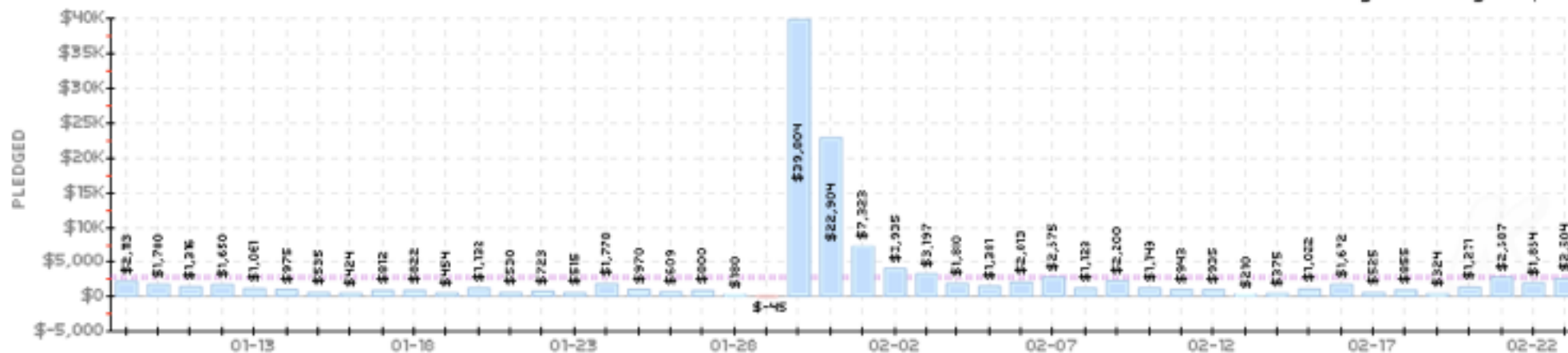
Closed at: \$123,760 / \$35k (353%)



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Pledges Per Day: My Wooden Horse

Average Per Day: \$2,690



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EXTERNAL PROSPECTS

- Characterise
- Identify early adopters
- Engage
- Refine
- **Build a following**
- Create expectation



YOU ARE IN A MARATHON



YOUR STOREFRONT

- Design is paramount!
- Movie
- Research
- Graphics
- Get feedback



MY 2 CENTS

- Read, read, read
- Get plenty of help (VA)
- Prepare upfront
- Analyse other projects
- You don't have to launch today
- Do the math
- Beware the scavengers



STICKOUT CAMPAIGN: FAILURE?

- The bad: Funding unsuccessful
- The good:
 - Exposure
 - Engagement
 - Feedback
 - Partnerships
 - Investment



THANK YOU

Questions?
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RESOURCES

- Basics

<http://www.crowdfundingguides.com/The%20Crowdfunding%20Bible.pdf>

- Posts

<http://prefundia.com/blog/hacking-kickstarters-popular-algorithm-how-to-become-most-popular/>

<http://fourhourworkweek.com/2012/12/18/hacking-kickstarter-how-to-raise-100000-in-10-days-includes-successful-templates-e-mails-etc/>

- Blog

<http://stonemaiergames.com/kickstarter/>

<http://www.jamesmathe.com/category/kickstarter/>

- Podcast

<https://itunes.apple.com/us/podcast/funding-dream-on-kickstarter/id478958956?mt=2>

