

BUSINESS PLAN 'Crowdfunding site' (with financial model)

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Abstracts

The report is half ready. The updating and translating process takes 3-5 business days after the order confirmation.

Business Plan Description

Project idea. The proposed site will be involved in the field of crowdfunding. The crowdfunding is fundraising in the form of small contributions from a large number of people for implementation of some project or idea. But crowdfunding is just one part of the concept. The project also will be implemented in such directions as traveling together to help people in need and building community with likeminded people.

Business Model. About 5% of raising money will be deducted for organizers of fundraising. But it's free to sign up, to ask for help, and to contribute to help.

Market Analysis. There are four types of segments in crowdfunding market. They are: charity, bonus, equity and debt. Proposed project will belong to charity model. It is important to notice that such type of crowdfunding collects the largest sums of money: 27% of sites are working on charity base and collect 49% of all funds.

There are more than 1 500 crowdfunding platforms in the world. The most of them – 82% – is based in North America, another 10% – in Europe and the rest – in other regions.

The average size of donation is about \$75. The total volume of all segments of crowdfunding market is more than \$5 bln. with the growth rate of 89% in 2013.

Marketing Plan. Such marketing tools as advertising in YouTube, Social Media

Marketing, Social Media Optimization, Search Engine Optimization and writing of articles for blogs will be used. The budget for marketing will be about \$10 800 per month.

Organizational Plan. It is planned to involve 5 employees except CEO: financial director, web-programmer, web-designer, social media marketer, specialist in users relations. The payroll expenses will amount 13 000 per month.

Excerpts from Research

The proposed site will have the following particularities:

Gathering money for people in need. It will contain pictures and the pages of all the people who have participated and helped will come up on the top).

Video response from the people who have received the help and their gratitude to everyone who have helped up on the page.

Everyone has his profile with his mission and vision he has for his life and how he wants to help the world.

Building of community of likeminded people.

Place for some positive news, inspiration, coming together and helping each other.

The «successful» money in such field of business means that the projects have reached their funding goals. The part of charity segment of crowdfunding market is one of the leaders by the percentage of «successful» money: it amounts about **% and is second only to debt segment (**%).

But on the other hand, the growth rate of equity and bonus crowdfunding have increased by **%, debt crowdfunding – by **% and charity crowdfunding – by **%.

The competitive advantages of proposed site are the following:

it will coverage the users from all the world. It means that people from any country could initiate the fundraising for solving their problems as well as make

donations for people in need;

it will combine fundraising both for solving personal problems (for example to collect money for treatment) and with commercial aims (to create a start-up);

greater number of allowed fields in which financing will be started.

the lower fee in comparison with competitors.

Crowdfunding sites in general are popular among Internet users and that's why they have high positions in Compete Rank and Alexa Rank. So it is particularly necessary to carry out SEO to increase the number of visitors gradually since the initial stage of project implementation and to become comparable in this way with main players in the market.

The most successful projects are those which have managed to touch people's feelings. That's why the social media marketing will be especially pertinent. This circumstance commits to create own groups in social networks and make post in thematic publics. The Internet-statistics show that the most of users visit the crowdfunding platforms immediately after the visiting of such sites as facebook.com and twitter.com. Because of it the particular attention must be given to the social networks with the same name.

The one's more recommend marketing tool is an advertising on YouTube. It is explained by such fact that video ads in You Tube will be available on the computer as well as on the tablet and smartphone, the advertising is super accurate targeted and aimed for thinking audience(55% – from 35 to 65 years, 42% – up to 35 years).

Contents

EXECUTIVE SUMMARY

1.0. PROJECT DESCRIPTION

- 1.1. Site Functional
- 1.2. Site Particularities
- 1.3. Project Business Model
- 1.4. Advantages for People in Need

2.0.MARKETING ANALYSIS

- 2.1. Types of Market Segments
- 2.2. Geographical Structure of Market
- 2.3. Market Volume

3.0. COMPETITIVE ENVIRONMENTAL

4.0. MARKETING PLAN

5.0. ORGANIZATIONAL PLAN

6.0. FINANCIAL PLAN

- 6.1. General Assumption
- 6.2. Payroll Expenses
- 6.3. Capital Expenditure
- 6.4. Plan of Sales
- 6.5. Revenue
- 6.6. Variable Costs
- 6.7. Fixed Costs
- 6.8. Profit and Loss Statement
- 6.9. Cash Flow Statement
- 6.10. Financial Indicators

7.0. SENSIBILITY ANALYSIS

- 7.1. Changing of Fee for Donation

7.2. Changing in Capital Expenditure

7.3. Changing in Discount Rate

APPENDIX 1. PLAN OF SALES

APPENDIX 2. VOLUME OF SALES

APPENDIX 3. REVENUE

APPENDIX 4. VARIABLE COSTS

APPENDIX 5. FIXED COSTS

APPENDIX 6. PROFIT AND LOSS STATEMENT

APPENDIX 7. CASH FLOW STATEMENT

INFORMATION ABOUT THE «VTSCONSULTING» COMPANY

Tables

TABLES

- Table 1. Comparison of Crowdfunding Types
- Table 2. GoFundMe (www.gofundme.com)
- Table 3. Kickstarter (www.kickstarter.com)
- Table 4. Indiegogo (www.indiegogo.com)
- Table 5. Teespring (www.teespring.com)
- Table 6. YouCaring (www.youcaring.com)
- Table 7. Causes (www.causes.com)
- Table 8. GiveForward (www.giveforward.com)
- Table 9. Patreon (www.patreon.com)
- Table 10. CrowdRise (www.crowdrise.com)
- Table 11. Fundly (www.fundly.com)
- Table 12. Sites People Visited Immediately before Competitor Sites
- Table 13. Keywords from Search Engines of Competitors Sites
- Table 14. Current Teams of Crowdfunding Platforms*
- Table 15. Salary Fund
- Table 16. General Assumption
- Table 17. Payroll Expenses
- Table 18. Capital Expenditure
- Table 19. Plan of Sales
- Table 20. Revenue
- Table 21. Variable Costs
- Table 22. Fixed Costs
- Table 23. Profit and Loss Statement
- Table 24. Cash Flow Statement
- Table 25. Financial Indicators
- Table 26. Sensitivity Analysis of Changes in Fee for Donations
- Table 27. Sensitivity Analysis of Changes in Capital Expenditure
- Table 28. Sensitivity Analysis of Changes in Discount Rate
- Table 29. Plan of Sales
- Table 30. Volume of Sales
- Table 31. Revenue
- Table 32. Variable Costs
- Table 33. Fixed Costs
- Table 34. Profit and Loss Statement
- Table 35. Cash Flow Statement

CHARTS

Chart 1. Percentage of «successful» Money by Market Segments

Chart 2. Market Volume Dynamics

Chart 3. Strategic Canvas of Crowdfunding Sites

Chart 4. Revenue and EBITDA Dynamics, USD

Chart 5. Net Profit Dynamics, USD

Chart 6. Net Profit Dynamics due to Changes in Fee for Donations, USD

Chart 7. NPV Dynamics due to Changes in Fee for Donations, USD

Chart 8. IRR annual Dynamics due to Changes in Fee for Donations, %

Chart 9. Payback Period Dynamics due to Changes in Fee for Donations, months

Chart 10. Discounted Payback Period Dynamics due to Changes in Fee for Donations, months

Chart 11. NPV Dynamics due to Changes in Capital Expenditures, USD

Chart 12. IRR annual Dynamics due to Changes in Capital Expenditures, %

Chart 13. Payback Period Dynamics due to Changes in Capital Expenditure, months

Chart 14. NPV Dynamics due to Changes in Discount Rate, USD

Chart 15. Discounted Payback Period Dynamics due to Changes in Discount Rate, months

DIAGRAMS

Diagram 1. Funds Raised Structure by Market Segments

Diagram 2. Funds Raised Structure by Regions

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