



NEXT CHAPTER

Crowdfunding Female Entrepreneurs



WHAT IS CROWDFUNDING?



“I chose to crowdfund because it was the best way to reach my target market”

- Elise Phillipson, My Hong Kong Vehicles Book



WHAT CAN YOU CROWDFUND



- ✓ Products, not ideas for a company
- ✓ Limited services, need creative rewards
- ✓ Innovative, not easily found online or in store
- ✓ Think in niches
- ✓ Target a community



WHY CROWDFUNDING

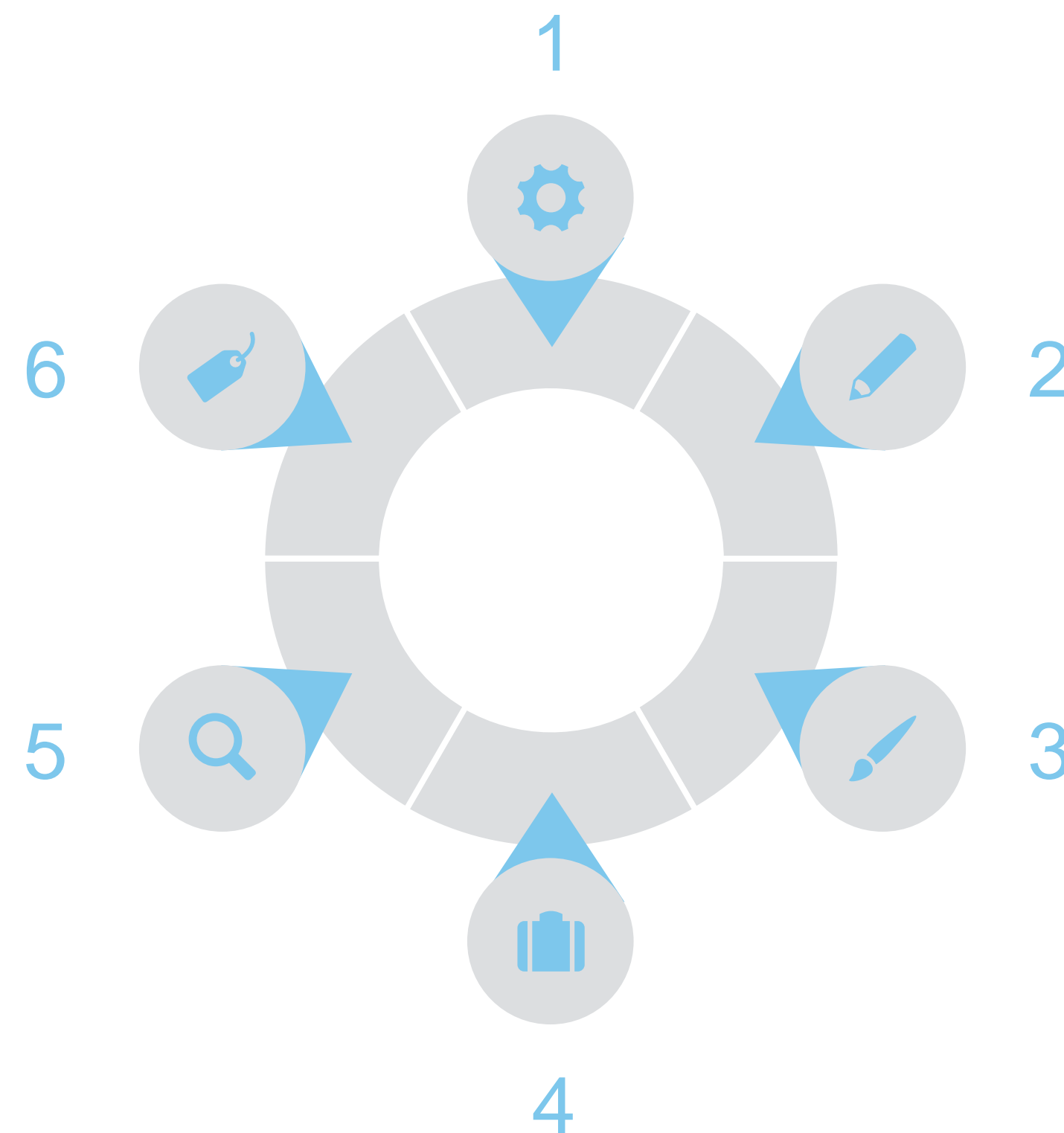


DESIGNING YOUR CAMPAIGN

Plan, plan, plan

Create visuals -
video, photos, logo,

Set rewards and
funding goals



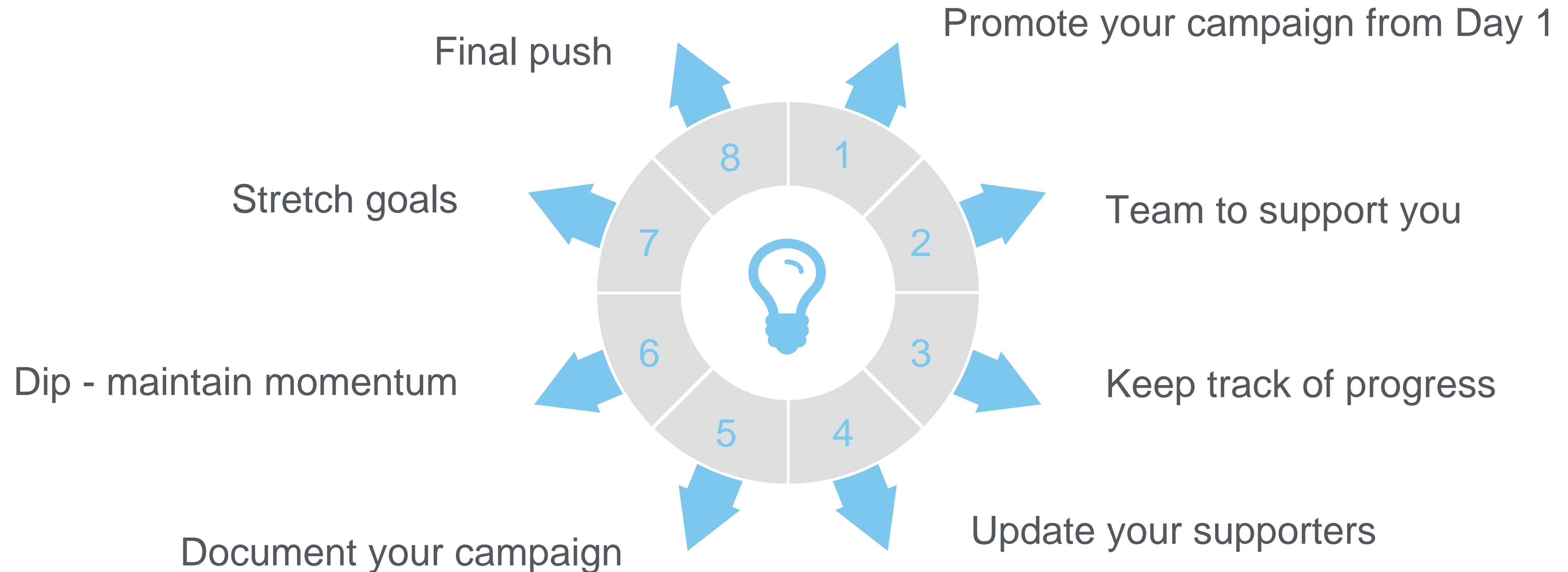
Research & product
development

Target market
analysis

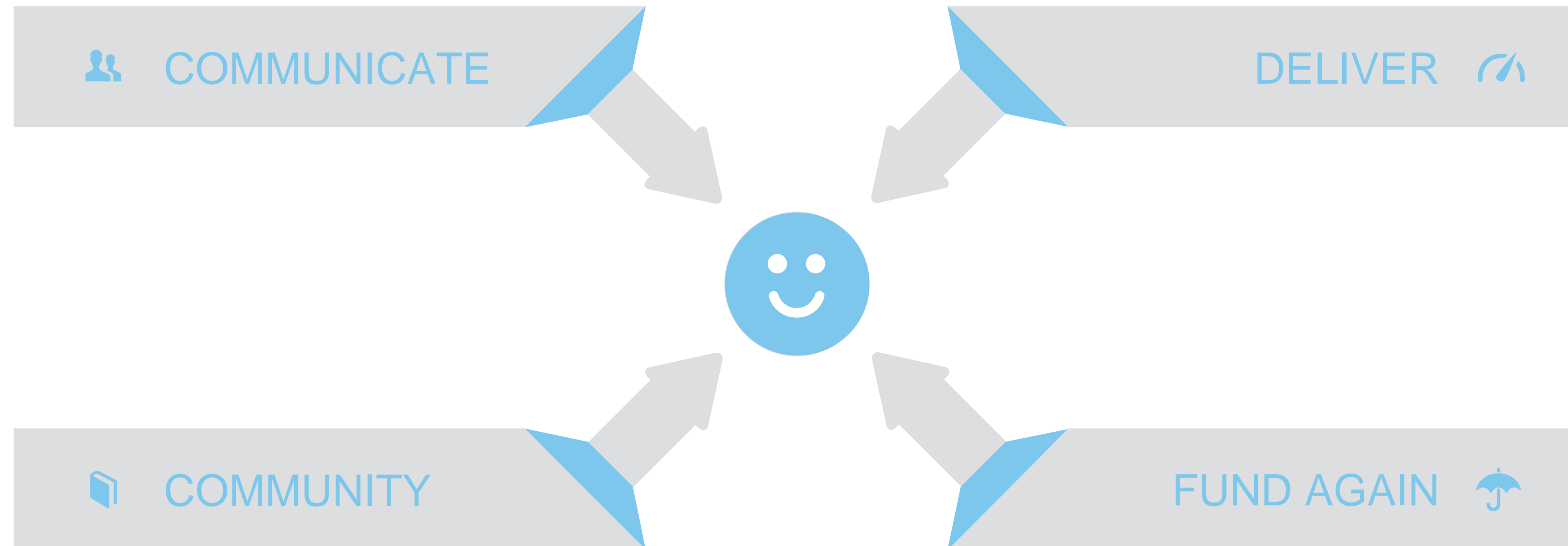
Craft your story



LAUNCHING YOUR CAMPAIGN



POST CROWDFUNDING



SUCCESS FACTORS

Research | Email Outreach | Pre-Pledges | Video & Images | Preparation

ZARIE SLIMMING LEGGINGS



Zarie athleisure products are designed to fit your lifestyle

[READ MORE](#)

US\$15,000 **US\$16,668** **Order**
TARGET FUNDED **Now**

MY HONG KONG VEHICLES BOOK



A hardback picture book by a mum of Hong Kong kids that's sure to keep young children entertained

[READ MORE](#)

US\$2,800 **US\$3,516** **Order**
TARGET FUNDED **Now**

WHIZPA.COM



Hong Kong's first education review website by parents for parents. Read reviews, ratings and rankings.

US\$5,000 **US\$8,050** **0**
TARGET FUNDED HOURS

BHUTAN KIDS PHOTOGRAPHY



Photography classes for kids from weaving families in Bhutan, by innovative crowd-funding of products handmade by their moms

US\$6,000 **US\$13,001** **0**
TARGET FUNDED HOURS





THANK YOU
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