

<p><b>Vision &amp; Motivation</b></p> <p>What are your personal drivers and motivation? Which problem solves your project and what is the added value for your backers? What is the principal aim of your campaign? Financing, marketing or testing the market?</p> <ul style="list-style-type: none"> <li>• <b>DELETE GRAY TEXT &amp; WRITE HERE</b></li> </ul>	<p><b>Funding Model &amp; Platform</b></p> <p>Which crowdfunding model is suitable for the project? Donation, Rewards, Equity, Lending Do you want to run the campaign on your own website or on a dedicated platform? Which platform fits to the project and matches the target group?</p> <ul style="list-style-type: none"> <li>• <b>DELETE GRAY TEXT &amp; WRITE HERE</b></li> </ul>	<p><b>Project Goal &amp; Realization</b></p> <p>What is the goal of your project? How is the project realized after successful funding? What are the milestones of the project?</p> <ul style="list-style-type: none"> <li>• <b>DELETE GRAY TEXT &amp; WRITE HERE</b></li> </ul>	<p><b>Community</b></p> <p>Who is the target group of the project? Who has most interest to support the project? Which potential cooperation partners could be involved in the campaign? Who are relevant multipliers and opinion leaders? Which existing networks and communities can be used to reach out?</p> <ul style="list-style-type: none"> <li>• <b>DELETE GRAY TEXT &amp; WRITE HERE</b></li> </ul>	<p><b>Rewards</b></p> <p>What do backers receive in return to their support? What rewards fit to the project and the target group of the campaign?</p> <ul style="list-style-type: none"> <li>• <b>DELETE GRAY TEXT &amp; WRITE HERE</b></li> </ul>
<p><b>Cost Structure &amp; Funding Goal</b></p> <p>How much funding do you require to realize your project? Which amount shall be covered through crowdfunding? What are the crowdfunding costs before, during and after the campaign?</p> <ul style="list-style-type: none"> <li>• <b>DELETE GRAY TEXT &amp; WRITE HERE</b></li> </ul>		<p><b>Communication</b></p> <p>What's the key message of the campaign? What should the target group remember? What is the story to be told? Via which communication channels you can best reach your target group? What's the communication and time plan of the campaign?</p> <ul style="list-style-type: none"> <li>• <b>DELETE GRAY TEXT &amp; WRITE HERE</b></li> </ul>		