

# How to succeed in Equity Crowdfunding?

*Launching a successful  
Equity Crowdfunding is all  
about strategy*



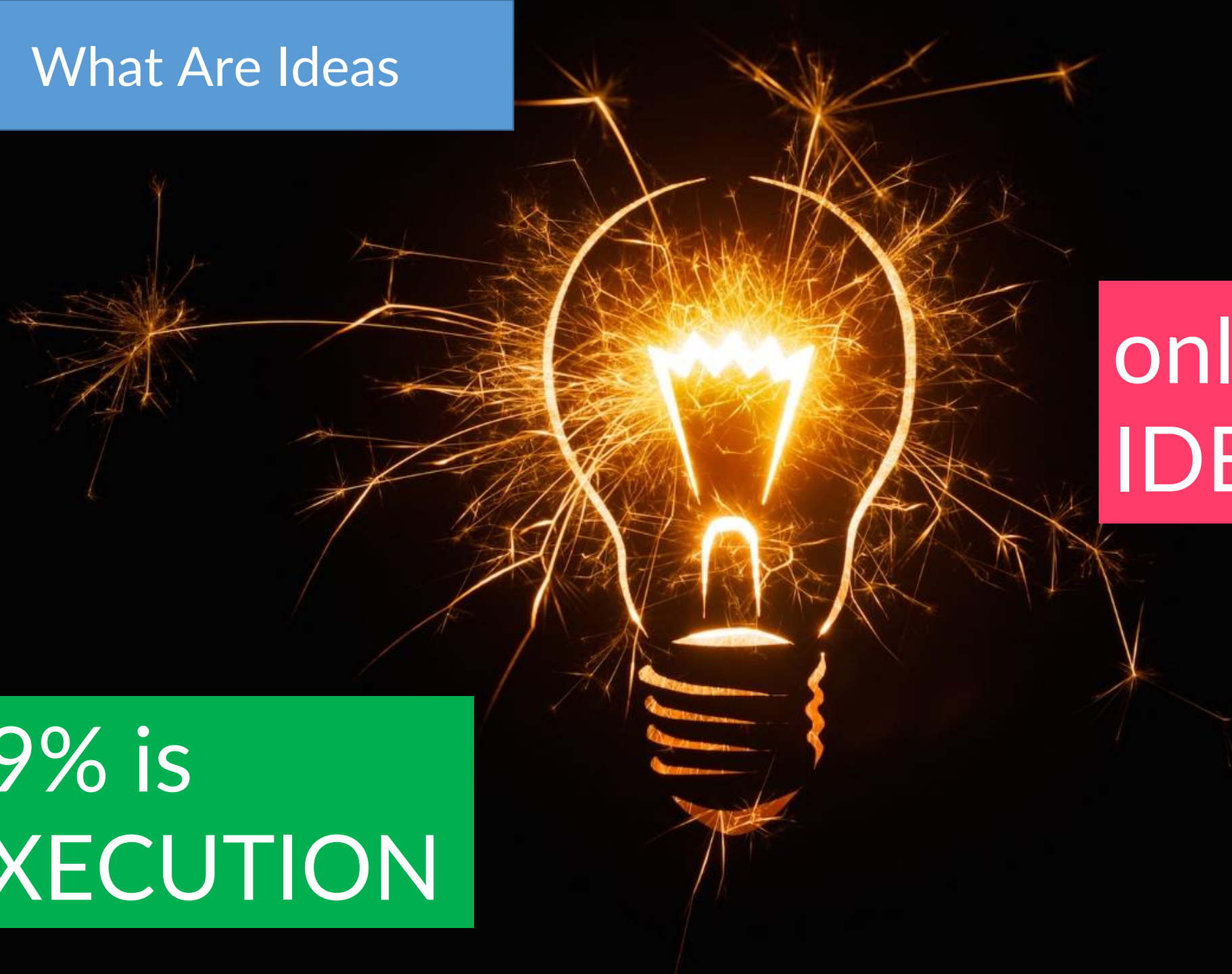
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What Are Ideas

only 1% is  
IDEA

99% is  
EXECUTION



# What Are Ideas



Ideas are commodity. Execution of them is not.

— *Michael Dell* —

AZ QUOTES



# What Are Startups

**NOT** a phase of growth of a traditional business

**NOT** necessarily based on technology

**NOT** necessarily looking for Venture Capital

**NOT** necessarily looking for an EXIT



# What Are Startups



Metrics can vary

but **GROWTH** is KEY



An aerial, high-angle view of a dense urban landscape at night. The city is illuminated by streetlights and building lights, creating a complex pattern of light and shadow. The buildings are tightly packed, and the overall scene conveys a sense of a bustling, developed area.

# How To Start An Equity Crowdfunding Campaign

What Your Investors Are  
Looking For?

What You Are Looking  
For?



# How To Start An Equity Crowdfunding Campaign



What Your Investors Are  
Looking For?

SCALABLE

GLOBAL  
AMBITION

BOLD PEOPLE



# How To Start An Equity Crowdfunding Campaign

A cheetah is captured in mid-stride, running across a dry, sandy terrain. The cheetah's body is low to the ground, and its legs are extended, conveying a sense of speed and movement. The background is a vast, open landscape with a light brown, sandy ground and a hazy horizon.

VALIDATION

FUNDING

VISIBILITY

What You Are Looking  
For?

A historical black and white photograph showing several men in a field. In the foreground, a man in a light shirt and hat is kneeling next to a large, dark, conical structure. To his left, another man in a suit and hat stands near a similar structure. In the background, a third man is visible, and a wooden barn stands behind the field. The sky is overcast. The image is overlaid with three colored text boxes: a blue box at the top right, a green box in the middle right, and a red box at the bottom left.

Define Your Stage

PRE-SEED  
SEED

EARLY GROWTH



A close-up photograph of a person's hand holding a large quantity of small, yellow, oval-shaped seeds, likely corn or wheat, over a dark, rich, brown soil. Some seeds have spilled onto the soil in the foreground. The background is a soft-focus view of more soil and scattered seeds.

Define Your Stage

TEAM

INCUBATORS

PROTOTYPE / MVP

PRE-SEED  
50 / 100 K





Define Your Stage

SEED

100 / 500 K

PRODUCT ON MARKET

ACCELERATORS

EARLY METRICS



VALUATIONS

Define Your Stage

SCALABILITY

METRICS

TEAM

USE  
COMPARABLE

A background image showing hands placing puzzle pieces. The puzzle pieces are a mix of red and orange colors. The hands are positioned as if they are fitting the pieces together. The overall lighting is warm and golden.

# Design Your Crowdfunding Strategy

CAMPAIGN STEPS

DOCUMENTATION

COMMUNICATION





Design Your Crowdfunding Strategy

# CAMPAIGN STEPS

PRE LAUNCH

LAUNCH

POST LAUNCH



Design Your Crowdfunding Strategy

PRE LAUNCH

ASSESSMENT

SOFT COMMITMENT

COMMUNITY BUILDING



A photograph of the Space Shuttle Challenger being launched from the launch pad. The shuttle is white with black and red markings, including "USA" and "NASA Challenger". It is surrounded by a large plume of white smoke and fire. The launch pad structure is visible on the left.

Design Your Crowdfunding Strategy

LAUNCH

AWARENESS

PROMOTION

COMMUNICATION



Design Your Crowdfunding Strategy

POST LAUNCH



TRUST

NETWORK

INVESTMENTS



Design Your Crowdfunding Strategy

DOCUMENTATION

COMPANY PROFILE

BUSINESS PLAN

DUE DILIGENCE



Design Your Crowdfunding Strategy

COMMUNICATION

TOOLS

CHANNEL

TECHNIQUES





Key Factor

TRANSPARENCY

DIGITAL WORLD





# UNO

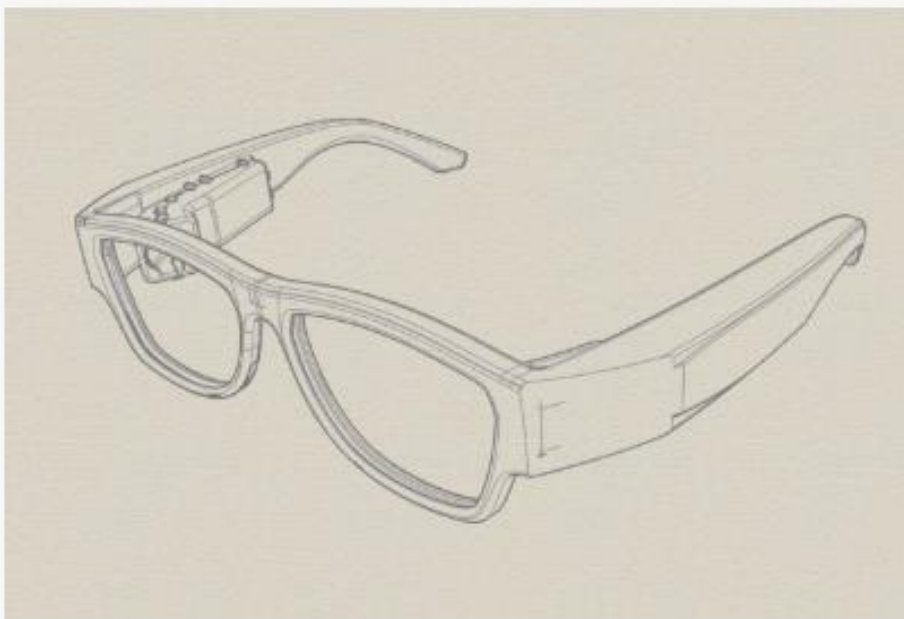
GLASS IS MORE

DISCOVER UNO  
SMARTGLASSES!



## BACKGROUND

GlassUP S.r.l. è stata fondata nel 2012 ed è localizzata a Modena. Stiamo sviluppando degli smartglass che possono mostrare all'utente qualsiasi tipo di informazioni in base al tipo di applicazione scaricata :email, messaggi di testo, news, statistiche, battito cardiaco, traduzioni in tempo reale, velocità, direzione, istruzioni di montaggio, sottotitoli, spartiti musicali. Un occhiale altamente tecnologico ma con un focus specifico sul design e sullo stile come tratto distintivo.



La mission di GlassUp è diventare un punto di riferimento nel mercato internazionale delle tecnologie indossabili grazie ad un prodotto SmartGlass facile da usare, esteticamente accattivante, comodo da

DISABLED

€ 1000

0.0

21 out

FRIEND / €1.000 per acquisire 4/11 della società.

DISABLED

€ 2000

0.0

14 out

SUPPORTER / €2.000 per acquisire 8/11.000 della società.

DISABLED

€ 5000

0.1



# Case History

## Wayonara

by Carlo Oppo



Funded  
**100%**

Raised over € 135.000 goal  
**€135.000**

Investors  
**33**

Travel

Nextop s.r.l.

Incorporation date: 07/08/2013

Pre- Money valuation: 1.215.000€

Investment ticket size: 4.000 €

Total campaign days : 82 days

[equity.fip.ventures/IT/project/wayonara](http://equity.fip.ventures/IT/project/wayonara)

**100% FUNDED**

## ME Scooter

By Me Group



Funded  
**100%**

Raised over € 300.000 goal  
**€300.000**

Investors  
**10**

Mobility / Green Energy

ME Group s.r.l.

Incorporation date: 31/07/2013

Pre- Money valuation: 1.200.000€

Investment ticket size: 30.000 €

Total campaign days : 78 days

[equity.fip.ventures/IT/project/me-scooter](http://equity.fip.ventures/IT/project/me-scooter)

**100% FUNDED**

## Glassup

By Glassup



Funded  
**100%**

Raised over € 250.000 goal  
**€250.000**

Investors  
**46**

Augmented Reality

Glassup s.r.l.

Incorporation date: 19/10/2012

Pre- Money valuation: 2.500.000€

Investment ticket size: 5.430 €

Total campaign days : 98 days

[equity.fip.ventures/IT/project/glassup](http://equity.fip.ventures/IT/project/glassup)

**100% FUNDED**

# Case History

**+750.000 €  
RACCOLTI**

**+100  
INVESTITORI**

**60/90  
GIORNI**



# GRAZIE



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**tip**  
ventures