ROCKET HUB
An EFactor Group Company
Who is this guy and why is he here?
Be my friend.

@RocketHub

Facebook.com/RocketHub

Brian Meece
What is RocketHub?
Leading Crowdfunding Platform

Launched: February 2010

Acquired: April 2015

Homebase: New York City

Total Funding: $Millions
What is crowdfunding?

... an event that harnesses networks for funds, awareness, and feedback.
New spin on old idea.

da Vinci (*patronage*)

+ 

Social Media (*mass*)

= 

Crowdfunding (*mass-patronage*)
How we got here.
The press loves RocketHub projects.
How does it work?

The Three Pillars

Project

Network

Goods
I. The Project

Be great

Make a statement

Tell us why
Case Study:

Lunar Lion – Penn State
Case Study:

Raised Over $170,000 and counting
II. The Network

Width = Numbers
Depth = Influence
II. The Network

You

Fans

Friends-of-fans

Strangers

First Degree

Second Degree

Source
Case Study: 

*Spira – Indie Shoe Company*

Andy Krafsur Crowdfunded $½ Million + to bring his new shoe design to reality
Case Study:

Spira – Indie Shoe Company

$1/2 Million Raised

Andy Krafsur
CEO and Founder of Spira Footwear

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$1/2 Million Raised
III. The Goods

Sell the journey

Levels of impact

Fun exchange
Case Study:

Author / Entrepreneur Ariel Hyatt

Raised over $60,000 for Book and Online Course
Case Study:

Author / Entrepreneur Ariel Hyatt

$20
Digital version of new book release

$50
A signed copy of the new book – plus enrollment in digital course

$5000
2 Day “Whiteboard Session” in Brooklyn
What do you need to start?

The Checklist

☐ Title
☐ Financial Goal
☐ Timeframe
☐ Video
☐ Images
☐ Audio
☐ Written Description
☐ Rewards
The gameplan.

1. Commit
2. Win first followers
3. Build dialogue
4. Spiral out
5. Tell the story
6. Listen
7. Meet the press
8. Finish strong

Now What?
The Result

Money
Awareness
Momentum
Thank you ☺