

Cohort Groups

Cohort #	1	2	3	4	5	6	7
Facilitator	<i>José Balcazar</i>	<i>Caroline Cummings</i>	<i>Corey Wright</i>	<i>Stephanie LeQuieu</i>	<i>Ariel Ruben</i>	<i>Mike Johnston</i>	<i>Laura Furgurson</i>
Mentor	<i>Ani Raas</i>	<i>Ron Green</i>	<i>Toraj Khavari</i>	<i>Rod Ray</i>	<i>Seth Clark</i>	<i>Michael Couch</i>	<i>Wendy Ludwig</i>

Virtual Etiquette

- Please remain **MUTED** throughout the main sessions. We DO want you to interact though, so if you have questions, post them in the **CHAT** feature or use the “**Raise Hand**” feature, we will call on you to unmute.
- This program is about learning and growing better at finances together. **Please do not market your services to classmates.**
- **Be on time!** Breakout rooms are at the beginning of most workshops, so do your best to show up.
- **This is a place for learning and inclusivity.** We are here to support you and we want you to **be supportive of each other.** **Be sure to give others a chance to speak!**
- All things share in breakouts are **CONFIDENTIAL** and should not be shared.

MONEYmaker

a financial accelerator program

Hosted by **RAIN**
OREGON

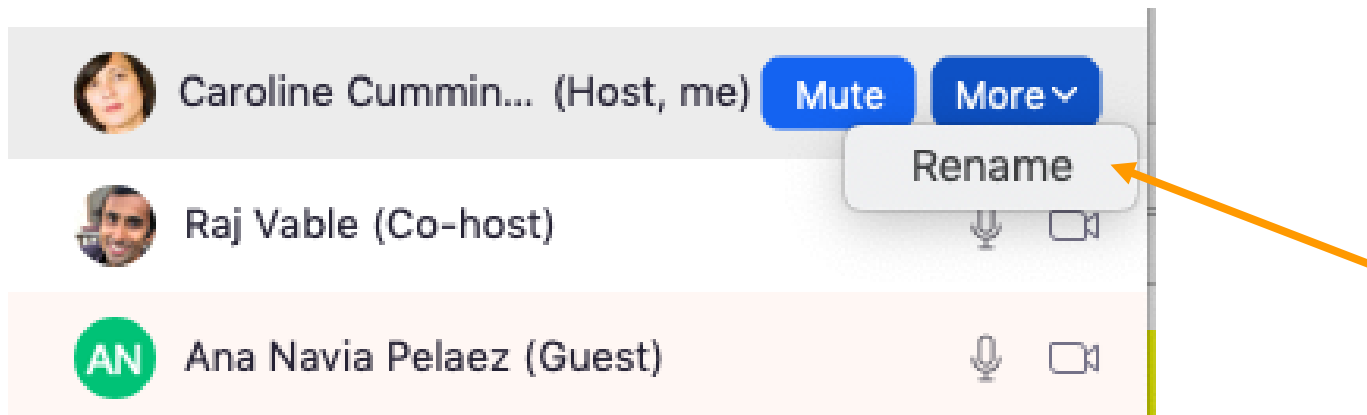


*March 31 to June 30
9:00 - 10:30 AM on Wednesdays*

Week 9

Money Stories from Startup Founders

Click “Participants” to Rename Yourself



Cohort Number + First and Last Name

(This is necessary to facilitate transferring you to current break-out sessions. Thanks!)

Example: 3 - Corey Wright

All main sessions will be recorded
(but not break-out rooms)



13 Weeks of Financial Fun!



- Week 9:** Money Stories from Startup Founders
- Week 10:** To Raise or Not To Raise (Money): Part I
- Week 11:** To Raise or Not To Raise (Money): Part II
- Week 12:** Accounting Tools & Tips

Today:

MONEYmaker Mentor Hour with Paula Hayes

*Wed @ 10:30 am via Zoom, info &
link on Resources Page*



Paula Hayes

*President & Founder @
Hue Noir Cosmetics*

Tomorrow:

MONEYmaker Mentor Hour with Corey Wright

*Thur @ 7:00 am & 12:00 pm via
Zoom, info & link on Resources Page*



Corey Wright

*Founder @ Massif Games,
Venture Catalyst @ RAIN*

Pop Quiz!!!

What is our topic and guest speaker next week (June 2nd)?



~~Pop Quiz!!!~~

~~What is our topic and
guest speaker next
week (June 2nd)?~~

**NO CLASS NEXT
WEEK (June 2nd)!!!**



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March 31 to June 30
9:00 - 10:30 AM on Wednesdays

Week 10

To Raise or Not To Raise (Money): Part I

Tom Schnell, Finance Officer with Business Oregon

Lynn Meyer, Director of Lending, CLW

**Log in at 9:00
sharp to head
straight to your
cohort group for
debrief and
networking!**

Graduation Keynote Speaker



Twyla Verhelst, CPA

*Head of FreshBooks Accountant Channel
Leader of the Accounting Partner Program
Creator of Women in Accounting Mentorship Program*







Thank You!



Ron Green

CEO

Oregon Pacific Bank



**Oregon
Pacific Bank**

Money Stories from Startup Founders



Paula Hayes

*President & Founder @ Hue Noir
Cosmetics*



Corey Wright

*Founder @ Massif Games,
Venture Catalyst @ RAIN*

First: A Quick Zoom Poll on Today's Topics

What's your experience with...?

Crowdfunding

- Already completed a campaign
- In the middle of a campaign
- Started the process, about to launch
- I'm researching the process
- I'm not sure if it is right for me
- Doesn't apply to my business
- N/A or Other

Retail / Distribution

- Already in retail/distribution
- Almost there, conversations started
- I've started reaching out to contacts
- I'd like to but not sure how to start
- I'm not sure if it is right for me
- Doesn't apply to my business
- N/A or Other



Let's Talk Crowdfunding!

Ran 7 Crowdfunding Campaigns



5 Successful



2 Failed



\$200k+ Raised

Crowdfunding campaigns I've launched in chronological order:

Car Wash for Flight to Africa (In Person) – Jun 2010 ✓

Donations for Corey's Bus License (GoFundMe) – Mar 2015 ✓

Gabriel's Dance Fund (GoFundMe) – Mar 2017 ✓

Massif Displays: Portable Stands for Books (Kickstarter) – Apr 2017 ✓

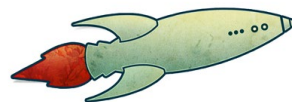
Mountaineers: A 3D Board Game (Kickstarter) – Nov 2017 ✓

Kartoffelkrieg: Potato Wars (Kickstarter) – Apr 2018 ✗

Heather Wright Dream Vacation (GoFundMe) – May 2019 ✗

Different Types of Crowdfunding

INDIEGOGO



RocketHub

FUNDABLE

Oregon
Intrastate
Offering

LOCALSTAKE

Equity/Loan
Based

KICKSTARTER

PATREON



Project Based

Cause Based

Common Types of Business Crowdfunding

Product

- Essentially a “pre-order” system
- Works best for new & innovative products
- A minimum amount (funding goal) is set, and if the goal is reached, a product must be built and delivered to customers
- No restrictions on marketing of campaign
- Fees are typically 5% for platform + 3% for transactions.

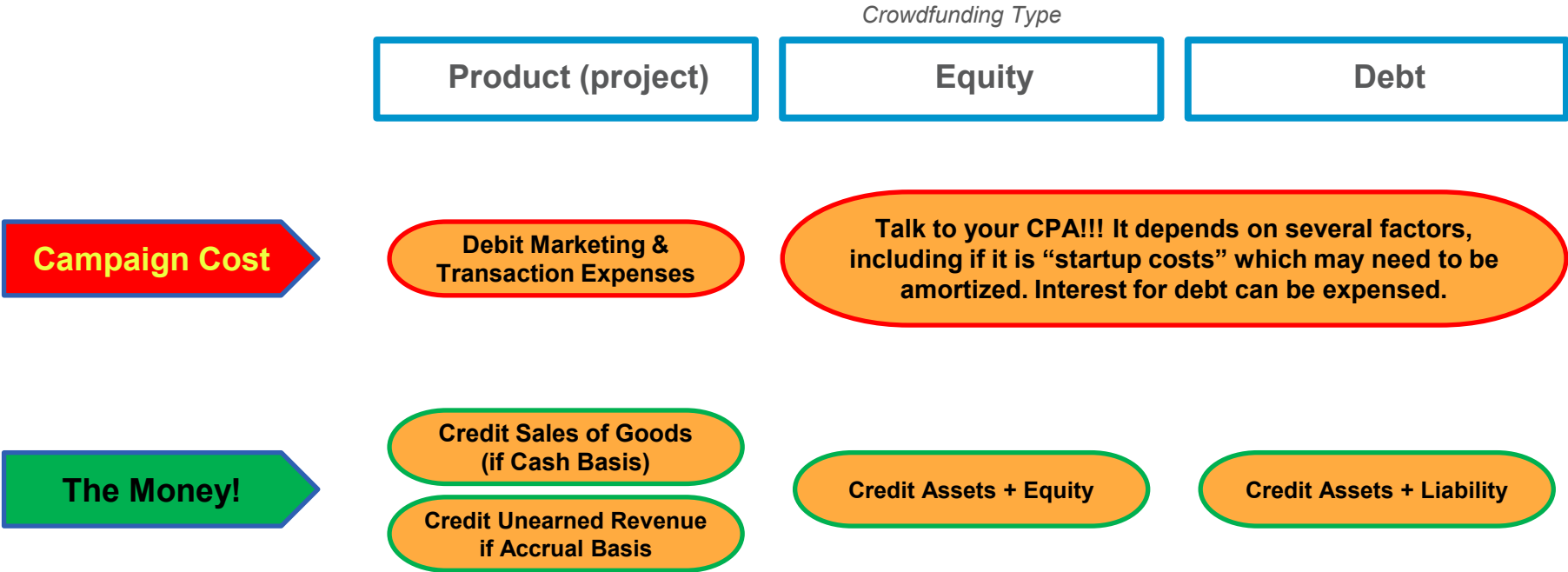
Equity

- You sell ownership (shares) of your company in exchange for capital. You’ll have to give dividends to shareholders.
- Typically, still a minimum funding goal, but this can have more flexibility depending on the business
- There are specific SEC regulations about marketing your campaign
- Fees range from 3% to 8% for processing + varying amounts for transaction/filing fees.

Debt

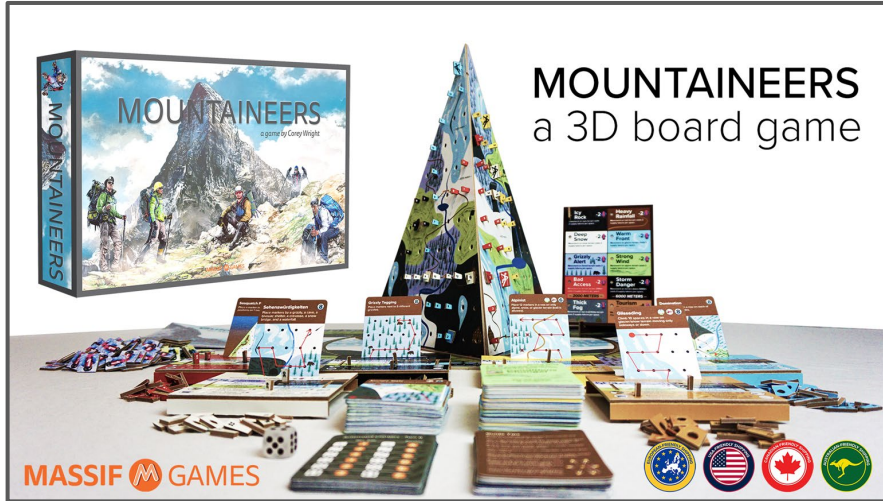
- Can be structured as simple debt (promissory note) or revenue share.
- You’ll need to pay interest (debt), or around 1.5-3.0x of loan (revenue share).
- Normally a minimum funding goal to help achieve a specific business purposes
- There are specific SEC regulations about marketing your campaign
- Fees range from 3% to 8% for processing + varying amounts for transaction/filing fees.

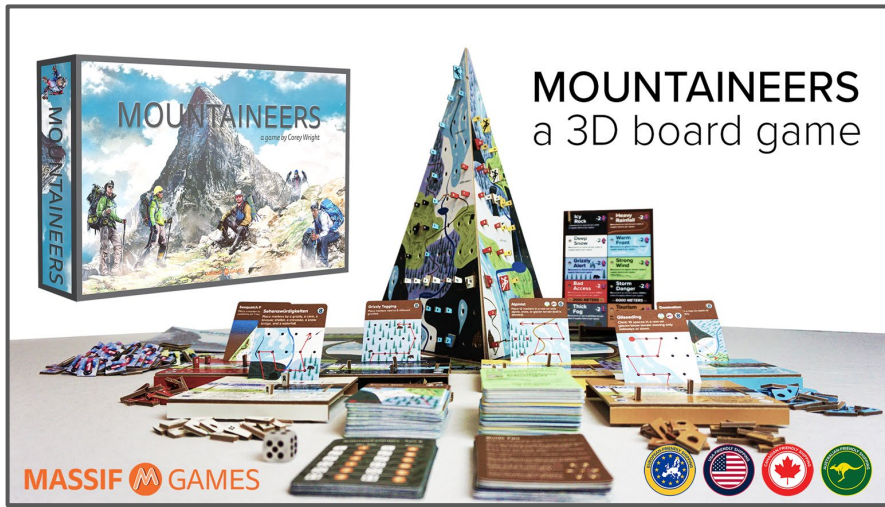
Follow the \$: which financial line items are immediately impacted?



Time for a story...

COMING SOON ON
KICKSTARTER





364% Funded (\$145,148 of \$39,800)

1686 Backers (\$86 average pledge)

31 Day Campaign

Raised ~\$45,000 in Pledge Manager

Took 2.5 Years of Preparation.



76% Funded (\$14,480 of \$19,000)

371 Backers (\$39 average pledge)

31 Day Campaign – Ran for 30 Days

Has potential for relaunch.

Took 3 Months of Preparation.

File Home Insert Draw Page Layout Formulas Data Review View Help Acrobat

Clipboard Font Alignment Number Styles Cells Editing Analysis

Calibri 11 A A Currency \$ % .00 .00 Conditional Formatting Format as Table Cell Styles Insert Delete Format AutoSum Fill Clear Sort & Find & Filter Select Analyze Data

D10															
	A	B	C	D	E	F	G	H	I	J	K	L	M		
1	Costs Analysis				\$17,000.00										
2	Values in GRAY are inputs				\$8,500.00										
3		Calcs	Unit Cost	Total Cost	\$11.88	1x Cost of Goods Price	\$22.65								
4	Total Number of Copies	1000		\$22,647.20	\$15.51	Total Copies	1000								
5					\$34.51	5x Cost of Goods Price	\$113.24								
6	Production and Freight Costs				\$34,510.00	Production Costs	\$22,647.20								
7	Print Setup Fees	\$350.00	\$350.00			Target Price	\$39.00								
8	Tooling Costs	\$6,452.00	\$6,452.00			Number of Games to Sell (adjust till bottom line is green)	830								
9	Print Cost/Game	\$9.15	\$9,154.00	\$35,880.00				America	Canada	EU	Australia	Rest of World			
10	Freight Costs	\$3,500.00	\$3,500.00			Percentage of Games	8%	58%	10%	20%	4%	0%			
11	VAT Charges	20%	\$3,191.20			Number of Games/Area	67	482	83	166	34	0			
12	Artist and Designer Costs		\$0.00			Shipping Costs	\$8.61	\$9.00	\$9.12	\$9.00	\$8.98	\$7.09			
13	Wooden Components	\$0.00	\$0.00			Total Shipping Cost Per Region	\$576.87	\$4,338.00	\$756.96	\$1,494.00	\$305.32	\$0.00			
14	Buffer Costs		\$0.00			Total Shipping cost	\$7,471.15								
15	Massif Games Loans		\$0.00			Production + Shipping Cost	\$30,118.35								
16	Stretch Goal 1		\$0.00			Kickstarter Goal:	\$33,500.00								
17	Stretch Goal 2		\$0.00			Goal minus Kickstarter Fees	\$30,150.00								
18	Stretch Goal 3		\$0.00			Minus Production Costs	\$7,502.80								
19	Stretch Goal 4		\$0.00			Minus Actual Shipping Costs	\$22.20	BOTTOM LINE!							
20	Stretch Goal 5		\$0.00												
21	Stretch Goal 6		\$0.00												
22						ACTUAL SHIPPING COSTS	\$7,480.60								
23						Actual Number of Games to Sell	859								
24	Shipping Costs (2017)	% of Backers	Actual Cost to Ship	Extra Shipping Charge	Effective Shipping Cost		Germany	America	Canada	EU	Australia	Rest of World			
25	GamesQuest - Shipping to Germany	8%	\$11.61	\$3.00	\$8.61	Percentage of Games	6%	46%	7%	20%	5%	16%			
26	GamesQuest - Shipping to America	58%	\$9.00	\$0.00	\$9.00	Number of Games/Area	52	396	61	172	43	138			
27	GamesQuest - Shipping to Canada	10%	\$17.12	\$8.00	\$9.12	Shipping Costs	\$8.61	\$9.00	\$9.12	\$9.00	\$8.98	\$7.09			
28	GamesQuest - Shipping to EU	20%	\$16.00	\$7.00	\$9.00	Total Shipping Cost Per Region	\$447.72	\$3,564.00	\$556.32	\$1,548.00	\$386.14	\$978.42			
29	GamesQuest - Shipping to Australia	4%	\$23.98	\$15.00	\$8.98										
30	GamesQuest - Shipping to Rest of World	0%	\$27.09	\$20.00	\$7.09										
31		100%				Remaining Copies	141								
32						Potential Gross Profit selling Remaining Copies in USA	\$4,230.00								
33															
34	Stats from Jaimy Stagemier with Viticulture Kickstarter			Manufacturing	58%										
35	Germany	7%		Fulfilment/Tariffs	33%										
36	America	57%		Everything Else	9%										

Cost Proj with LongPack

Cost Proj with LongPack

Remember this if nothing else!

The key to successfully running and fulfilling a crowdfunding campaign, is in the **pre-campaign preparation**.

Be prepared for **all campaign outcomes**: not-funding, barely funding, and wtf just happened, my campaign is blowing up!

FUNDED ON
KICKSTARTER

Financial Considerations for Crowdfunding

- Don't make mid-campaign changes that have financial implications.
- Remember to account for product (or promise) fulfillment costs and consider potential changes in those costs.
- Remember to account for potential currency exchange rate changes.
- Watch your margins!!!
- Watch your CAC with ads!
- Make sure you financially budget for returns (or back-outs)
- Make sure you have accurate estimates for customer service costs
- Have lawyers look at your contracts!
- Don't discount your pricing!
- Think about the implications of your financial position AFTER the campaign ends.
- **Give yourself a financial BUFFER!**

+ Pros

Pros & Cons of Crowdfunding
(equity/loan/product)

- Cons

Breakout Session 1

*Discuss the pros & cons of different
types of crowdfunding!*

Money Stories from Startup Founders



Paula Hayes

*President & Founder @ Hue Noir
Cosmetics*

hue noir

+ Things to Do

Business
Preparation for
Distribution / Rollout

- Things NOT to Do

Breakout Session 2

Discuss what you've heard! What should you do? What should you NOT do?