
**MATCHED
CROWDFUNDING
PROGRAMME**

PRECIOUS LEARNING FROM PREVIOUS FAILURES

- right timing
- thresholds in funding
- no wild goose chase

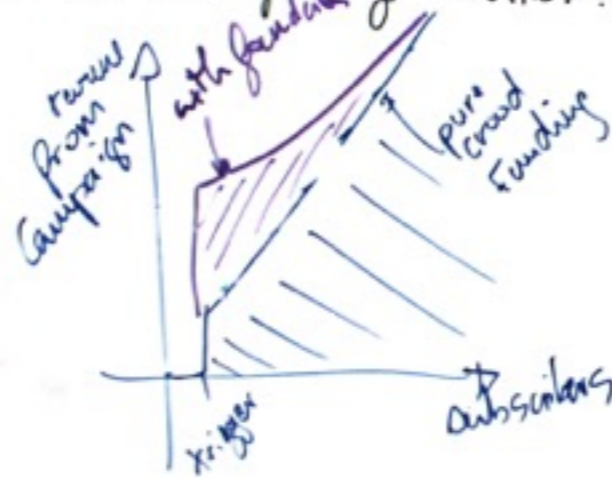
MATCHED CROWDFUNDING



MEDIA PROCESS FOR CROWDFUNDING PROJECT

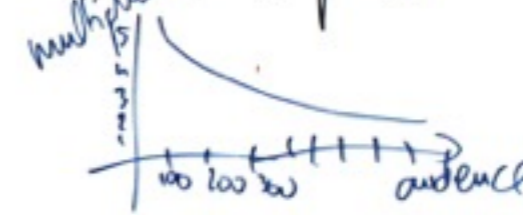
Foundations

- ① ORGANIZATION PROPOSE project through the media community validation
- ③ Launch of The Media Branded crowdfunding campaign.



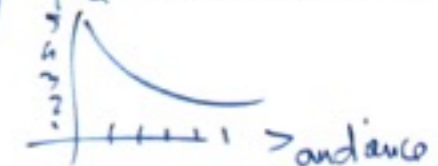
- ② Simple letting process Audience trigger = goal

- ④ Matching Fund if successful with multiplier



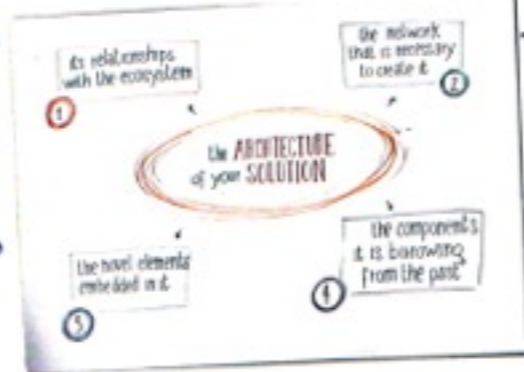
- ① Identify a foundation For which the audience matters

- ② For each media entering a multiplier is set by the foundation



Simplify funding for media & Foundation leverage the audience's commitment

matching with multiplier (3)



2 (media audience Foundation) →

(4) Crowd Funding match Funding

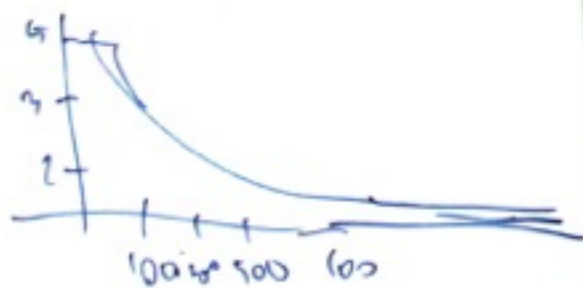
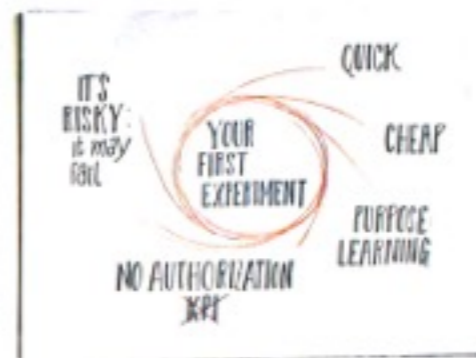
→ media already has audience
→ scaling to account for market/audiences

PRECIOUS LEARNING FROM PREVIOUS FAILURES

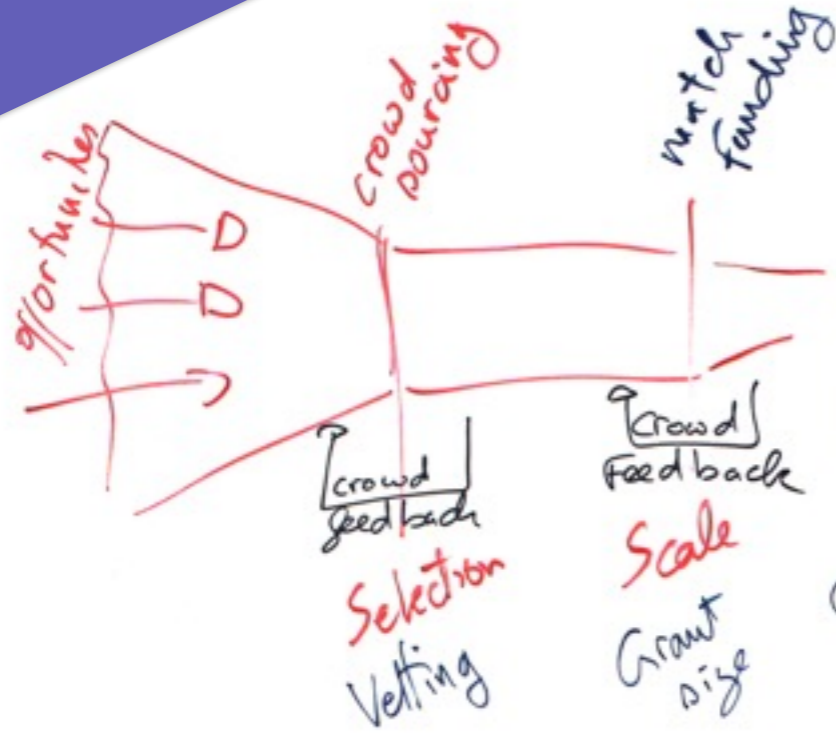
PRECIOUS LEARNING from PREVIOUS FAILURES

what are you an expert on?

- right timing
- thresholds in funding
- no wild goose chase



HOW TO IMPROVE CROWDFUNDING?



the solution

ecosystem: philanthropy through technology

network: media + foundation + community

how/elements: matched funding

how do Foundations delegate part of the workflow to the media's audience?

lower their operational cost
Simplify the application process

- ① media branded crowd funding (no label engine)
- ② if threshold funding reached matching is triggered

- ↳ feedback for foundations
- ↳ sense of urgency boosting the community
- ↳ simplify application & process selection

ARCHITECTURE

MEDIA

FOUNDATION

START WITH A MEDIA FOUNDATION for which

- audience matters especially small
- there is a willingness to experiment
- the aim is to drive medias to sustainability

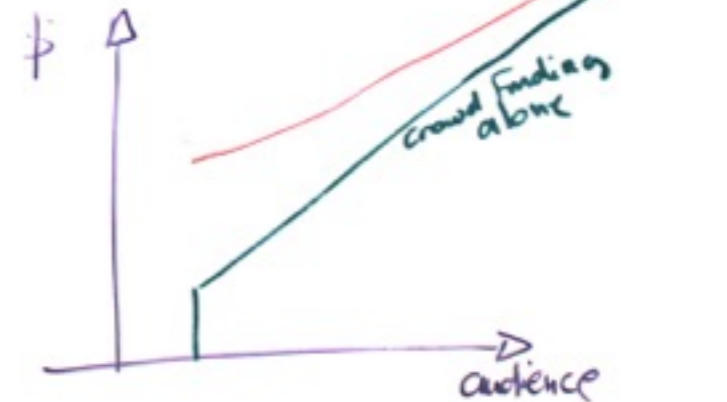
① APPLICATION
 simple online project
 + why it matters
 + audience
 + subscription goal

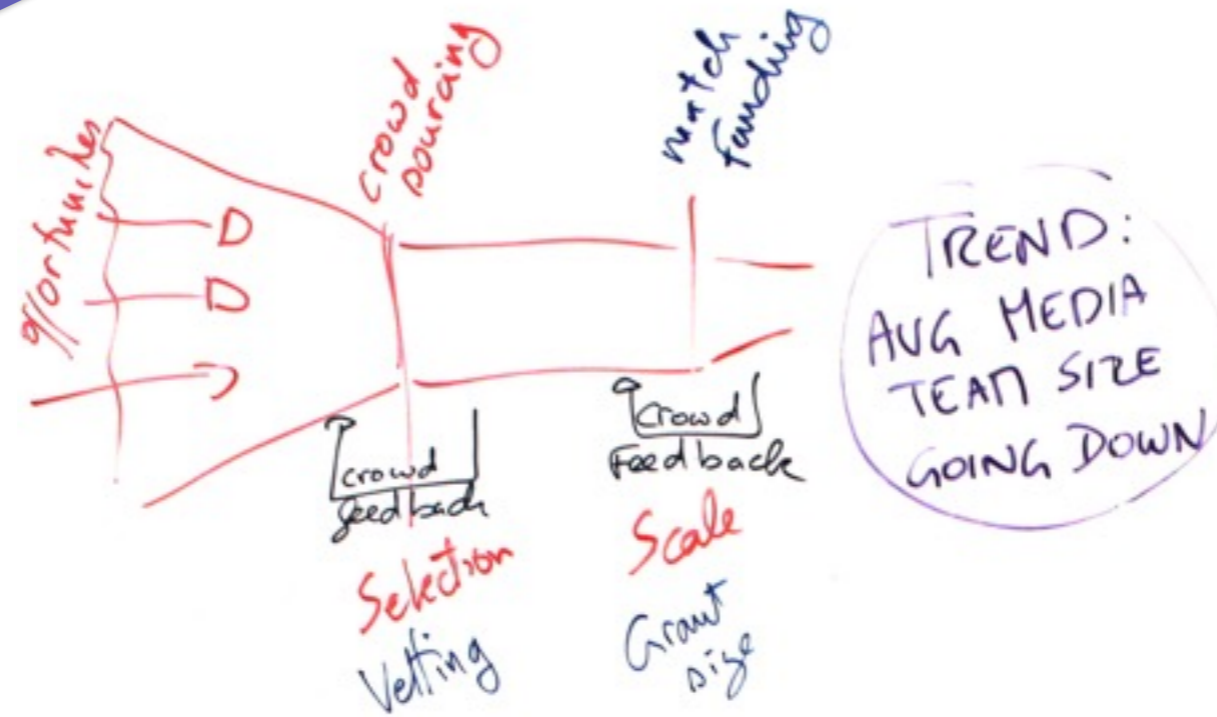
low barrier

③ LAUNCH
 Media branded
 crowd funding
 campaign
 with sense of urgency

② VALIDATION
 + go / no go ✓
 + crowd funding target

④ FUNDING
 If goal is reached
 matching multiplied fund





Can Foundations
delegate part of
qualification & selection process
to the media's audience?

- lower their operational cost (per grant)
- Simplify the application process
- incentivize small & tiny media to become sustainable by monetizing their audience

OUR CONCEPT & ITS POTENTIAL IMPACT - OUR LEARNING AND ITS POTENTIAL IMPACT

