

The logo for ZAAR is rendered in a bold, yellow, stylized font with a black drop shadow. The letters are thick and blocky, with a slight slant. The background of the entire image is a teal-tinted photograph of a person's profile looking at a computer monitor displaying a 3D CAD model of a mechanical part. The person's face is partially visible on the left, and the monitor occupies the center and right. The overall tone is professional and tech-oriented.

ZAAR

GREAT IDEAS FUNDED

WWW.ZAAR.COM.MT

Who is behind ZAAR?

The Foundation for the Promotion of
Entrepreneurial Initiatives (FPEI)



UNIVERSITY OF MALTA
L-Università ta' Malta



MBB

MALTA BUSINESS BUREAU



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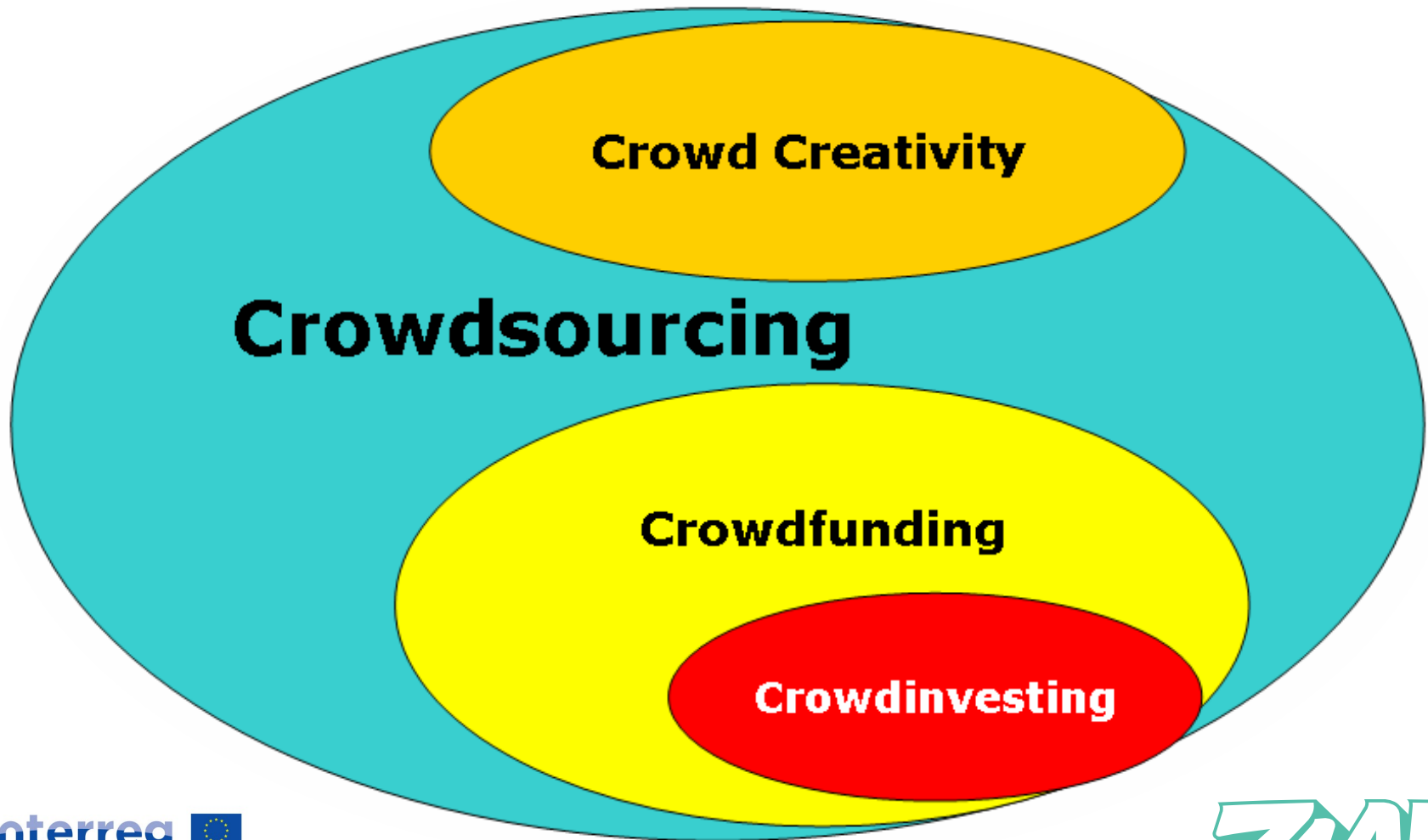
What is ZAAR?

First initiative from FPEI

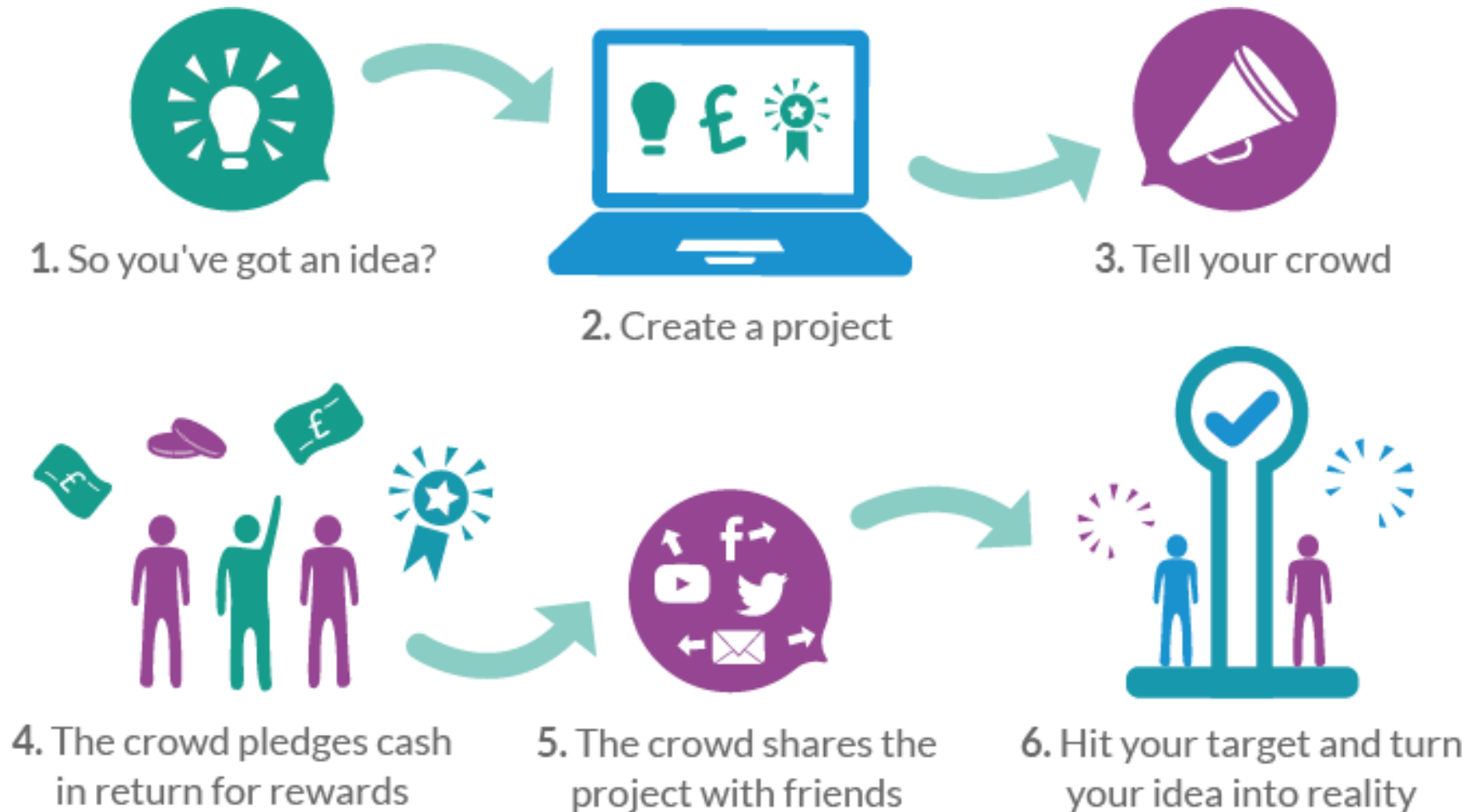
A crowdfunding platform to tackle the “Access to Finance” problem

Using crowdfunding as an alternative source of finance and to supplement the traditional sources.

Crowdfunding vs Crowdsourcing



What is Crowdfunding?



Source: crowdfunder.co.uk

Interreg
Mediterranean



BLUE
CROWDFUNDING

Z4AR

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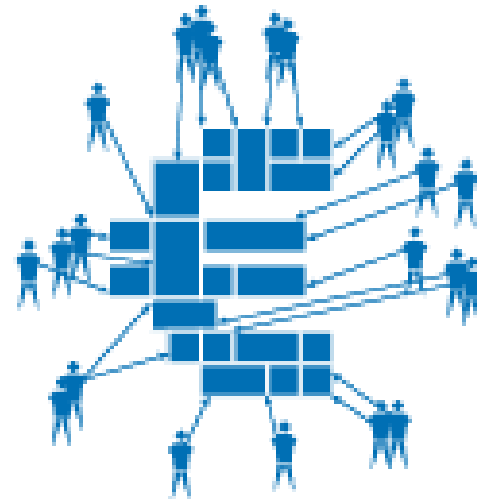
Difference from Traditional Funding

TRADITIONAL FUNDING



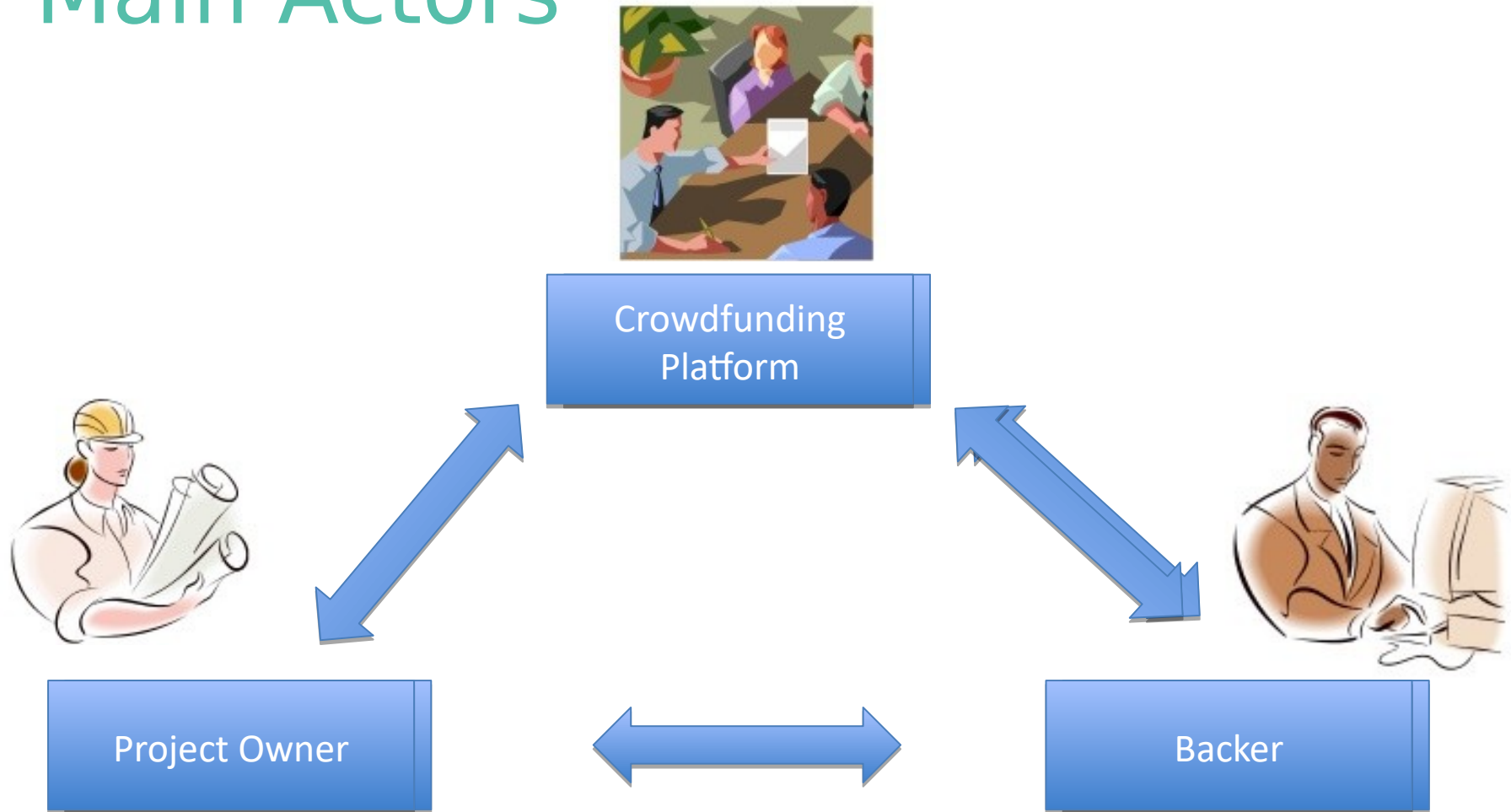
Large amounts from one,
or a few, sources

CROWDFUNDING



Many small sums from
a large group of individuals

Main Actors



What motivates backers?

Some days it's hard to find motivation...



...some days motivation finds you!

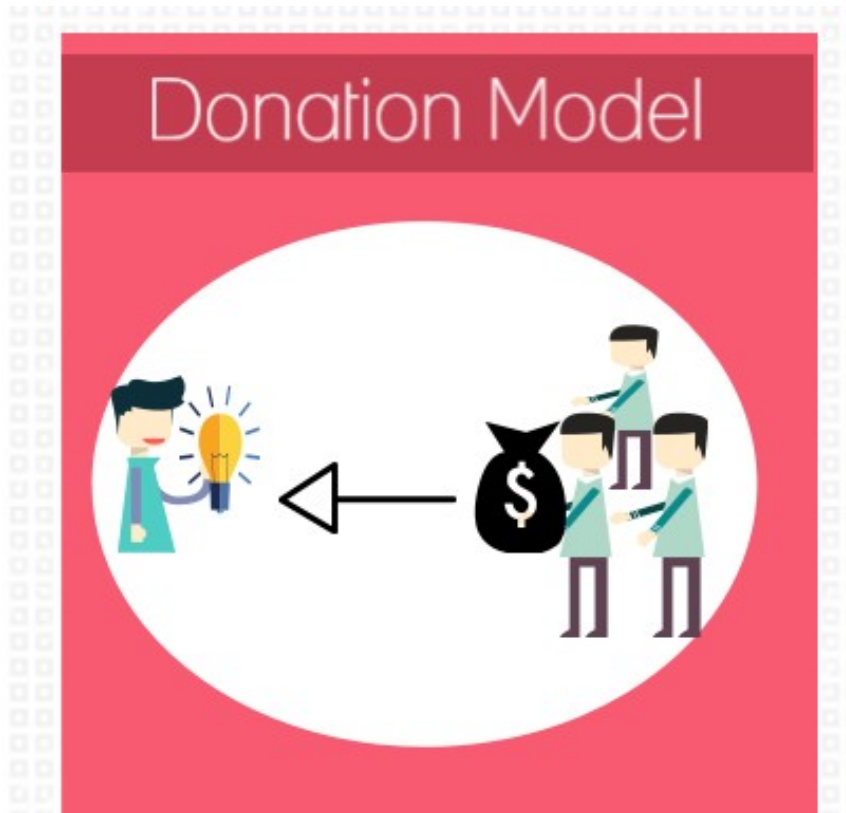
- Social Return
- Material Return
- Financial Return

Different types of Crowdfunding

Different Crowdfunding Models



Most common types of Crowdfunding



Return:

Thank you 😊

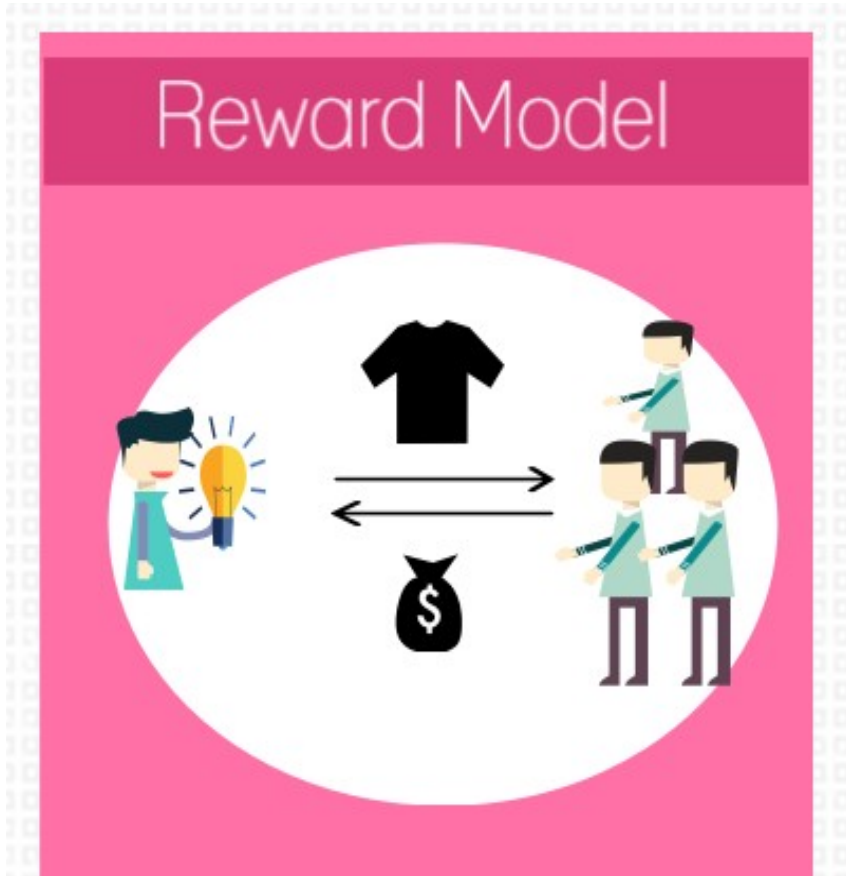
Most Common with:

Non-profits

Philanthropic

Charitable projects

Most common types of Crowdfunding

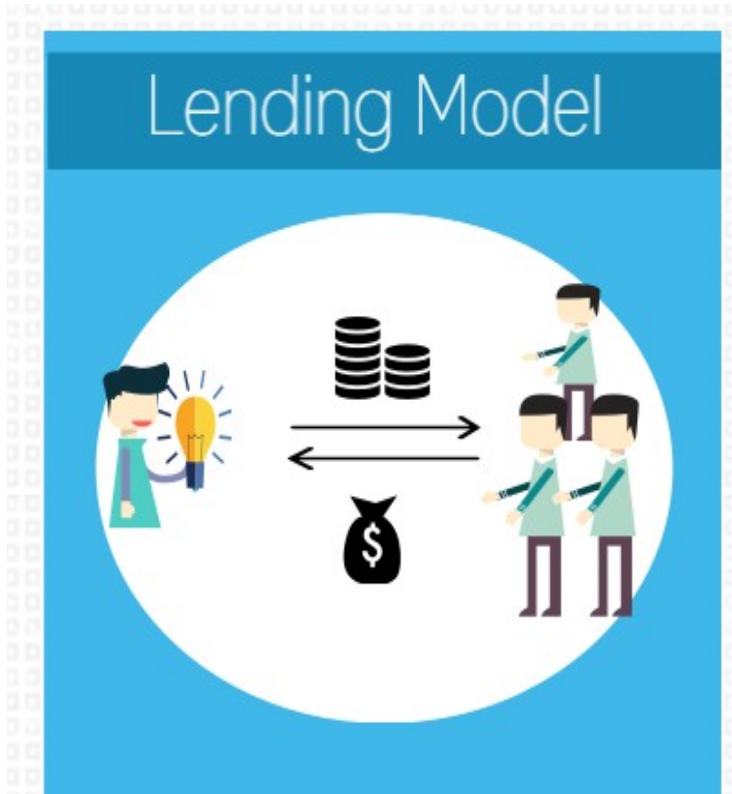


Return:

Goods and Services
Perks

Most Common with:
Pre-sale items

Most common types of Crowdfunding



Return:

Payback + interest

Most Common with:

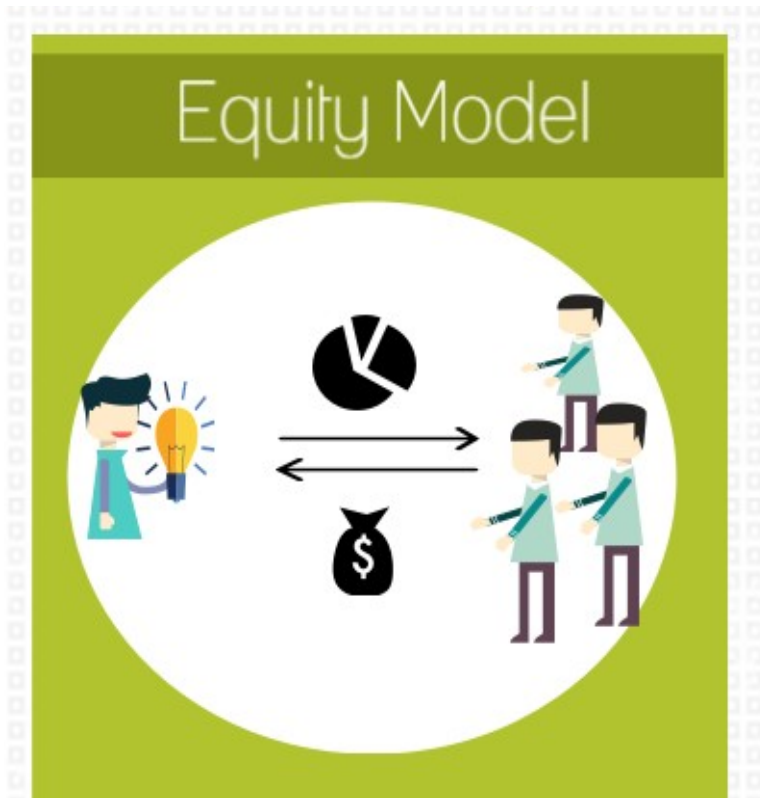
low-risk Investments

Need of cash flow

lower rates + faster

approval

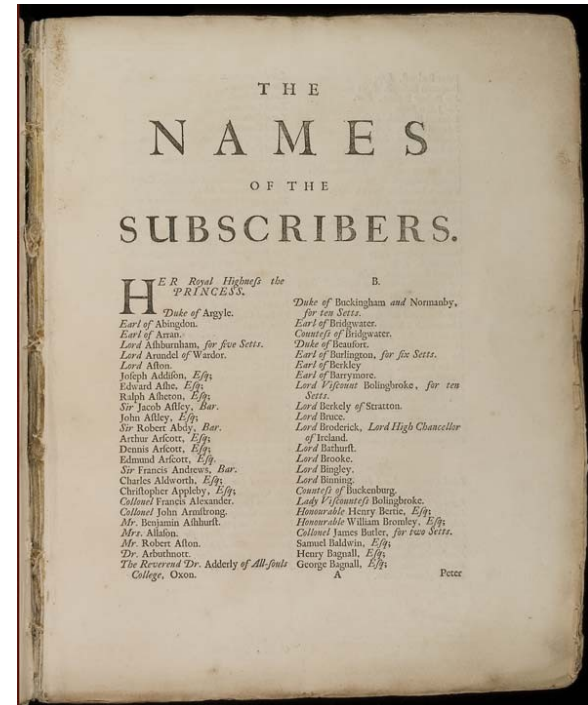
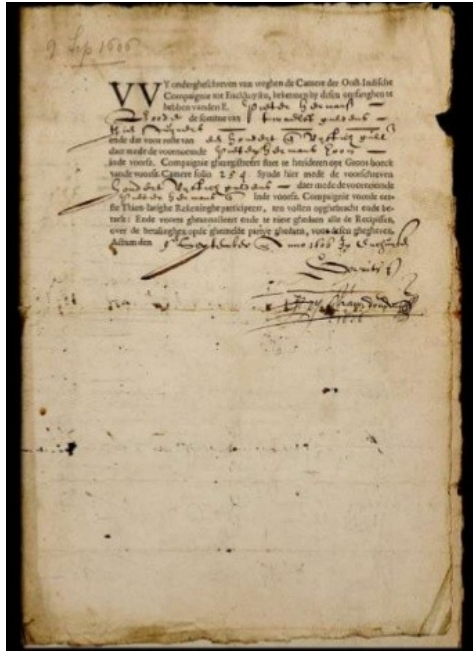
Most common types of Crowdfunding



Return:
Ownership

Most Common with:
Growing companies
Innovative start-ups
High Risk Investments

Some History of Crowd funding

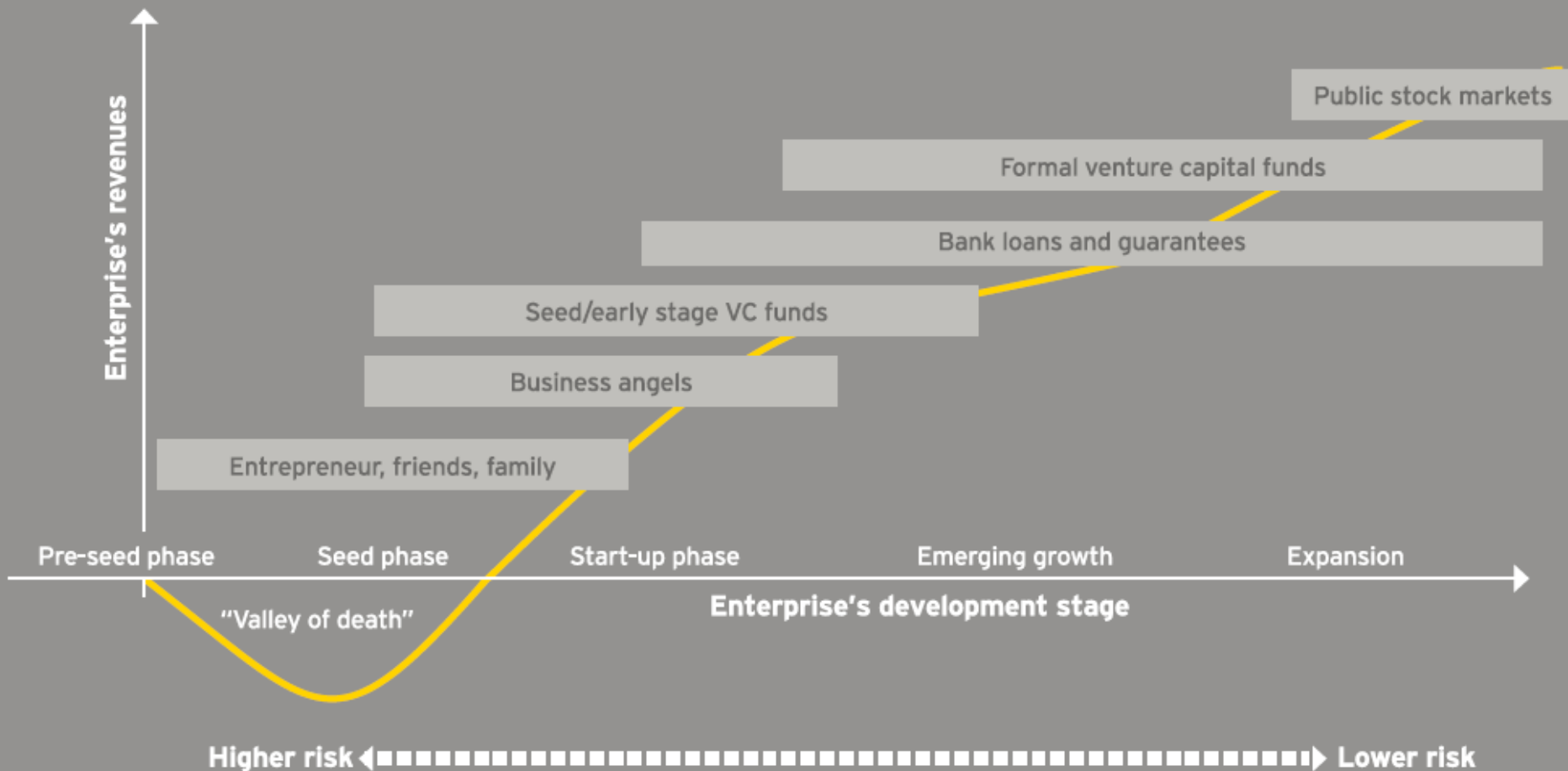


1606 – Dutch East India Company

1713 – Alexander Pope – Homer translations

[illegible]

Crowdfunding for Start-ups



What made it possible?



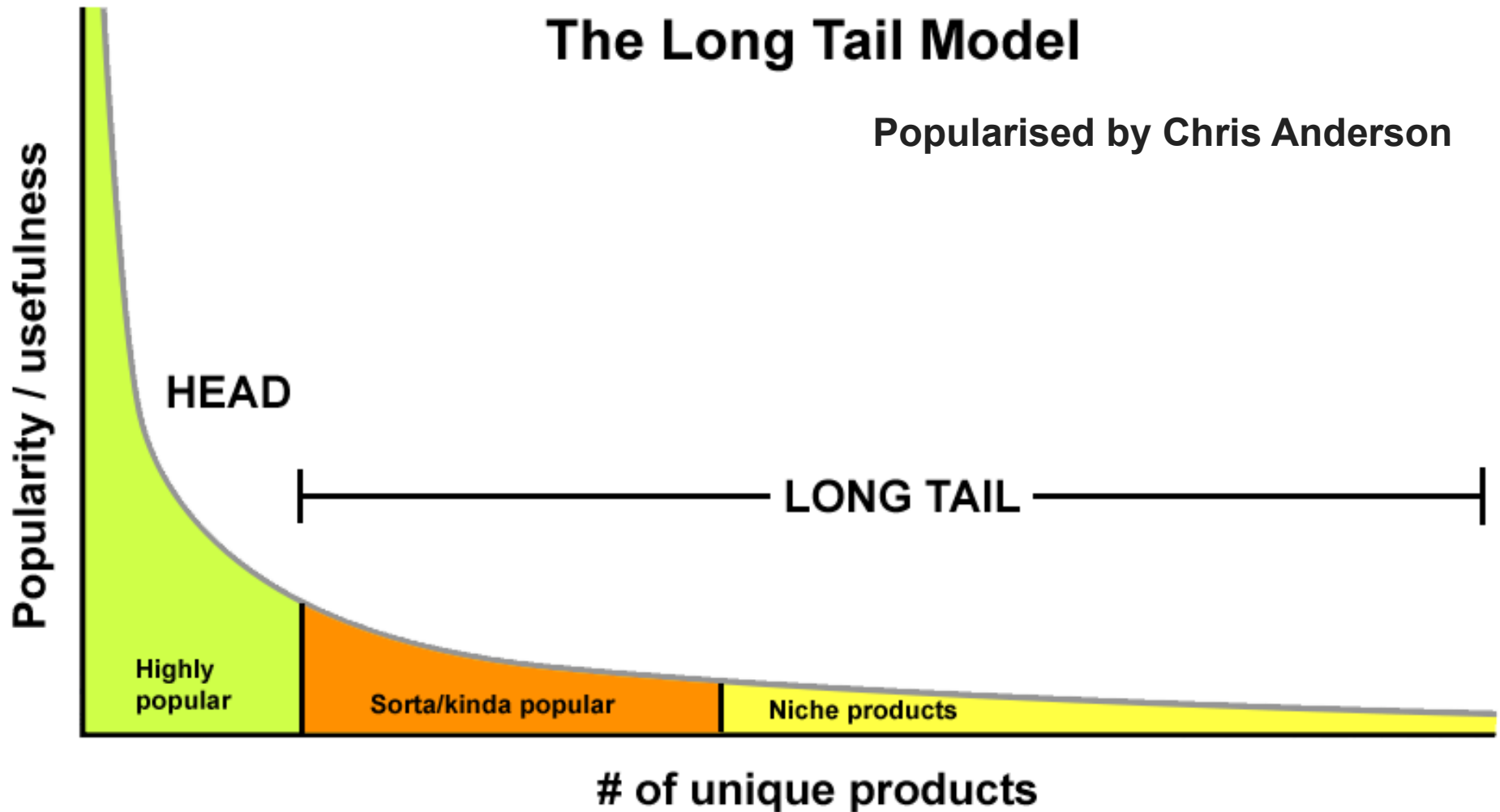
What made it possible?



What is making it successful?



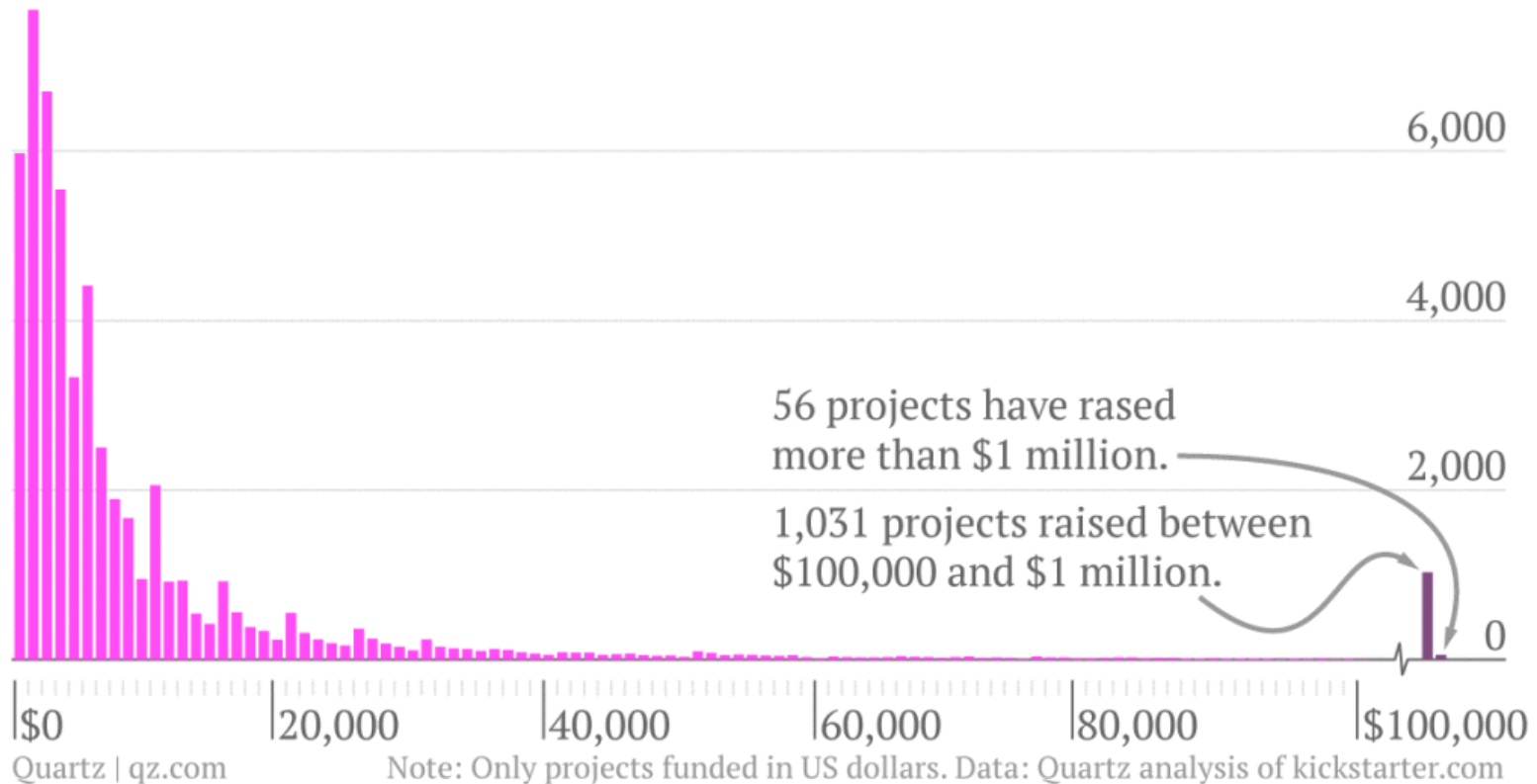
What is making it successful?



What is making it successful?

Distribution of Kickstarter funding levels

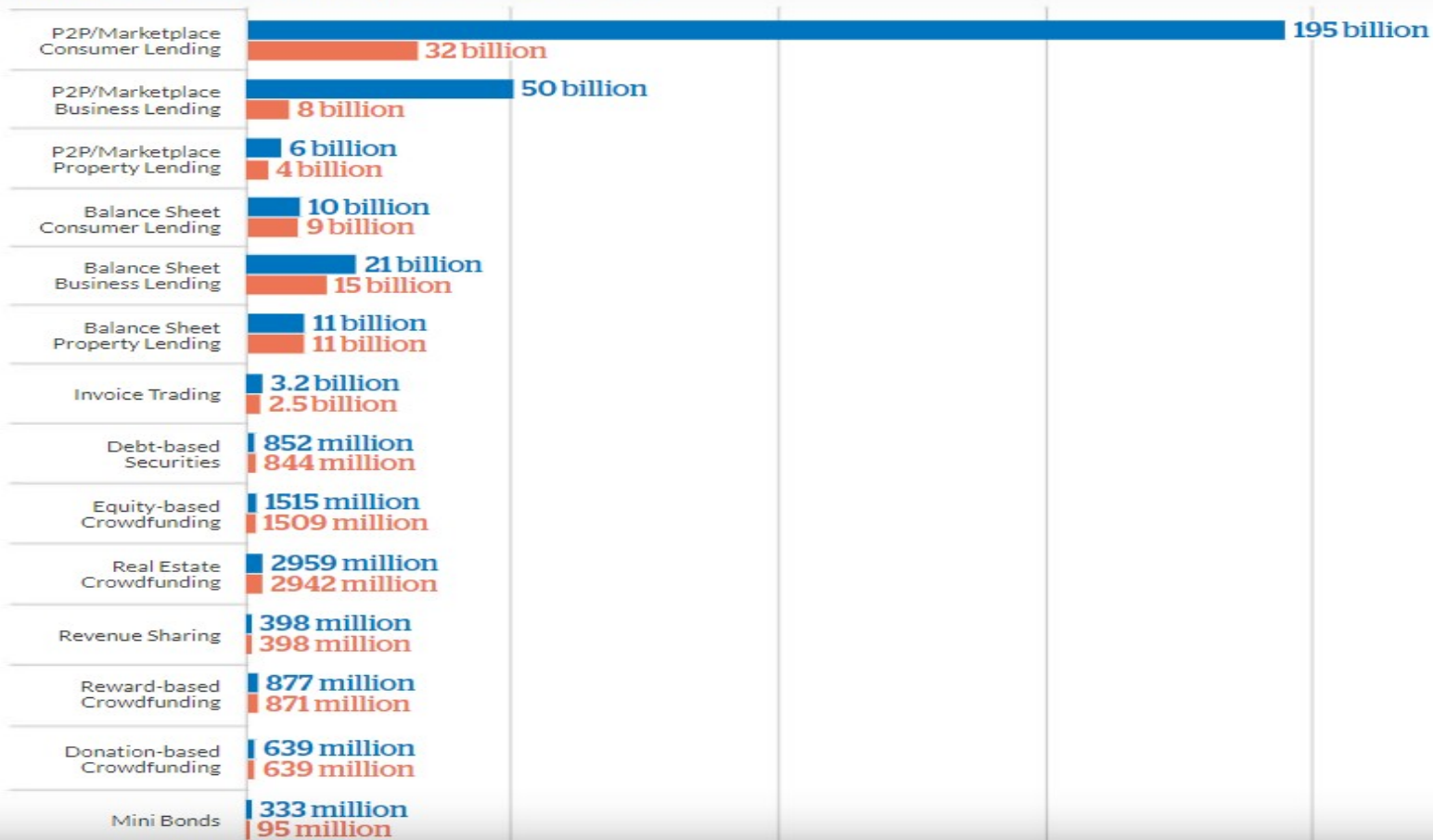
8,000 projects



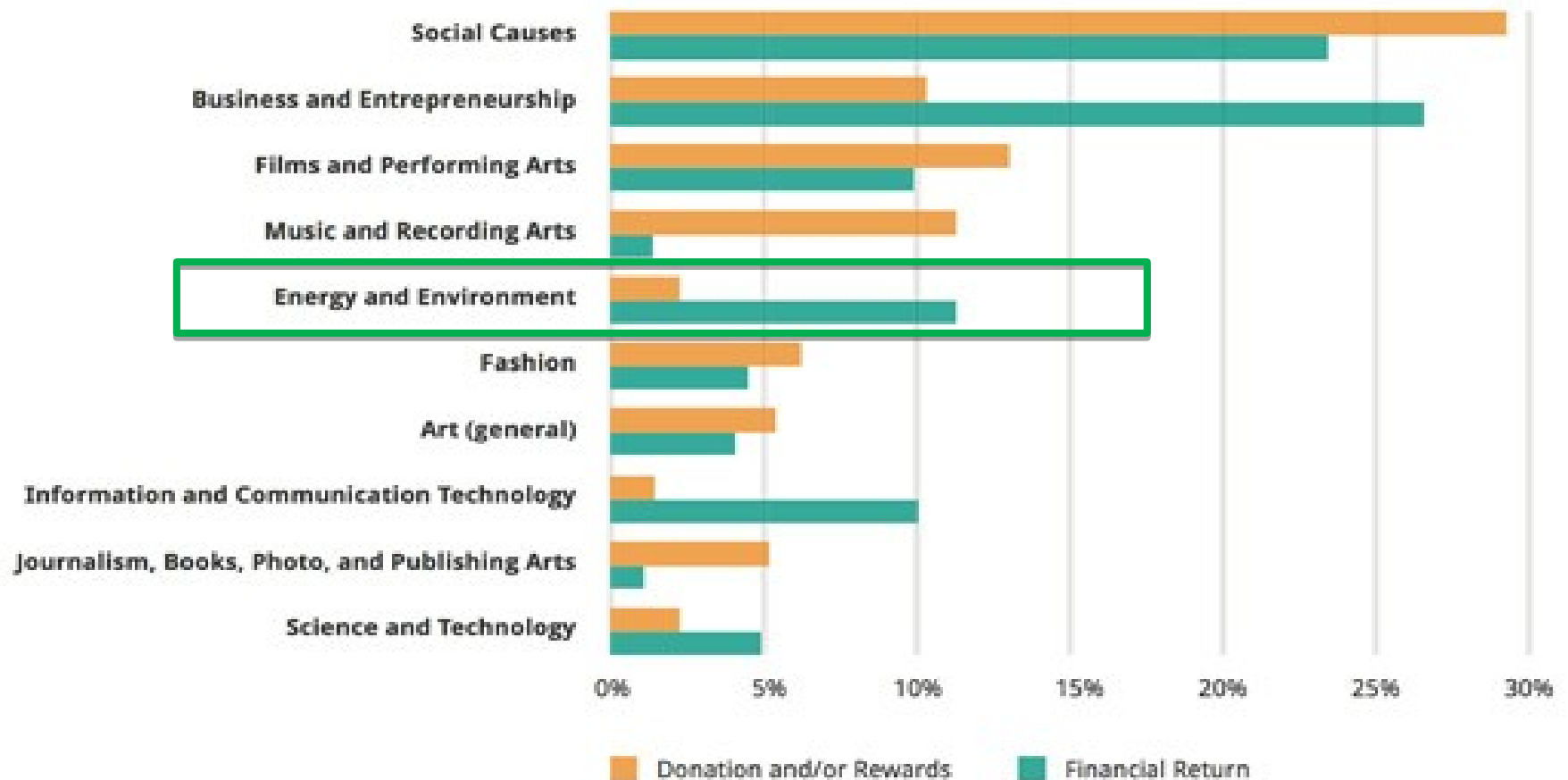
Most common types of Crowdfunding

Figure 1.8: Global Volume by Model in 2018, USD

2015



Most common types of Crowdfunding



Key Aspects of Crowdfunding

- Pre-set Target and Time boxed Campaign
- All or Nothing (AON) or Keep it All (KIA) Campaign types

What makes a good campaign?



The Pitch



The Rewards



The (Funding) Target



The Promotion



Pre Campaign



Evaluate your idea – Not all ideas are suitable for crowdfunding (mass market, innovative, unique, solves a problem)



Plan - The most successful teams take an average of 11 days preparing for their campaign page.



Research – Learn from others



Build a team - teams of more than 4 people raise almost double that one of campaigns with only one person.



Budget – Establish your required target amount by keeping it as low as possible



Set of Rewards – Be fair and give value for money



Gear up your social media



Organise your emails (hot, warm, cold)



Communicate early

The Campaign



Video



The Pitch



Duration



Rewards



Imagery (photos, infographics)



Stretch Goals



Launch Event



Chase the early activity



Send Updates



Promotion Promotion Promotion

Think like a backer and Thank
the backers during and after the
campaign



Examples

Seabin Kalkara

A community project to put Seabins all over the Maltese Islands, in order to combat marine debris in our seas.

#Zibel x Strand Marine Community September 28, 2018 at 12:00 pm



€6,455.00

pledged of €5,500.00 goal

38

backers

0

Days Left

PROJECT CLOSED

Share project

Examples

Feel the Soul of the Sea

Eco Marine Malta aims to develop a sustainable form of tourism. Our marine biologists will share with you the opportunity to encounter cetaceans, turtles and seabirds in their natural habitat.

👤 Eco Marine Malta 📁 Education 🕒 April 14, 2018 at 9:00 am



€6,195.00

pledged of €5,000.00 goal

29

backers

0

Days Left

PROJECT CLOSED

Share project

Examples



SipaBoards. Jet-Propelled, Self-Inflating, Smart Paddleboard



[Project We Love](#)



[Kamnik, Slovenia](#)



[Product Design](#)

\$344,638

pledged of \$150,000 goal

284

backers

Interreg
Mediterranean



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Other Benefits

Keeping in mind that funding is just a means to an end

- Proof of concept and early market validation
- Marketing tool and PR
- Engage people to refine ideas
- Pre-orders from potential customers
- More loyal customers
- Internationalisation
- Increased confidence
- Means of complimenting other means of financing
- Outreach and attract attention from other investors, corporate world, etc.

Barriers to Crowdfunding

- Not all ideas are appealing for crowdfunding
- Timing issues
- Project Owner charisma and character
- Skills
- Time and Cost
- Legal restrictions and lack of common legislation
- Tax Considerations
- Risks involved
- Fear of Failing
- Fear of Sharing

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<https://www.linkedin.com/company/zaar-crowdfunding-malta>



Thank you!

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