

## Lesson Plan

### Module: Crowdsourcing

### Learning Unit: Raising capital for your SME

<p><b>Desired Core professional goal</b></p> <p>Learners will be able to</p> <ul style="list-style-type: none"> <li>- use crowdfunding as a viable option for financing their SME</li> </ul>	<p><b>Benchmark</b></p> <p>e-platform</p>
<p><b>Level</b></p> <p>Standard</p>	<p><b>Framework</b></p> <p>Enlighten</p>
<p><b>Professional micro-learning outcomes</b></p> <p>Learners will</p> <ul style="list-style-type: none"> <li>- define crowdfunding and crowdsourcing and explain their benefits and challenges for SMEs.</li> <li>- identify different types of crowdfunding platforms and campaigns and select the most suitable one for your SME.</li> <li>- evaluate the suitability of different types of crowdfunding platforms and campaigns for your SME</li> </ul>	
<p><b>Micro-learning activities</b></p> <p>Learners will</p> <ol style="list-style-type: none"> <li>1. do the following activity</li> </ol> <p>Welcome to this lesson on raising capital for your SME using crowdfunding. In this lesson, you will learn how to use crowdfunding as a viable option for financing your SME. You will also learn how to identify different types of crowdfunding platforms and campaigns and how to design and launch a successful crowdfunding campaign that attracts and engages potential backers. Before watching the explanatory video, reflect and check your prior knowledge and experience with crowdfunding and crowdsourcing. What do you know about these concepts? Have you ever participated in a crowdfunding or crowdsourcing project, either as a backer or as a creator? Please share your thoughts with your team or other learners for a few</p>	

minutes using our course forum or our chatroom. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

2. watch the video Standard level: Module 3: Enlighten: Raising capital for your SME <https://youtu.be/k5PLb3m4EZY> (2:39)
3. Listen to the Podcast: Exploring different types of crowdfunding platforms and campaigns <https://youtu.be/KX7kOf21ows> (1:43)

You may use the [Worksheet for recording your findings provided to you here](#).

4. have an option to do the following activities:

- a. **Success stories of crowdfunding**

Listen to the Podcast: Examples of successful crowdfunding campaigns from various sectors <https://youtu.be/-QIUsh1lxuM> (4:25) & the Podcast: Reflect on crowdfunding success stories <https://youtu.be/SZYtHIUGqdl> (1:38)

Please take a few minutes to reflect on these questions and then share your thoughts with other learners exchanging feedback for collaborative and mutual improvement in low scores using our course forum our chatroom. You may introduce yourself to the course forum and make a team with other learners sharing the same interests and professional sector. We highly recommend working collaboratively throughout the course.

- b. **Evaluating the suitability of different types of crowdfunding platforms and campaigns for your SME**

Not all crowdfunding platforms and campaigns are suitable for every type of MSME. Therefore, it is important to evaluate the suitability of different options before choosing one. Based on what you have seen and heard so far, try to evaluate the suitability of different types of crowdfunding platforms and campaigns for your SME. Think about your goals, needs, and preferences, as well as the benefits and challenges of each type. Which type of crowdfunding platform and campaign would you choose for your SME and why?

To help you with this process, you can use the following [Checklist for evaluating crowdfunding platforms and campaigns](#) and the respective [worksheet](#). It contains some questions that you should ask yourself and the potential crowdfunding platform before deciding to launch a campaign. The questions are grouped into four categories: goals, audience, rewards, and fees. For each question, you can rate the answer on a scale of 1 to 5, where 1 means very unsuitable and 5 means very suitable. You can also add some notes or comments to explain your rating. Please discuss your choices with your team or other learners for a few minutes using our course forum or our chatroom.

The [Worksheet for evaluation crowdfunding platforms and campaigns](#) is not

meant to be exhaustive or definitive. It is only a tool to guide your thinking and research. You should also consult other sources of information and advice before making a final decision. The [worksheet](#) is based on some general principles and best practices of crowdfunding, but you should always check the specific rules and requirements of each platform and campaign.

Additionally, you may want to research some popular crowdfunding platforms that match your goals and audience. Listen to the Podcast: Popular crowdfunding platforms <https://youtu.be/odQHaMp0L40> (1:15) and/or do your own web research individually or collaboratively.

5. have an option to see more resources:
  - a. [What is Crowdfunding? – Indiegogo Help Center](#): This is a platform where people can support projects, ideas or causes that they care about. Backers can claim perks as a reward for their contribution, but they are not buying a finished product.
  - b. [9 Important Crowdfunding Pros and Cons - YouTube](#): This video explains the benefits and drawbacks of using crowdfunding to raise money for your business or passion project.
  - c. [How Kickstarter Works - YouTube](#): This video explains what crowdfunding is and how Kickstarter platform works.
  - d. [Free Kickstarter Email Course \(crowdcru.leadpages.co\)](#): Free course for learning how to use Kickstarter.
  - e. [The Benefits of Crowdfunding | The Essential Guide - Indiegogo](#): This article explains the benefits and challenges of Crowdfunding providing alternative options for startups..
  - f. [10 Pros and Cons of Business Crowdfunding \(fitsmallbusiness.com\)](#): The document discusses the advantages and disadvantages of crowdfunding for businesses, and also mentions alternatives like SBA loans, ROBS, and small business grants.
  - g. [The 6 Best Crowdfunding Platforms of 2023 \(investopedia.com\)](#): The document reviews six crowdfunding platforms based on their ease of use, success rates, pricing, and features. It recommends Indiegogo for overall best, SeedInvest Technology for startups, Mightycause for nonprofits, StartEngine for investors, GoFundMe for personal needs, and Patreon for creative professionals.