

hiSbe Food CIC

a

"The Potential of Crowdfunding"
SEWF2015
2nd July 2015

















We are Ruth, Amy and Jack



Founders and Directors of hiSbe Food CIC, UK



We are reinventing supermarkets





What is hiSbe?

An independent community supermarket

A way of doing business "how it should be"

A force to transform the food industry



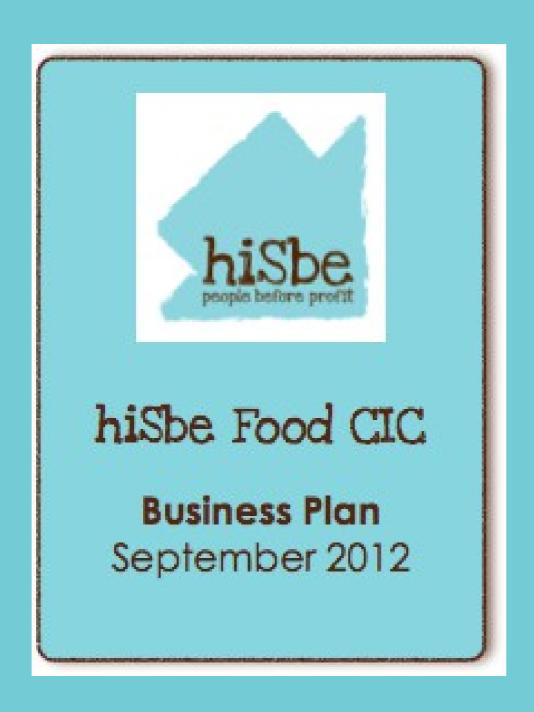
How we raised £200,000 (1) We built a crowd







How we raised £200,000 (2) We pitched to funders









How we raised £200,000 (3) We Crowdfunded £30,000





How we raised £200,000 (4) We leveraged the success





The potential of Crowdfunding

- Democratic
- 'Social Proof'
- Customers
- Marketing
- A loyal crowd
- Money





What worked well?

- Our incentives (money-off vouchers)
- Already well established on social media
- The campaign video
- Engaging & motivating supporters online & offline
- The 21 day countdown
- Local press support



What wasn't so good?

- Our video was too long
- Our campaign description was too wordy
- 21 day countdown was misunderstood by some
- 1000's watched the video, but 100's pledged



What we'll do differently next time

- Make the time-frame much shorter
- Feature the campaign on our website
- Make our campaign page shorter & snappier
- Set up offline fundraising events to tie in