



hiSbe Food CIC

at

“The Potential of Crowdfunding”

SEWF2015

2nd July 2015

choose good
ask yourself, is it how it should be?

pay fair
committed to charging
and paying what's fair

move on
future thinking, starting today

say 'can'
every good change we make
creates a positive difference

think 'we'
helping other people helps us all

make waves
rebels with a cause, people with
a purpose

be true
we do what we say
and we say what we do



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



You can change what's wrong with the food system by supporting what's right.

01273 590129
hello@hisbe.co.uk
Find Us [Brighton]

Like us on Facebook
follow us on twitter
Subscribe on YouTube
Join us on LinkedIn

a Community Interest Company, a commercial business with a social purpose

Home What's hiSbe? Pilot Store Soap box Action
8 Everyday Choices & Blog

Home



hiSbe stands for "HOW IT SHOULD BE."
hiSbe thinks businesses need to do the right thing, as well as make money.
That's just... how it should be.
Isn't it?



How will a hiSbe store be different to mainstream supermarkets?

- 1 Community Interest Company**
Collaborates with local people and gives profits back to communities
- 2 Makes good food accessible for everyone**
Sells food you can trust, at fair prices
- 3 Tells the story of good food, simply**
Shows how it should be; fair, safe and sustainable
- 4 21st Century shopping environment**
Convenient, automated, interactive and engaging
- 5 Incubates other businesses**
Provides opportunities for fledgling ethical businesses to test their ideas
- 6 Involves customers properly**
Involves people through social media and local community engagement



How we raised £200,000

(2) We pitched to funders



How we raised £200,000

(3) We Crowdfunded £30,000



The screenshot shows a crowdfunding page on Buzzbnk for 'The Ethical Supermarket for Everyone'. The page features a navigation bar at the top with links for Home, Explore Projects, Make a Loan, Submit a Project, Blog, and Contact Us. The main heading is 'THE ETHICAL SUPERMARKET FOR EVERYONE' with the company name 'hiSbe Food C.I.C.(UNITED KINGDOM, Company Number 7425306)' below it. The Buzzbnk logo is in the top right corner. A green banner indicates the venture is 'FUNDED!'. A yellow callout box shows '0 Hours to go' and '£30,820 raised of £30,000 target'. The 'Back This Venture' section lists three tiers: 'Everyone!' (Free), 'Pioneer 10' (£10), and 'Pioneer 10' (£10). A video player is embedded in the center, showing a woman speaking with the URL 'www.Buzzbnk.org/hiSbe' overlaid. The 'The Buzz on the Project' section displays three tweets from users like 'how it Should be' and 'RT @OrganicIford'.

THE ETHICAL SUPERMARKET FOR EVERYONE
hiSbe Food C.I.C.(UNITED KINGDOM, Company Number 7425306)

0 Hours to go
£30,820 raised of £30,000 target

Venture FUNDED!

Back This Venture

- Everyone!** Free
Send tweets with the link to this page, using the #hisbe4brighton hash-tag.
For every tweet you will get one entry into a prize draw for a pair of tickets to hiSbe's 1st Birthday celebration party.
10 Backers Purchased 10 Units
- Pioneer 10** £10
Money-off coupons for the hiSbe store
You'll receive coupons worth £12 off your shopping.
188 Backers Purchased 198 Units

The Buzz on the Project

- how it Should be RT @OrganicIford: You'd never find these in the supermarket. Proper organic food at @growcomm #Dagenham #Farm. Yum! #zerofoodmiles [http://...](#)
8 hours ago
- how it Should be Here's the listen again link for this morning's Sussex Breakfast show. Fast forward to 2:41 to hear the section... <http://t.co/jcq4q6KNcY>
21 hours ago
- HiSbe Food CIC Here's the listen again link for this morning's Sussex Breakfast show. Fast forward to 2:41 to hear the section on hiSbe and crowd funding.
21 hours ago
- how it Should be RT @Very Good Food:

www.Buzzbnk.org/hiSbe



How we raised £200,000

(4) We leveraged the success





The potential of Crowdfunding

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



On hiSbe's 1st
Birthday we
celebrated
with the crowd!



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**