

Trinidad &
Tobago



INVESTINMETT



THE ULTIMATE GUIDE TO OUR CROWDFUNDING PLATFORM

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1. Getting Started

Your project can be anything that you want to create and share with others. It could be a game, a book, a film, or software... pretty much any INNOVATIVE idea that you envision has a place on InvestinmeTT Just keep your project focused, with a clear end goal, and that identifies your rewards plainly. Remember no financial rewards can be awarded to contributors to your project on InvestinmeTT. Be creative and you'll be good.

Every InvestinmeTT project should have the following:

- At least one video, pictures, and a description that clearly explains the story behind your project.
- Rewards that contributors will receive when the project is completed.
- Updates that share the creative journey as the project comes to life.

2. How to tell your story?

So, you've signed up with us and are ready to post your first project. But how? Hmm! Your project page is your chance to tell everyone your idea about your project and the underlying story of why you think it's important and needed to contribute to society.

First, imagine explaining your project to a friend what will you say? What might they ask? And how will you show them you're serious, prepared, and more than capable of doing a great job? Your project page is your chance to tell people your story.

If your project is simple and straightforward, then maybe your project page can be, too. If you're doing something more complex, share details to demonstrate that you know what you're doing. Either way, there are some basic questions you should answer:

- Who are you?

Introduce yourself, your team, and any similar work you've done.

- What does your product entail?

The more details, the better. You can include sketches as your pictures, samples, or prototypes it all helps contributors to visually see and get interested in your idea.

- Where did you come up with the idea for this project?

Tell people how you got the idea, and how much you've accomplished so far. Sharing the project's history helps others understand the kind of work you do, and how you go about it.

- What's your plan, and what's your schedule?

Lay out a clear, specific timeline for what contributors can expect.

- What's your budget?

A simple breakdown lets people know you've thought things through and have a workable plan, so they can trust you to use all funds wisely.

- Why do you care?

Tell people why you are so passionate about your project and why you are committed to making it happen.

Take time to tell your story and use your words appropriately but remember there's more to a good project page than text. Images and videos greatly help engage your audience and bring people inside your story.

- How to choose great project images?

Remember first impressions count and this is your chance to make a good first impression. Use images that are the right size, clear, and have a high resolution so that you can grab the attention of your viewers.

- How can I make a compelling video?

Making a video is a must because it's the best way for you to introduce yourself and give people a closer look at what you're working on. You can create a premium video using high-technology equipment or using an online service but never forget you can create super slick DIY videos by just using your smartphone and some video editing software. Additionally, you should consider adding captions and subtitles to your videos this will help people to clearly understand what you have to say.

Keynote: Get creative.

Remember this is your moment to shine a light on your project so don't hesitate to use every creative bone in your body to stand out.

3. Rewards

Everyone likes to receive gifts especially when they have contributed to something. It's not about getting rich the focus is on showing appreciation for those who have helped you to achieve your goal.

When people take the time out to support what you're doing they also want to feel like they're getting something in return and rewards let them share in your work.

Some rewards are simple. If you are publishing a book, for example, you offer copies of it. Other rewards, like behind-the-scenes souvenirs or personalized work, can bring contributors closer to the creative process.

- What should I offer?

You know better than anyone what your community wants. Think about what would get you to back your project. Be creative and offer something you would want in return.

- What not to offer?

There are a few things we prohibit on Investinnett, including offering financial returns and reselling items from elsewhere.

- How much of a contribution should I request?

Be fair. When people think about supporting your project, they're asking themselves whether your rewards are a good trade for what they're contributing. Always remember that small contributions do add up but you must also take into consideration the value set for your project goal.

You can offer a range of rewards. Some contributors can spare \$100, some \$20, and some \$5. Each pledge is important to your project. Make sure there's something worthwhile at every level.

Don't forget to organize your rewards so they fit your budget.

- Estimated delivery

When do you expect to deliver rewards to contributors? For each tier, choose a date you're confident you can deliver on what you have promised, and don't forget to give yourself some breathing room.

- Contributors

If your project was successfully funded, you'll be eligible to receive your contributors' personal information (e.g., email address) so you can notify your

contributors how and when their rewards will be ready for collection. Please keep in mind it is your sole duty to fulfill and meet your contributors' expectations for receiving their rewards.

Please note: You cannot change or delete your rewards once someone has contributed to your campaign, and they have qualified for it.

4. Funding

It is requested by investinmeTT that when posting a campaign you must contribute at least 5% of your requested funding goal to your campaign. This will show the Funders that you are serious about your idea. InvestinmeTT has chosen to use an all-or-nothing funding business model. If your project doesn't reach its goal, then funds are returned to all Funders. All-or-nothing funding makes it easier for Funders to contribute to your project with the confidence that you'll be able to get the job done.

Your funding goal should be the minimum amount you need to create what you promised and fulfill all rewards. The first step to setting that goal is figuring out a budget.

- Tips for a budget:
 1. Make a list

Write down every possible expense you expect to incur. If the number is bigger than you expected that's OK sometimes your project feels simple but it's best to make sure every step is accounted for to get a real sense of what the cost will be to bring your idea to life.

2. Consider your reach.

InvestinmeTT is a great way to share your ideas with new people. But be advised that most of your support will come from your core networks, and the people most familiar with your work. Always take time to consider the audiences you can tap into, from your friends and fans to online communities, and make a conservative estimate of how many contributors you can realistically bring on board.

3. Give yourself a cushion.

If your project is successfully funded, InvestinmeTT applies a 5% service fee as well as additional fees associated with our payment processors. To learn more about our fee structure please read our Terms and Conditions located at (<https://investinmett.com/terms-and-conditions/>).

4. Set a deadline.

Your funding period can last anywhere from one to 180 days. However shorter periods set a tone of confidence, help motivate people to back, and let you make a planned, concerted push to spread the word.

5. Stretch goals.

You can't change your funding goal once you've launched, but once that goal has been reached, some projects can add incentives like new features, colors, or gifts to backers to hit even higher funding milestones.

6. If your project demand becomes overwhelming

Unexpected demand can be a nice problem to have but when you designed a budget with a project goal to make 100 of a product stick to your limit. If you feel like you've hit your limit, you can always cap your rewards. Always work with the number you can comfortably manage, and you can add more at a later delivery date, so you don't have to do everything at once. Let your contributors know in advance that the demand might affect your schedule. Communication is the key.

7. The Contributors' Report

Upon successful completion of your project goal, InvestinmeTT will email you your contributors' report. This is where all information about your project's funders will be neatly organized. Everything from their contact information to the reward that they chose will be documented here.

5. Promotion

Spreading the word about your idea and getting people on board is no easy task but it is doable for those who prepare before they launch their project.

- Outreach Plan

Early on in your planning process, think through how you'll promote your project once it's live. Lining up pre-launch support gives you a great head start; securing first-day backings can help boost your project's long-term chance of success.

- Tips:

1. Make a list

Always start by connecting with people you know and make a list of everyone you plan to reach out to about your project. These are likely the people who'll support your project on day one. Collect email addresses, social media handles, and phone numbers in a single place.

Next, segment your contacts into a few groups such as friends, family, co-workers, industry contacts etc., and draft specific messaging for each group. For example, you can frame your message to friends around specific reward tiers that you think might appeal to them and why.

2. Create a calendar

Think through your campaign holistically: How will you promote your project pre-launch, on day one, on week two, and beyond? Put together a week-by-week calendar to schedule emails, social media announcements, project updates, and more.

3. Build some buzz

A week or two before launch, share your project with your network to give them an early heads up. Build momentum around your project before launch without giving away all the juicy details.

4. Announce with a bang

Once your project is live, let people know your project is live!

Send personal emails to your friends, and family.

Alert your wider mailing list that your project is live, making sure to share a few key details about why you're excited about it.

Share your project on social media with eye-catching visuals and custom referral tags to help you track where your pledges are coming from.

6. Fulfilment

Fulfilment is the act of completing your project and sending rewards to your contributors. After you have successfully completed your campaign this is your last duty as a Campaign Owner therefore you must plan for this moment sooner rather than later. This stage requires careful budgeting and careful communication. It's also a proven way to foster trust between you and your contributors for the future.

- Do your research

Think about what you're making, how you'll produce it, and how you'll eventually get it into the hands of your contributors before you launch your project.

Plan your project around the fulfillment

Once you've done your research, it's time to start drafting your project, planning your rewards, and deciding on your funding goal.

- Rewards

When it comes to rewards, our advice is to focus on the thing you're making. If you're making a comic book, offer your comic book.

- Delivery costs and funding goal

Make sure you factor production, manufacturing, and delivery costs into your overall funding goal. You can take the pricing quotes you received from vendors before launch to find this number.

During your campaign, commit to sharing all of the steps along the way with our contributors, and give them a financial breakdown so that they understand the various costs, especially the costs associated with manufacturing. Let your funders know that they can count on you to be updated regularly about every part of the process.

- Maintain communication

Stay in touch with your teammates, manufacturers, and partners as you move toward fulfillment, and build time for your questions and their responses into your schedule. Allow 1–2 business days for communications.

7. If you feel overwhelmed

You can reach out to us at contact@investinmet.com and we will connect you to one of our support specialists.