

TAKING
COOPERATION
FORWARD

 Verona, April 12, 2019

Progetti di crowdfunding - success cases

 Paolo Carlucci

PROGETTI DI CROWDFUNDING - SUCCESS CASES

1. Pebble (tech)

2. Sponz Fest
2016 (event)

3. Bibliotheca
(culture)

4. Mediterranea
(social)



PROGETTI DI CROWDFUNDING - SUCCESS CASES

Breathe, everyone

It's just a watch

pebble



chill



PROGETTI DI CROWDFUNDING - SUCCESS CASES

COLLECTION

\$99
PEBBLE
DISTINCTIVE.

[CHECK IT OUT](#)



\$199
PEBBLE STEEL
MORE DISTINCTIVE.

[CHECK IT OUT](#)



PROGETTI DI CROWDFUNDING - SUCCESS CASES



**WHY MEASURE
BATTERY LIFE
IN DAYS?
'CUZ WE CAN.**

UP TO 7 DAYS OF BATTERY LIFE FROM ONE CHARGE.



PROGETTI DI CROWDFUNDING - SUCCESS CASES



**YOUR CAT AS WATCH FACE?
ERR... WHY NOT!**

PEBBLE IS CUSTOMIZABLE INSIDE AND OUT. WE DON'T FUSS ABOUT IT, OR QUESTION YOUR TASTE.



PROGETTI DI CROWDFUNDING - SUCCESS CASES



JUST TO RECAP WE MADE A WATCH

WE DIDN'T SOLVE CLIMATE CHANGE.

Pebble \$99

Pebble Steel \$199

Solve Climate Change ▶



PROGETTI DI CROWDFUNDING - SUCCESS CASES



Pebble: E-Paper Watch for iPhone and Android

Palo Alto, CA • Product Design

\$10,266,845

pledged of \$100,000 goal

68,929

backers



Pebble 2, Time 2 + All-New Pebble Core

Redwood City, CA • Product Design

\$12,779,843

pledged of \$1,000,000 goal

66,673

backers



Pebble Time - Awesome Smartwatch, No Compromises

Palo Alto, CA • Product Design

\$20,338,986

pledged of \$500,000 goal

78,471

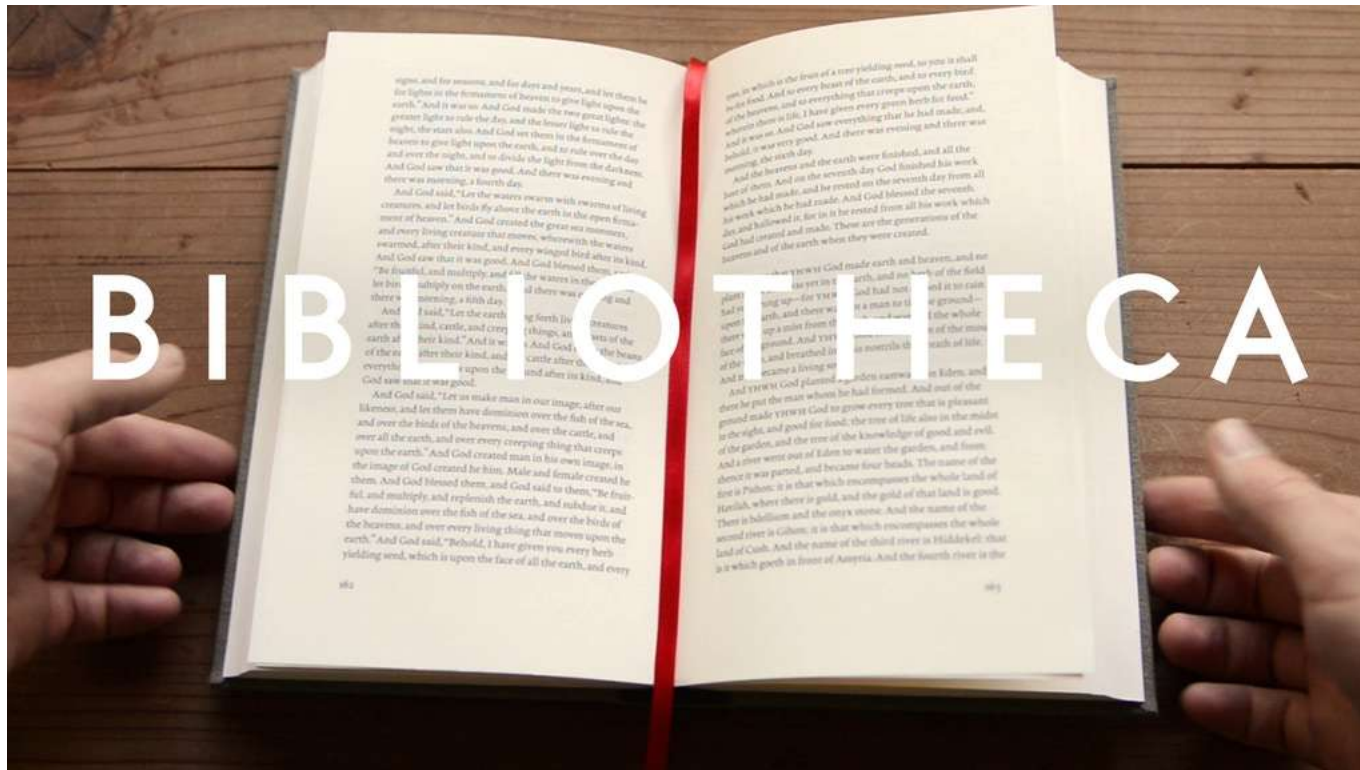
backers

TAKING COOPERATION FORWARD

PROGETTI DI CROWDFUNDING - SUCCESS CASES



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COME FINANZIARE LA PROPRIA IDEA CON IL CROWDFUNDING

Grazie per l'attenzione

Dubbi, perplessità, domande?

PAOLO CARLUCCI

carlucci@paolocarlucchi.it

twitter @pavolos

www.linkedin.com/in/paolocarlucchi

