

# Workshop *Simulated Crowdfunding*

12. Feb 2020, Karlsruhe, 9:00 - 16:00

Registration via: [janin.fauth@kit.edu](mailto:janin.fauth@kit.edu) or [clarissa.marquardt@kit.edu](mailto:clarissa.marquardt@kit.edu)

## Challenge

**Crowdfunding revolutionizes traditional approach to the process of new product development.**

Through presenting the product idea to the public crowdfunding has created the opportunity for engineers and designers to receive an immediate market feedback. It facilitates to verify very quickly and with little effort and investment, if potential customers are interested in a new product. In addition, the new product is easily linked to potential investors. You want to experience how crowdfunding is working in the point of view of a campaign user or an investor?

## What we offer

**The Synergic Crowd Innovation Platform (SCIP) was developed to raise awareness about alternative funding ways and to give different organizations the chance to experience crowdfunding in a simulated crowdfunding pilot action. Main benefit for participants is also the opportunity to connect with different innovation actors from Central Europe and to create new linkages with potential business partners.**

### Campaign Giver

Try out, how a campaign can be published on the Synergic Crowd Innovation Platform (SCIP) and learn more about crowdfunding. Within the Simulated Crowdfunding Workshop investors will have the chance to invest in your project. SYNERGY project awards with the voucher the 5 first projects that have reached the assumed budget goal.

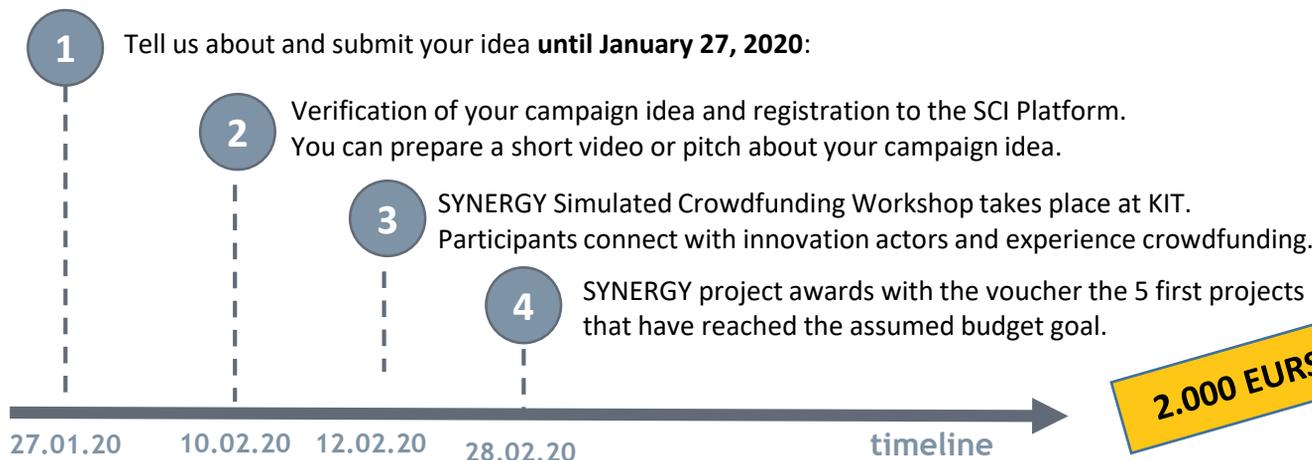
### Investor

Be part of the SYNERGY Simulated Crowdfunding Workshop and invest with fake money in the best ideas. In this way use the change to experience how crowdfunding mechanism are working, how you could use it in your organization and how you can benefit from it.

## How to publish a campaign

Register on the SCIP.

**Vouchers  
to the value of  
2.000 EURS**



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## Your benefits

Use and benefit from testing crowdfunding to not only raise money but also to get feedback from users about your project idea and connect with other innovation actors to establish new cooperation.



**Win a voucher:** We will award the best projects with a voucher that can be used for different services like consultancy, training, business plans, market analysis, research ordering and a lot more.

## Crowdfunding Workshop at KIT

### Program

<b>09:00</b>	Registration and Welcome
<b>09:30</b>	Presentation of the SYNERGY Project and the Synergic Crowd Innovation Platform
<b>10:00</b>	Presentations on Crowdfunding and Success Stories
<b>11:00</b>	Game “Simulated Crowdfunding” – Part 1 Networking and Interactive Discussions
<b>12:30</b>	Lunch
<b>13:30</b>	Game “Simulated Crowdfunding” – Part 2 Networking and Interactive Discussions
<b>15:30</b>	Wrap-up and Summary of the Event

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## Registration

The participation in the workshop is free of charge.

Registration should be made via E-Mail until **31<sup>st</sup> January 2020** to [janin.fauth@kit.edu](mailto:janin.fauth@kit.edu) or [clarissa.marquardt@kit.edu](mailto:clarissa.marquardt@kit.edu).

Please note that the workshop has restricted number of participants – first come, first serve.



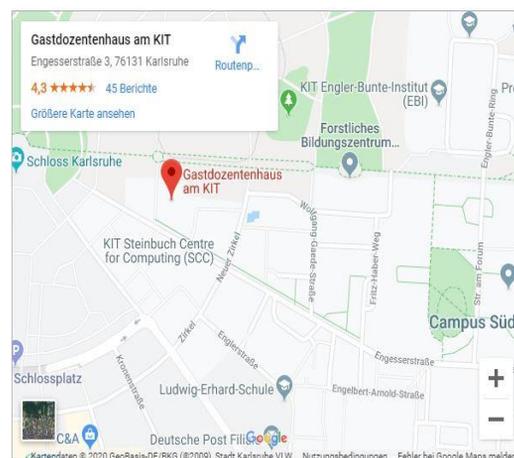
## Venue

Karlsruhe Institute of Technology (KIT)  
– Campus South

Gastdozentenhaus at KIT

Engesserstrasse 3  
76131 Karlsruhe, Germany

<http://www.gdh.kit.edu/english/448.php>



## Contact

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