


TAKING
COOPERATION
FORWARD

 Treviso, July 18, 2019

 **Progetti di crowdfunding - success cases**

 Paolo Carlucci

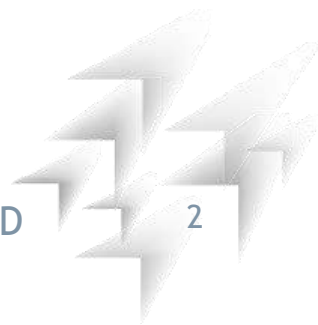
PROGETTI DI CROWDFUNDING - SUCCESS CASES

1. Pebble (tech)

2. Sponz Fest
2016 (event)

3. Bibliotheca
(culture)

4. Mediterranea
(social)



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

\$10,266,845
pledged of \$100,000 goal
68,929
backers

📍 Palo Alto, CA 🏠 Product Design



Pebble Time - Awesome Smartwatch, No Compromises

\$20,338,986
pledged of \$500,000 goal
78,471
backers

📍 Palo Alto, CA 🏠 Product Design



Pebble 2, Time 2 + All-New Pebble Core

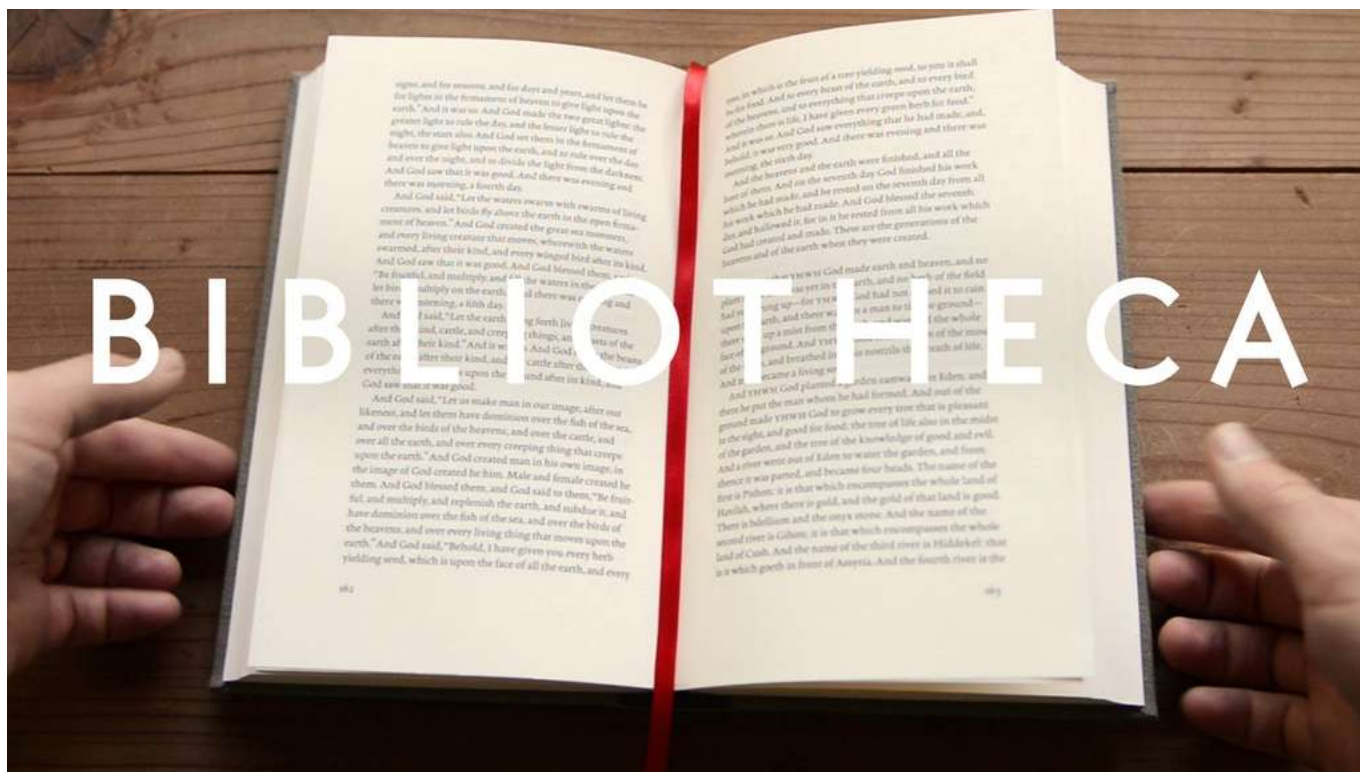
\$12,779,843
pledged of \$1,000,000 goal
66,673
backers

📍 Redwood City, CA 🏠 Product Design

PROGETTI DI CROWDFUNDING - SUCCESS CASES



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PROGETTI DI CROWDFUNDING - SUCCESS CASES



COME FINANZIARE LA PROPRIA IDEA CON IL CROWDFUNDING

Grazie per l'attenzione

Dubbi, perplessità, domande?

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