

**START SOME GOOD.com**  
IGNITING IDEAS, INVESTMENT & IMPACT

New York City, (N.Y.)

STATUE OF  
 "Liberty Enlightening  
 the World."

THE *American Committee* in charge of the construction of the *Base and Pedestal* of this great work of art, in order to raise funds for completing their work, have prepared a *miniature statuette six inches in height*—the statue brassed; pedestal nickel-silvered,—which they are now delivering to subscribers throughout the United States, at

**ONE DOLLAR EACH.**

This attractive souvenir and Mantel or Desk ornament is a *perfect fac-simile* of the model furnished by the artist.

The Statuette in same metal, *twelve inches high*, at

**FIVE DOLLARS EACH,**

delivered.

The designs of Statue and Pedestal are protected by U. S. Patents, and the models can *only* be furnished by *this Committee*.

The people of France donated the money to build the Statue and presented it to the United States of America.

Every American citizen should feel proud to donate to the *Pedestal Fund* and own a *Model* of this great work in token of their subscription.

Address with remittance,

**RICHARD BUTLER, Sect'y,**

American Committee of the Statue of Liberty.

**33 Mercer Street, New-York.**

**Orders Received Here.**



LIBERTY ENLIGHTENING THE WORLD.

The Statue of Liberty, which is now being built on the breast-works near the entrance to the harbor, is the tallest statue in the world. Every one of its fragments may be obtained from the New York Public Library, 410 Fifth Avenue, where the book is sold, and the plan of the statue is also for sale. The book is published by the American Committee of the Statue of Liberty, 33 Mercer Street, New York. The book is sold at the rate of \$1.00 per copy, and the plan of the statue is sold at the rate of \$0.50 per copy. The book is published by the American Committee of the Statue of Liberty, 33 Mercer Street, New York. The book is sold at the rate of \$1.00 per copy, and the plan of the statue is sold at the rate of \$0.50 per copy.



“Crowd funding describes the **collective** cooperation attention and trust by people who network and pool their money and other resources together to support efforts initiated by other people or organizations.”

- Wikipedia

# Hi! I'm Renata

## CTO - StartSomeGood

### Previously:

Software Engineer, Microsoft

MBA, London Business  
School

BS, Computer Science,  
University of Washington



# startsomegood.com



## Plastic Oceans - a film to save our ocean

by: **Plastic Oceans**

A powerful documentary about the catastrophic impact of plastic in our oceans. Save our greatest resource. Act now.

**\$10,742** raised, **\$14,258** to tip

Tipping Point: **\$25,000**



Ultimate Goal: **\$50,000**

15 days to go



## Rebuild the College Rebuilding the Philippines

by: **Rebuild the College rebuilding the Philippines**

After Haiyan, 86 students formed the backbone of relief volunteers. Support them to rebuild the education they deserve

**\$10,995** raised, **Project tipped!**

Tipping Point: **\$8,000**



Ultimate Goal: **\$12,000**

18 days to go



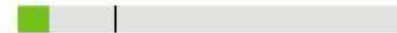
## Help establish an ultra-local food system

by: **RipeNearMe**

RipeNearMe maps edible plants growing on public land & food grown by ordinary citizens. Find, share, swap, buy or sell.

**\$8,250** raised, **\$16,750** to tip

Tipping Point: **\$25,000**



Ultimate Goal: **\$100,000**

24 days to go



## Mycelium Rising

by: **Mycelium**

We're creating & delivering educational programs that are powerful, scalable and we believe, game changing.

**\$15,155** raised, **\$4,845** to tip

Tipping Point: **\$20,000**



Ultimate Goal: **\$40,000**

16 days to go

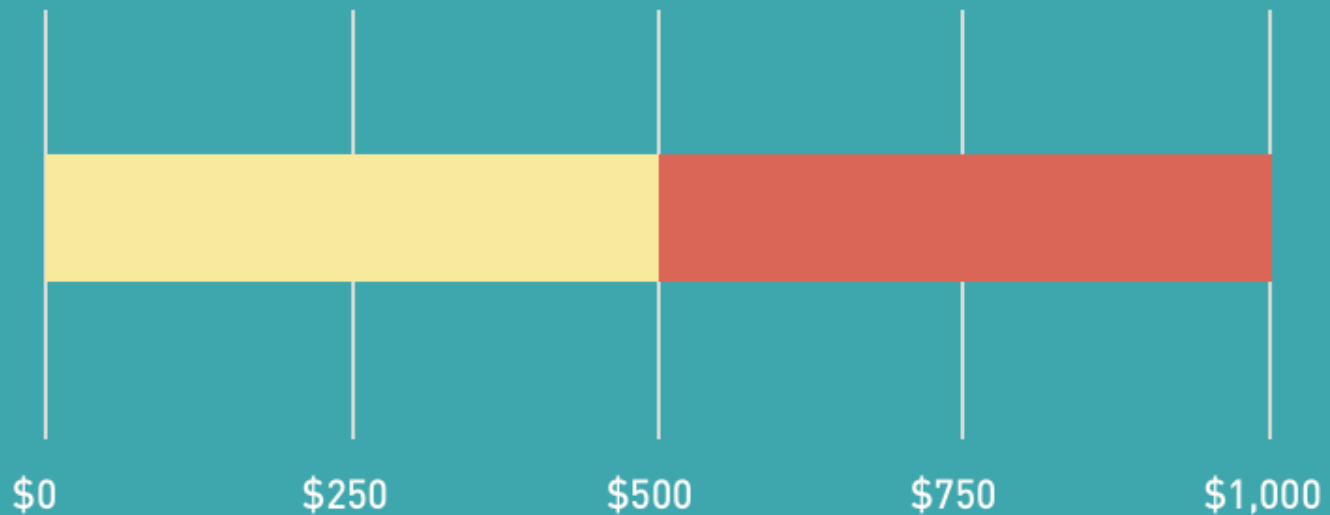


# THE TIPPING POINT MODEL

● PRE-TIPPING  
POINT FUNDS

● POST-TIPPING  
POINT FUNDS

VENTURE 2



# Why Do We Part With Our Money?

- An expectation of future financial return (investing)
- A good or service we want (shopping)
- A future we hope to see (philanthropy)
- A friend or community we want to support (relationships)

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# Learn To Live



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Lets get Learn to Live off the ground by LearnToLive



\$6,925 pledged of \$6,805 goal



Tipping Point: \$4,300

Ultimate Goal: \$6,805

**93** **\$6,925**

backers pledged of \$6,805 goal

**0**

days to go

This Campaign has ended

# Why Crowdfunding?

- It's the most engaging and game-like way to fundraise
- Transparency around goals and outcomes
- Great for events/product launches/MVPs
- High success rate
- Empowering for entrepreneurs and communities

# FUNDRAISING IS STORYTELLING



**Simon Sinek** @simonsinek

4 Jun

When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.

Expand



**ISSUE**



**GEOGRAPHY**



**TEAM**



**APPROACH/INNOVATION**



**COMMUNITY/CULTURE**



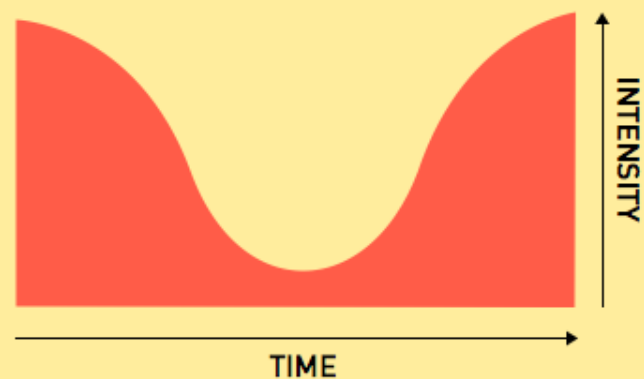
# LESSONS

IT'S NOT REALLY A  
**CROWD.**

WE PREFER THE TERM  
**PEERFUNDING.**

# LESSONS

**START FAST...**





LESSONS

**FINISH STRONG.**



# THE STARTSOMEGOOD DIFFERENCE

- FOCUSED ENTIRELY ON SOCIAL IMPACT PROJECTS
- AVAILABLE TO ALL SOCIAL GOOD GROUPS
- INTERNATIONAL
- UNIQUE TIPPING POINT MODEL
- FOUNDED **BY** SOCIAL ENTREPRENEURS  
**FOR** SOCIAL ENTREPRENEURS

# StartSomeGood Successes

- Over 2.75 million USD raised
- Largest campaign - \$153,412 AUD
- Successful campaigns in 38 countries

# Campaign Record

## The ASRC Food Justice Truck by The ASRC Food Justice Truck



\$153,412 pledged of \$150,000 goal



Tipping Point: \$100,000

Ultimate Goal: \$150,000

**970** **\$153,412**

backers pledged of \$150,000 goal

**0**

days to go

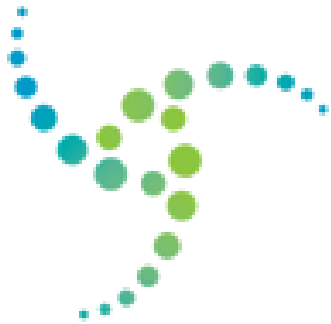
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# Bringing Funding Streams Together



# Crowdmatch

Connecting Capital To The Crowd



INNER NORTH  
COMMUNITY  
FOUNDATION



# Crowdmatch

**Dream**starter

ABOUT

FAQ

PARTNERS



**Partners with a vision.**

We've teamed up with StartSomeGood and The School for Social Entrepreneurs. [Learn more.](#)





*“I’ve worked with a few crowdfunding sites before and StartSomeGood has been the absolute best. I’ve been **blown away** by the level of support.”*

*- Joey Rosenberg, Girls for Girls*



STAY IN TOUCH

**WWW.STARTSOMEGOOD.COM**

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**RENATA@STARTSOMEGOOD.COM**

