

CROWDSOURCING & CROWDFUNDING



PEDRO DOMINGOS
pd@ppl.com.pt

February 13th, 2017

CROWDSOURCING

the practice of obtaining information or input into a task or project by enlisting the services of a large number of people, either paid or unpaid, typically via the Internet.

Source: Wikipedia

Wikipedia IS crowdsourcing!

CROWDSOURCING – RECAPTCHA

Creation of Value

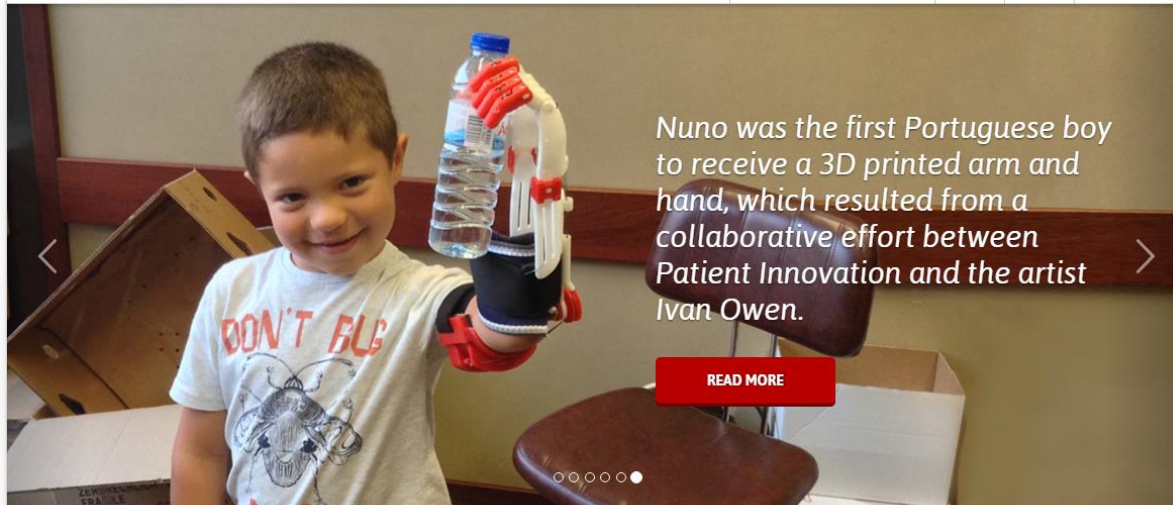
Stop a bot.
Save a book.

reCAPTCHA digitizes books by turning words that cannot be read by computers into CAPTCHAs for people to solve. Word by word, a book is digitized and preserved online for people to find and read.



CROWDSOURCING – LINUX





Nuno was the first Portuguese boy to receive a 3D printed arm and hand, which resulted from a collaborative effort between Patient Innovation and the artist Ivan Owen.

[READ MORE](#)

Search for a solution, a health condition or a life's challenge

[SEARCH](#)

Join Patient Innovation community

A platform created for **patients** and **those who care about them** to share and access useful solutions to cope with their diseases.



SEARCH

See solutions from others with similar challenges as yours and give your feedback!



POST

Do you have a solution? Great! Post it on Patient Innovation and help improving lives.



FORUM

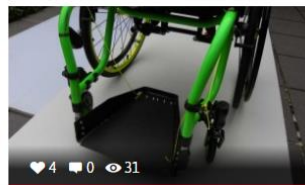
Every great solution starts with a simple idea. Discuss how to turn your and others ideas into solutions.

Latest Solutions



Man develops prosthetic arm for his father

PHYSICAL DISABILITY | LIMB AMPUTATION
LIMB TRAUMATIC AMPUTATION



Man creates removable wheelchair footrest for his wife

PARAPLEGIA | PARAPARESIS | TETRAPLEGIA
QUADRIPARESIS | AMYOTROPHIC LATERAL SCLEROSIS



Lego prosthetic arm

AMNIOTIC BAND SYNDROME | PHYSICAL DISABILITY
LIMB AMPUTATION | LIMB TRAUMATIC AMPUTATION

CROWDFUNDING

A SUBSET OF CROWDSOURCING



5 562 €

RAISED



37% of the target 15 000€

110 backers

3 weeks 5 days to support

This campaign started on 16/03/2016 and will only be funded if at least 15 000€ is raised until 10/05/2016 - 18:00 WET.

CROWDFUNDING



REWARDS



REWARDS

INVEST WITH 10€ and get

1 DVD OF YOUR CHOICE

If you support this project with 10 € you will receive one of the 8 DVD's that are going to be edited + a special thank you on the project's facebook page. Shipping fees within Portugal are included.

14 backers
[edit](#) [translate](#)

INVEST WITH 25€ and get

2 DVD'S OF YOUR CHOICE + 1 COLLECTION OF 6 POSTCARDS

If you support this project with 25 € you will receive two of the 8 DVD's that are going to be edited + a special thank you on the project's facebook page + a collection of 6 postcards designed exclusively for this project. Shipping fees within Portugal are included.



CROWDFUNDING



REWARDS



KICKSTARTER



CROWDFUNDING



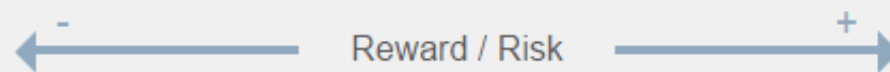
REWARDS



KICKSTARTER



LENDING



A	B	C	D	E	F	G
Grade	Grade	Grade	Grade	Grade	Grade	Grade
7.26%	10.79%	14.01%	17.20%	19.95%	23.61%	25.72%

Average borrower interest rates as of December 31, 2015

Lower interest payments
Lower expected loan losses
(fewer charge offs)
Lower expected returns
Lower expected volatility

Higher interest payments
Higher expected loan losses
(more charge offs)
Higher expected returns
Higher expected volatility



CROWDFUNDING



REWARDS



KICKSTARTER



LENDING

RAIZE



CROWDFUNDING



REWARDS



LENDING



EQUITY

INVESTMENT OPPORTUNITIES

[VIEW ALL PITCHES](#)

POPULAR EQUITY PITCHES



The Yorkshire Meatball Co strive to lead the fight against average, tasteless meatballs! Already running 2 award winning Meatball and Craft Beer bars, the father & son team bring successful business and branding expertise with the aim to launch branded retail products into a major UK supermarket in 2016, and to roll out franchised restaurants UK wide.

81%

£81,660 raised

Target
£100,000

Equity
12.00%

Investors
138

Days left
8



CROWDFUNDING



REWARDS



KICKSTARTER



LENDING

RAIZE



EQUITY



PPL.COM.PT

640+ funded campaigns

73 000+ users

56 000+ backers

+1 950 000€ raised

35€ average pledge

44% success rate

3 500+ proposals

40 563€ and **1 879** backers
(max. for a single campaign)

2600€ and **69** backers
(average per campaign)



Service provider for patients and care-givers to share solutions for their conditions



Funding member of European Crowdfunding Network



Service provider for equity crowdfunding platform in Brazil



Management of platform for social causes owned by private bank Novo Banco



Integration of crowdfunding with ticketing solution



Management of platform for Lisbon Municipality



SUCCESS CASES IN

PORTUGAL

▪ *Antártida 3D* – buy a drone for research

▪ *E que tal sermos donos disto tudo?* – buy forest for sustainability

▪ *Ecobook* – Reusable notebook

▪ *Blasted Mechanism, Luís Tinoco, The Poppers, Primitive Reason, Frankie Chavez, Nobody's Bizness* – Lots of music!



+ <http://ppl.com.pt/pt/sucesso>

INTERNATION SUCCESS



Pebble Time - Awesome Smartwatch, No Compromises

📍 Palo Alto, CA 🛠 Product Design

\$20,338,986

pledged of \$500,000 goal

[Story](#) [Updates 5](#) [Comments 228](#) [Backers 911](#)



The world's first 'artificial gills' technology for breathing & swimming underwater.

#snorkeling #watersports #swimming #ocean wildlife

\$364,277 USD

729% of \$50,000 [flexible goal](#)

911 backers

18 days left

Select a Perk

Featured

\$299 USD

This is it

Which color do you fancy? You will receive Triton with the color of your choice and a case to protect your Triton. You SAVE 100 USD (25%) Retail price will increase to 399 USD

295 claimed

Estimated delivery: December 2016

Ships Worldwide

[Home](#) [Updates 19](#) [Backers 1,413](#) [Comments 57](#) [📍 New York, NY](#) [📁 Documentary](#)

Funded! This project was successfully funded on Mar 8, 2013.



1,413

backers

\$126,020

pledged of \$100,000 goal

0

seconds to go



Project by
Jehane Noujaim
New York, NY

[Contact me](#)

[K](#) First created - 3 backed

[f](#) Jehane Noujaim 2022 friends



62,642

backers

\$13,285,226

pledged of \$50,000 goal

0

seconds to go



Project by
Ryan Grepper
Portland, OR

[K](#) 2 created - 27 backed

[f](#) Ryan Grepper 91 friends

[c](#) coolestkickstarter.com





CROWDFUNDING

FINANCIAMENTO COLABORATIVO