Stöd.me

LOCAL CROWDFUNDING PLATFORM FOR

IDEAS, INFLUENCERS, PROJECTS AND STARTUPS

What is Crowdfunding?

Crowdfunding is a financial model in which several people (the "crowd") jointly finance an idea or project (the "funding").

The starter introduces their idea through videos, images, and text; sets the funding goal and time frame; and decides on rewards for the supporters. Anyone who wants to help make the idea a reality is free to support a project. Supporters can pick a reward, the finished product for instance, or support the project with a free amount.

In 2015, a worldwide estimate totaling over US$34 billion was raised by crowdfunding.

Why we have created Stöd.me ?

Capital does not come so easy to entrepreneurs these days. Especially for local NGOs, initiatives and social entrepreneurs.

Many initiatives and NGOs need local supporters and funds to achieve their local development goals. Often, there is one type of funding for social entrepreneurs through municipalities and state institutions, This type often clashes with bureaucracy and the long time of waiting to get the funds.

For this reason, we believe that local development is the responsibility of all members of society, and that's why we found in Crowdfunding an opportunity for those to empower the local community.

Crowdfunding is an excellent way for entrepreneurs to receive the financing and exposure they need in order to verify, execute, and help their ventures grow.

Who can raise money with Stöd.me?

Individuals, non-profit organizations, companies, associations, foundations or other organizations can use Stöd.me to fund their projects.

How it works?

▶ founders will submit their applications, after they get verified, their projects will be published on our home page with a small presentation and some Q&A about the project.

▶ qualified projects published on our page are projects that have been verified to meet our platform requirements, we take a deep look into each project and offer help and advice for their founders.

▶ we DON'T offer funding, but our community could make donations, rewards, pre-orders and sponsorship for the founders or their projects.

▶ Successful cases that get funded will be monitored for their activities and how they use the funds raised through our platform to provide monthly reports of all donors.

▶ If a case was not successful in obtaining the funds they need, the raised money will return to the donors.

▶ The platform gets ~4% as voluntary commission .

Where are we now?

- Recently, we have finished Stöd.me MVP, where users can create an account and apply for a project on the platform or support existing projects.

- We are testing an e-payment system that allows us to hold funds before withdrawing from donors for up to 75 days, in addition to receiving monthly donations to selected organizations.

Where do we want to be soon?

- Organizations will soon be able to receive monthly funding from donors through an additional advantage that we are currently developing.

- Facilitate fund-raising for local influencers, social entrepreneurs and activists via influencers on YouTube and other social platforms.

- We seek to be the first local Crowdfunding platform in Sweden and to spread the culture of social solidarity more broadly

Who's behind the project?

Carl Dahlberg
Co-founder / Project leader

Hady Shkeer
Co-founder / Project developer

Thanks for interacting ☺

For further information, please don't hesitate to contact us

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Discussion questions

- **How do we establish trust?**

- **Accountability?**

- **Is social capital really local?**

- **Legal hurdles and risks?**

- **Plattform interaction – local social plattforms**