

700.000€ WHAT?

Financing artists & label via crowdfunding with the Startnext crowd.



Participate and take away

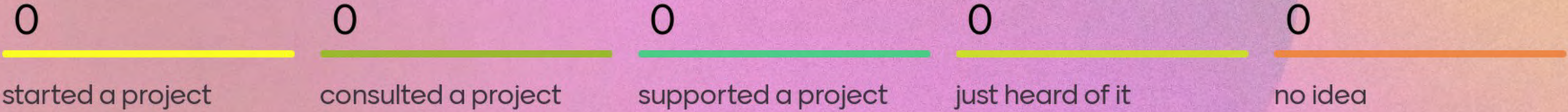


Who is it?

700.0000 €

WHAT?

What is your experience with crowdfunding?



Glaubensätze

"Asking for help requires authenticity and vulnerability. Those who ask without fear learn to say yes to the gifts of others."

– *Amanda Palmer (The art of asking)*

Glaubenssätze

What do you think of when you hear the word 'crowdfunding'? What influences your actions or your reluctance?

0 responses



Glaubensätze

What some people think about crowdfunding...

- that is begging
- that goes by itself
- it must have a funding goal
- not worth it, the effort is huge
- the success is not repeatable
- doesn't suit musicians
- everything has to be transparent
- I get on my fans' nerves
- failure is a danger to my career

Status quo


TikTok, Instagram, YouTube, Spotify ...

In a world

where the value of platforms is increased
with your music

(diversity, trends, ad sales etc.),

but you only earn a fraction or nothing at all,
crowdfunding is an opportunity.

The background features a large, semi-transparent purple circle on the left side and a yellow double-slash symbol (//) in the center. The text is centered horizontally and positioned over the purple circle and the double-slash symbol.

Fanfunding offers the opportunity to generate income independently and directly - without intermediaries. With targeted communication and clear calls to action, the support of fans can be effectively mobilised for a common goal.

– Denis Bartelt (CEO Startnext)

Being fanfunded

Startnext in a nutshell

- Founded in 2010
- Focus on creative industry
- Reward based crowdfunding
- 2.2 million users
- 16,000 successful projects
- Localisation DACH
- Responsible ownership & B Corp.
- Voluntary contribution model
- Payments by Stripe, PayPal
- 15 employees (remote)

25

Category Music

% of all project on Startnext

81

Category Music

% of all project with all-or-nothing are successful

561

Category Music

artists have started more than one campaign

63000

Category Music
projects on Startnext

1380000

Kategorie Musik
tickets sold

450000

Kategorie Musik
have supported artists

32000000

Category Music

€ collected for music

number of projects

Top 5 Music Cities

- Berlin (952)
- Hamburg (448)
- Köln (260)
- München (253)
- Wien (230)

Nach Umsatz in €

Top 10 campaign of artists

- ??? (710.000)
- Deichkind (127.000)
- 11:O:A Das Elfte Gebot (120.000)
- Killerplize (75.000)
- Joint Venture (72.000)
- Jupiter Jones (72.000)
- Wingenfelder (71.000)
- Licky (62.000)
- Schandmaul (60.000)
- Patricia Kelly (53.000)

Category Music

Hard Facts (Checkout)

- Ø shopping cart = 65 €
- Ø supporters = 100
- Ø funding sum per project = 6500 €

Category Music

Distribution

- 0-5K = 2.800 projects
- 5-15K = 1.500 projects
- 15-25K = 240 projects
- > 25K = 150 projects

Basic Facts for a campaign

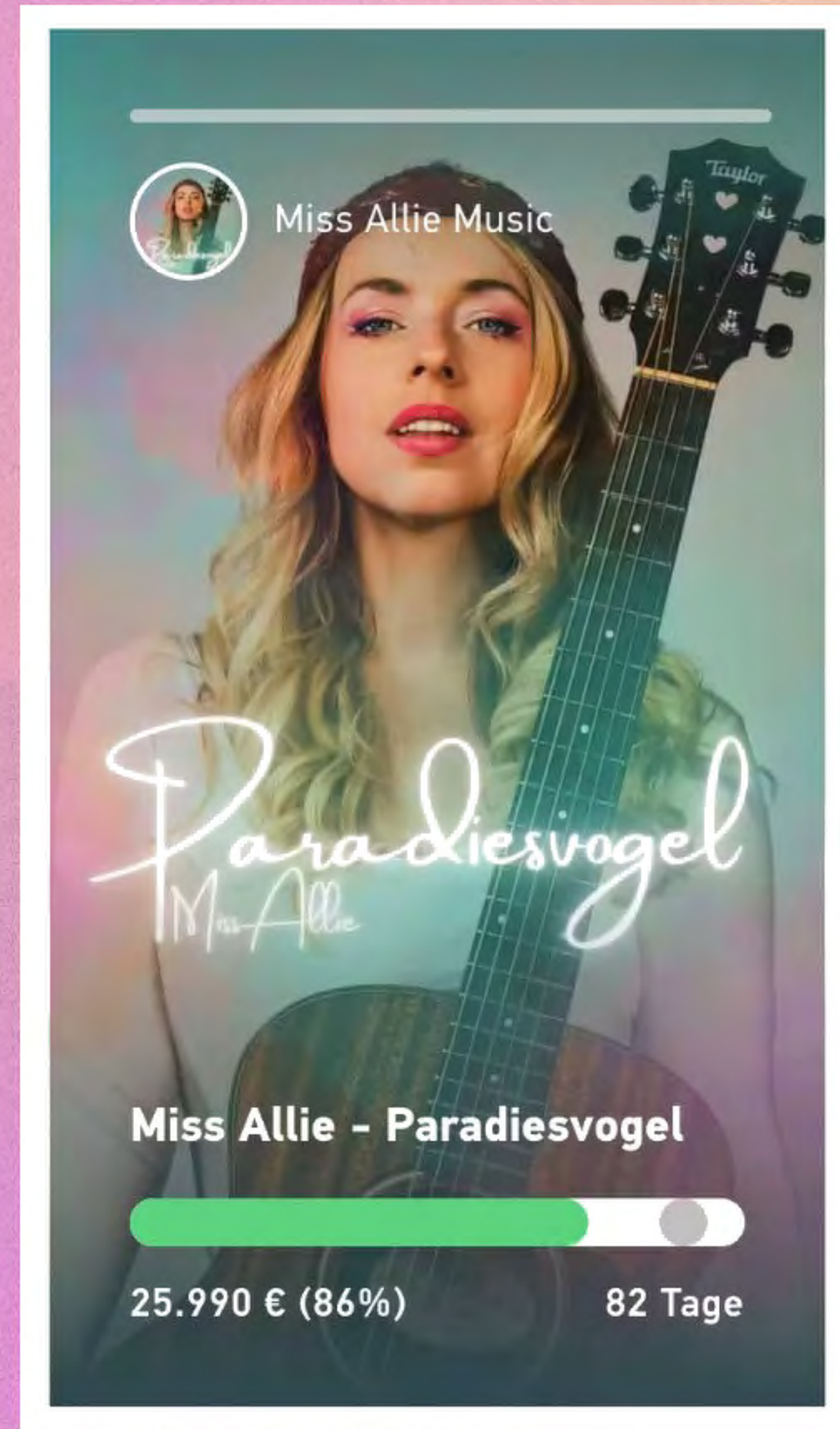
- Running time 30-40 days
- Pitch video
- Thank you video
- Spotify/Soundcloud playlists
- 10-30 rewards per project
- Conversion rate 5-10%
- Visitor value 1-2€

Campaign with a fixed goal (AON)

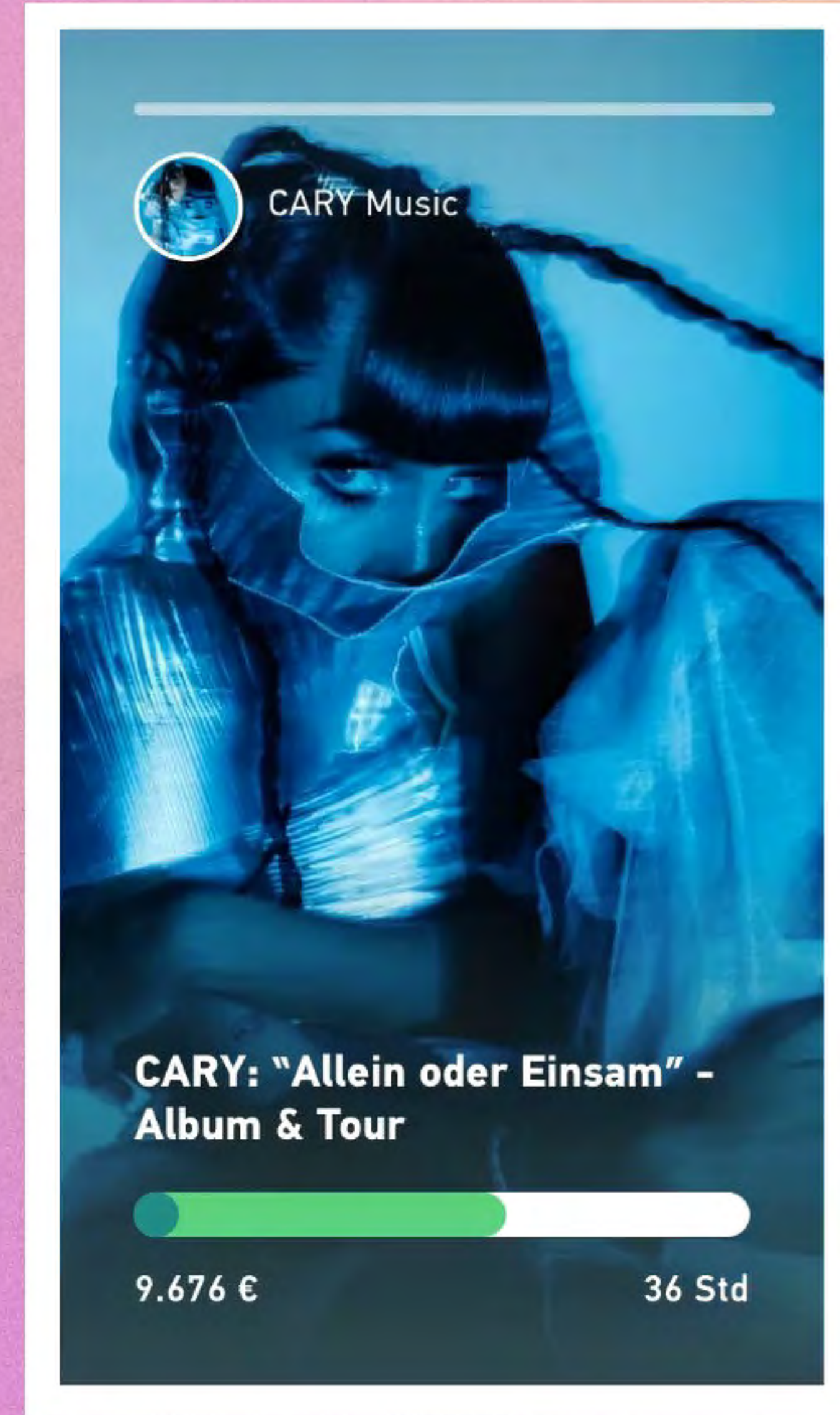
- Market test
- Protection from financial loss
- Challenge mode
- Classic crowdfunding
- Realisation can be guaranteed
- minimises risks

Project with fixed financing goal

"all or nothing"



Successful project



 CARY Music

CARY: "Allein oder Einsam" - Album & Tour

78
Unterstützer:innen

9.826 €
nächstes Level 14.400 €

11
Std

- Andrea Perdicci vor 1 Stunde 
- Denis Bartelt vor 23 Stunden 
- Manuel Tremmel vor 37 Stunden 
- Jörg Baruth vor 2 Tagen 
- Laura Krettek vor 2 Tagen 

Cary's - Header

Unterstützen

Abonnieren

Teilen

Mein erstes SOLOALBUM mit TOUR braucht deinen Support!

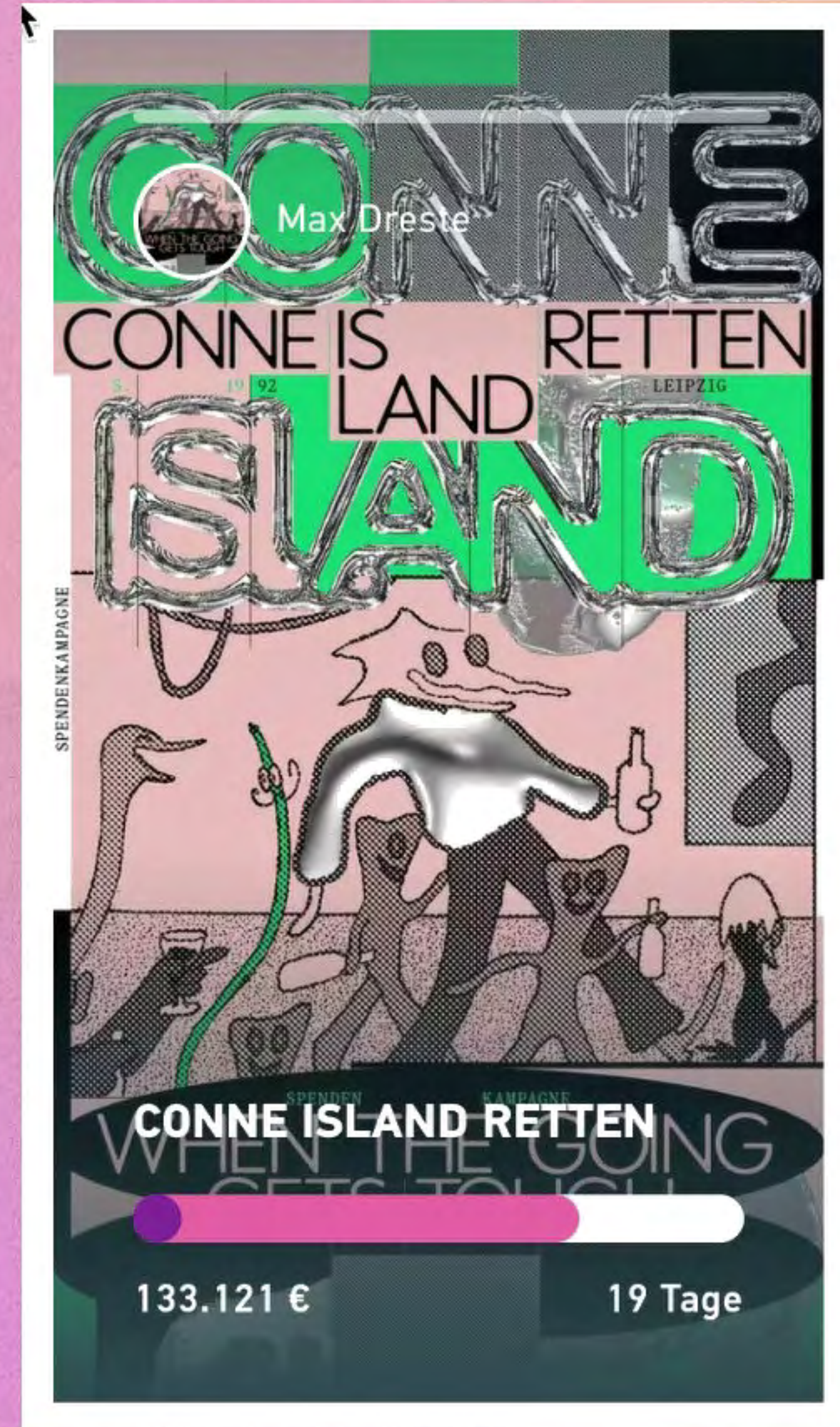
Wann sind wir allein - und wann einsam? Diese Frage beschäftigt mich seit ich ein Kind bin. Und zwar so sehr, dass ich ihr mein ALLERERSTES ALBUM widmen möchte. Ich öffne mein Herz für dunkle Gedanken, die sonst im Alltag keinen

Flexible campaign

- successful in any case
- optional goal
- every euro counts
- if consideration exists anyway
- direct support success

Fundraising project

(pink, successful, financing a club)





Matthias Brendle

TRiPKiD - Album + Tour

Crowdfunding erfolgreich beendet

42.290 €

Eingesammelt

273

Unterstützer:innen

TripKid's Header

Website

Abonnieren

Teilen

Ohne Plattenfirma - nur IHR & WIR!

Hallo DU! Wir sind TRiPKiD, oder für dich Luca & Matze. Nachdem wir das Kapitel

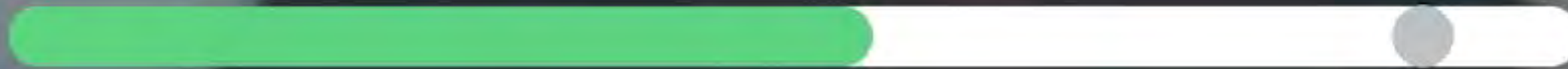
ANTHIELD K...





Phil Siemers

PHIL SIEMERS - DRITTES ALBUM



116
Unterstützer:innen

12.489 € (62%)
Mindestbetrag 20.000 €

37
Tage

Mike Gröters
vor 37 Minuten
Norbert Scherfig
vor 7 Stunden
Jana Hacker
vor 13 Stunden
Claudia Treiling
vor 14 Stunden
Loreen Zacher
vor 15 Stunden



Phil Siemers Kampagne - Header

Unterstützen

Abonnieren

Teilen

10 Songs zwischen Singer-/Songwriter, Soul und Pop - übers Hoffen und Träumen, Lieben und Vermissen. Werde Teil meines DRITTEN ALBUMS.

Hi, ich bin PHIL SIEMERS - Singer-/Songwriter & Musiker aus Hamburg und mit Eurer Hilfe möchte ich mein neues Album realisieren.



12,00 €

Polaroid-Gruß

5 gebucht



17,00 €

Album "Marleen" als
signierte CD

7 von 25 gebucht



35,00 €

Neues Album als signierte
Vinyl (Pre-Order)

Beliebt

19 von 100 gebucht



40,00 €

Handgeschriebener
Songtext

16 von 20 gebucht



45,00 €

Behind the Songs - Album
(Vinyl) + Audiokommentar

3 von 30 gebucht



50,00 € Phil Siemers Kampagne 500 €

Konzert Live-Mitschnitt

4 von 50 gebucht



65,00 €

Crowdfunding Deluxe Box

13 von 50 gebucht



65,00 €

Pre-Listening Session mit
Q&A im Studio in Hamburg
II.

11 von 35 gebucht

Bild herunterladen

PHIL SIEMERS - DRITTES ALBUM

Gemeinsam crowdfinanzieren auf startnext.com



Finanzierungsziel 20.000 €

Gemeinsam crowdfinanzieren auf startnext.com



Ob in **Whatsapp, Telegram, Facebook** oder **Instagram**, wenn du dieses Projekt in einer Story oder einem Status deinen Freund:innen mitteilst, dann hat das Projekt eine Chance auf mehr Reichweite in den sozialen Medien. Nutze dafür einfach unsere Grafiken.

Tagge **@philsiemers @startnext** in

Phil Siemers Kampagne - Share Posts.



Knacke den Algorithmus von Instagram & Co. Startnext stellt dir diverse Grafiken zum Teilen zur Verfügung, für mehr Reichweite in den sozialen Medien.

Rewards

Typical rewards for artist crowdfunding. Sort by possible income amount.

- 1st Tickets
- 2nd LP / CD
- 3rd Posters
- 4th T-Shirts / Caps / Scarfs
- 5th Meet & Greet
- 6th Coachings (learn an instrument)
- 7th Living room concert
- 8th Backstage
- 9th Devotional items
- 10th Customised song/text



The magic

How large is the proportion of donations / free support?

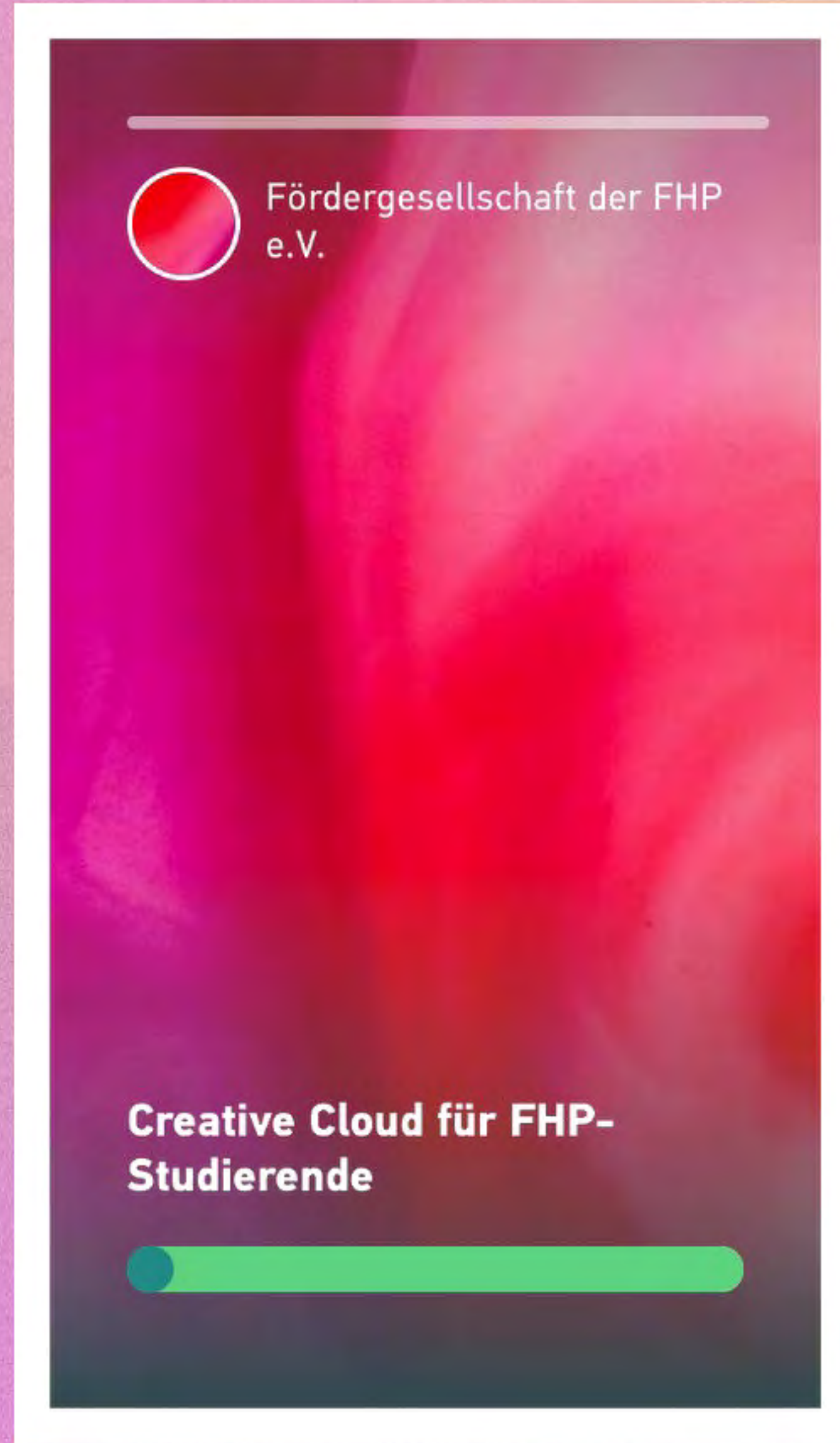


Transparency

Switch it off

Hide KPIs

(if the amount is not important)



Startnext Features

- AON or flex campaigns
- Pre-campaign landing page
- Digital assets (directly after support)
- Levels for rewards
- Exclusive offers
- Shareables
- Timeline
- Thank you video
- Widget & API*
- Blog Mailing
- Pinboard
- Payment by instalments*
- Express shipping*
- Hide funding goal & statistics
- Artist profile page (with all campaigns)*

Tips for success

Fan work 2024

- build relationships
- authentic development
- initiate joint challenges
- co-creation
- individual merch
- keeping in touch

Tips for success

Merch Drop

Tips for success

Activate fans properly

- Countdown to the start
- Staging the merch drop
- Limited period for purchase
- Only produce what is in demand
- Limit products
- Customised offer
- Make access exclusive (link by e-mail)
- Intermediate goals for special merch
- Communicate common goal (optional)

Tips for success

Call to action

Tips for success

Prioritising communication

- Choose a reward > Support
- Subscribe to project (automatically when supporting)
- Share shareables, spread the word
- write on pinboard

Tips for success

Communication but where?

- Insta, Tik Tok & Co.
- Mailings
- Networks, groups (Telegram, WhatApp ..)
- Spotify/Soundcloud
- Podcasts/Radio

Tips for success

Good Timing

- 1-2 months pre-campaign with countdown (build up tension)
- 30-40 days campaign
- Drop new merchandise weekly
- Celebrate stages out loud
- Weekly blog mailing
- Daily insta-reels/stories
- continuous communication after until delivery

Tips for success

Common mistakes

- no clear CTA
- Lack of scaling mindset
- Lack of communication planning
- Petitionary tone
- Rewards do not fulfil expectations
- Character vs. tonality (authenticity)
- Focus and frequency of communication too low

Bookings on Startnext

Sold living room concerst

- Sold 2449 times
- 1.540.855 €
- Range 500-15.000€
- Limited
- Surcharges for travelling
- Unplugged & with small setup

Who is it?

700.0000 €

WHAT?



Thomas Godoj

- <https://www.startnext.com/profile/thomas-godoj/eigene-projekte>
- 710,000 € (in 4 campaigns)
- album production
- own label
- Goals achieved within hours
- 45 living room concerts sold (3-10K each)
- 2008 winner of Deutschland sucht den Superstar
- Most successful crowdfunding musician in Germany

Thanks for your participation

Start your project and get exclusive MWM support from Startnext. 1/2 h intensive campaign feedback when you register at this

link:<https://startnext1.typeform.com/newcomer#event=mostwantedmusic24>

