

CREATOR HUB
by crowd**fundr**



Crowdfunding Campaign Goal Workbook

Use this workbook in conjunction with the Campaign Goal Toolkit on the HUB:

<https://crowdfundr.com/creatorhub/crowdfunding-campaign-goal-toolkit>

Key Element #1 – Product

Complete this table to the best of your ability with costs for creating your product.

Variable	Fixed cost	PPU
TOTALS		

Key Element #2 – Operations

Complete this table to the best of your ability with costs for mass producing your product, running the campaign and getting your project in the hands of every supporter.

Variable	Fixed cost	PPU
TOTALS		

Key Element # 3 – Marketing

After completing your customer profiles from the Campaign Strategy Toolkit, write out your budget for marketing to your top target demographics.

Who	Where	How	Budget
TOTAL			

Key Element #4 – Revenue

Percentage of desired profits: _____

Expected income tax loss: _____

Key Element #5 – Buffer

Chosen buffer percentage: _____

Final Goal Calculations

	A	B	C	D	E
	Product Costs	Operations Costs	Marketing Costs	Revenue	Buffer
Fixed PPU					
# units					
Total costs	= A	= B + CF	= C	= (A + B + C) x Rev	= (A + B + C + D) x 0.10

Now calculate your approximate crowdfunding fees:

Simple Free

$$\text{Total Cost} = \text{Project Cost} \times 1.04^*$$

$$\text{TC} = (A + B + C + D + E) \times 1.04$$

$$\text{TC} = \text{-----}$$

Nearly Free

$$\text{TC} = (\text{PC} \times 1.09^*) - (\text{PC} \times 0.09 \times 0.8)$$

$$\text{TC} = (A + B + C + D + E) - [(A + B + C + D + E) \times 0.09 \times 0.8]$$

$$\text{TC} = \text{-----}$$

Not Free

$$\text{TC} = \text{PC} \times 1.09^*$$

$$\text{TC} = (A + B + C + D + E) \times 1.09$$

$$\text{TC} = \text{-----}$$

*These numbers are based off Stripe's standard North American rates of 3.5% + \$0.30.

Final Total = -----

CHOSEN GOAL: -----