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Quick Start Guide

5 Easy Steps to Use Crowd Decode in Your Classroom

1. SETUP

Contact our team by filling out a form at https://crowd-decode.com/education/

Crowd-Decode's support staff is available for a 30 minute virtual call to walk you through the basics and introduce our options

Select the Crowd-Decode course integration you want to include

2. INTRO TO CROWDFUNDING

Share Crowd-Decode's crowdfunding resource package with students

Use our slides and support resources to develop crowdfunding lectures

Students take crowdfunding quiz to assess their knowledge

3. CAMPAIGN CREATION

Students brainstorm their own ideas for philanthropic or entrepreneurial crowdfunding projects

In groups or individually, students fill out our crowdfunding campaign template with their ideas

Students upload their campaign to Crowd-Decode to get feedback

Students revise their campaign based on the feedback

4. WRAP UP

Our team reports on the website usage. Upon request, we will share a key summary that shows highlights successes and weaknesses with the campaigns

Students can choose to post their campaigns online
Quality Customer Support

All our packages include a 30-minute consultation call with a member of our team so we can walk you through the website features and educational materials while answering any questions that you might have. Our team is also happy to respond to questions over email at any point.

Learning Outcomes

Upon completion of this course, students will be able to:

➢ Explain the key types of crowdfunding, crowdfunding history, elements of the crowdfunding industry, and laws and regulations governing crowdfunding
➢ Develop and revise a crowdfunding campaign based on feedback
➢ Reflect on the connection between crowdfunding and other areas of business/entrepreneurship

Key Elements:
Leadership Experiential Ethics
Entrepreneurship Written Skills Participation
Evidence-based Oral Skills Innovation

Introductory Lecture

We provide introductory slides that you can edit and customize that cover the following:

<table>
<thead>
<tr>
<th>Topic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Crowdfunding</td>
<td>What crowdfunding is, the history of crowdfunding, the different types of crowdfunding, and why projects use crowdfunding</td>
</tr>
<tr>
<td>Crowdfunding Industry</td>
<td>Information on industry trends, key platforms and stakeholders and the future of crowdfunding</td>
</tr>
<tr>
<td>Laws and Regulations</td>
<td>Specific legal regulations that need to be considered in different locations (specifically related to equity crowdfunding)</td>
</tr>
<tr>
<td>Optimizing Campaign Success</td>
<td>Learn more about what makes some crowdfunding campaigns succeed or fail</td>
</tr>
<tr>
<td>Steps to Crowdfund</td>
<td>Information on how to write a campaign, fulfil rewards, develop a project timeline, plan the budget</td>
</tr>
<tr>
<td>Risks &amp; Ethics of Crowdfunding</td>
<td>A discussion of ethical obligations related to crowdfunding and the risks involved</td>
</tr>
</tbody>
</table>
Research-Backed Analysis Reports

We have analyzed more than 400,000 Kickstarter campaigns to get information on what drives campaigns to succeed or fail. Once students upload their campaigns into Crowd-Decode, they get an instant report that looks at how they compare within three categories: Project Overview, Language Choice, and Business Signals.

Project Overview contains helpful at-a-glance stats, including the likelihood a project will be funded (predicted with 85% accuracy) and recommendations for funding goal and word count.

![Funding Likelihood Chart](chart.png)

Our other report categories were created using research on entrepreneurial orientation. Research demonstrates that backers not only assess crowdfunding campaign descriptions based on idea quality, but also for their behavioral orientations and rhetorical qualities.¹ For example, backers may choose to support a project because the description signals social benefit. Furthermore, the degree that crowdfunding campaigns signal behavioral orientations (e.g. autonomy, innovation, proactivity, and competitiveness) and rhetorical qualities (e.g. likeability, self-disclosure, influence, requests, and persuasion) impact a project’s success.²

While some entrepreneurial signals like competitiveness may help entrepreneurs attract supporters when used in moderation, excessive competitiveness can be detrimental to crowdfunding campaigns. Crowd-Decode’s analysis translates this complex relationship between entrepreneurial orientation and crowdfunding success into easy-to-understand advice. When a user uploads their campaign onto Crowd-Decode, they receive graphs and gauges (see right) that immediately demonstrate whether their language choice and business signals is high, low, or ideal when compared with other crowdfunding campaigns.

For less visual learners, we also include text highlights that offer advice on what the campaign did well and how the campaign could be improved.

<table>
<thead>
<tr>
<th>Highlights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What You Do Well</strong></td>
</tr>
<tr>
<td>✅ Your funding goal is lower than successful campaigns</td>
</tr>
<tr>
<td>✅ Your have a high environmental index</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Our writing tip menus translate these results into concrete advice that tells users how they can increase/decrease the intensity of their business signals and language choice.

**Self-Disclosure**

- **Higher self-disclosure:**
  "We are a transparent, socially responsible clothing company that supports community art and athletics programs in need."

- **Lower self-disclosure:**
  "Our company supports community art and athletics programs in need."

Notice that the first sentence makes the campaign information a lot more personal by appealing directly to ideas of transparency and social responsibility. The second sentence reveals less about the company philosophy.

Self-Disclosure refers to how much you reveal about yourself and your business to your audience.

*Associated words:* acknowledgement, announcement, disclose, display, explain, espouse, manifestation, open, publicize, release, reveal, testimony, transparency

**Likeability**

**Manipulation**
Assessments Overview

Whether you want to introduce Crowd-Decode as a mini-project or integrate crowdfunding as a major part of your course, we offer assignment sheets and rubrics that can be customized to your course.

While the sheets may suggest a grading scheme, word count, or assignment prompts, all instructors paying for licences gain access to the assignment sheets as fully editable Word Documents that can be modified. Depending on how much time your class has devoted to study crowdfunding, you may also opt to only implement some of the following assignments.

<table>
<thead>
<tr>
<th>Assessment Options</th>
<th>Learning Objectives</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crowdfunding Quiz</td>
<td>Demonstrate crowdfunding knowledge</td>
<td>Our introductory quiz help instructors assess their students’ knowledge of crowdfunding</td>
</tr>
<tr>
<td>Ideation Exercise</td>
<td>Identify and refine crowdfunding ideas</td>
<td>This in-class exercise helps to encourage students to brainstorm crowdfunding ideas in anticipation for their final project.</td>
</tr>
</tbody>
</table>
| Campaign Writing   | Write a crowdfunding campaign  
Create a financial budget  
Improve a business plan with feedback | Students select a crowdfunding project idea and work to write up a full description, deciding on budget, funding goal, rewards, and more. We provide a template that can help scaffold the planning. Students can then upload their campaign onto Crowd-Decode to simulate how their campaign competes with real-life crowdfunding campaigns. |
| Campaign Video     | Produce engaging visuals to advertise the project | We provide resources and tips for students interested in filming their own campaign video |
| Skills Reflection  | Locate crowdfunding skills with other entrepreneurial skills | Crowdfunding skills can be useful even for students who do not plan on launching a crowdfunding project. This reflection project will allow students to think about how these entrepreneurial skills can be transferred to other areas |

Grading Scheme Suggestion
Sample Course Integrations

Depending on the length of your course and the number of assessments you want to integrate, you choose different types of course integrations. The options presented below some examples of how you could integrate assignments and the amount of time we estimate they will take. If your class needs are specific, we are happy to work with you to create different course integrations in a 30-minute consultation.

Option 1
1. Instructor Lecture (2 hours)
2. Crowdfunding Quiz (30 minutes)
3. Campaign Writing (8-10 hours)

Option 2
1. Instructor Lecture (2 hours)
2. Crowdfunding Quiz (30 minutes)
3. Ideation Exercise (2 hours)
4. Campaign Writing (8-10 hours)
5. Skills Reflection (2 hours)

Option 3
1. Instructor Lecture (2 hours)
2. Crowdfunding Quiz (30 minutes)
3. Ideation Exercise (2 hours)
4. Campaign Writing (8-10 hours)
5. Video Assignment (10-12 hours)
6. Skills Reflection (2 hours)