



UNIVERSITÉ
DE GENÈVE

Crowdfunding your outreach



Misha Stolpovskiy, Geneva University,
Jason Veatch, California State University East Bay



CAL STATE
EAST BAY

What is crowdfunding

- Raising funds for a project from many individuals
 - Global market size is \mathcal{O} (100 billion €) annually
- Can be used as non-traditional project funding
- Several large platforms exist, available for creators from many countries
- Many encouraging examples:



KICKSTARTER

gofundme



1.3 M\$ raised from 9k backers



400k\$ from 2k backers

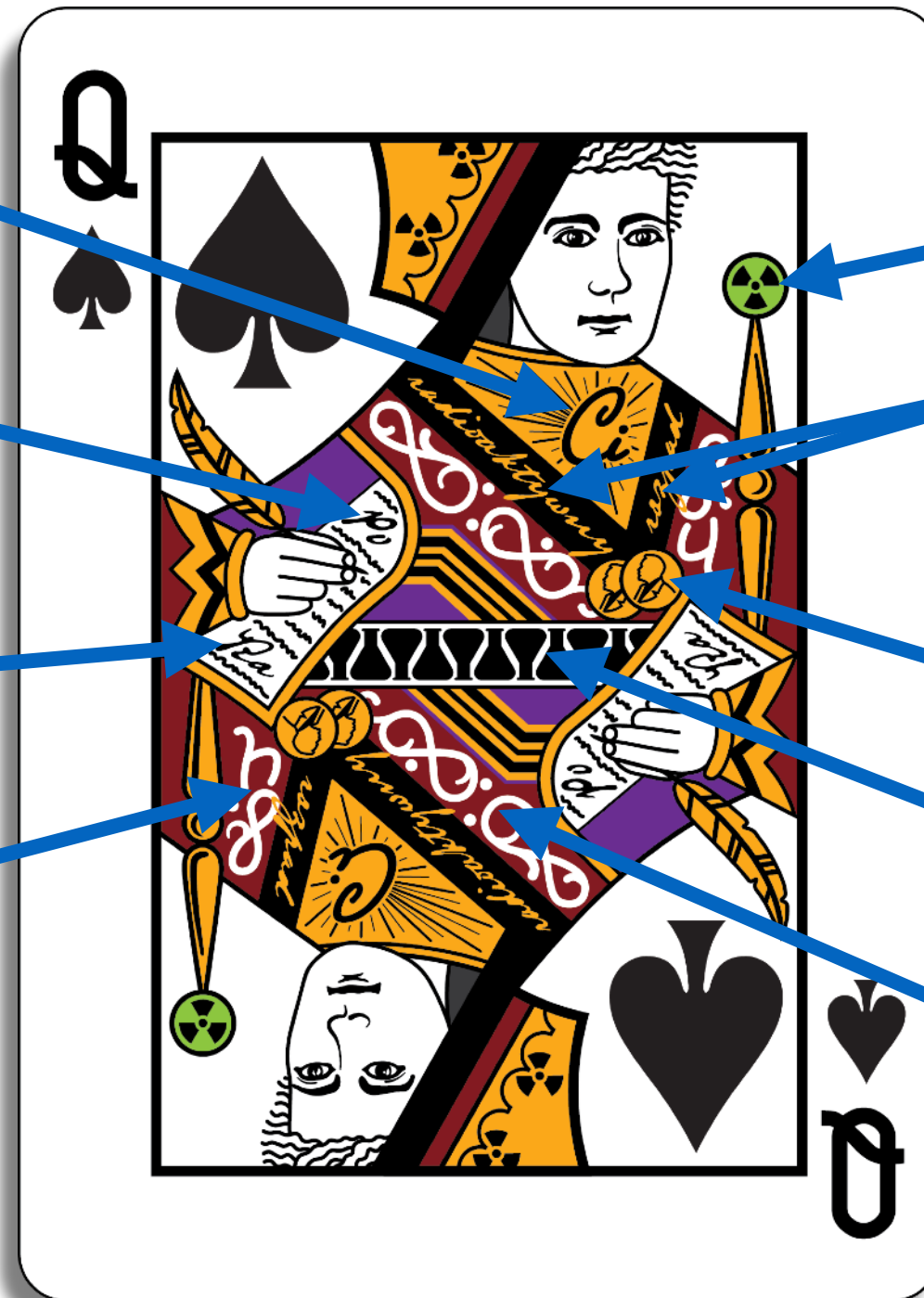
5 M\$ from 3k backers



QED playing cards by J.&Y. Veatch

Cardistry & card magic + physics education

Marie Skłodowska Curie



Curie unit

Radioactivity

Polonium

“Radioactive decay”
in Polish

Radium

Two Nobel Prizes

Polonium atomic
number 84

Erlenmeyer
flasks

Radium atomic
number 88

Links:

[\[kickstarter link\]](#)

[\[instagram\]](#)

[\[qedplayingcards.com\]](#)

Physics is My Favorite Game

project by M. Stolpovskiy

Fundamental deck



Each card explains some physics concept

Each suit is dedicated to one branch of physics:
QM, HEP, Astro and Cosmology

Experimental deck



The main experiments that assured the progress of physics in the past and nowadays are presented

Links:
[[first campaign](#) and [second one](#)]
[[instagram](#)]

Campaign basics

Short but informative
title and subtitle

Playing cards about experimental physics

The fascinating story of big discoveries, told by a PhD in physics, in a deck of poker playing cards.

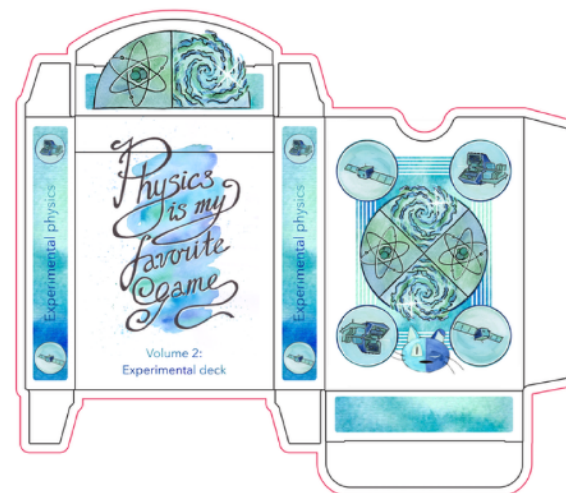
QED est contributeur



Jeux De Cartes Grenoble, France



This is the second volume of the "Physics is my favorite game" series of playing card decks. While the [first one](#) was dedicated to the physics concepts and ideas that changed the science in 20th and 21st centuries, the new one is dedicated to the groundbreaking experiments that established this remarkable progress. Incredible precision and outstanding experimental ideas were brought up in the brand new deck of playing cards.



Project summary

- A deck of 54 cards, poker size. Each card represents one physics experiment.
- Printed by [MakePlayingCards](#).
- High quality card stock with blue core and special BETA finish.
- Fulfilled by [MakePlayingCards](#), [Deallez](#) and [Gambler's Warehouse](#).
- Shipping with end-to-end tracking.
- Uncut sheets are available as an add-on. Please contact me if you want to order more than one.

Funding goal
(include shipping costs!)

4 728€

engagés sur un objectif de 6 600 €

85

contributeurs

9

heures avant la fin

Je soutiens ce projet

Rappel



Tout ou rien. Ce projet ne sera financé que si l'objectif de financement est atteint avant le ven. 8 juillet 2022 18:47 CEST.

Campaign length
Usually 30 days
Longer ≠ better

Rewards
(Include a variety of tiers)

Contribution de 15 € ou plus

One experimental deck

- 52 cards + 2 jokers
- Tuck box

LIVRAISON PRÉVUE :
oct. 2022

DESTINATION :
Uniquement dans
certains pays

35 contributeurs

compléments

Instructions
for first-time
backers

+ stretch
goals

Contribution de 15 € ou plus

One fundamental deck

Catchy
picture
& video

Nice section
headers for
easy
navigation

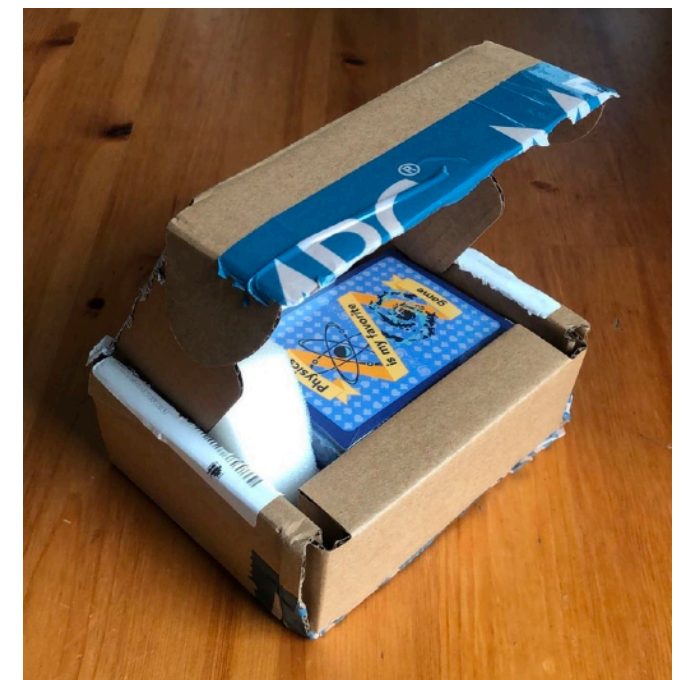
Campaign
description
full of details
and nice
pictures. Text:
Thorough but
short

Prepare your campaign

- Wide range of possible project ideas
 - Books, games, digital content, etc.
- Is there a market for similar products?
- **Finalize the details before the campaign**
 - Ask friends to give honest feedback
 - Prototype items to ensure quality
- Who will manufacture it? Who will ship it?
 - Will they ship to all countries?

Crowdfunding campaigns work mostly like pre-order web-shops

Having competitors is good! Being alone on the market with a completely unique product is not good.



Don't take anything on granted, ensure every detail of the production

Marketing

- Visibility is vital to a successful campaign!

Most successful campaigns have thousands of subscribers before they start

- ▶ Backers only support projects they see

- **Begin marketing well before campaign**

Marketing requires almost as much effort as your product! (ideally, 10x more than the product!)

- ▶ At least 1-2 months in advance

- Build a social media presence



- Partner with relevant influencers

**Successful marketing example:
Vivid Kingdoms playing cards**



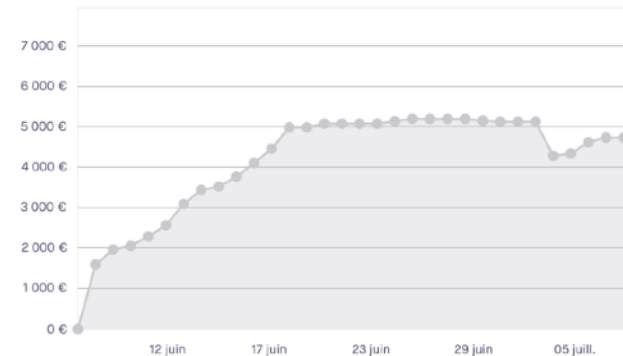
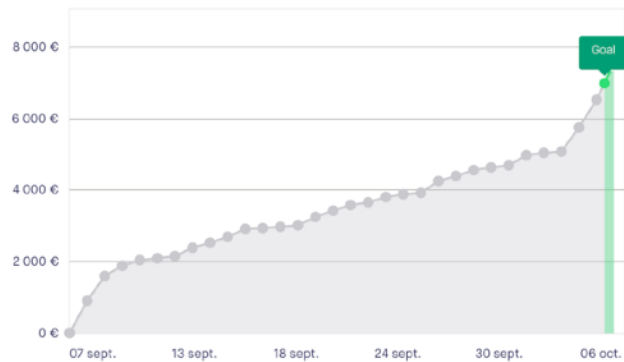
600k subscribers on Youtube
23k backers on Kickstarter
Over 2M\$ raised

- ▶ They should be excited about the project
- ▶ Coordinate with campaign launch

- Ignore spam from marketing companies

**Rule of thumb:
1-10% of your
subscribers will support
your campaign.**

Crowdfunding is not a panacea



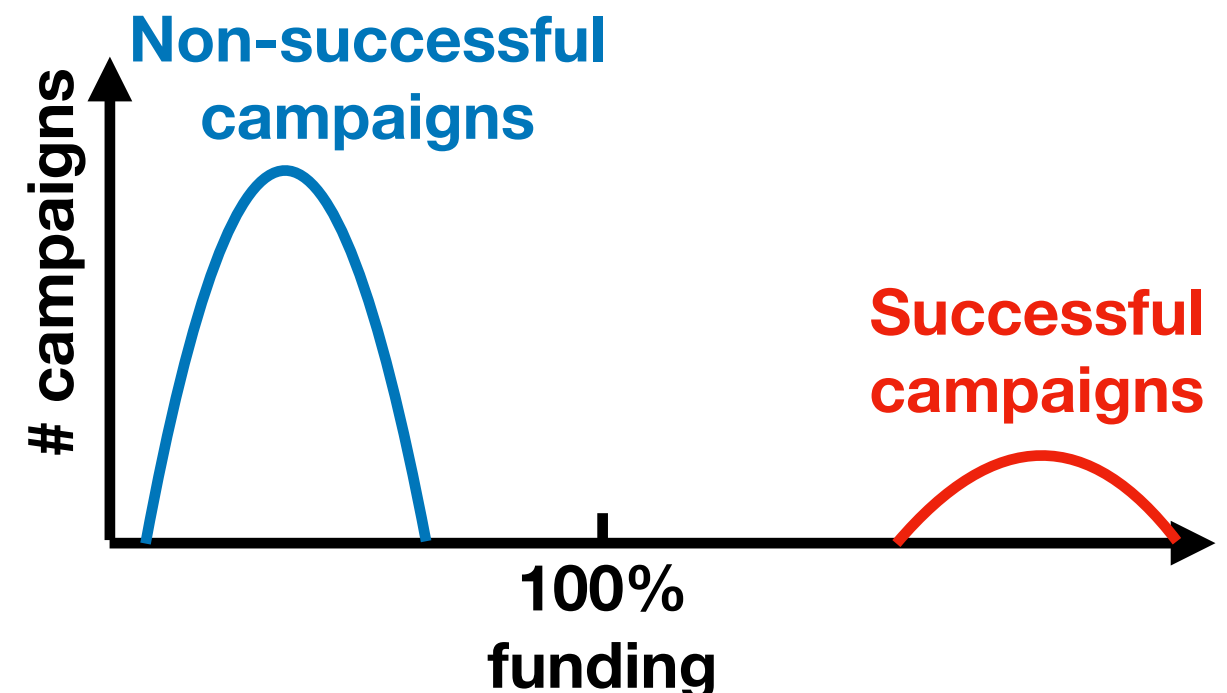
Sharp ramp up on the start:

- The platform helps promoting new campaigns
- Nobody will help you after it!

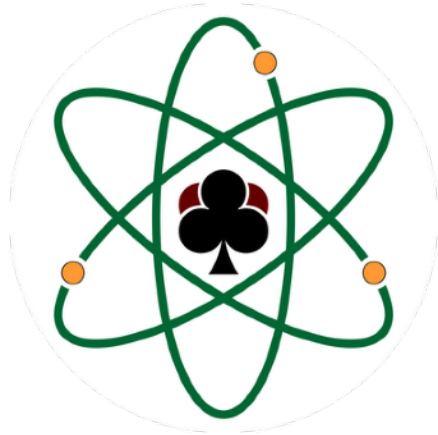
Campaign design is as important as the product itself:

- Catchy video
- Clear and thorough description
- Keep funding goal as low as possible (but make sure it covers your costs!)
- Transparency is vital: provide regular updates, good or bad

Requires a lot of effort
Honest feedback is required (like a scientific paper)



Thanks for your attention!



QED Playing Cards



[\[https://www.kickstarter.com/projects/qedplayingcards/quantum-playing-cards?ref=user_menu\]](https://www.kickstarter.com/projects/qedplayingcards/quantum-playing-cards?ref=user_menu)

[\[https://www.instagram.com/qedplayingcards/\]](https://www.instagram.com/qedplayingcards/)

[\[https://www.qedplayingcards.com\]](https://www.qedplayingcards.com)



**Physics Is My
Favorite Game
playing cards series**



[\[https://www.kickstarter.com/projects/physicscards/playing-cards-about-experimental-physics\]](https://www.kickstarter.com/projects/physicscards/playing-cards-about-experimental-physics)

[\[https://www.instagram.com/physicsismyfavoritegame/\]](https://www.instagram.com/physicsismyfavoritegame/)