

Call for proposals

Crowdfunding Challenge

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1. Introduction

Through crowdfunding it is possible to launch and validate businesses and products, the perfect way to empower designers.

Crowdfunding is a powerful and complex tool, and it is necessary to take into account some factors in order to drain out its full potential. That is why Elisava and Elisava Alumni, with the collaboration of Valentí Acconcia, consultant and expert in the field, open a second call to select suitable student and Alumni projects to receive advice when designing and launching their crowdfunding campaign.

2. Programme details

2.1. GENERAL INFORMATION AND STAGES

The call will be published once every year to select a maximum of 2–3 proposals that have been developed by Elisava students or Elisava Alumni and that have the appropriate characteristics to be promoted through a crowdfunding campaign.

Stages:

- + Publication of the Programme:
February 24, 2025
- + Proposals delivery:
March 17, 2025 at 23:59 pm (CET)
- + Publication of elected proposals*:
March 25, 2025

* Elected proposals will be announced through Elisava Alumni's website (www.elisava.net/alumni/).

2.2. PROGRAMME OVERVIEW

The programme offers those interested in promoting a product or project through a crowdfunding platform the opportunity to receive advice from an expert in design, strategy, planning and monitoring phases in a crowdfunding initiative.

In each of the phases several aspects will be analysed for the campaign to be the most successful possible, as for the most profitable platform for each initiative, the rewards system for the patrons, the best communication strategy to communicate the campaign the feedback planning during the post-campaign.

Project mechanics will be structured in the following way:

- + 4 face-to-face meetings in a group (its content detailed below).
- Nota: donada la situació sanitària, les sessions grupals seran telemàtiques. Si en el futur es pogués fer alguna reunió presencial es valoraria aquest format.
- + 4 individual online meetings for each group (its content detailed below).
- + Goals will be set in each meeting
- + Each group will have to achieve its goals.
- + 4 campaign follow-up reports.
- + 24 hour enquire service

A total of 8 sessions will be held:

- +1st session: Text setting and collection goals. GROUP
- + 2nd session: Price and rewards setting. GROUP
- + 3rd session: Video concept and development. GROUP
- + 4th session: Landing page concept and development. GROUP
- + 5th session: Communication plan in pre-campaign and campaign. INDIVIDUAL
- + 6th session: Pre-campaign follow-up (First and second week). INDIVIDUAL
- + 7th session: Pre-campaign follow-up (Second and fourth week). INDIVIDUAL
- + 8th session: Prior meeting at the beginning of the campaign. INDIVIDUAL

2.3. PARTICIPANTS' PROFILES AND ADMISSIBILITY REQUIREMENTS

Participants' profiles:

- + Be an Elisava student (undergraduate, master or postgraduate).
- + Have completed an official degree (undergraduate, master or postgraduate) from Elisava and be a member of the Elisava Alumni community.

Admissibility requirements:

- + Meet the established timetable.
- + Present an unpublished product / project which is not in the market yet and will be born with the campaign.

The submitted proposals must include the following information:

- + Brief biography/introduction of the individual or team.
- + Concept of the proposed product/service.
- + Technical sheet:
 - + Brief description of the project.
 - + Photographs of a prototype of the product.
 - + Fundraising goal: The minimum amount that needs to be raised in the crowdfunding campaign to produce the first batch of the design product.

This is a minimum goal, but the campaign can exceed it and raise significantly more.

- + Prototype details as a key aspect to move forward with consultancy sessions and prepare the project's launch on Kickstarter
- + Estimated market price of the product or service.
- + Ability to create videos, photographs, and graphic design to illustrate the Kickstarter campaign.

Proposals must be submitted in PDF format (max. 10MB) with a maximum length of 5 pages to alumni@elisava.net, using the subject line ELISAVA ALUMNI CROWDFUNDING CHALLENGE 2025, and naming the file as follows: PRODUCT NAME - DESIGNER'S FULL NAME.

3. Assessment evaluation

The proposals received on time and following the guidelines established here will be evaluated by an evaluation committee formed by a representative of Elisava Alumni and an external expert (Valentí Acconcia).

The proposals received will be evaluated in relation to the following aspects:

- + Viability of the initiative (fundraising target, prototyped proposals, realistic price approximation, etc.).
- + Level of innovation and creativity of the project
- + Brand development and existence of website and social networks.
- + Project needs to be linked to one of the academic areas taught in Elisava.

Selected projects in which the evaluation committee has proposed some improvement must incorporate it if they decide to continue with the process.

This call may be declared void in the event that none of the proposals submitted meets the minimum requirements established in these terms.

4. Communication activities

Elisava and Elisava Alumni reserve the right to use the documentation of the selected proposals to create communication and dissemination activities, as well as to promote future editions of the call or other related ones.

With the acceptance of the terms, the designers authorize Elisava and Elisava Alumni to publish in different formats and channels the communication material related to the selected proposals.

Elisava and Elisava Alumni will evaluate the suitability of organizing events, round tables, testimonials or other communication pieces related to the Crowdfunding Challenge. In the event that these activities are carried out, the selected designers undertake to take part in them.

5. Contact details

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