robinOne - crowfounding campaign



PHASE ONE - PREPARATION

- [x] ~~Set up landing page~~
- [x] ~~Place a subscription form on landing page~~
- [x] ~~Set up google analytics~~
- [x] ~~Create a direct communication channel in between the team~~
- [ ] List of press and bloggers
- [ ] Withdraw mailing list from landing page
- [x] ~~Calculate the numbers of backers we need (secure 30% buffer)~~
- [x] ~~Set up automation account~~
- [x] ~~Set up relevant social media channels~~
- [ ] Submit the product to BetaList, Product Hunt and german similar page
- [x] ~~Write a plan start-to-end plan and assign tasks~~
- [ ] List of personal contacts that could support the project
- [ ] List of industry influencers
- [x] ~~Set the price goal~~

PHASE TWO - THE CAMPAIGN

- [x] ~~Choose a platform and understand all its possibilities and limitations~~
- [x] ~~Research for possible competitors~~
- [x] ~~Select backstage, pre-prototype, drafts, sketches and relevant pictures/gifs/videos~~
- [x] ~~Read the crowdfunding campaign playbook~~
- [x] ~~Research successful campaigns~~
- [x] ~~Prepare script, shooting, editing, transcript (German, English, Portuguese, Spanish, Russian and French), subtitles and adjusting video pitch~~
- [x] ~~Build a storyline to tell under the description~~
- [x] ~~Set up a gif with a very simple and short "how it works"~~

- [x] ~~Set up a features and benefits list~~
- [x] ~~Set up a list of product technical specifications~~
- [x] ~~Set straight forward timeline from beginning of the campaign until shipping day~~
- [x] ~~Set reward list~~
- [x] ~~Set up FAQ (text or possible video)~~
- [x] ~~Share social media channels and direct contact~~
- [ ] LAUNCH THE CAMPAIGN!
- [ ] Mention the media outlets which the product was featured
- [x] ~~Team photos and bio (inventors and execution team)~~
- [x] ~~Set project cost breakdown~~
- [ ] Videos updates with Q&A and news after the beginning of the campaign
- [ ] Set stretch goals backup
- [ ] Send FAQ to mail list
- [x] ~~Call to action~~

PHASE THREE - LAUNCH

- [ ] Email all friends, professional contacts and beta subscribers
- [ ] Reach out to press list, bloggers and influencers
- [ ] Create social media content countdown -30 days with benefits and motives to join
- [ ] Set google alerts
- [ ] Thanks backers
- [ ] Submit campaign to Reddit, Hacker News and similar media outlets
- [ ] Link campaign to landing page
- [ ] Monitors the buzz and take action by answering and clarifying all comments in all channels
- [ ] Update backers

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