robinOne - crowfounding campaign

PHASE ONE - PREPARATION

- ✓ ~~Set up landing page~~
- ✓ ~~Place a subscription form on landing page~~
- ✓ ~~Set up google analytics~~
- ✓ ~~Create a direct communication channel in between the team~~
- ○ List of press and bloggers
- ○ Withdraw mailing list from landing page
- ✓ ~~Calculate the numbers of backers we need (secure 30% buffer)~~

- ✓ ~~Set up automation account~~
- ✓ ~~Set up relevant social media channels~~
- ○ Submit the product to BetaList, Product Hunt and german similar page
- ✓ ~~Write a plan start-to-end plan and assign tasks~~
- ○ List of personal contacts that could support the project
- ○ List of industry influencers
- ✓ ~~Set the price goal~~

PHASE TWO - THE CAMPAIGN

- ✓ ~~Choose a platform and understand all its possibilities and limitations~~
- ✓ ~~Research for possible competitors~~
- ✓ ~~Select backstage, pre prototype, drafts, sketches and relevant pictures/gifs/videos~~

- ✓ ~~Read the crowdfunding campaign playbook~~
- ✓ ~~Research successful campaigns~~
- ✓ ~~Prepare script, shooting, editing, transcript (German, English, Portuguese, Spanish, Russian and French), subtitles and adjusting video pitch~~
- ✓ ~~Build a storyline to tell under the description~~
- ✓ ~~Set up a gif with a very simple and short "how it works"~~

- ✓ ~~Set up a features and benefits list~~
- ✓ ~~Set up a list of product technical specifications~~
- ✓ ~~Set straight forward timeline from beginning of the campaign until shipping day~~
- ✓ ~~Set reward list~~
- ✓ ~~Set up FAQ (text or possible video)~~
- ✓ ~~Share social media channels and direct contact~~
- ◯ LAUNCH THE CAMPAIGN!

- ◯ Mention the media outlets which the product was featured
- ✓ ~~Team photos and bio (inventors and execution team)~~
- ✓ ~~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
- ✓ ~~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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