robinOne - crowfounding campaign

robinOne: the motor oil recycler that makes old oil run like new!

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