Crowdfunding for Research

Engage the Public & Unlock New Funding

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Research cycle

Research → Training → Community Engagement
Where does crowdfunding fit?

Community Engagement

Training

Research

Crowdfunding
Benefits of crowdfunding

- Awareness of research
- Community engagement
- Knowledge mobilization
- Training capacity
- Collaborations
What is crowdfunding?

https://upload.wikimedia.org/wikipedia/commons/4/45/Crowdfunding.jpg
Mainstream crowdfunding sites

- Kickstarter: Products
- GoFundMe: Personal (medical expenses)
- Indiegogo: Arts
Crowdfunding growing in Canada

Canadian Online Alternative Finance
Crowdfunding Volume 2016 (CAD)

Source: NCFA
Anatomy of a crowd

- Friends & family
- Strong personal interest
- Niche online communities
Facebook accounts!
43% of Canadians believe scientific findings are ‘a matter of opinion’: poll
Where does crowdfunding fit?

- Community Engagement
- Training
- Research

Crowdfunding
Q – Which projects have a value to the public?
A – All of them
How do we convey value to the public?
Storytelling
Inspiration from US

Help fund the next wave of scientific research

Start an Experiment | Browse Projects

"This solution helps close the gap for potential and promising, but unfunded projects."

Bill Gates
Inspiration from US

- **Experiment.com, est. 2012**
  - 742 projects funded
  - $7.6 million USD raised
  - $4,327 USD average project size
  - $132 USD average pledge
  - 44.5% success rate
Can personalized medicine subtype bladder cancer?

By Douglas A. Mata, MD, MPH, Peras Minhas, BS, Taylor P. Kohn, MPhil, Marco A. Ramos, MPhil, MEd, Lakshey Jain, BS, Michelle Kim MD, PhD, and Rida Khani, BS

Backed by Douglas A. Mata, MD, MPH, Jessic G Dodson, Hanna Utterheim, Bill And Elizabeth Kroger, Jim Pilliod, Laura Mata Brown, Ellen Kolsto, William Zeqiri, John Wise, Stefano Di Bello, and 17 other backers

$5,600
Raised

100%
Funded on 3/16/16

Successfully Funded

How does this work?

Harvard Medical School (Brigham and Women's Hospital), New York, New York, Medicine

DOI: 10.18258/6449

Labfundr
Example – American Gut

American Gut

$1,544,244 raised
9987 contributors
4 years running

Contribute

World’s largest open-source science project to understand the microbial diversity of the Human Gut. Learn which microbes live in your gut, skin & mouth. Join over 10,000 people, get a home sampling kit and support the research.
Example – WaveCheck

WaveCheck: Is Your Breast Cancer Chemo Working?

Only 30 to 40% of breast cancer treatments succeed. WaveCheck can help people beat the odds. 100% of funds will support this potentially life-saving research.

Elizabeth Monier-Williams
Toronto, Canada

$53,390 CAD raised by 508 backers

55% of $96,987 flexible goal

• Sunnybrook, Ryerson, MaRS
Toronto hospital crowdfunding helps to expand clinical trials

A Toronto hospital’s experiment with crowdfunding as a way to expand clinical trials has paid off, just not the way it originally intended.
Research

Selling science 2.0: What scientific projects receive crowdfunding online?

Success factors (371 campaigns)

✓ Discipline/field didn’t matter
✓ Two-way dialogue
✓ Use of humour, personality
✓ Lower goal
✓ Science-only platform

Find, fund, and follow science you care about

Want to create a campaign? Learn More

What is Labfundr?

Sign up for our email newsletter
@EricF1sher @Labfundr A great idea for scientists and outreach, Eric, thanks. How do people apply?
Who qualifies?

• No “in-house” Labfundr application
• Academic institution or nonprofit
• Funds must be disbursed to an organization
What can be crowdfunded?

- Projects
- Travel
- Equipment
- Outreach & events
Research Projects

⭐ Featured Projects
Help Sarah Discover a New Way to Prevent Infant Mortality

Help me take a training course that will teach me the techniques I need to investigate infant mortality prevention!
Discuss Research

Start the discussion...

ericfisher613 5 minutes ago
Amazing work! How is it coming along?

Dr. Sarah Smith 4 minutes ago
Thanks! It's going well. I recently discovered a new molecule that might help us better understand how to prevent infant mortality. Stay tuned for an update soon!!

ericfisher613 3 minutes ago
That's so cool. What kind of molecule?

Dr. Sarah Smith 1 minute ago
It's a compound that sticks to proteins. Check out this animation of how it works (our molecule is similar to this one).

Membrane Transport in Cells: Symport, Antiport, Cotransport [Animation]
Update #1 2016-03-14 05:03

First microscope image!

Hey team!

I just finished taking my first pictures on our new microscope. With your amazing support, I was able to complete the training course and buy a few supplies to do my first few experiments!

Here is where I look at kidney cells up close: the confocal microscope room.

![microscope image](image-url)

And here is the first photo I captured on my own after my training ended:
Donor care

- Engagement, not prizes
- Postcard, signed article
- Free workshop
- Lab tour or Skype chat
- Donation levels = clear goal
3 ingredients of a successful campaign

1. The Hook
   a) Landing page + mailing list
   b) Press release
   c) Influencers

2. The Teaser Trailer - a brief, engaging video

3. The Real Deal
   a) Expected outcome, tangible goal
   b) How will funds get you there?
How Does Pollution Affect Sea Turtle Procreation?

We are launching a crowdfunding campaign to help start a new science project. Support our sea turtle research expedition and get exciting videos from the field - become part of our team!

Enter your email address for important updates.

Email
Submit
Collaborative advancement

- Align crowdfunding
- Create trust & integrity
- Matching funds opportunities
Matching funds

• Institutions, nonprofits, private sector and philanthropists... and the crowd!
• Invite partners into the campaign
• Funding bar starts at > 50%
Where you come in

• You are supporters & champions
• Collaborate with research administrators on criteria, process
• Purpose: assess campaign readiness, buy-in for outreach, feasibility of project
The role of crowdfunding

Community Engagement

Training

Research

Crowdfunding
Let’s chat!

Encourage your researchers to contact us!

Contact:
eric@labfundr.ca
(902) 497-1928

Connect with us:
Twitter
Facebook
LinkedIn