



# Crowdfunding for Beginners

## March 2025

# Training Overview

- NM Angels Hello
- Intro to Crowdfunding
- Types: Donation, Investment & More
- Activity for Success

## Questions, Conversation & Dialogue

This is your time!

**Let's hear from you! Use the Chat**

# Drew Tulchin

## President



**First CFO of Meow Wolf**  
**Start up work 20+ years; Raised \$200 million+ in investment**  
**MBA, Univ of Washington**

# NM Angels - Mission

**Support NM companies, New Mexican entrepreneurs and companies that make a difference for our people**

Non-Profit Membership Org  
(501c6, a la chamber of commerce) w/ 501c3 charity arm

**INVESTING IN INNOVATION**

# NM Angels 2024 YTD - Action

## **\$1.7MM+ Invested**

13 companies YTD by NM Angels,  
Members via NM Vintage Fund, Members  
directly

**\$1MM+ Leveraged** Syndications,  
Connections, Co-Invest

## **77+ StartUps Supported**

Written Assessments, Mentors, Advising

## **24 New Angels Trained**

**New Mexico  
Made!**

**\$30 MILLION +  
INVESTED  
SINCE 1999**

# NM Angels - Numbers

5.5x growth / 4 years

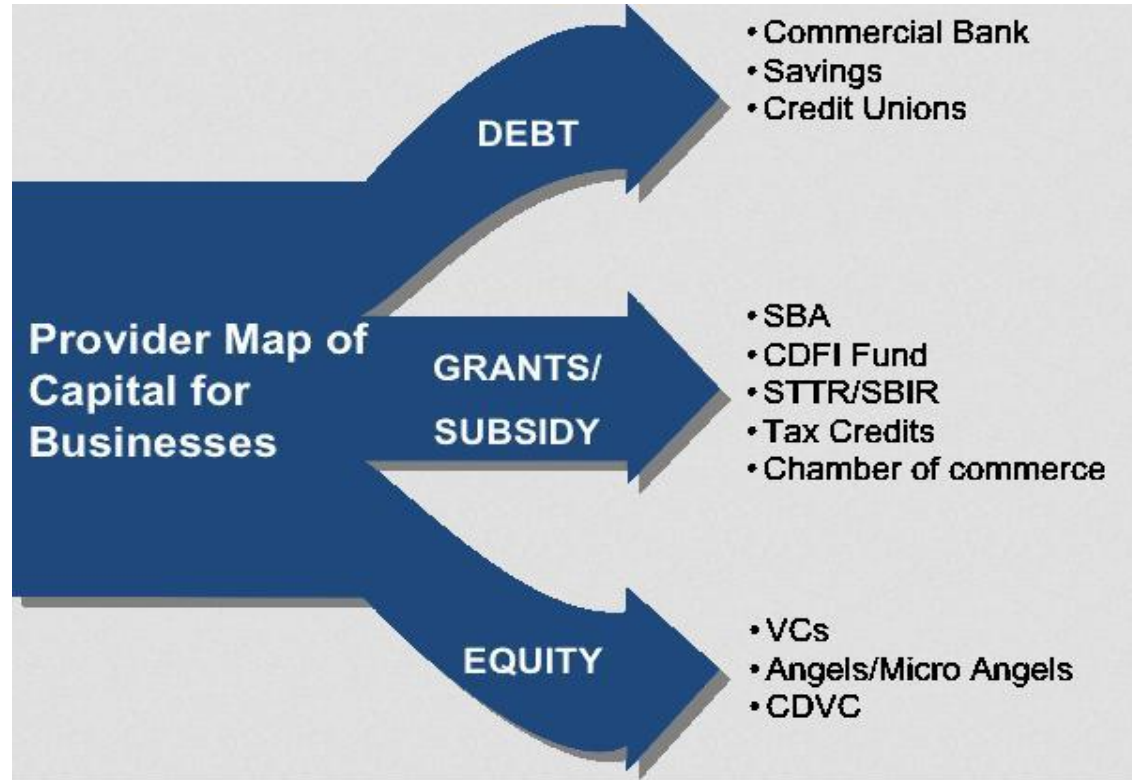
Total	
COVID	40
2021	113
2022	147
2023	191

2024	
Members	172
Sponsors	56
Partners	5
Total	233



# Question Time!

# Traditional Forms of Capital





# Crowdfunding Defined

Raising money for a project from a large number of people in small amounts, typically online

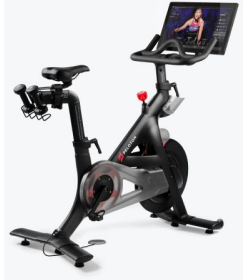


# Crowdfunding Focus

Who for?

1. Seeking modest capital, lacking easy alternative
2. **Early stage organizations & individuals** with specific project / product
3. Opportunity for product **pre-sales** to make stuff

# Peloton



**Founder/s:** Graham Stanton, Hisao Kushi, John Foley, Tom Cortese, Yony Feng

**The Idea:** People with little time could benefit from the flexibility and convenience of taking a high-end studio cycling class right from the comfort of their homes through technology.

**Crowdfunding:** **Campaign** started in 2013 on Kickstarter

**Funded:** \$307,332

**Backers:** 297 people

**Business Today:** The company became public in September 2019. By March 2022, Peloton's market cap is about \$12.2 billion, with 2.77 million connected fitness subscribers.

**Website:** <https://www.onepeloton.com/>

# Popsockets



**Founder/s:** David Barnett, professor of philosophy at Colorado

**The Idea:** The first version of PopSocket was created to keep the cables from the earphones organized and tied to the smartphone

**Crowdfunding:** **The campaign** started in 2012 on Kickstarter

**Funded:** \$18,591 USD

**Backers:** 520 people

**Business Today:** In 2018, PopSocket LLC's revenue was over **\$200 million U.S. dollars**, with a profit of over US\$90 million. In 2021, PopSockets was honored as one of Fast Company's World's Most Innovative Companies.

**Website:** <https://www.popsockets.com/>

# Benefits of Crowdfunding

## Why do it?

1. \$: Expands capital raising universe
2. Media: PR, exposure, eyeballs
3. Network: Engage people, new partnerships
4. Attention: Opportunity to pre-sell, test the market

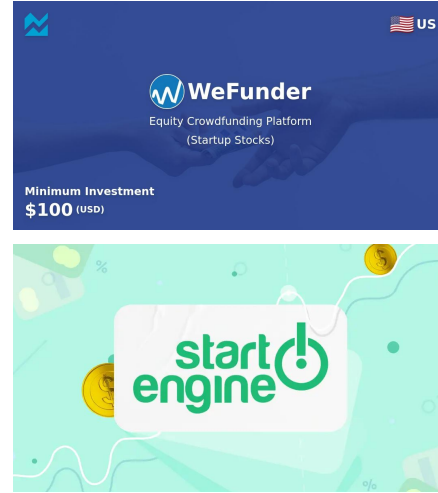




# Question Time!

# NM Angels & Crowdfunding

Tap into vast network of experienced investors & entrepreneurs passionate about supporting innovative businesses



# Honeycomb Credit

**Amber Flevaris, Head of Investor Relations**

[www.honeycombcredit.com](http://www.honeycombcredit.com)



Honeycomb Credit is an investment crowdfunding portal, with a mission to unlock growth opportunities for small businesses to build vibrant, financially empowered communities. We work with numerous business types, from start-ups to 30+ year community staples. Anyone 18+ in the US, accredited or not, can invest on Honeycomb.

The majority of our offerings (85+%) serve businesses that are women-owned, minority-owned, or based in a LMI community.



**Vetted investment  
opportunities for as  
little as \$100**

## **Debt**

A straightforward  
term loan with  
fixed, quarterly  
disbursements

## **Equity**

Own a piece of your  
favorite local  
business's future  
financial success

## **Revenue Share**

Receive a small % of  
a business's monthly  
revenue, up to a  
certain multiple



**25K+**

investors

**500+**

offerings

**\$35,000,000**

invested in local businesses

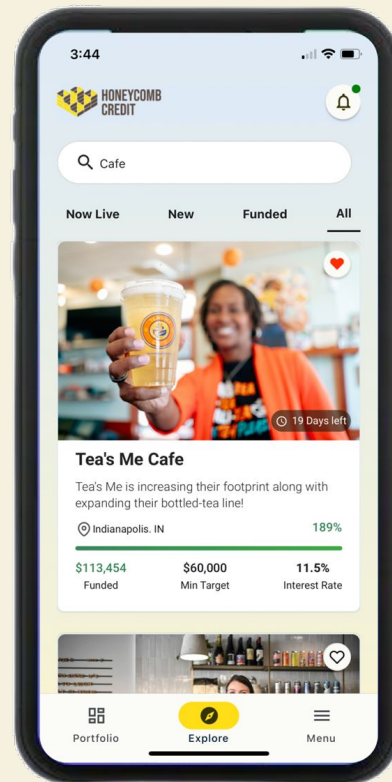
**Honeycomb  
History**



We ❤️ the boring stuff,  
so entrepreneurs can  
focus on growth.

- We are an SEC-regulated Regulation CF funding portal
- Due diligence on operating history, business plans, and financial viability
- SEC Filings, Annual Reporting & Tax Documentation
- Investor technical support

**176 investors invested \$150,900 in a SAFE agreement to finance Korion Health's electronic stethoscope.**



# Social Networks: Leverage that Power

About this project



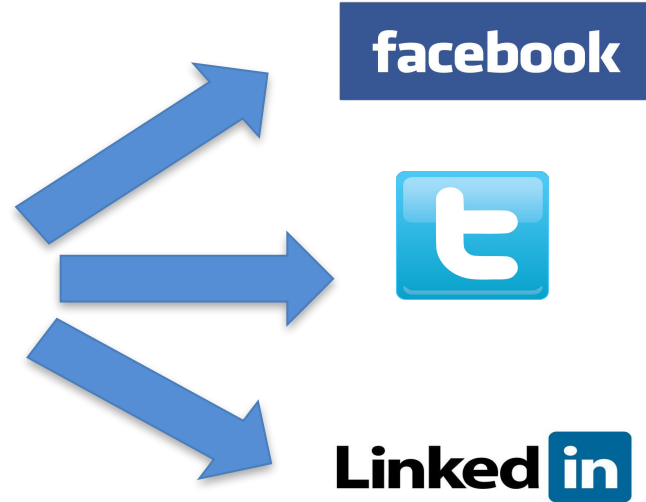
📍 Santa Fe, NM

🔧 Installations

❤️ Project We Love

**\$105,221**

pledged of \$100,000 goal



# Case Study Investment: Meow Wolf

## WeFunder Stats

2,833

FOUNDERS  
FUNDED

\$617M

MONEY  
INVESTED

38,636

JOBS  
CREATED

\$5 billion

INVESTED  
AFTER WEFUNDER

2023 IMPACT REPORT



Meow Wolf is an arts production company creating immersive, multimedia experiences that transport audiences of all ages into fantastic realms.

Raised \$1M on Wefunder. Since raised \$200M+ in venture capital.

# Crowdfunding Types

1. Donations
2. Investment
3. Peer to Peer Lending
4. Crowdsourcing



# Crowdfunding Types

## Donations

No-strings-attached giving, aka Karma Contribution. Combine emotional and statistical storytelling to motivate audience to support.

### DONATION BASED CROWDFUNDING





# Crowdfunding Types

## Investment

Source money for a company or project by soliciting many backers, each investing a relatively small amount while typically using an online platform.

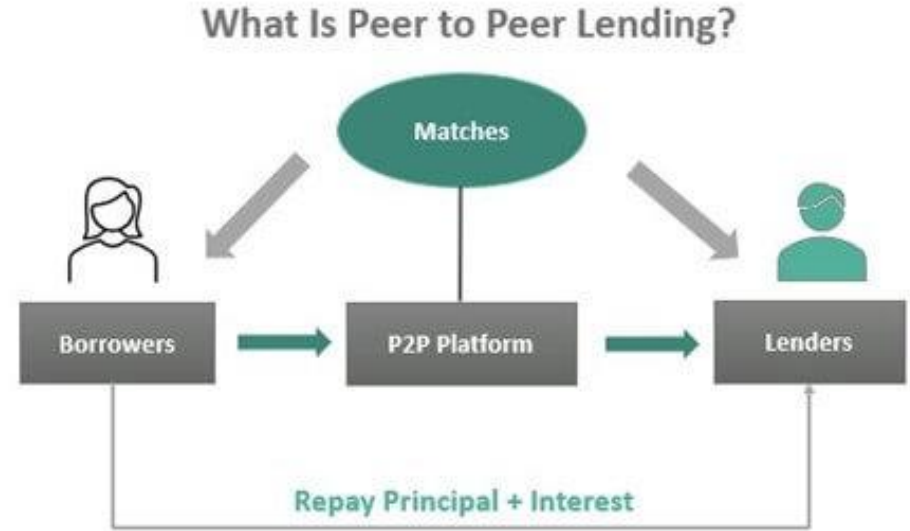
## Equity Crowdfunding



# Crowdfunding Types

## Peer to Peer Lending

The largest type of crowdfunding. Supporters can create their own individual donation pages with all the proceeds going to your central campaign goal.

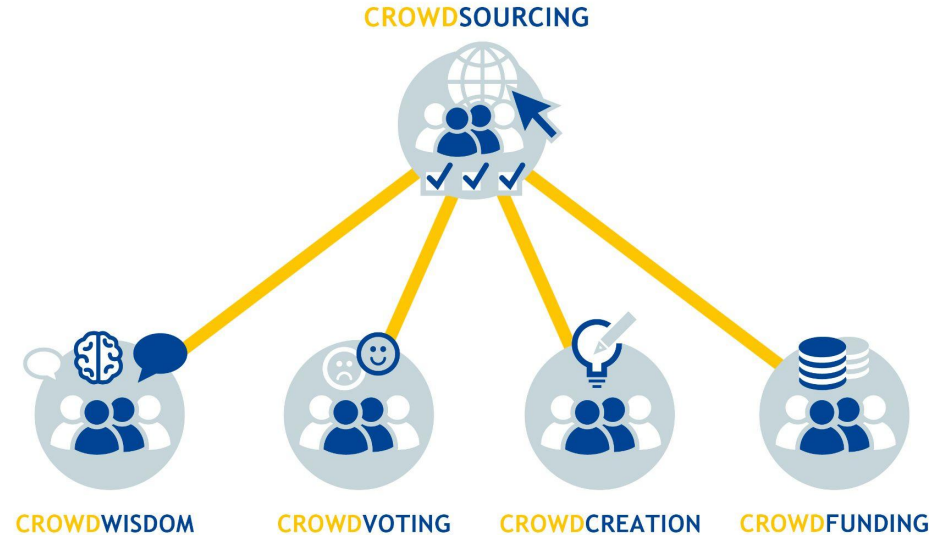




# Crowdfunding Types

## Crowdsourcing

Crowdsourcing is when an individual, organization, or business taps their audience or a large group of people for ideas.



# Activity for Success



Read: The Crowdfunding Bible

[www.crowdfundingguides.com](http://www.crowdfundingguides.com)

## Honest Answers:

How good is your idea? What value does it offer?  
How is it different?

Have you done the calculations so you know how much money you need – really?

Top crowdfunding sites link: [WixBlog](http://WixBlog)

# Top Crowdfunding Platforms

			 Republic
Money raised	\$172.8M	\$130.4M	\$91.3M
Investors	140,386	140,386	101,731
Number of offerings	442	415	153
Fees	For Reg CF - 7.5% of the total fundraise For Reg A+ - flat fee of \$375K.	Based on the amount of securities that are bought or sold	6% of the total funds raised in cash, and 2% as a Crowd Safe
Examples of successful startup campaigns			



# Question Time!

# Activity

## Dig deeper - Reach further

1. What is the hook for your story?
2. Who is your 'target market' (your peeps)?
3. Leverage your Network? What social media sites?



# Case Study Investment: BabyQuip



**Family Traveling Just Got Easier**

## Traveling with Babies and Toddlers Made Easy

A baby gear rental experience providing a safe, clean, hassle-free option for those traveling with babies and toddlers



PREVIOUSLY CROWDFUNDED ⓘ

**\$933,592.33**

RAISED ⓘ

**\$1,260,751.55**

INVESTORS

**1,022**

MIN INVEST ⓘ

**\$249.31**

VALUATION

**\$29.73M**



**\$8.5M**

Total seed funding raised since 2016

**118%**

Net revenue increase in 2022

**\$3.4M**

BabyQuip's net revenue in 2022

# Choosing a Platform

**Questions to ask:**

**What's your input?**

# Choosing a Platform

## Questions to ask:

1. Who else is on there? Are they like you?
2. How much money does the average effort raise?
3. What are the conditions to be on that platform?
4. What are the costs - direct (fees) indirect (i.e. make a video)?



# Pre-Work

## 5 Must Haves:

1. First Check(s)
2. Marketing Materials - esp video
3. Accounting
4. Communication Plan
5. Daily Labor: who leads the 'campaign'

## *CHECKLIST*

<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>



# Successful Crowdfunding Steps

1. Cost it out
2. Research: what differentiates successful & NOT?
3. Marketing: get your campaign covered!
4. Set fundraising goal
5. Figure out prizes & levels
6. Be sincere. Find your audience
7. Connect (get commitments b/f launch)
8. More than money – create true fans & market





# Question Time!

# Rules for Investment

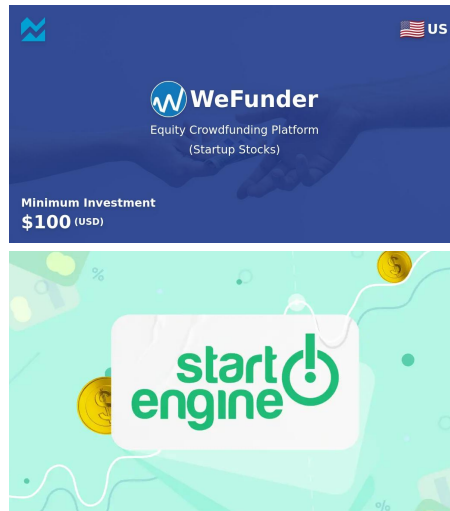
RAISE SIZE	<100K	100K-500K	>500K
Provide Financial Statements	✓	✓	✓
Have Business Plan	✓	✓	✓
Independent Accountants		✓	✓
Audited Financials			✓
Limited to ~\$1 mil / 12 months	✓	✓	✓



# NM Angels & Crowdfunding

**Collaborations with each of  
*WeFunder, StartEngine &  
Honeycomb Credit***

**Contact [info@nmangels.com](mailto:info@nmangels.com)  
for Crowdfunding Referral Code**



# Thanks to our event partner!



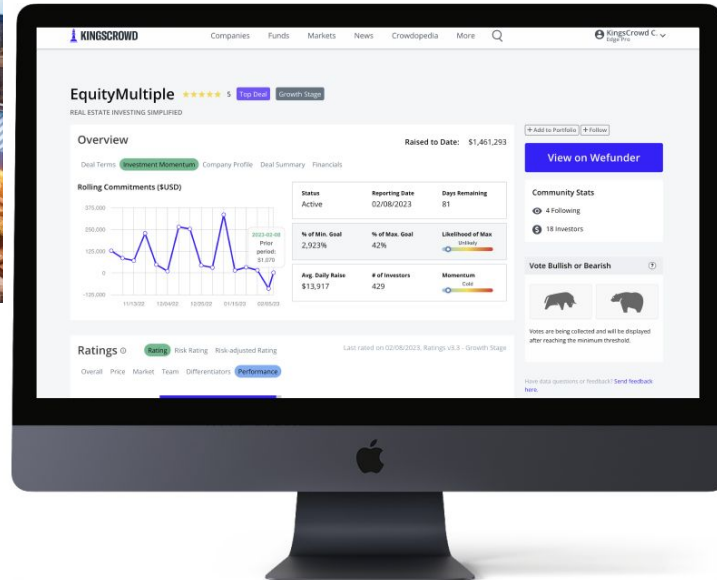
# Coming Up - See You Soon

- **Equity, Valuation, and Tax Strategy: Navigating Priced Rounds and Entity Structures for Growth**  
Hosted by Arrowhead Center  
THURS, Mar 20 | 11am-1pm  
Q-Station, ABQ
- **NM Angels' Los Alamos Angel Social**  
MON, Mar 31 | 5:30-7pm
- **New Angel Club - starting Wednesdays in April**  
Interactive sessions to learn and practice Angel Investing

Scan for Upcoming  
Events!



# Additional Resources



 **KINGSCROWD**

**Find  
Research  
& Track  
Startup  
Investments**





# Question Time!



# Thank you for joining us

## Make NM HAPPEN!

[www.nmangels.com](http://www.nmangels.com)

[info@nmangels.com](mailto:info@nmangels.com)

