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Crowdonomics: Exploring the Landscape of the New Entrepreneurial Economy
For DeepImpact India

Video available at: <http://crowdfundingdeepimpact.in/video/DI4India-Part2-BEJ.mp4>

Crowdfunding: Deep Impact



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Founder



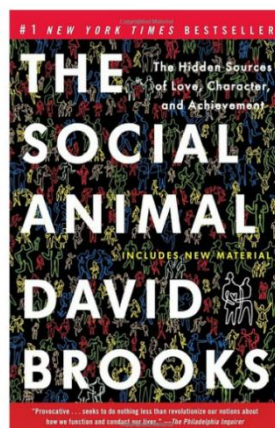
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Hello Ladies and Gentlemen – I'm Barry James

I promised to let you in on the biggest open secret in this new economy – the one that's transforming all the areas we see here – and more...

Ponder this.



Man is a social animal. Throughout the ages we've gathered together in settlements, towns, villages and cities. Living and working more and more together.

Especially since the last revolution – the industrial one.

Silicon valley and some of world' superhubs such as London, which we revealed as world capital of crowdfunding last year - have proved what can happen when you have a large number of people rubbing shoulders together, connected by proximity, making new connections all the time.

What would happen if the world became one city – a **super-hub** where everyone was connected to everyone.



Where people could come together around an idea, an innovation or a cause almost instantly.

Where milling around they could find each other – connect common interests , complimentary skills and resources. Regardless of distance and other barriers. People gathering together to fuel each other's passions and **get things done**.

It just happened – a moment ago in historical time. It's called social media.

We are still adjusting to it, have yet to realise the real potential.



Yes. Just a few short years ago social media connected much of the human race together in a way never before possible. Allowing ideas and information to flow and people to come together in new ways.

Before we have digested that game-changer – or worked out which of the rules we thought were immutable that just crumbled away something else just happened:

Fuel to the fire. Funding. Adding money to that already potent mix. It's called Crowdfunding.



It means that people can come together in ways never before possible to get countless things done, made, refined, funded, scaled and delivered.

It's changed innovation. It's changed entrepreneurship – and the entrepreneur's journey from a negative to a positive one. It's remaking the world.

SO what is this revolution's best kept open-secret?

Self Seeding: The New DNA



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It's a secret that could help hundreds of thousand, millions, of people by creating and empowering a new generation of entrepreneurs. It's particularly powerful for India – because of the vast wealth of untapped talent here .

It's hidden behind some very big numbers indeed. People in the UK, the USA, Australia and elsewhere are **dazzled by the huge potential of equity crowdfunding**. They're right to be.

It's very powerful and has the potential – in its purer forms – to **level the playing field and give the already successful entrepreneur new options, more control**.

For investors, innovators and entrepreneurs **it's a game changer**. So there's, naturally enough, a huge focus on this. This is how investing works after all. **Nothing could be more important to an economy. Right?**

WRONG!



Hidden behind those impressively large figures are an awful lot of tiny ones. Not only do they add up. It turns out that **they're way, way more significant for another reason.**

They're funding for the many, not the few. The democratisation of finance means instead of having a tiny minority of entrepreneurs and innovators we can have **a whole generation of them. Then another, and another.**

Like broadcasting or publishing, Instead of having a tiny number of 'experts' in 'transmit-only' mode (telling us what they want us to hear)...

....Crowdfunding opens out the innovation and entrepreneurial economy to everyone with the ideas, skills and determination. **In interactive mode.**

Listening. Learning. Relating, Responding, Building, doing!

What is this secret? Last year we collected data on 200,000 crowdfund around the work. Probably less than half of the total.

Every days we see a myriad of innovations, inventions and new ventures – most of which would never have seen the light of day without **rewards crowdfunding.**

Yep. REWARDS. That little thing... that constitutes more than 99% of crowdfunds. That is the first step that means you no longer need permission to get started and get onto the 'funding escalator'.

Not the big – headline grabbing – number. The many many small ones. But it turns out that big numbers actually get in the way of getting venture started – you need a small amount of money – and the right, achievable, goals and incentives.



Governments around the world have tried to solve this problem – how do we create a **functioning funding escalator**? One which supports and rewards innovation and entrepreneurship?

We it's arrived of its own accord – and thanks to some very hard work and radical thinking by people such as Danae Ringelmann – who set out to do this very thing years before she co-founded Indiegogo or Kickstarter was even heard of.

There's a whole new funding escalator and it has a first step that ordinary mortals can take, learning as they go, without permission of a financial leg-up from anyone.

And here's the especially good news.

Not only can it enable the creation of millions more jobs – in more new ventures big and small. It fits into and fixes the old economy.

Bringing not just a new kind of transparency and openness never before dreamed of – but ensuring that every new venture it funds has something more than just the money at its centre, in its DNA.

Because... **At the heart of every successful crowdfund is an idea, a proposition or a cause that enough people care about to fund it.**

This is the engine room of the new, sharing, economy.

Those that it funds are the storm-troops of a new society who are indeed 'building a new world at this time.

Let's look now at

- how and why it works
- how it fits together...
- Provides entrepreneurs with the oxygen of opportunity

... and transforms the journey

Creating new businesses, new products, more jobs, greater prosperity

After that we'll explore the **much neglected opportunity of what happens when you reach that point** - and the choices you have as an e' and businessperson

it's a secret that...

- can be exploited by ents, invs and gov
- a new way to power innovation and venture creation
- it turns out that small amounts of money are needed - but in the right place with the right people and the right incentives
- we have only seen the very beginning of the explosion of entrepreneurialism
- a very different E' journey
- a new funding escalator

The process (Jelly Beans)

The new escalator – a new entrepreneurs journey

So this is a new kind of engine that works in a different way to the 'steam' driven model of yesteryear – it's more like a formula 1 racing car

The fuel is a potent mixture of attention and exposure plus many small amounts of money building to a crescendo as this racing car crashes through the finishing line or rather - as it turns out the starting line - as a new venture get's off to a flying start because the finishing post for each crowdfund is just the starting gate for something far bigger.

This secret is hidden in plain sight.

It works. It's the secret of a new kind of freedom. A new start. A new kind of economy and a new kind of society.

A new one that's Open & Collaborative & Inclusive rather than the domineering Closed, Selective & Controlling corporate culture that dominated the 20th century and is self-destructing before our very eyes.

The doors are open.



THE WORLD IS BEING
REDESIGNED
AT THIS TIME...

...PLEASE BE
IMPATIENT