

***GOT A GREAT IDEA?
GET THE CROWD TO FUND IT***

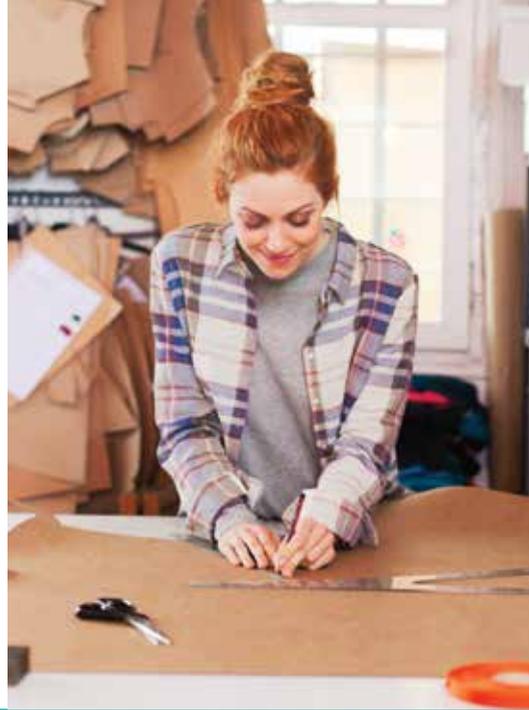
Z&AR

GREAT IDEAS FUNDED

WHAT IS CROWDFUNDING?

Crowdfunding is way of obtaining funding for a project or business idea through the contribution of a large number of people.

The crowdfunding model has three major components. The **project owner** who proposes the project idea to be funded; **individuals or groups** who back the idea with their contribution; and a platform like **ZAAR** that brings the parties together.



HOW CROWDFUNDING WORKS

Although crowdfunding may seem like an easy way to raise the capital needed to fund your idea, like any fundraising campaign, it requires some planning and effort. Here are the key milestones of a successful crowdfunding campaign:



Define the idea and goals.



Develop a good awareness campaign.



Build a strategy to deliver a message.



Offer attractive rewards.



Launch the campaign.



Update and interact with backers.



GET YOUR IDEA FUNDED



FULFIL YOUR PROMISES

*Don't be afraid to dream great things!
Fund your great ideas through ZAAR.*

WWW.ZAAR.COM.MT

WHY CROWDFUNDING ON ZAAR?

Here are a few reasons why using a local platform may be the best fit for you:

1. Dedicated campaign support

We're accessible to meet and support you and help you refine your story or focus.

2. Professional business coaching

Benefit from advice on your business plan from Grant Thornton;

3. Access to our network

We're well networked through the diversity of our owners and partners;

4. Marketing support

We'll help with a newsletter mention, a press release and social media posts;

5. Stand out from the crowd

Because we're local, your project will not get lost in the masses;

6. Enabling causes

We're waving our 'all-or-nothing' clause for philanthropic organisations;

We're continually looking to improve the way we support you with your crowdfunding campaign in a more manageable way.



GET YOUR PROJECT ON ZAAR

First Step – Register & tell us your story and let us know what your funding target is.

Second Step – Once you are promoted to the platform, spread the word.

WWW.ZAAR.COM.MT

BE PART OF A PROJECT THAT EXCITES YOU

Here's why:

- a. Support projects you believe in.
- b. Be part of a community,
- c. Help others, especially novel entrepreneurs,
- d. Benefit from a reward system.
- e. Be proud you're involved.
- f. Encourage others to do the same.

Upon visiting **www.zaar.com.mt** find details on projects looking for funding and information on how you could back these ideas.

If you would like to ask a question or leave feedback, you can do so by leaving a comment for the project owner.

You can simply help spread the word by sharing the project on Facebook.

Feel free to contact ZAAR directly. We are more than happy to answer any questions or comments you may have.



 **+356 23403982**

 **INFO@ZAAR.COM.MT**

WWW.ZAAR.COM.MT

ZAAR Crowdfunding Malta, Centre for Entrepreneurship & Business Incubation,
Dar Guzeppi Zahra, University of Malta, Msida MSD 2080, Malta

Founding Partners

MUHC Malta University Holding Company (University of Malta)

MBB Malta Business Bureau (The Malta Chamber of Commerce, Enterprise and Industry & MHRA)