

# CROWDFUNDING DOCTOR REPORT

Project Name	The Learning Revolution		Link	<a href="http://bit.ly/11wnWK1">http://bit.ly/11wnWK1</a>	
Point	Problem	Possible Improvement	Severity	Time required	
<b>Clarity</b>	It's hard to understand what the project is about. Is it about a website? A documentary? Does the documentary has a message to say?	Can you sum up the main points of the project in 3 sentences?	5	5	
<b>Facebook presence</b>	You have launched the campaign on Facebook without having enough followers. Facebook drives contributions. 150 is minimum for a campaign. For the learning project, 500 is a good starting point	Have a person dedicated on growing the community on Facebook	5	4	
<b>Why a crowdfunding campaign now?</b>	The campaign seems gratuitous. It seems the team didn't even invest their own time or money in the project. Why a campaign now? Is it because of an important event or because of current news?	Tie the campaign to a social campaign happening now, or because of an influencer's publication. Make it current!	5	2	
<b>Tangibility</b>	It seems the project is only an idea that learning needs innovation. Everyone has ideas. How do you differentiate from other teachers and parents who also think education needs to innovate?. You need to show how you are involved daily in this project	Publish recorded videos, research, updates and how you've met many teachers and students worldwide	4	5	
<b>Financial calculations</b>	The \$50,000 number asked is not backed. Why this number? Without explanations, it's hard to believe.	Publish your calculations from here <a href="http://www.seedfactory.com/crowdfunding-calculator/">www.seedfactory.com/crowdfunding-calculator/</a>	4	1	
<b>Sample</b>	We cannot see a preview of the documentary's aesthetics. So no sample of the final product	Is it possible to have renderings, a storyboard, or maybe sample from previous work?	4	5	
<b>Video intensity</b>	The video begins and ends with low energy. Intensity is low. There needs to be more passion!	do a better video with less sloppy characters. Get more energy in the voice, better lighting	4	2	

<b>Press coverage</b>	There is no press or blog coverage about the "learning revolution"	Can you pick 5 journalists and get them to publish an article? It's important to have key influencers to talk about the project	3	3
<b>VIP</b>	We can't see thought leaders or important influencers backing the project. There are a few listed on the "Friends of the project" but it seems they are not actually promoting it on their website?	Pick 3 VIPs, and find ways so they become champion of the project	3	3
<b>Networks</b>	It seems the project is isolated. It's hard to find links to the project in forums, blogs, social networks.	Have a well built partnership plan	3	5
<b>Engaging Content</b>	Content published on Facebook do not stand out and do not require enough engagement.	Start a Facebook contest, post original content, pictures and videos	3	2
<b>Content</b>	Campaign text is not written in a language that users will easily understand. Content is not easily scannable	Add descriptive headings, short paragraphs and more lists. Check out <a href="http://www.read-able.com">www.read-able.com</a> for better readability	3	1
<b>Twitter presence</b>	There are not enough followers on Twitter.	Have a person dedicated on growing the twitter presence	2	3
<b>Mentions</b>	Few people link to the project page on Twitter and Facebook	mostly related to low facebook presence	1	3