



**Business background:** <https://gocrowdera.com>

Crowdera is a comprehensive Crowdfunding platform that provides tailor-made tools to help foundations and nonprofit organizations amplify their fundraising efforts online.

Crowdera intends to complement the organization's existing fundraising and volunteering activities by offering a user-friendly platform to create visually compelling and viral fundraising campaigns that raise awareness and funding for any individual or organizational goals and missions.

**Context:**

Crowdera wants to ramp up its B2B SaaS business across foreign markets, especially the USA, Canada, and UK. The fundraising suite helps non-profits, foundations, and Corporate CSRs amplify and facilitate their fundraising.

**Here are the feature list and the More details:**

At present, anyone can come on Crowdera platform and create a crowdfunding campaign for free.

Crowdera is planning to revamp the existing website and expecting the participants to come up with the detailed workflow, process and plan of action to engage every visitor who lands on the platform and increase their interaction/ activity.

For nonprofits and other organizations, presently Crowdera shares a fundraising framework. The campaigns and Websites are then created from the frameworks of data. End-users get the ability to create a beautiful infographic template that can be downloaded and/or shared via various mediums.

## **Expectations from the Hackathon**

### **Problem statement:**

Develop a go-to-market Product launch and growth plan of action, including building wireframes to revamp existing product and to adding new product features, to build viral marketing and sales strategy based on lean principles and a strategy to enable rapid growth in revenue and build the business from zero to \$1 million in ARR (Annual Recurring Revenue) in 6 months time, with a lean team not exceeding 5.

### **1. Rethinking the product features and offerings to create a world-class fundraising suite to be sold as a B2B SaaS product**

- Brainstorm existing product features and think of ways to revamp it and add new features by building a prototype, wireframes, and overall customer journey.
- Implement new product feature offerings for the fundraising suite.
- Wireframing all product features in a visual way and create a detailed workflow about how the features all work in the fundraising suite ecosystem.
- Come up with the best UI/UX principles that can be implemented for each one of the product features.
- Depicting all the product features in an appealing way in a Landing page format.

### **2. Creating a digital marketing and social media strategy which would help penetrate and grow the product adoption across the USA, Canada, and UK markets.**

- Build a detailed marketing plan which is digital-first. Detailed strategy for achieving an ROI of 7X - 10X on social media advertising spends and channels of SMM, with weightage on various channels.
- The entire marketing strategy should be thought of assuming the execution is conducted in house and does not require the support of any external marketing agencies.
- Engaging any user/visitor on Crowdera using various mechanisms in order to increase their activity on the platforms.

### **3. Customer success best practices:**

- Define the key metrics to be tracked for customer success and customer retention.
- Come up with the strategy to build and implement best practices in customer service and list down different ways to increase customer success automation so that global customer success can be managed by not more than 2 people.
- Build the right process of customer success, with a way to have the least human intervention and to resolve maximum issues by knowledge bank (do a deep dive on this) and chat/email support.

### **4. Rapid growth in Scale and Revenue:**

- Brainstorm and list down ways to create viral marketing campaigns.
- Build a sales process and strategy to scale the business from 0 to \$1 million in ARR within 6 months.
- Setup processes to run the entire business from India, without having a field sales team at different countries, but being managed completely by inside sales team selling the product offering online.

### **Key Metrics and constraints:**

- 0 to \$ 1million Annual Recurring Revenue within 6 months
- Executed by not more than 5 team members (define-key responsibilities of each)
- Social media advertisement ROI of 7X-10X
- Customer success: ensuring the average NPS score of 8+ at least
- Zero field sales team (sales to be closed online by inside sales team only)

**Thank You.**