we
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it.com

wemakeit x OPERAS

wemakeit.com/channels/operas

OPERAS

Do you need funding for your research project in a Social Sciences and Humanities discipline? Run your Social Sciences and Humanities (SSH) research crowdfunding campaign on wemakeit with the OPERAS channel, get tips from the wemakeit experts to boost your campaign and benefit from the support of the OPERAS community.

Whether you are an early career researcher in a university or other research institution, an independent researcher, or an established scholar looking to start a new line of research, the wemakeit platform is for you, supported by the OPERAS Research Infrastructure. No matter if you need funds to publish critical editions, to organise scientific exhibitions, to launch surveys and studies with local or global impact, the OPERAS channel is the way to go!

Are you ready? Plan your campaign, get support from the crowd, and boost your research!

Start a project

You will find the conditions for participation and more information in the FAQ below.

Interested in launching a campaign but do not know where to start? Register for free to the 1-hour webinar organized for researchers in the SSH on Thursday 13th January 2022 at 5pm CET. After the workshop, our science crowdfunding specialists will be available to answer your questions.

If you have further questions, please send us an email at operas@wemakeit.com.

> Launch in early 2022

> For Social Science and Humanities research projects in the ERA region

> Feedback and tips from wemakeit experts

> Communication support from OPERAS Research infrastructure

> Applications now open on wemakeit.com

Application process

Digitizing Farming in Kenya

SOKO is an agriculture startup that aims to digitize sheep farming. It will empower smallholder farmers to make a living from raising healthy sheep and sell them without going through intermediaries.

A crowdfunding project by Sabine Godinez and Mwangi Maina, startup, agriculture, and technology, Kenia.

0 1 0 0 15 </>

What is our solution?

Producing food in a country of 50 million people is an uphill task, especially when farmers are practicing traditional farming. SOKO likes to change that. Our aim is to equip sheep farmers with scientific tools. Key area of focus is genetically aimed breeding, online farm management, VetCare and real-time information sharing through free notifications. Our free app and website will equip farmers with new and innovative scientific tools that are currently not offered to them.

SOKO has acquired a farm just outside of Nairobi city. Here we like to set up a smartfarm, a new way of farming that takes advantage of existing mobile technology in Kenya. While working with a team of vets and software developers, SOKO intends to breed healthy sheep while recoding the data in the Soko App and user-friendly website.

Project Status

15'470
of CHF 15'000 pledged

100
backers

103 %
percent reached

we made it!!!!

This project ended successfully on 6/7/2021 17:00!

Rewards

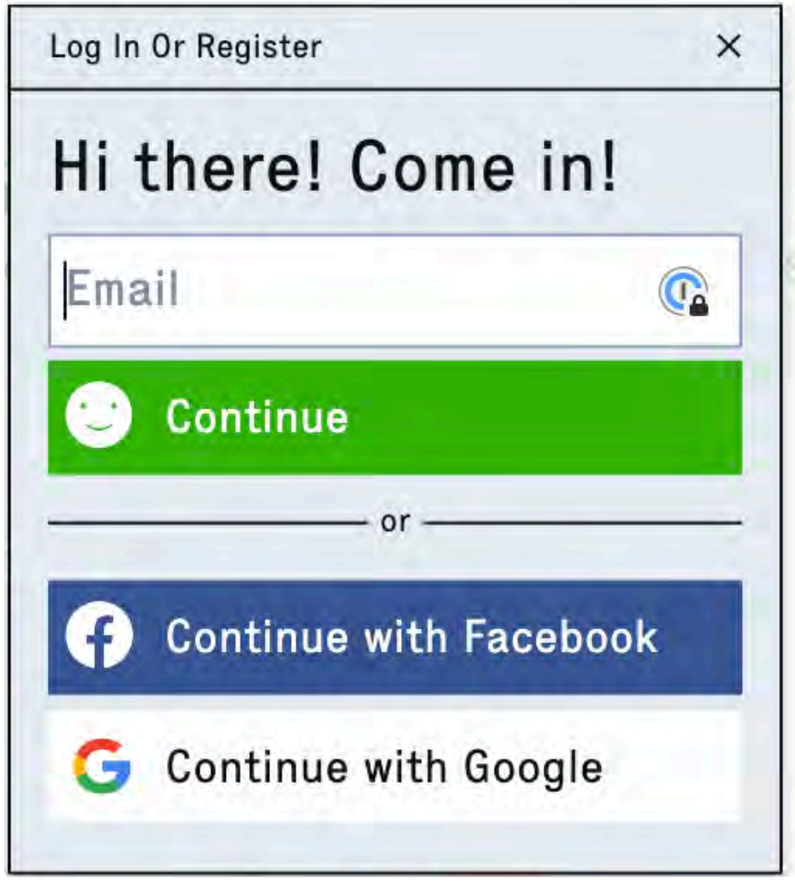
CHF 25.- 17 taken
Postcard from Kenya

CHF 50.- 22 taken
Keychain from Kenya

CHF 60.- 4 taken
Fresh black tea

CHF 75.- 5 taken

wemakeit.com/start-a-project


Log In Or Register
Hi there! Come in!
Email
Continue
or
Continue with Facebook
Continue with Google

Your Project

< Academy | Project Overview | Project Page | Rewards | Admin | Profile | Cockpit >

In the spotlight: let your project gain center stage. Tell us what it is you intend to do and why anyone should support you.

English | German | French | Italian

Project video

We want to see you! A video is a crucial element of a successful campaign.

Subtitle

This is what it's all about.

Text

Explain what your project is about and what you intend to do.

Media

Preview: Project Page

we make it

Preview

A crowdfunding project by Alizé, , . Read more

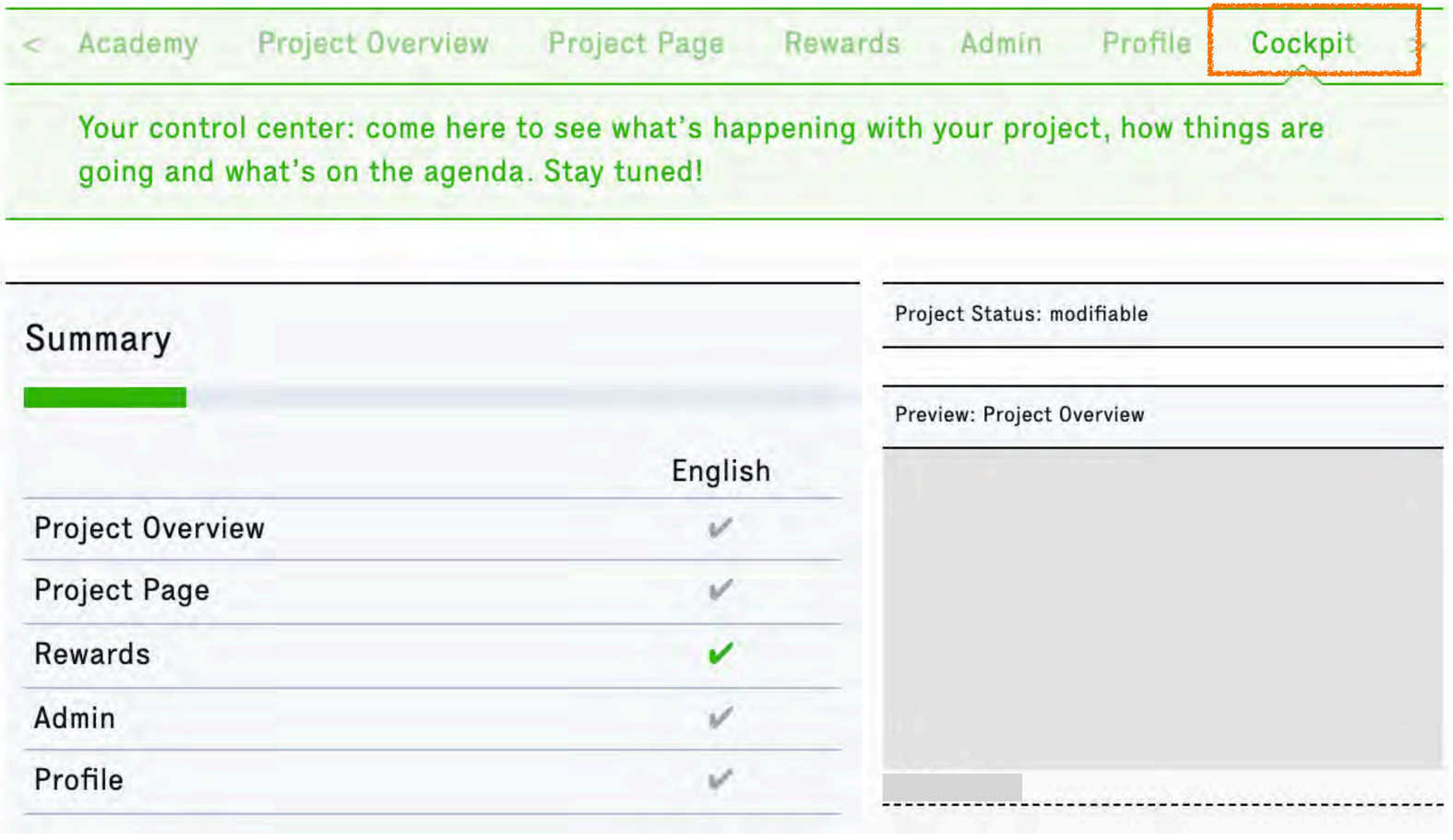
Stay in the Loop!

Does your project qualify for any of the partner programs?

- ○ Avanti by SLM & EvK Infos
- ○ BLKB Infos
- ○ OPERAS Infos
- ○ Swisscom Music Booster Infos
- ○ she makes it Infos
- ◉ no

You can apply only, if your project conforms with the conditions of participation.

Save


< Academy
Project Overview
Project Page
Rewards
Admin
Profile
Cockpit
Your control center: come here to see what's happening with your project, how things are going and what's on the agenda. Stay tuned!
Summary
English
Project Overview
Project Page
Rewards
Admin
Profile
Project Status: modifiable
Preview: Project Overview

Useful tips

Plan in advance, the approval
process may take some time.

Check the academy section for campaign tips & resources.

Your Project

< Academy | Project Overview | Project Page | Rewards | Admin | Profile | Cockpit >

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we make it

Preview

A crowdfunding project by Alizé, , . Read more

Stay in the Loop!

Send your project into the world

Project preview

Use this link to share your project with friends and colleagues and get feedback from them. This link is only valid until the project starts.

https://wemakeit.com/projects/jrhwrxxae6wkwwth6n5z/preview

Copy preview link

Digitizing Farming in Kenya

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A crowdfunding project by Sabine Godinez and Mwangi Maina, startup, agriculture, and technology, Kenia.

About | Updates 4 | Backers 100 | Comments 15

0 | 1 | 0 | 0 | 15

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operas@wemakeit.com

Questions? Advice?

alize.aversano@wemakeit.com

Crowdfunding your research
(not just about money)

Luc Henry, DPhil

13 January 2022

OVERVIEW

Part I (17:00 – 17:30) The anatomy of (science) crowdfunding

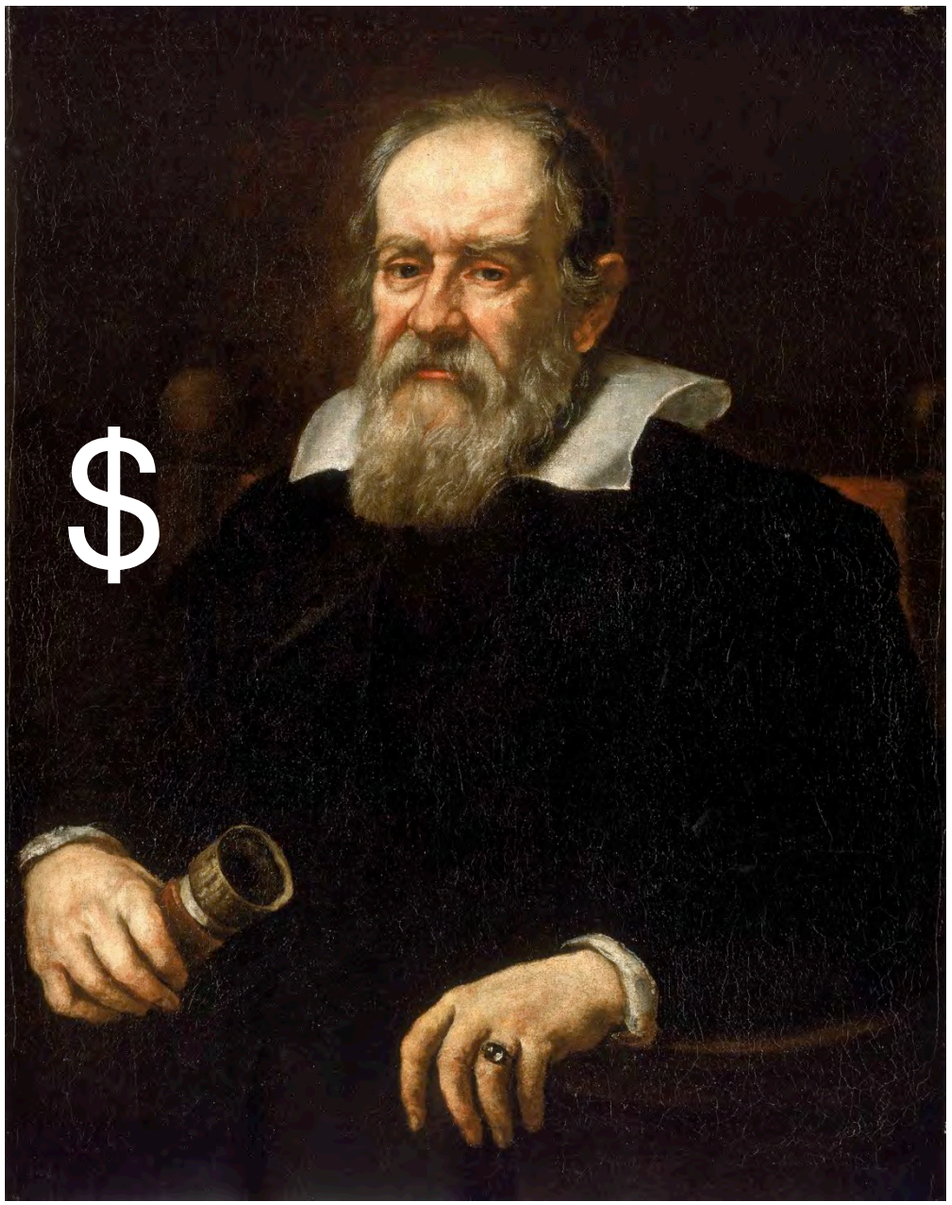
Part II (17:30 – 18:00) Build your own campaign!

how is research funded?

1600s: rich folks helping smart dudes

(until they jail them for heresy)

Pope Urban VIII – Image credit: Wikipedia



Galileo Galilei– Image credit: Wikipedia

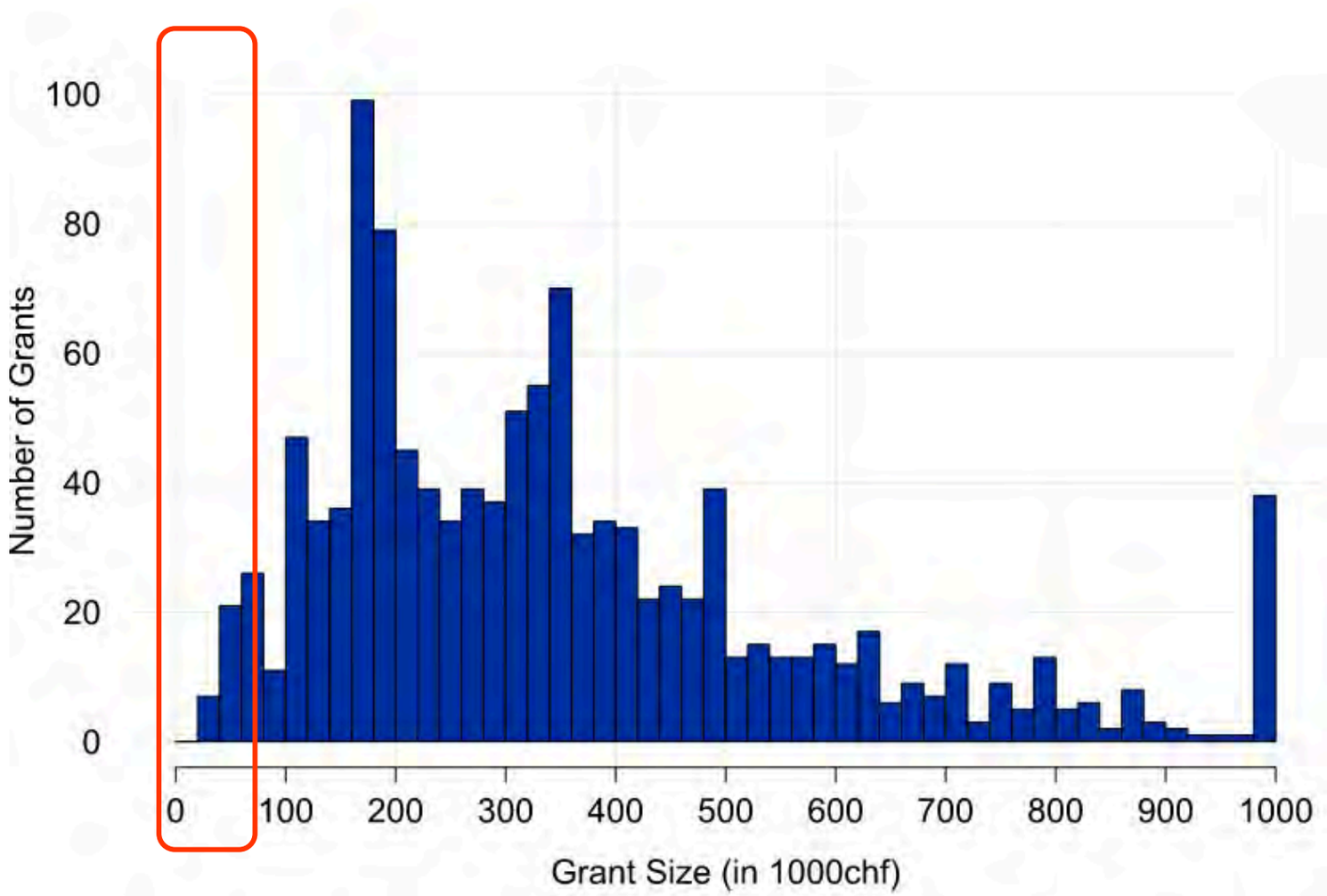
1800s: more rich folks helping other smart dudes

(until they marry them)

Mabel Hubbard and Alexander Graham Bell – Image credit: National Geographic Society

our starting point

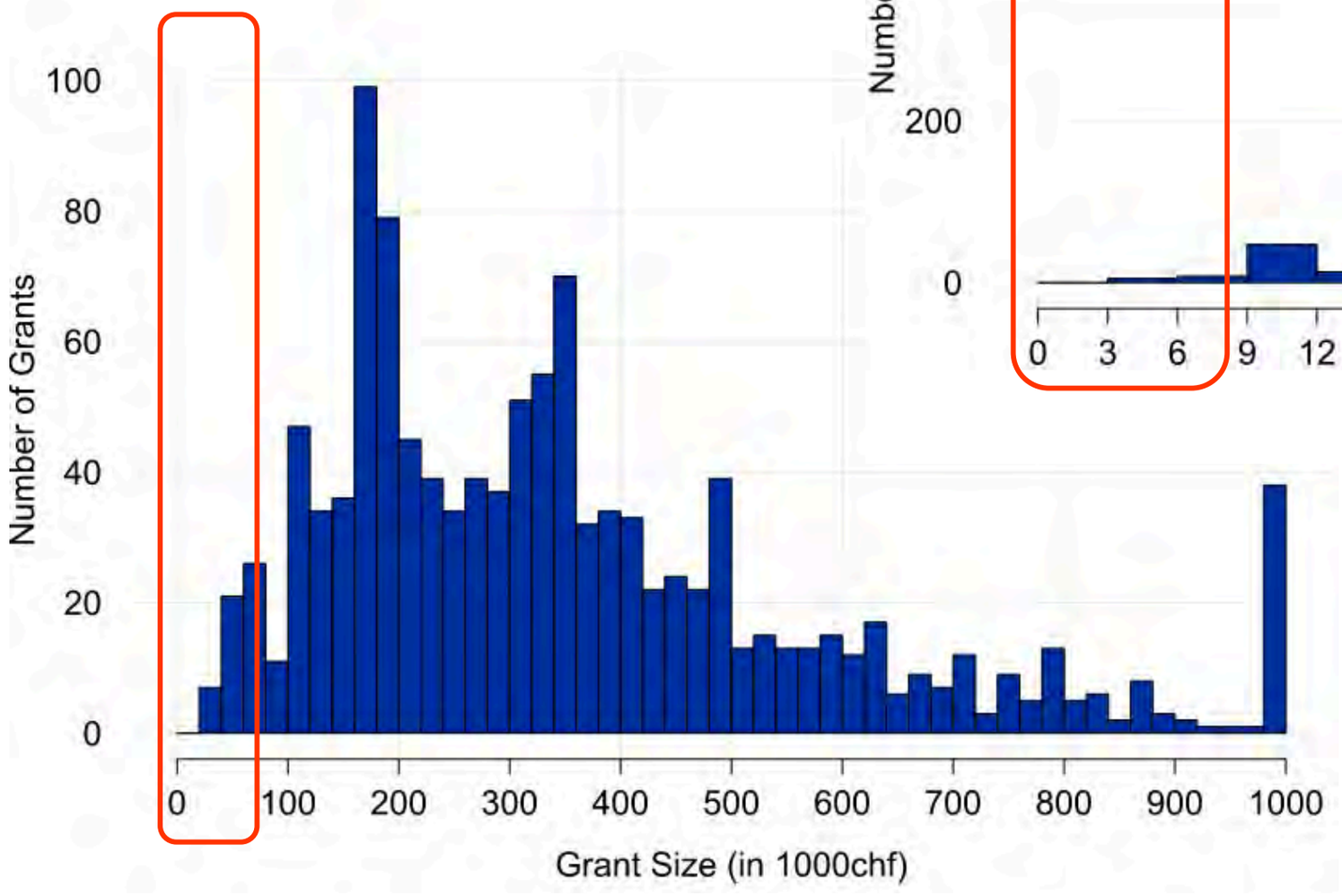
few small scale projects



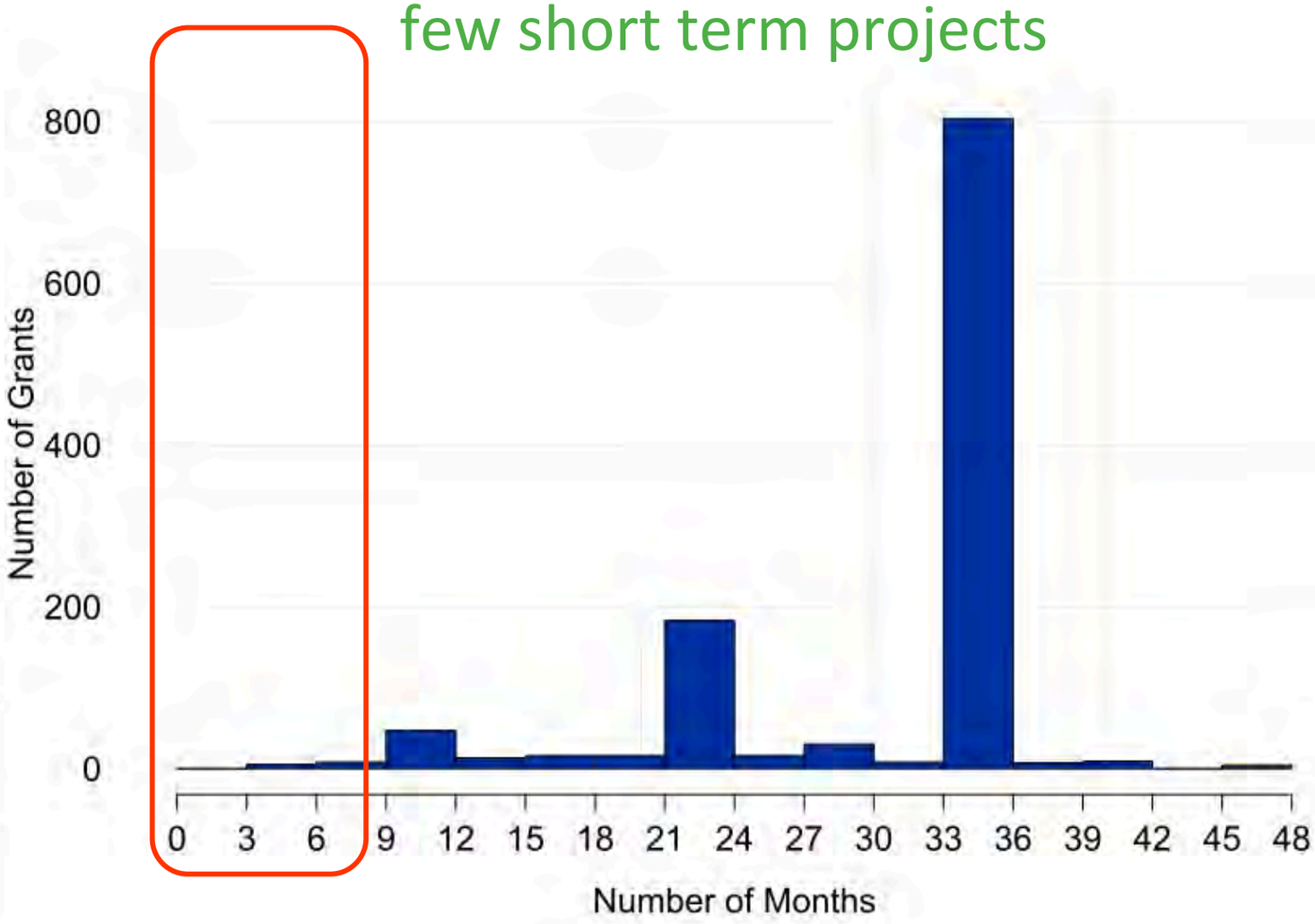
Source: SNSF

our starting point

few small scale projects



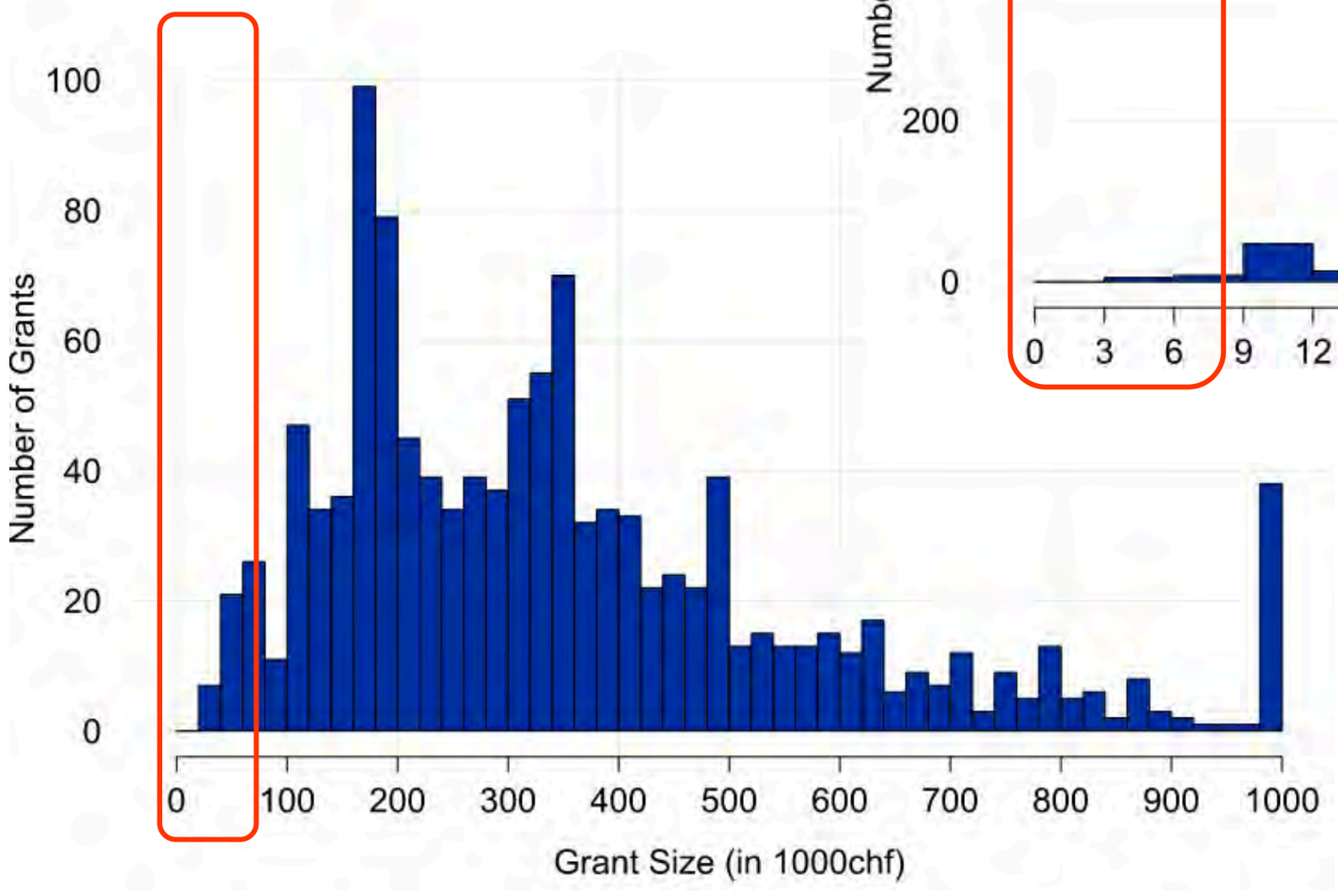
few short term projects



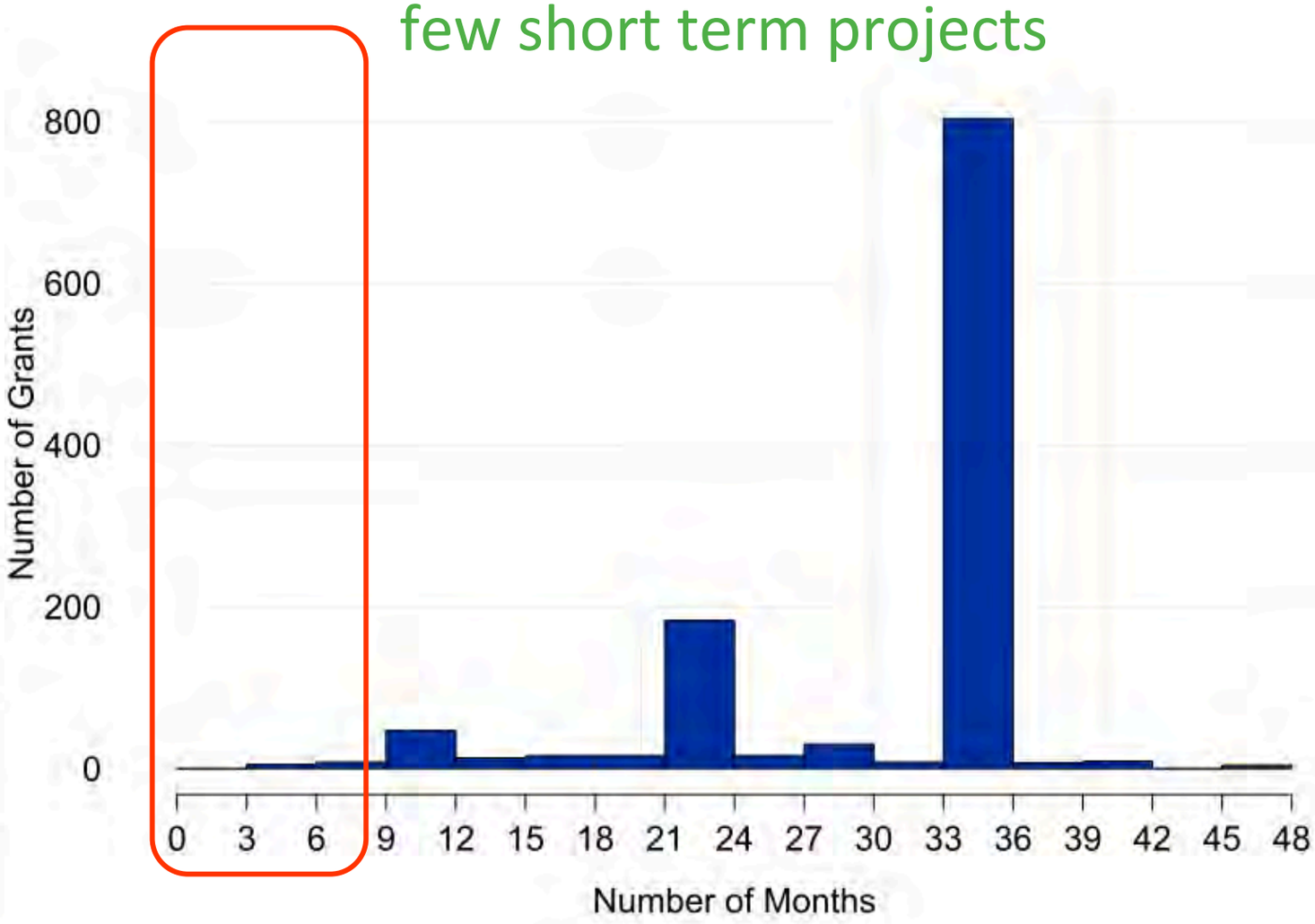
Source: SNSF

our starting point

few small scale projects



few short term projects



all lead by academic institutions

Source: SNSF

what is crowdfunding?

Image credit: Wikimedia commons CC-BY 3.0 Russell Lovrin

Over 120,000 people donated $ 102,000 to complete the construction of a base for the Statue of Liberty

(80% of donations were less than $1)

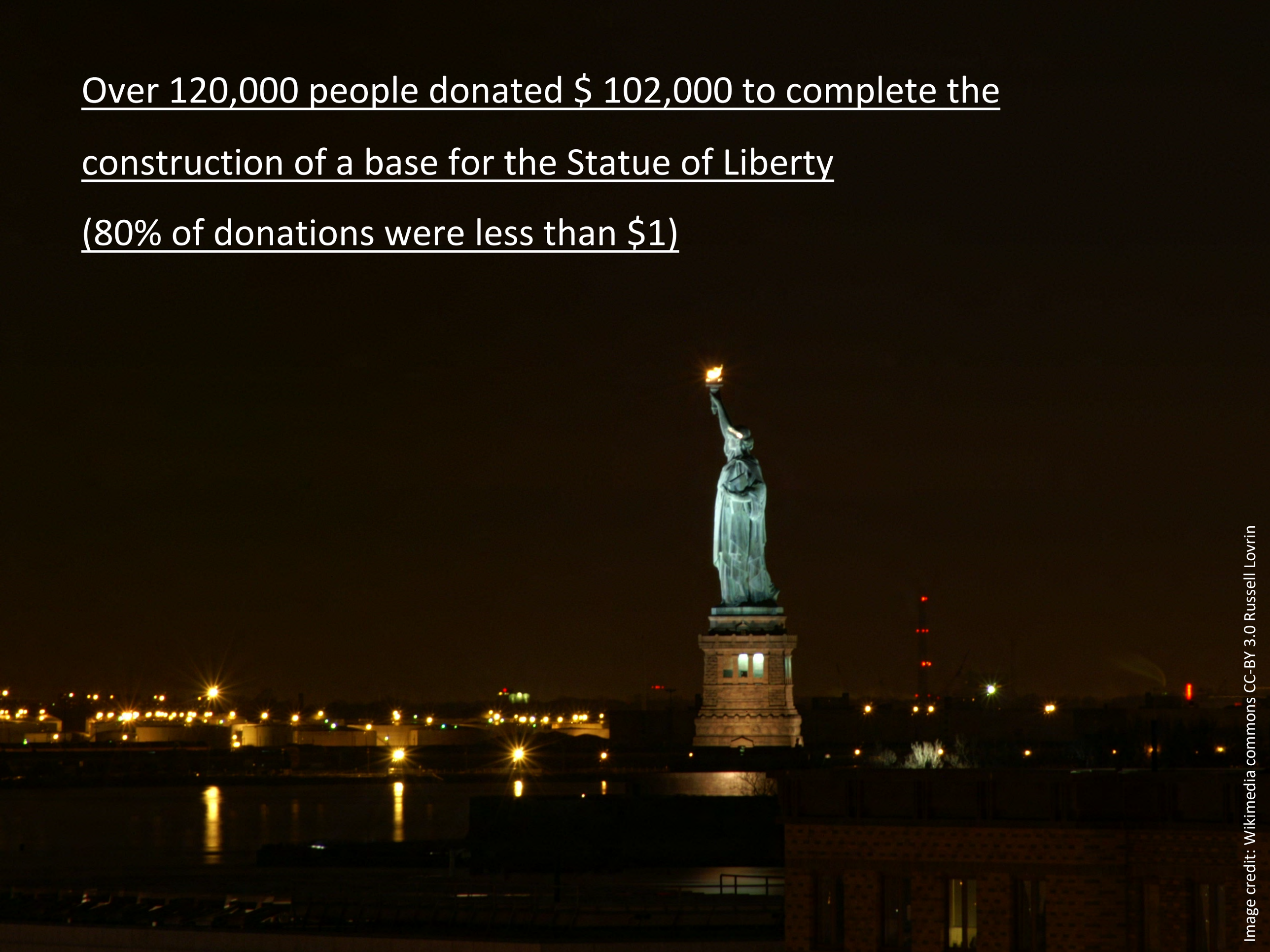


Image credit: Wikimedia commons CC-BY 3.0 Russell Lovrin

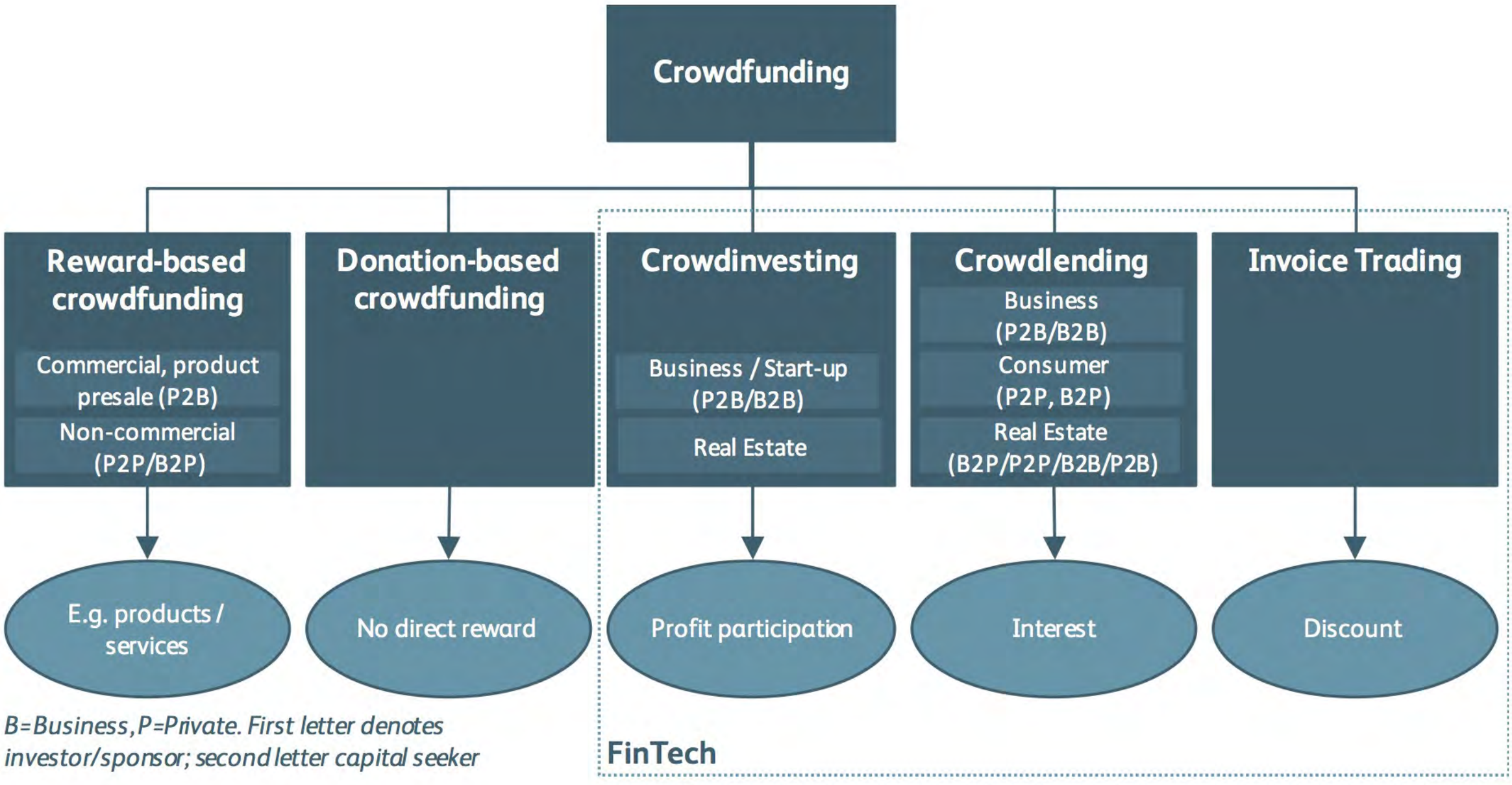
what is reward-based crowdfunding?

in the internet age

Image credit: wemakeit.com

5 models

Institute of Financial Services Zug IFZ
Crowdfunding Monitor
Switzerland 2020
hslu.ch/crowdfunding
Prof Dr Andreas Dietrich, Dr Simon Amrein


Crowdfunding
Reward-based crowdfunding
Commercial, product presale (P2B)
Non-commercial (P2P/B2P)
Donation-based crowdfunding
Crowdinvesting
Business / Start-up (P2B/B2B)
Real Estate
Crowdlending
Business (P2B/B2B)
Consumer (P2P, B2P)
Real Estate (B2P/P2P/B2B/P2B)
Invoice Trading
E.g. products / services
No direct reward
Profit participation
Interest
Discount
B=Business, P=Private. First letter denotes investor/sponsor; second letter capital seeker
FinTech

what is crowdfunded?

dance

fashion

games

social

journalism

architecture

music

exhibitions

technology

design

graphic novels

environment

festivals

fair trade

cooking

sport

books

photography

agriculture

art

education

film

politics

theater

startup

what is crowdfunded?

dance

fashion

games

social

journalism

architecture

music

exhibitions

technology

design

graphic novels

environment

festivals

fair trade

cooking

sport

Science?

books

photography

agriculture

art

education

film

politics

theater

startup

how is science different?

how is science different?

mostly one thing:

how is science different?

mostly one thing:

what can you give in return?

our project

science.wemakeit.com

science@wemakeit.com

@ScienceBooster

Science Booster Facts and Figures

5 years Since the launch in January 2017

EUR 1,850,000.- Total funding raised

108 Project campaigns

80 Successful **74%** Success rate

10,000 Number of contributors

Science Booster

Science is diverse

Corina gegen Corona

Eine junge Biochemiestudentin der Uni Bern realisiert zusammen mit Industrie- und Akademiepartnern während eines 2.5 monatigen Biotechnologie Praktikums einen neuen ultra low-cost Corona Test.

von Urs und Corina, Bern

191% finanziert | CHF 15'358 zugesagt | 3 Tage

Gemüse auf dem Mond

Wie können sich Astronauten auf dem Mond oder einem fremden Planeten ernähren? Wir befassen uns seit längerem mit diesem Thema und bauen eine Pflanzenanlage, die auf dem Pilatus getestet wird.

von Eli, Luzern und Wä...

186% finanziert | CHF 11'215 zugesagt | 48 Unterstü...

higgs – Das Wissensmagazin

higgs ist das erste und beste unabhängige Wissensmagazin der Schweiz: Wir schreiben aus Leidenschaft über dich und die Welt. Damit wir weiter mit Wissen um uns werfen können, brauchen wir dich

von Team higgs, Winterth...

110% finanziert | CHF 122'435 zugesagt | 972 Unterstü...

Robotik WM 2019

Wir nehmen an der Weltmeisterschaft in Robotik in Sydney, Australien, teil, um uns mit den besten Uni's der Welt zu messen. Helft mit!

von EPFL Rocket Team, Tr...

228% finanziert | CHF 6'860 zugesagt | 19 Unterstü...

EPFL Rocket Team

Soutenez une équipe d'étudiants de l'EPFL et aidez les à construire un engin capable d'atteindre 3'048 mètres d'altitude et remporter la plus grande compétition internationale de fusées.

von EPFL Rocket Team, Tr...

219% finanziert | CHF 4'390 zugesagt | 21 Unterstü...

Umweltfreundliche Batterie

Bei hiLyte entwickeln wir umweltfreundliche Batterien für Schwellenländer, wo man Kerosin für die Beleuchtung verwendet. Man braucht nur Eisen. Ökologischer und günstiger als die aktuelle Lösung!

von hiLyte, Lausanne

147% finanziert | CHF 51'614 zugesagt | 337 Unterstü...

Psilocybin und Depression

Wir wollen die weltweit erste placebo-kontrollierte Studie mit Psilocybin zur Behandlung von Depressionen testen. Das schaffen wir nicht ohne ihre Unterstützung.

von Katrin Preller und Fr...

119% finanziert | CHF 59'762 zugesagt | 180 Unterstü...

Save the Bees

Die Varroamilbe ist der Hauptgrund für das Bienensterben, wir haben eine Lösung gefunden, um den Parasiten zu besiegen. Unterstütze uns dabei, unsere Innovation allen Imker/Innen zugänglich zu machen.

von Pascal und Will, Win...

190% finanziert | CHF 95'446 zugesagt | 565 Unterstü...

Teaching Genetics in Congo

Join us to help fund tuition fees for Dr. Gerrye Mubungu, a young paediatrician from the Democratic Republic of Congo (DRC), so she may implement a new medical genetics study program in Kinshasa.

von Patricia Tavares und ...

212% finanziert | CHF 12'767 zugesagt | 43 Unterstü...

Emotionen im Management

Mit diesem Projekt im Rahmen meiner Dissertation an der Universität St.Gallen möchte ich herausfinden, wie sich Emotionen und persönliche Bindungen auf das Verhalten von Gründern & Managern auswirken.

von Anne Rickert, St. Gall...

211% finanziert | CHF 21'111 zugesagt | 52 Unterstü...

Swiss Quantum Optics @ USA

Ich bin Julius Vering und mich fasziniert Quantenoptik. Diesen Sommer darf ich als einziger Schweizer am weltberühmten MIT forschen. Doch ich brauche Ihre Hilfe, um diesen Traum zu verwirklichen!

von Julius Vering, Breiten...

248% finanziert | CHF 11'170 zugesagt | 32 Unterstü...

HORAO

HORAO will Hirntumoroperationen sicherer machen. Dazu vereint HORAO die hellsten Köpfe und spornt sie an, ein Mikroskop zu entwickeln, das die Grenze zwischen Tumor- und Hirngewebe erkennbarer macht.

von Philippe Schucht, Mi...

138% finanziert | CHF 69'110 zugesagt | 230 Unterstü...

ftero – Airborne Wind Energy

Projekt von acht Bachelorstudenten an der ETH Zürich mit dem Ziel ein Airborne Wind Energy System zu entwickeln. Dies ist eine alternative Art aus Windenergie Strom zu erzeugen.

von ftero, Zürich

211% finanziert | CHF 21'136 zugesagt | 34 Unterstü...

SkinReactor

Das ETH Studenten Projekt SkinReactor revolutioniert die Behandlung von Kindern mit schweren Brandverletzungen. Durch automatisierte Herstellung einer Ersatzhaut, wird die Behandlung verbessert!

von SkinReactor, Zürich

211% finanziert | CHF 15'843 zugesagt | 72 Unterstü...

LogAir: crowdmap air quality

Current available data on air quality isn't sufficient for avoiding exposure or for cities to develop effective policy. Generate real time data with our low-cost device, be part of the solution!

von Jaslea, Nicolas und ...

191% finanziert | CHF 11'100 zugesagt | 27 Unterstü...

CO_2-Score aller Lebensmittel

Unser Ziel ist es, die CO_2-Bilanz von 109'000 Lebensmitteln zu berechnen – und diese Daten öffentlich sowie kostenlos zugänglich zu machen. Dies braucht noch etwas Vorarbeit. Hilft du mit?

von Manuel Kiemann und ...

136% finanziert | CHF 53'336 zugesagt | 485 Unterstü...

The Sea Cleaners

Gemeinsam säubern wir die Ozeane mit dem ersten Segelboot, das Plastikmüll sammelt.

von The Sea Cleaners, Zü...

123% finanziert | CHF 61'877 zugesagt | 248 Unterstü...

Foodautonomie für Luzern?!

Der Trend Urban Gardening aus New York pflanzt sich jetzt auch langsam in Luzern fort. Meine Maturaarbeit erklärt, um was es sich genau handelt und mit einem Experiment will ich den Trend untersuchen.

von Unbekannt, Luzern

258% finanziert | CHF 2'581 zugesagt

Science Booster

HORAO

Surgeon, Inselspital Bern

Raised 58,013.- from 220 people

Boosted with 10,000.-

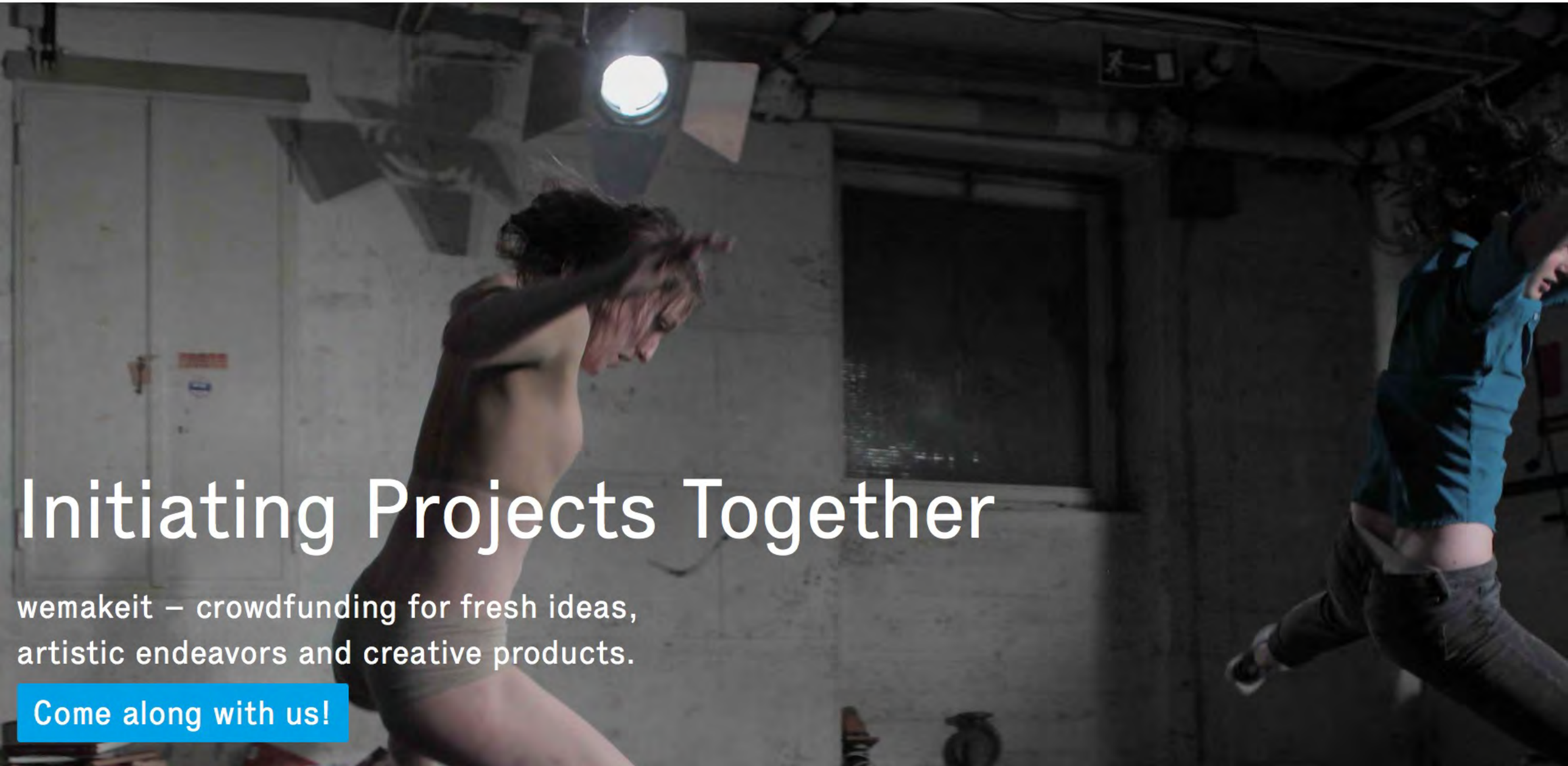
SkinReactor

Master Students, ETH Zürich

Raised 8,343.- from 21 people

Boosted with 7,500.-

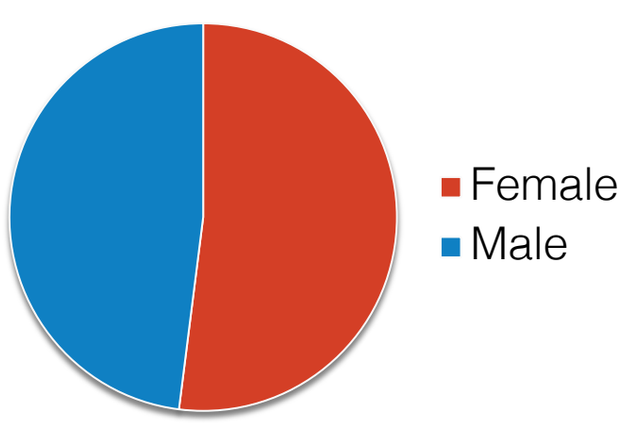
why wemakeit.com?

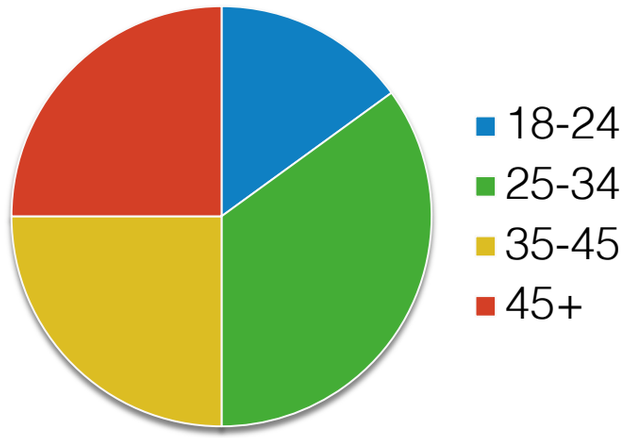


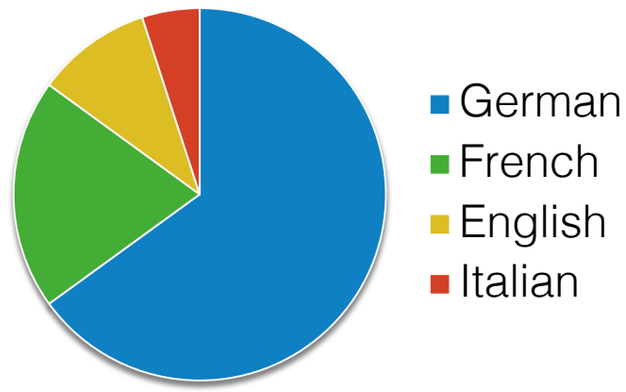
why wemakeit.com?

300,000 Monthly unique visitors

155,000 Registered users







150,000 Subscribers to the wemakeit newsletter

28,000 Facebook fans

2,900 Twitter followers

1,750 Instagram followers

It is your chance now!

operas.wemakeit.com

operas@wemakeit.com

@OPERASEU

OPERAS

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Start a project

a communication challenge

we make it

Log In

M3, La Revue de Lausanne

TITLE

VIDEO

PITCH

Vous avez fait quoi en 2018? L'actualité, elle, a pas pris de vacances: entre F. Melgar (qui a pris cher) ou le Lausanne-Sport (qui est relégué). En novembre, on débriefe ça au Théâtre de Boulimie.

About Backers 116 Comments 1

A crowdfunding project by Revue de Lausanne, politics, performing arts, and art, Lausanne.

GOAL

Project Status

13'786 of CHF 16'000 pledged

116 backers

8 days to go

Back This Project!

a typical campaign

STORY

REWARDS

Quiquoicommentquandpourquoi?

Bonjour l'outil Internet, ici Blaise Bersinger.

Dès le 3 novembre, et jusqu'à la fin de l'année**, on va faire une revue lausannoise avec des copains (et vous dans la salle). Concrètement, on va rigoler de l'actualité de l'année écoulée. Ce qu'il s'est passé à Lausanne, dans le canton de Vaud, en Suisse, dans le monde, dans l'univers, et peut-être même à Romanel.

On jouera au théâtre de Boulimie, au centre ville de Lausanne. Donc aucune excuse pour ne pas venir entre deux bières anglaises, pas forcément anglaises, au Great ou trois tartines d'avocat aux avocats sur leur lit d'avocat, au Pointu.

** on fera peut-être des prolongations si vous êtes sages (et nombreux).

Rewards

CHF 5.- 3 taken

La chanson

CHF 10.- 24 / 100 taken

MERCI pour la chanson !

CHF 30.- 23 taken

La cuvée de la revue

CHF 60.- 11 / 90 taken

1X Avant-Première

CHF 111.- 16 / 100 taken

2X Avant-Première

who is “the crowd”?

networks

family and friends

interests groups

foundations

local people, neighbours

serial-backers

wemakeit customers

sponsors

how to build a campaign?

how to build a campaign?

the story:

what project? why you?

how to build a campaign?

the story:

what project? why you?

the target audience:

why them? and how to reach them?

how to build a campaign?

the story:

what project? why you?

the target audience:

why them? and how to reach them?

the rewards

what do you have to offer?

what we think:

what we think:

not just about money

‘small’ funds for unusual projects

what we think:

not just about money

‘small’ funds for unusual projects

unique way to reach out and build a community

what we think:

not just about money

‘small’ funds for unusual projects

unique way to reach out and build a community

initial results to probe interest

BUILD YOUR OWN CAMPAIGN!

the kit

- choose your project
- build a pitch
- build a story
- find your audience
- imagine rewards
- draft a budget
- communicate
- run your campaign
- communicate more
- and more..

BUILD A PITCH, BUILD A STORY

- **title of the project**
- **why you?**
- **short description (max. 700 characters)**
  - what your project is about?
  - clear goals
  - find a *personal* connection to the project

BUILD A STORY

3-4 paragraphs

- **context**
  - who you are and what you are trying to achieve
- **arguments**
  - why you need the money and why should they help you
- **technical aspects**
  - for the geeks out there

FIND YOUR TARGET AUDIENCE

- define **6 communities** (homogeneous group of people) that could be interested in your project

- **for each community**
  - why they should be interested? (hook)
  - how much can they afford?

WHAT ARE THE REWARDS?

make a **list of rewards** and their respective costs and value

- introduction to the research life (e.g. lab visits, field trip)
- a part in the project, in way similar to Citizen Science
- merchandising or personalized gifts
- privileged access to the results, private presentation
- funny, crazy experience or object related to your research
- anything really!

WHAT IS YOUR BUDGET?

How much money do you wish to raise from the crowd?

→ always choose a realistic funding goal

What is the total budget of your project?

→ don’t forget the campaign has a cost

What will you use the money for?

→ important for transparency

YOUR COMMUNICATION STRATEGY

- **Channels**
  - How can you reach each community?
  - media, people, places, websites

- **Content**
  - text, images, video, etc.

- **Timing**
  - plan your campaign step by step

Don’t be shy! Give it a try!

Get in touch! We’re here to help

hello@wemakeit.com operas@wemakeit.com science@wemakeit.com