



groopio

Inspire and Fuel Creativity

?! What is Kickstarter? We're the world's largest funding platform for creative projects.

KICKSTARTER

Discover great projects Start your project

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BLOG HELP SIGN UP LOG IN

Pebble: E-Paper Watch for iPhone and Android

A Product Design project in Palo Alto, CA by Pebble Technology · send message

PROJECT HOME UPDATES 11 BACKERS 67,804 COMMENTS 5,202 [★ REMIND ME](#)



67,804
BACKERS
\$10,183,153
PLEGGED OF \$100,000 GOAL
4
DAYS TO GO

THIS PROJECT WILL BE FUNDED ON FRIDAY MAY 18, 11:00PM EDT.

BACK THIS PROJECT
\$1 MINIMUM PLEDGE

Like 108,071 people like this. Be the first of your friends. Tweet EMBED http://kck.st/HumIV5

ABOUT THIS PROJECT

↑ Check out the video ↑

Thank you, Kickstarter! For those who were unable to back us, you can sign up here and be the first to know when we offer more.

PLEDGE \$1 OR MORE

1611 BACKERS

Didn't get a chance to back Pebble before it sold out? Pledge \$1 and keep up-to-date on all things Pebble with exclusive updates, Pebble availability or more. You can also sign up for more updates at <http://eepurl.com/IG15L>

Estimated Delivery: Sep 2012

Agenda

What is crowdfunding?

Why should we care?

Advice on how to do it

Good examples



Definition

Crowdsourcing



”model for
distributed
problem solving”

Crowdsourcing

creation, voting, wisdom, funding



”cooperation by a
group of people to
monetary support
a project”

Crowdfunding



Why?

Part of your business model

A close-up, low-angle shot of the Statue of Liberty's head and crown, rendered in a monochromatic reddish-pink hue. The statue's face is in profile, looking slightly upwards and to the right. The crown's spikes are visible behind her head. The lighting creates strong highlights and shadows, emphasizing the texture of the copper and the folds of her robes.

The Statue of Liberty

Crowdfunding



Marillion

A Crowdfunding Band

Follow @towj 6,427 followers

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The Million Dollar Project

crowdfunder.com

Crowdfunding VS Loan





IMAKING
CITY
5th IABR
2012

[HOME](#) [WHY?](#) [WHAT?](#) [HOW?](#) [CONTACT](#) [NEDERLANDS](#)

Q Search



WHAT?

We are building a bridge in the center of Rotterdam and we need your help.

The *Luchtsingel*, a 350 meter span wooden pedestrian bridge, will connect Rotterdam Central District to the Hofbogen. We believe that this area is currently in great need of street level quality. The *Luchtsingel* is a first step in transforming this area, creating livelihood and providing new slow-traffic connections. The *Luchtsingel* is crowd funded: help us fund this bridge! Your contribution will be rewarded with your name printed on one of the 17.000 planks. Or just buy more... In combination with other urban initiatives and developments at street level, the area will shortly gain quality.

RECENT POSTS

[Test Site Rotterdam](#)

[Launch Test Site Rotterdam](#)

[First segment of Luchtsingel realized](#)

[Construction has started...](#)



groopio.com

to launch your project

1. How much money
2. How many days
3. What the rewards are
4. A selling text

Inspire and fuel creativity!

A Greek collaborative network of change makers and fanatic innovators.



AND THE HIPPOS WERE BOILED IN THEIR TANKS

by AGIS EMMANOUIL

Theater

The legendary book of J.Kerouac & W.Burroughs "And the Hippos were boiled in their tanks" take flesh on us...



Share the joy of Greece

by Greek America Foundation

Education

Help the Greek America Foundation send two North American university students "home" to experience the joy of Greece for a complete semester.



AIR SQUARED

by Marion Konstantines Araka and Holy Moustache

Art

An intimate multimedia installation focusing on the awareness of our breathe based on the techniques of the square breaking.

get more
sleep.

8 advice

for a successful crowdfunding project



Good idea

As always





Emphasize yourself

People like people



Tell your story

Create bond and understanding

A man with a beard is looking out a window. The scene is tinted with a yellow-green color. The background outside the window is blurred, showing what appears to be a building or structure. The man is in the foreground, looking towards the right side of the frame.

Spend time on a video

Straight to people's heart

A silhouette of a camera on a tripod is centered in the frame. The camera is pointed towards a bright, glowing yellow light source that creates a large, soft halo effect. The background is dark, and the floor is visible at the bottom, showing a grid pattern. The overall mood is dramatic and focused.

Specify

Make your world easy to understand



Creative rewards

”(no art critics please)”



**“The sweet spot for
your project is the
contribution level
that earns the most
money.”**

(The carrot)



Create a modular story

one step at a time

A photograph of a woman with dark hair, wearing a white top with dark vertical stripes and a pearl necklace, holding a baby. The baby is wearing a light-colored, ruffled dress. The background is a plain, light-colored wall.

**You only have one
Mom. Who else will
contribute?**

family, friends + co-workers
your community / contacts
+ communities of your peeps



The best thing
people can do for your
campaign,
after contributing,
is ***evangelize.***

“I ‘ve got a message!”

Don't forget to spread the word

1. Recruit ambassadors
2. Plant your idea
3. Bloggers are your best friends
4. Spread to thousand networks

Any interest?

The numbers

Kickstarter:

April 2011 raised funds: \$53m

October 2011 raised funds: over \$100m

Any interest?

The Backers

Kickstarter:

April 2011 total backers 590,000

October 2011 total backers 1,010,000

Inspire and fuel creativity!

A Greek collaborative network of change makers and fanatic innovators.



AND THE HIPPOS WERE BOILED IN THEIR TANKS

by AGIS EMMANOUIL

Theater

The legendary book of J.Kerouac & W.Burroughs "And the Hippos were boiled in their tanks" take flesh on...



Share the joy of Greece

by Greek America Foundation

Education

Help the Greek America Foundation send two North American university students "home" to experience the joy of Greece for a complete semester.



AIR SQUARED

by Marion Konstantinos Araka and Holy Moustache

Art

An intimate multimedia installation focusing on the awareness of our breathe based on the techniques of the square breaking.



Project Cards



AND THE HIPPOS WERE BOILED IN THEIR TANKS

by AGIS EMMANOUIL

Theater

The legendary book of J. Kerouac & W. Burroughs "And the Hippos were boiled in their tanks" take flesh on May at K44.



10% OF TARGET € 2000 TARGET 10 DAYS REMAINING



Share the joy of Greece

by Greek America Foundation

Education

Help the Greek America Foundation send two North American university students "home" to experience the joy of Greece for a complete semester.



13% OF TARGET € 25000 TARGET 10 DAYS REMAINING



AIR SQUARED

by Marion Konstantinos Araka and Holy Moustache

Art

An intimate multimedia installation focusing on the awareness of our breathe based on the techniques of the square breathing.



8% OF TARGET € 1200 TARGET 27 DAYS REMAINING



AIR SQUARED

[I AM INTERESTED](#)

An intimate multimedia installation focusing on the awareness of our breathe based on the techniques of the square breathing. [by Marion Konstantines Araka and Holy Moustache](#)

Air² -Marion and Holy

04:36

Like Tweet 0 Share this <http://goo.gl/Tf1Dq>

Our Story: The project Air Square is the result of a lengthy research and training of the artists Marion Konstantines Araka and Holy Moustache. They were inspired by a verse in the Dead Sea Scrolls texts which were discovered at Qumran in 1947, (Dead Sea Scrolls) which quotes: " ... All the mysteries deep in the Garden are hidden at the moment between inhalation and exhalation ...". Then they began a journey of geometric decoding of breathing by focusing on the two neglected phases between inhalation and exhalation which are the "handling" and the "apnea". Approaching the holistic mode of breathing and effects of the physical, mental and psychological status and equating the time into 4phases (inhalation of air-handling-exhalation-apnea) they attempted to deconstruct the mechanism of the respiratory function and use it as a powerful balancing tool. For a lengthy period of time they submitted themselves to a rigorous discipline of daily exercise of the square breathing which they applied together and individually in their own space. They wanted so through research but also from personal experience to create a 'situation' for the public. The participating visitors will be invited to experience art in the context of an interactive audiovisual installation and eventually apply the benefits of the Square Breathing in their daily life. The installation will be hosted in the gallery 'Holy Room', a white room which represents a minimalistic 'temple'. In one side of the space they will construct a small square room, the "Sacred Room of Breathe". The visitors will be guided from the artists Marion and Holy and then will enter for 35 minutes in the centre of the installation to experience a journey into their inner selves. A central core of the whole composition of the installation is the audiovisual design which creates a 'micro virtual' environment in order to assist the participant in this inner journey.

1
groopie
€ 100.00
OF TARGET € 1200
23
DAYS REMAINING

THIS PROJECT WILL ONLY BE FUNDED IF AT LEAST €1200 IS PLEDGED BY 11/06/2012 23:00



be a groopie
of this project with
just 1 euro!

Give 10€ or more

0 groopies

Priority order for the experience of the installation

Estimated delivery: 12/06/2012

Give 20€ or more

0 groopies

A music CD with the sound frequencies of the 'Ultimate QWfor practice at your home temple.

Estimated delivery: 12/06/2012

Give 40€ or more

0 groopies

Manual - DIY: "How to Make your Own Home Temple: A manual for the installation construction for beginners in Concentration and Air Temple constructions." By Holy and Marion.

Estimated delivery: 15/06/2012

Give 50€ or more

AIR SQUARED

AM INTERESTED

An intimate multimedia installation focusing on the awareness of our breathe based on the techniques of the square breathing. by Marlon Konstantines Araka and Holy Moustache

Air² -Marlon and Holy



04:36

Like Tweet 0 Share this <http://goo.gl/Tf1Dq>

1
groopie

€ 100.00
OF TARGET € 1200

23
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Give 20€ or more
0 groopies

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Estimated delivery: 12/06/2012

Give 40€ or more
0 groopies

Manual - DIY: "How to Make your Own Home Temple: A manual for the installation construction for beginners in Concentration and Air Temple constructions." By Holy and Marlon.
Estimated delivery: 15/06/2012

Give 50€ or more

Pitch Clip Networking Buttons Project Status Panel

Our Story: The project Air Square is the result of a lengthy research and training of the artists Marlon Konstantines Araka and Holy Moustache. They were inspired by a verse in the Dead Sea Scrolls texts which were discovered at Qumran in 1947, (Dead Sea Scrolls) which quotes: "... All the mysteries deep in the Garden are hidden at the moment between inhalation and exhalation ...". Then they began a study of geometric decoding of breathing by focusing on the two neglected phases between inhalation and exhalation which are the "handling" and the "release". Approaching the holistic mode of breathing and effects of the physical, mental and psychological status and equating the time into 4-phases (inhalation of the square, release, exhalation and handling) they deconstructed the mechanism of the square breathing into a functional and practical balancing tool. For a lengthy period of time they submitted themselves to a rigorous discipline of daily exercise in square breathing which they applied together and individually in their own homes. The final step of the project was to create a situation for the public, the participating visitors will be invited to experience art in the context of an Interactive audiovisual installation and eventually apply the benefits of the Square Breathing in their daily life. The installation will be hosted in the gallery 'Holy Room', a white room which represents a minimalistic 'temple'. In one side of the space they will construct a small square room, the "Sacred Room of Breathe". The visitors will be guided from the artists Marlon and Holy and then will enter for 35 minutes in the centre of the installation to experience a journey into their inner selves. A central core of the whole composition of the installation is the audiovisual design which creates a 'micro virtual' environment in order to assist the participant in this inner journey.



Like Tweet 0 Share this <https://go.gl/TYDz>

Our Story: The project Air Square is the result of a lengthy research and training of the artists Marion Konstantines Araka and Holy Moustache. They were inspired by a verse in the Dead Sea Scrolls texts which were discovered at Qumran in 1947, (Dead Sea Scrolls) which quotes: "... All the mysteries deep in the Garden are hidden at the moment between inhalation and exhalation ...". Then they began a journey of geometric decoding of breathing by focusing on the two neglected phases between inhalation and exhalation which are the "handling" and the "apnea". Approaching the holistic mode of breathing and effects of the physical, mental and psychological status and equating the time into 4phases (inhalation of air-handling-exhalation-apnea) they attempted to deconstruct the mechanism of the respiratory function and use it as a powerful balancing tool. For a lengthy period of time they submitted themselves to a rigorous discipline of daily exercise of the square breathing which they applied together and individually in their own space. They wanted so through research but also from personal experience to create a 'situation' for the public. The participating visitors will be invited to experience art in the context of an interactive audiovisual installation and eventually apply the benefits of the Square Breathing in their daily life. The installation will be hosted in the gallery 'Holy Room', a white room which represents a minimalistic 'temple'. In one side of the space they will construct a small square room, the "Sacred Room of Breaths". The visitors will be guided from the artists Marion and Holy and then will enter for 35minutes in the centre of the installation to experience a journey into their inner selves. A central core of the whole composition of the installation is the audiovisual design which creates a 'micro virtual' environment in order to assist the participant in this inner journey. The olfactory design consists of a blend of essential oils and flavor design of a mixture of herbs that target to activate a lung and neuromuscular relaxation which is necessary to achieve the required resting experiential. For the soundtrack of this work 'The Ultimate QW' is chosen which is a synthesis of sound frequencies that may trigger the concentration and self-administration. The video and visual colours which will be displayed in the set will help the participants to resonate with the rhythm of the square breathing. **Our Aim:** The Air Squared is an audio visual olfactory flavor installation designed and studied to create the feeling of calm and self-observation. The aim of our project is to activate the conscious and inherent strengths to the visitor and to offer an intense personal and interactive experience of a 35minutes self-concentration. By applying this everyday, the participant will be able eventually to discover how square breathing works in the body, psychology and spirit.

And a few words about Holy Room, the gallery space in which we are going to host this project happen: Holy Room is a 90sqm room in the city center of Athens that acts as a three-dimensional blank canvas and a new gallery site. The room is changeable and adaptable. The two sites are an over-expression and art space, a platform for communication and dialogue. The aim is to develop and disseminate ideas through implementation reports, interactive installations and lectures, film and posters and posters of organic and vegan food advices,

We detail below what is required to implement the installation, which will be acquired with your valuable contribution:

1. Construction of the site materials separation (used and recycled materials that compose the walls of the rectangular site).

2. Purchase of the technological equipment 1projector, 1DVD player, 1CD player

THIS PROJECT WILL ONLY BE FUNDED IF AT LEAST €1200 IS PLEDGED BY 11/06/2012 23:00



be a groopie
of this project with
just 1 euro!

Give 10€ or more

0 groupies

Priorly order for the experience of the installation

Estimated delivery: 12/06/2012

Give 20€ or more

0 groupies

A music CD with the sound frequencies of the 'Ultimate QW' for practice at your home temple.

Estimated delivery: 12/06/2012

Give 40€ or more

0 groupies

Manual - DIY: 'How to Make your Own Home Temple: A manual for the installation construction for beginners in Concentration and Air Temple constructions.' By Holy and Marion.

Estimated delivery: 15/06/2012

Give 50€ or more

0 groupies

DVD-in video art form made by Marion for your personal home meditation and concentration to practice at home.

Estimated delivery: 22/06/2012

Give 70€ or more

0 groupies

All past and 3personal courses.

Estimated delivery: 30/06/2012-30/9/2012

Give 100€ or more

1 groopie

All previous and 7personal courses.

Estimated delivery: 30/6/2012-30/6/2012

Project Description

Project creator





Like Tweet 0 Share this <https://go.gl/7f5Dz>

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be a groopie
of this project with
just 1 euro!

Give 10€ or more

0 groopies

Priority order for the experience of the installation.

Estimated delivery: 12/06/2012

Give 20€ or more

0 groopies

A music CD with the sound frequencies of the 'Ultimate QM' for practice at your home temple.

Estimated delivery: 12/06/2012

Give 40€ or more

0 groopies

Manual - DIY: "How to Make your Own Home Temple: A manual for the installation construction for beginners in Concentration and Air Temple constructions." By Holy and Marlon.

Estimated delivery: 15/06/2012

Give 50€ or more

0 groopies

DVD-in video art form made by Marlon for your personal home meditation and concentration to practice at home.

Estimated delivery: 22/06/2012

Give 70€ or more

0 groopies

All past and 3personal courses.

Estimated delivery: 20/06/2012-30/9/2012.

Give 100€ or more

1 groopie

All previous and 7personal courses.

Estimated delivery: 20/6/2012-30/6/2012

Project creator

Giveaways
& Rewards

Share the joy of Greece

+ I AM INTERESTED

Help the Greek America Foundation send two North American university students "home" to experience the joy of Greece for a complete semester. [by Greek America Foundation](#)



79
groopies
\$ 3150.00
OF TARGET \$ 25000
10
DAYS REMAINING

THIS PROJECT WILL EXPIRE ON 25/05/2012 23:00

\$1 be a groopie
of this project with
just 1 dollar!

My Donation

DATE 16/05/2012	\$25	a stake in a life-changing experience and access to a private Facebook group where you can follow the students' experiences while they are in Greece Estimated delivery: Estimated delivery
--------------------	-------------	--

This donation is instant, meaning that your card will be charged immediately.



Paypal is an easy, quick and secure way to do transactions online. You don't need a paypal account to complete your donation. You can just pay with your credit card, through Paypal's secure environment.

Leave a comment if you like..

[Agneta Morozov](#)

CONTINUE WITH PAYMENT

Give 25\$ or more

79 groopies

a stake in a life-changing experience and access to a private Facebook group where you can follow the students' experiences while they are in Greece
Estimated delivery: Estimated delivery

Project creator

Greek America Foundation
[send a message](#)

The Greek America Foundation is one of America's most progressive and active organizations promoting Greek culture, history and heritage. Visit <http://www.greekamerica.org> for more details.



Manolis Manousakis

He was born in Thessaloniki in 19 July 1974.
He lives now between Athens and his head.
He loves business and huge walks.
He loves music and good wine.
These days is really happy.



ADD SOMETHING TO YOUR WALL

SUBMIT

You can add images to your post by using an external image hosting service like eg. the Photobucket. Simply paste the HTML code and you're done!



18/06/2012
by Manolis Manousakis

Creativity refers to the phenomenon whereby a person creates something new (a product, solution, artwork, literary work, joke, etc.) that has some kind of value. What counts as "new" may be in reference to the individual creator, or to the society or domain within which the novelty occurs. What counts as "valuable" is similarly defined in a variety of ways.

Scholarly interest in creativity ranges widely: Topics to which it is relevant include the relationship between creativity and general intelligence; the mental and neurological processes associated with creative activity; the relationship between personality type and creative ability; the relationship between creativity and mental health; the potential for fostering creativity through education and training, especially as augmented by technology; and the application of an individual's existing creative resources to improve the effectiveness of learning processes and of the teaching processes tailored to them.



18/06/2012
by Manolis Manousakis



PERSONAL INFO

websites

www.groopio.com

email

manolis@groopio.gr

CREATE A NEW PROJECT

NOTES

MESSAGES

COMMENTS

MY PROJECTS

MY DONATIONS

PROJECTS I AM INTERESTED IN

My projects

» more of my projects



Establishing a Recycling Centre in Mexico

by Manolis Maniatakis

N.P.O. / Environment

The aim of the program is to encourage community members of Parica Allen, situated within the UNESCO San Ka'an Biosphere Reserve, to participate so it becomes an example to th

0% OF TARGET € 5000 TARGET 31 DAYS REMAINING

THIS PROJECT WILL ONLY BE FUNDED IF AT LEAST €5000 IS PLEDGED BY 18/06/2012 00:00

STATISTICS AND INFORMATION

Donations	0
Impressions	0
State	inactive
Payment type	pledge

EDIT THE PROJECT



Vocational Skills Training for 50 Youth

by Manolis Maniatakis

N.P.O. / Health

This project will provide valuable vocational skills training to 500 selected out-of-school adolescents to greatly improve the chance for employment or self-employment for th

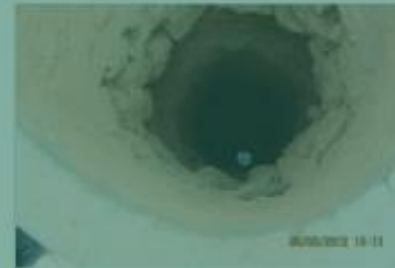
0% OF TARGET € 1000 TARGET 31 DAYS REMAINING

THIS PROJECT WILL ONLY BE FUNDED IF AT LEAST €1000 IS PLEDGED BY 18/06/2012 00:00

STATISTICS AND INFORMATION

Donations	0
Impressions	0
State	inactive
Payment type	pledge

EDIT THE PROJECT



Clean drinking water for 2,500 people in Ouzala

by Clean drinking water for 2,500 people in Ouzala

N.P.O. / Other NPOs

Clean drinking water for 2,500 people in Ouzala
Clean drinking water for 2,500 people in Ouzala
Clean drinking water for 2,500 people in Ouzala

0% OF TARGET € 1500000 TARGET 31 DAYS REMAINING

THIS PROJECT WILL ONLY BE FUNDED IF AT LEAST €1500000 IS PLEDGED BY 18/06/2012 00:00

STATISTICS AND INFORMATION

Donations	0
Impressions	0
State	inactive
Payment type	pledge

EDIT THE PROJECT

Groopies' info

NPOs

Discover NPOs and support them



New Entry - Good Luck!



Free and Real
Environment

[Learn more about us](#)





Athens Fringe Network
Culture

Το Athens Fringe Network είναι το πρώτο ανοικτό και επαγγελματικό δίκτυο στην Ελλάδα που απευθύνεται σε όλους τους δημιουργικούς πύργους της πόλης. Στόχος τους θετικού είναι να λειτουργήσει συντονιστικό ανάμεσα σε καλλιτέχνες.

[Learn more about us](#)



- CATEGORIES**
- Human Rights
 - People with Disabilities
 - Volunteers
 - Communities
 - Social Welfare
 - Child and Parents
 - Environment
 - Health
 - Culture
 - Other NPOs



KM Πρότυπη Γειτονιά
Communities

[Learn more about us](#)





ΛΥΚΟΦΩΣ
Culture

[Learn more about us](#)



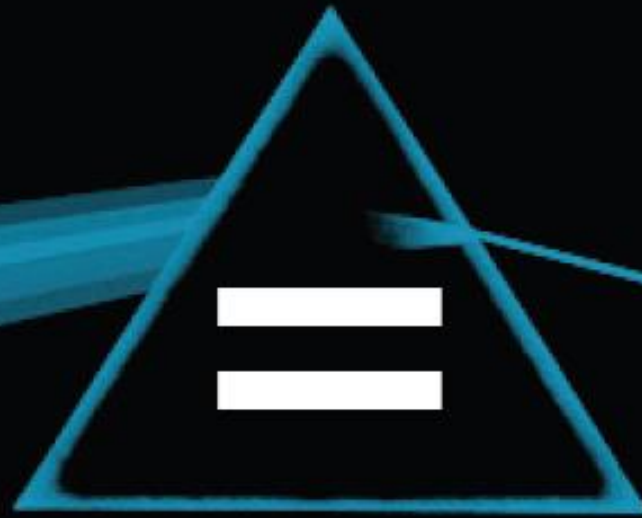


Satellart-transmitting Greece
Culture

Πλατφόρμα προβολής του σύγχρονου ελληνικού πολιτισμού στην Ευρώπη

[Learn more about us](#)





Summary

Not just selling
Feeling of “I WANT THIS !”
rather than “I want to support”



groopio

Thanks.

INFO@GROOPIO.COM

www.groopio.com

@groopio