



## FREQUENTLY ASKED QUESTIONS

Crowdfunding team – February 2016

### 1. A participation project, complicated to draft?

If you can answer these questions, then your thinking is sufficiently advanced and you can start writing your project!

- Why do you want to participate in the WSF 2016?
- What do you already do to change the future of your community and possibly humanity?
- How will your participation in the WSF 2016 allow you to enhance your social environment and achieve your local and global transformation goals?
- What is the **mandatory minimum** budget you need to complete this project?
- What is your close and extensive network that you can solicit for your project?

### 2. What are the keys to success for achieving your project?

- Have time to develop and improve your project
- Being able to assess a realistic budget
- Know what network to seek to promote your project
- Willingness to share your project with your community

### 3. Who makes the presentation of a project?

The project holder plays a very important role in the presentation of his project idea.

It is his responsibility to write the first draft and put the means in place to achieve the presentation.

The Ulule team, gives advice to improve his presentation and allow him to have a better chance of being funded. *The Ulule team does not take in any case the project leader's place in writing the project.*

### 4. Pictures or videos, are they important for a project?

The visual aspect is always important to develop your project and increase its chances of being funded.

If you don't already have videos, it is strongly recommended to put pictures in "action", which illustrates your commitment, your struggle, and your involvement in the field.

### 5. Offer a counterpart, what is it exactly?

It is to offer a symbolic counterpart to contrib-actors solidarity in exchange for their financial aid, a gesture of gratitude!

You can offer souvenirs of your country, but think about the cost of shipping.

Opt more for digital gifts; autographed photo, virtual cards, newspaper or blog that summarizes your trip. Do some internet research and don't hesitate to inspire yourself from other projects.

### 6. How to estimate the budget?

To allow you to properly estimate the budget you would need via the platform. We advise you to identify the main categories of your needs: transport, accommodation, food, etc.

**7. What other fees should you keep in mind while preparing your budget?**

- Transaction fees and exchange rates of 4%
- For any project issued on Ulule, the company receives 8% of the total amount collected.

**8. What is the role of the WSF team throughout the process?**

- Respond to various questions related to the project crowd funding approach
- If the project is approved by Ulule and is ready to be promoted, the WSF will add the project on its website to ensure international visibility via the WSF communication campaign, hence the importance of providing us with the project link when it is created.
- Facilitate French, English and Spanish translation.
- Conduct a communication campaign on the projects received. The campaign starts on March 15th and ends June 1st 2016.

**9. What is the role of the Ulule team throughout the process?**

- Accompany the design work and the launch of the project
- Respond to technical issues related to the use of the platform

**10. What is a solidarity contrib-actor?**

- Any person or organization that likes your project and wants to get involved financially to allow you to come to the WSF 2016.

**11. What is a WSF targeted communication campaign?**

- It is the promotion of your project within our networks and our promotional events so it reaches a public.
- The campaign begins on the 15th of March and ends on June 1st 2016.

**12. What happens to the money collected if my project does not reach its financing goal at the end of the campaign?**

- The contrib-actors contributions is given to you only if you reach your financing goal. In other words, in the case where your goal is not reached, the accumulated money cannot be given to the project developer. The money, which was frozen on the contrib-actor's account, is automatically refunded to him.

**13. If the project developer receives more than 100% of his financial goal, what will happen to the surplus money?**

- In a logic of redistribution solidarity, any extra money received for a project will be redistributed in another WSF project that did reached its financial goal.

**14. What is the solidarity redistribution commitment?**

- When you contact the WSF crowdfunding team, you will be given access to a form in which you will find a check box informing us of your wish to commit to the redistribution principle.

**Here is a project example;**

**<http://fr.ulule.com/fsm-tunis/>**