



HOW IT WORKS

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# PRODUZIONI DAL BASSO

ECONOMUNITY

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# A CROWDFUNDING PLATFORM

Produzioni dal basso (Pdb) is an online crowdfunding platform, that since 2005 has been allowing anyone to propose or explain in a simple way projects with the objective of fundraising money to make them happen. In this way, whoever proposes a project can get a grasp of potential interest raised by their proposal and can cover the costs to make it happen.

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*In just a few simple steps, describe your project directly on the layout. **Your crowdfunding campaign is immediately online!***

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Pdb is a **reward-based** and **donation-based** platform therefore it is designed for both types of projects: those that include a reward for each donation or those for which a reward is not included.

Pdb is a **generalist** and **horizontal platform** making it is possible to propose any type of project in a neutral and judgement free way. Feel free to try it out!

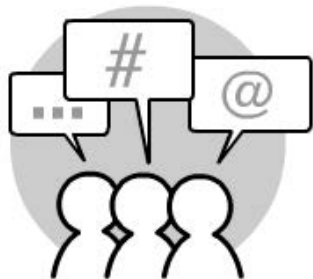
## PROPOSE A PROJECT



**Define your project.** Prepare all the documentation to present it. Define the budget and the campaign timeframe.



**Decide to create prizes and rewards** (physical and emotional) as incentives to your supporters. Do this in a creative way but always keep in mind delivery costs and timing.



**Promote and share** your project among friends and relatives then increase the number of interested people by using online (social, email, widget) and offline tools (friendship, community, territory)



**Communicate it in a transparent way**, listen to your supporters' advice and follow the trend of your project carefully. In this way you can fundraise enough money to make it happen.

## CHOOSE THE TYPE OF CROWDFUNDING

Through Pdb, you can choose to activate the type of crowdfunding that best suits your type of project. For some of the crowdfunding methods, the platform may charge you a fee.



### **All or nothing**

Set budget, deadline and rewards. Collect funds only if you achieve the required budget (or better). *A paypal account is required and the platform charges 5% of the total fundraised amount.*



### **Keep it All**

Set budget, deadline and rewards. Collect funds even if you do not achieve the budget.

*A paypal account is required and the platform charges 5% of the total fundraised amount.*



### **Donation**

Set a deadline and collect donations, no budget or rewards are set for this version of crowdfunding. Suitable for social campaigns.

*A paypal account is required and the platform does not charge any additional fee.*



### **Make a pledge**

Divide the budget in pledged donations and define the deadline. Collect pledges without immediate payment. At the end of the campaign, collect pledged donations autonomously the way you prefer, (paypal, bank transfer, postepay, bill, hand delivery, bitcoin). *The platform does not charge any fee.*

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*The new Pdb layout proposes a completely new way of doing crowdfunding, with a specific focus on storytelling.*

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## NEW PROJECT FORM

The project sheet is one of the most important new features of the new PDB release. The project sheet is getting **more independent from the platform** and it functions as a sort of **storytelling** panel in addition to fundraising (crowdfunding) panel. You will be easily able to link up with your social network accounts, **set campaign hashtag (#)**, comments and the interactions with your supporters will be getting more and more live and immediate.

## AVAILABLE TOOLS



**Administer your project** in real time thanks to an easy and complete control panel, use widgets to export it to your online sites.



**Communicate with your supporters** (during and after the campaign) thanks to the professional newsletter system and receive alerts to always be up to date and answer questions you may be asked.



**Monitor and optimize** your crowdfunding campaign trends with google analyser professional and personalized statistics, verify the efficacy of your project communication strategy.



**Manage autonomously funds** and methods of payment, set your paypal account or set the methods of payment that suit you most.



## NETWORK SU PDB

Associations, companies, organizations, editorial firms, music and film studios, purchasing groups etc. PdB networks help to personalize and aggregate projects under a unique name or entity, in order to provide more visibility, improve content management and promote services to better communicate to a specific community. Mail us here to open a network: [network@produzionidalbasso.com](mailto:network@produzionidalbasso.com)



## SUSTAINABILITY MODEL

Pdb has several modalities of use, some are free of charge, such as 'MAKE A PLEDGE' and 'DONATION'.

Others include a 5% fee over the total budget, only if the project is successful: ALL or NOTHING and COLLECT ALL.

In this way, Pdb can cover its management costs and continue to grow by continuously implementing new systems and quality tools for the users of this platform.

The sustainability of this platform is also given by its professional and continuous use by organizations, associations and companies that wish to have a personalized and well kept space on this platform (for more info, please read the NETWORK section)



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*Always carefully read the project that you would like to support, interact with the project's author by leaving comments. Crowdfunding is not only about economic but also emotional participation.*

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## SUPPORT A PROJECT

To support a Produzioni dal Basso project means to be an active part of a new economic society with simple and clear rules:

- **Direct relationship between you and who proposes the project**
- **Sincere, direct and non intrusive exchanges**

Register on Pdb to support a project. You can do so by creating an account, by providing a valid email address and password, or by login in with facebook, twitter or google+ accounts. Registration is free and it allows you to support and propose projects.

Before deciding to support or fund a project, READ CAREFULLY the crowdfunding method chosen by the project manager; methods of payment and funding procedures change according to the type of crowdfunding!

### **These are the types of crowdfunding:**

#### **All or nothing**

Choose the reward or the amount you would like to support the project with and confirm your booking by credit card or prepaid card! If the required budget is achieved (or better) by the deadline, the project is considered financed and money is sent to the online account of the project proposer. In the event that the target budget is not achieved, nobody will be charged and the project will not be financed.







### **Keep it All**

Choose rewards, amount to support the project and pay by credit or prepaid card. The project's author will keep the whole of the collected amount even in the case of the total budget not being achieved by the set deadline.



### **Donation** (*donazione semplice*)

Choose the amount to support the project with and pay immediately by credit or prepaid card! The project's author will keep all the given amounts.



### **Pre-Order** (*prenotazione quote*)

No online advanced payment! The budget is divided into pledges and you can support a project by booking as many pledges as you like. At the end of the campaign if all the pledges have been reserved, the project is considered financed and you will be contacted by the project's author to pay off the reserved pledge. The project author proposes methods of payment and directly gets the money!



## **REGISTER and PRIVACY**

To register on Produzioni dal Basso is easy and free of charge and it allows you to propose and support projects.

If you register to support a project:

Personal information and address are requested only if the project requires them and they are used only to deliver to your home possible rewards.

Your personal information will only be viewed by those who are proposing the projects that you are supporting.

If you are proposing a project:

It is needed to insert individual or company fiscal information. This data is used for billing purposes (for the ALL OR NOTHING and COLLECT ALL funding methods) and to validate your status before Pdb.

Furthermore, your fiscal data is accessible to all supporters as requested by the Italian law.

Pdb considers privacy an absolute right. This stand is not simply a way to respect the legal regulations but it is a commitment of PdB towards its users. Pdb database is structured in such a way that it is not possible to use data for spamming or sending messages outside the crowdfunding platform purposes.

Produzioni dal basso will not communicate to third entities or companies any personal data such as your name and address that you have provided.

After registering, you can always check your data, update and modify it. Personal data is requested in order to provide the service only.

The data controller FolkFunding s.r.l.

You can delete your data at any time!

Log in and go to user profile page, go to the 'Delete from PdB' section and start the deleting procedure.

## ETHICAL CODE

**New economic communities** Since 2005, Pdb has engaged in creating online tools to support the birth of new economic communities so that, little by little, grow voluntary and spontaneously to start up new projects. According to us, this is the core principle of crowdfunding.

**Net Neutrality** Pdb believes in the neutrality of the web and in its horizontal approach. That's why our commitment is to provide a platform that allows everyone to start off equally. We do not want our platform to be perceived as a mediation tool but on the contrary as a neutral platform. We believe that the communities should and could set their own rules in a conscious way.

**Moderation** Pdb and its collaborators are committed to promoting and talking about their own activities without creating illusions or false expectations. We know that crowdfunding could be an important tool allowing the start of new projects, for this reason, we commit ourselves to always guarantee extreme moderation and professionalism when talking about it. The promotion of our platform will always be done by keeping in mind that people should use our online tools in a responsible and conscious way.

**Focus on the person-** PdB promotes relationships based on principles of cooperation and sharing, these are fundamental values to develop an economic model where human values are at the centre of it.

**Research** Pdb and its collaborators are committed to continuous and serious work to search for innovative solutions and practices available to all users. These research areas include: crowdfunding modalities, technologies, business sector analysis, laws and regulations, payments modalities, logistics and all that can improve PdB and make it more efficient.

**Sharing knowledge** It is our duty to offer through our communication channels the possibility to understand and learn more about crowdfunding by making it extremely easy to use. For this reason, we consider a priority, the practices of sharing knowledge and experiences. Furthermore, we invite our users to collaborate amongst themselves.

**Fair payment** Although it may be given for granted, we know that unfortunately it is not so, therefore we reinforce the concept that Pdb commits itself to pay a fair price to any collaborator or work done for this platform.

## CREDITS

[www.produzionidalbasso.com](http://www.produzionidalbasso.com)

*Produzioni dal basso (Pdb) is a service provided by FolkFunding s.r.l.*

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*Consulenza tecnica - Davide Rindone*

*Consulenza legale e policy - Alessandro Lerro*

*Partner*

*Cloud server - ENTER s.r.l.*

*Spazio di coworking - LOGIN (milan)*

*Produzioni dal basso / nuove comunità economiche*

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*[www.folkfunding.com](http://www.folkfunding.com)*