

Case Study: Hardbacon

As a result of promoting its raise as 'angel investment at scale', Hardbacon was able to hit 151% of its funding target.



Marketing to Super Small Sharks

Hardbacon utilized marketing as the workhorse of its capital raise to record breaking results and we've got a the information directly from them on how they did it.

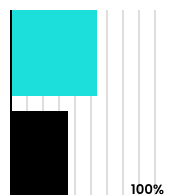
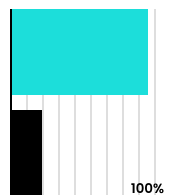
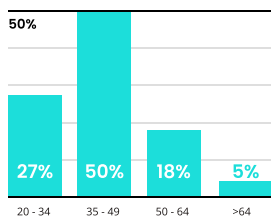
"We tried to avoid talking about crowdfunding altogether. It makes people think of Kickstarter, which is the complete opposite of what we wanted for our startup. I much prefer to think of FrontFundr as 'angel investment at scale'. Think of Shark Tank, people know what that is. You want people to think of themselves as a super small shark. It's the most powerful way to explain it."

Investor Demographics

96%

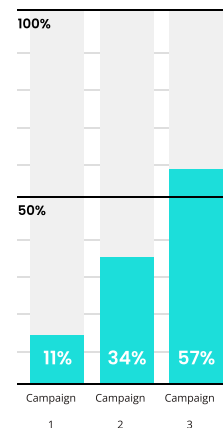
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Age Distribution



New vs. Repeat Investors

Hardbacon's first campaign was heavily driven by marketing outreach. Only 11% of its first investment group was from existing FrontFundr users. Over the years its investment has grown to focus on repeat investors.



Julien Brault
CEO, Hardbacon

"Ultimately crowdfunding is just another marketing exercise. You certainly don't need to be an expert, but you do need to understand the basics. Clear, consistent message, something people understand and can relate to."

It's time to level up your raise!



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\$2.8M	1828	2381	3	\$1.19K
Raised	Investors	Investments	Campaigns	Av Investment

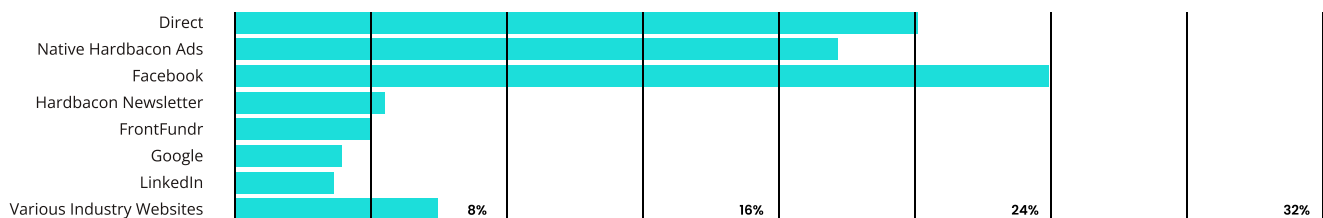
The Hardbacon Playbook

Hardbacon were crystal clear on its company purpose. As a fintech startup, they're on a mission to help Canadians make better financial decisions, by providing access to the right financial information at the right time. So when running its campaign, they knew they had to look for the 'small sharks' that were willing to support its vision.

"You need to build momentum, create a narrative and work on that story, amplify everything and get your name out there. Look at one on one outreach, go to conferences, offer incentives, have a launch event - I did mine with FrontFundr in Vancouver. I organized about 10 talks by myself as well. It's a great way to build up your network."

"There can sometimes be a bit of misconception about what equity crowdfunding really is. You need to communicate this very clearly, and explain to people that it is not the same as investing in the stock market. You want people to invest because they believe in the company and the long term vision."

The Channels Driving Results



Julien Brault
CEO, Hardbacon

"On channels like Facebook Ads, if for every dollar we put in we got more than a dollar back in investment, then it was a no brainer. You just need to think pragmatically, if paid advertising isn't working look to do something else."

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