

Case Study: Willow

Willow was able to leverage its venture capital fundraising to activate existing FrontFundr users and gain its greatest advocates

\$275K	196	204	1	\$1.35K
Raised	Investors	Investments	Campaigns	Av Investment

Gaining first time users and engaged supporters

For many companies equity crowdfunding makes sense as an additional financing model, and it appeals because you can turn your most loyal customers into your owners and investors, as well as engaging with a whole new group of supporters.

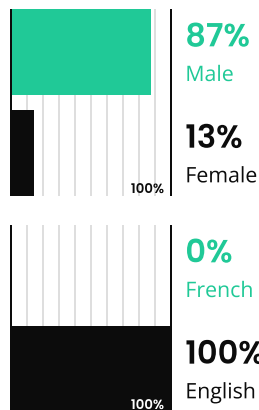
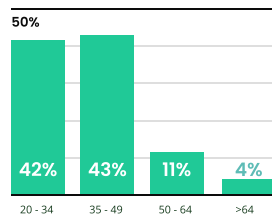
Growing a business is hard, running a crowdfunding campaign at the same time more so. But it is possible, and the potential rewards are massive. How did Willow, a team of 12, manage the dual tasks of building its platform and running a campaign?

Investor Demographics

97%

Not Accredited

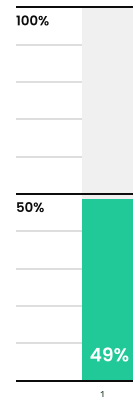
Age Distribution



New vs. Repeat Investors

Willow was able to drive over half of its investors from FrontFundr's existing user base on its first campaign.

Its messaging, problem, and solution resonated with the community as a problem worth solving and a team that could do it.



Arsh Singh
Marketing, Willow

"Every meeting we had with FrontFundr made me more comfortable. Speaking to a group who understood marketing. Working and seeing that everyone on your side was pro, knew what was going on, made it a lot easier."

It's time to level up your raise!



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The Willow Playbook

Willow leveraged its prior venture capital raising to bolster its community raise. “We had conversations with VC firms prior to launching our campaign and after it as well. Overall, the impression they have of equity crowdfunding is pretty positive,” Mike explains. “We did crowdfunding to extend a pre-existing funding round, and so we had already done comprehensive due diligence with a third party. And that thorough, deep due diligence process provided confidence and reassurance to VCs. Part of the beauty of crowdfunding is also the third part validation aspect, the fact that we could prove we had shown our idea to a larger audience and they bought into our vision was a powerful message.”

The materials Willow developed through its VC fundraising allowed them to better activate the existing FrontFundr community and show validation from “smart money”. This didn’t mean that its raise didn’t come with challenges. “Sustained momentum can be difficult to maintain,” Arsh says. “With a crowdfunding campaign there is always a lull in the middle, so it’s important not to panic, to keep going, to stay on course.” Mike added that they, “found a lot of people wanted to wait until the end to invest. People were curious, we had good traction, but we needed to be patient too. When you launch your campaign it’s a very public reveal of what you’re working on, it’s very personal. There is a certain sense of anticipation about how people will receive your idea. But if you’re not willing to put yourself out there, if you’re not willing to pitch the idea to your friends, your family, or your friends of friends you should also question whether you should even be doing this in the first place. But overall a cool and energizing experience.”

Helping these challenges was the FrontFundr support team. “FrontFundr did a great job with its marketing and overall support. Very active and engaged team. Happy and eager to help us along and provide expertise. That was a major value add”, which ultimately helped Willow better engage the FrontFundr community and add hundreds of engaged people to Willow who would otherwise not have been there.




Arsh Singh
Marketing, Willow

“The biggest value we derived was the community. Those people who invested in us, through FrontFundr, are really engaged. They’re passionate supporters we can lean on, so many of them more so than VCs. They’re cheering us on as first users. That is a huge value add.”

It’s time to level up your raise!



Willow