

CHALLENGES FACED BY CROWDFUNDING CREATORS

Subah Sehgal

May 15th, 2018



DISCLAIMER

The information provided in this article is based on interviews done with service partners and research of topics discussed on various platforms. While there are many challenges, the objective is to highlight these so that creators can find a path to success post funding of their projects.

THREE MAIN AREAS OF PROBLEMS:
PRODUCTION, EXPERIENCE AND SHIPPING

- **Production**

- Sourcing
- Language
- Manufacturing
- Creating Prototype

- **Experience**

- Time Management
- Budgeting
- Rewards

- **Shipping**

- Packaging
- Research

PRODUCTION

One area of problems faced by creators of crowdfunding websites are related to production and the difficulties that arise from it. There are some goods that can be easily produced from home but then there are others, which require parts imported from all over the world or need to be produced in another place all together. With goods such as these, **accountability** between the creator and the manufacturer is very important in order to ensure successful delivery. Sometimes multiple manufacturers are needed for different parts and it is important to have good coordination and organization with each manufacturer. In addition, it can be difficult for the creator to **share their prototype** with the manufacturer if they are located halfway across the world. Furthermore, **language barrier** and **different time zones** can make communication difficult and increase the already challenging process of production.



EXPERIENCE

A lot of creators tend to be relatively young and not have **experience** in things such as production, supplying, sourcing etc. This can be an obstacle for them when trying to figure out the rest of the process. It is important for them to get advice from people who have experience and knowledge on such topics. Once the product reaches its goal, the creator needs to start shipping. **Time management** for this is extremely important as backers want to help you again and hence don't want to wait too long on their orders. Furthermore, it can be challenging for creators to create a **price structure** and determine a **budget** due to unaccounted for shipping costs, tax, failed attempts etc. Moreover, the **more rewards** there are, the more difficulty the creator will face with organization. The knowledge for such logistical procedures improves with practice and experience, but for a novice creator, they can prove to be quite challenging.

SHIPPING

Some of the biggest challenges that creators face tend to be associated with **shipping**. Figuring out the **cost of shipping** to different countries can be a very tedious job that requires a lot of coordination. Furthermore, if a good is being shipped from a warehouse in another country, it can be even more difficult for the creator to **organize** the shipment. Finding a **reliable yet inexpensive** way to ship can be very challenging especially for someone lacking experience. Before a good gets shipped however, the creator also has to face obstacles when considering **packaging**. Packaging involves costs such as **time and money**. **Branding and reliability** are also factors that need consideration and prove to be quite difficult to decide and manage for creators.

TO KNOW MORE AND GET ASSISTANCE WITH YOUR CROWDFUNDING PROJECT

CONTACT

Tiger Pug Limited 305B, North Tower, Huale Building, No. 55-[57 Huale Road](#), Near Taojin Metro Station, Yue Xiu District, Guangzhou
China 510056

Email: contact@tigerpug.com

Tel: + 86 188 1322 8742

WhatsApp: + 86 188 1322 8742

Wechat: tigerpug

