



Project Impact Report

Executive Summary

Crowdfunding Academy Impact Report

Period: 2015 - 2026

Organisation: Brodoto

Programme: Crowdfunding Academy

Executive summary

Crowdfunding Academy is a practical educational programme designed to equip students, teachers, entrepreneurs, and organisations with crowdfunding, entrepreneurial, and digital communication skills. Since its launch, the programme has trained 257 teams and over 945 individuals across Croatia and Europe, enabling participants to develop and launch real crowdfunding campaigns and strengthen their entrepreneurial and employability competences.

The programme has demonstrated strong effectiveness, with more than 50 campaigns launched and a success rate exceeding 70%, significantly above global crowdfunding averages. Its application in schools, universities, and civil society confirms its scalability and long-term educational and social impact.

The Crowdfunding Academy is built to be flexible: the same proven content can be delivered as a half-day or full-day workshop, as a weekly programme with participant assignments and ongoing consultations, as an intensive five-day bootcamp (such as an Erasmus+ Training Course), or as long-term mentorship that guides a team through an actual campaign. This lets us tailor the format to each partner's audience, schedule, and ambition - from a short introduction to end-to-end campaign support.

Project Overview

Metric	Details
Project Name	[Crowdfunding Academy]
Project Lead	Branimir Radaković
Start Date	2015.
End Date	2026.
Location	Europe, Croatia
Primary Goal	Make impact incentives stories visible and funded

Equip students, teachers or entrepreneurs with entrepreneurial, digital, and communication skills, enabling them to fund initiatives and build long-term innovation capacity.

Measured Impact

The project generated quantifiable positive impacts across several key performance indicators.

Category	Indicator	Result
Overall programme reach	Total teams educated	257
	Total persons trained	945+
	Campaigns launched	50+
	Campaign success rate	70%+
	Programme period	2015–2026
	Countries	4
	Mentors	14

Category	Indicator	Result
Schools	Schools involved	20
	Students trained	100
	Teachers trained	60
	Student campaign teams created	20
	Student campaigns launched	10
	Teachers using methodology independently	10
	Schools integrating crowdfunding into activities	10
Universities	Universities involved	15
	Students trained	200
	Student campaign teams	20
Startups and entrepreneurs	Startup teams trained	85
	Entrepreneurs supported	255 persons
NGOs and cultural initiatives	Organisations trained	130
	Participants supported	390 persons
Educational content production	Educational videos (own production)	21
	Online courses developed (EU projects)	3
	Educational modules developed (RECREATE)	9
	Total structured video lessons and modules	30+

Category	Indicator	Result
Educational and institutional impact	Schools continuing implementation independently	10
	Teachers trained to deliver methodology	60
	Campaign-ready teams created	257

Live conferences and Crowdfunding Academies

- Over 50 Crowdfunding Academies across Europe (Istanbul, Kiev, Belgrade, Zagreb, Dubrovnik, Omiš, Varaždin, Osijek, Split, Rijeka, Ljubljana, Mostar, Novi Sad, Niš, Sombor, Graz, Bilbao...)
- Two Erasmus+ 7-day trainings for youth workers - Youth Funder 1.0 and 2.0 - www.brodoto.com/portfolio/youth-funder
- 6 Crowdfunding Conventions (Zagreb, Belgrade, online): events that gathered more than 80 speakers, various panels, round tables, workshops, synergies. Watch the latest online - youtu.be/BMKFEZ8_isg

Videos and materials created

- Crowdfunding Academy platform: www.crowdfundingacademy.eu/videos
- How to Plan Your Crowdfunding Campaign: www.udemy.com/course/how-to-plan-your-crowdfunding-campaign
- How to Execute Your Crowdfunding Campaign: www.udemy.com/course/how-to-execute-your-crowdfunding-campaign
- Communication Strategy & Digital Marketing Tools: www.udemy.com/course/mastering-communication-strategy-tips-tricks/learn/lecture/40933056
- RE-Create Erasmus+: <https://www.pouvarazdin.hr/recreate.html>
- 300-step detailed crowdfunding campaign preparation toolkit (internal)

Topics and Workshops

- **Introduction to Crowdfunding and Crowdsourcing**
Overview of crowdfunding models, platforms (Kickstarter, Indiegogo, Ulule), campaign structure, and Crowdfunding Strategy Template.
- **Target Audience Identification**
Defining target groups, segmentation methods, communication channels, influencer mapping.
- **Rewards (Perks) Design**
Development of effective rewards for campaign backers, legal, financial and shipping overview.
- **Crowdfunding Campaign Strategy and Planning**
Campaign roadmap development, CF Canvas, 250-step preparation framework, and pre-campaign, campaign, and post-campaign planning.
- **Case Studies and Best Practice Examples**
Real campaign examples, expert guest lectures, and analysis of successful international crowdfunding projects.
- **Communication Strategy, Marketing, and SEO**
Planning communication goals, messaging, media relations, email outreach, and selecting marketing channels and tools.
- **Social Media Campaigns and Digital Marketing**
Platform-specific strategies for Facebook, Instagram, LinkedIn, and other channels, including content planning and engagement tactics.
- **Storytelling and Narrative Development**
Creating compelling stories, emotional engagement, and connecting campaign purpose with audience values.
- **Pitch Development and Presentation Skills**
Crafting and delivering effective pitches, refining messaging, and presenting ideas clearly and confidently.
- **Visual Communication and Video Production**
Developing visual identity, writing video scripts, producing campaign videos, and creating compelling visual materials.
- **Fundraising Strategy and Donor Engagement**
Building fundraising plans, donor relationships, and long-term financial sustainability.
- **Campaign Budgeting, Legal, and Financial Planning**
Budget planning, financial projections, taxation, campaign logistics, and compliance.
- **Media Relations and Public Visibility**
Working with media, writing press releases, and building public credibility.

- **Advanced Crowdfunding and Sustainability Strategy**
Scaling campaigns, integrating crowdfunding with grants, EU funding, and long-term business models.
- **Campaign Execution and Mentoring (with AI tools)**
Hands-on campaign development, use of AI assistants for planning and content creation, and mentor-supported campaign preparation.

Partners & Clients

Universities / educational institutions

- University of Applied Sciences Salzburg, VERN university, Algebra Bernays University, University North Varaždin, Faculty of economics Osijek, University of Split, University of Rijeka, University of Mostar, University of Bologna, Centre for Economic and Regional Studies - Hungarian Academy of Sciences, Ikosom - Institute for communication and social media, Public open university Varaždin, Cyprus University of Technology

Startup incubators / entrepreneurship support institutions

- Start-Up & Innovation Hub Graz, Social Business HUB Styria, Merseburger InnovationsCampus (MITZ), Split Tech City, STEP-Rijeka, Tech Park Varaždin, Gdańsk Entrepreneurship Foundation, Creative Industry Forum Slovakia, ISN Austria, CONDA Austria, RERA Czechia, Gdańsk Entrepreneurship Foundation, South Bohemian Agency for Support to Innovative Enterprising, Kielce Technology Park, E-Institute Institute for comprehensive Development solutions, Giacomo Brodolini Foundation, IFKA Public Benefit Nonprofit Ltd., Impact Hub Zagreb, Development agency Slavonski Brod, HAMAG-BICRO, MOZAIK, CEDRA, Zadruga za etično financiranje, ZICER - Zagreb Innovation Centre, Catalyst Balkans

NGOs

- Seiklejate Vennaskond (Estonia), COSI (Romania), Academy of Success (Bulgaria), Stella Marina (Italy), Active Youth (Lithuania), Eurasia Net (France), CEFE Macedonia, Global Youth Union (Armenia), Youth Association DRONI (Georgia), Documenta Zagreb, Vukovarski leptirići, Vox Feminae, Pokret otoka, Zaklada Zajednički put, Zaklada solidarna, Udruga 3plus, Sindikat biciklista, RODA, AY Institute, Stella Marina, Mreža Mladih Hrvatska, IRO, Are You Syrious?, Zelena Istra, Zadruga Zelenica (Udruga Vestigium), Udruga za održivi razvoj Pozitiva Samobor, History and Future Innovation Platform, Stepping up, nuArchitecture, HRVATSKI SAVEZ GLUHOSLIJEPIH OSOBA DODIR, Udruga Radio Student, Udruga Naš hajduk, udruga Zvono, udruga SLAP, udruga Dajmo im šansu, Zadruga Zelenica (Udruga Vestigium), Udruga za održivi razvoj Pozitiva Samobor, History and Future Innovation Platform, Stepping up, nuArchitecture, HRVATSKI SAVEZ

GLUHOSLIJEPIH OSOBA DODIR, Udruga Radio Student, Hrvatski glazbeni zavod, Udruga V.U.K., Pokret Otoka, Zaklada znanje na djelu, GONG, Savez izviđača Hrvatske

Schools

- Elementary school Ljubljana, Elementary school Vinkovci, Elementary school Županja, Elementary school Stjepan Radić Imotski, Elementary school Runović, Elementary school Milana Begovića Vrlika, Elementary school Trilj, Elementary school Tin Ujević Krivodol, Elementary school Kamešnica Otok, Elementary school Ivana Mažuranića Han, Elementary school Dr. fra Karlo Balić Šestanovac, Elementary school Ivan Goran Kovačić Cista Velika, Elementary school Vis

Corporates

- ERSTE foundation, TELE2, Investitionsbank Sachsen-Anhalt, FIVE, A1, GMF, Reach for Change, HEINEKEN, IKEA, Patagonia, HSM Informatika d.o.o.

Public authorities

- City of Zagreb, Metropolitan city of Bologna, Budapest Chamber of Commerce and Industry, Croatian Chamber of Commerce, Municipality of Kielce, Town of Duga Resa, Finpiemonte region Italy, Hajdu-Bihar public government, GIZ, City of Zadar

SMEs

- Zadržna pivovara Brlog, Sociale Entreprenor Denmark, Pana, Oilright, Propuh d.o.o., Brew My Beer, STEMI, Fabula, Taste of Home, Buba bar, Laboratorij zabave d.o.o., Rukotvornica - NAS PET j.d.o.o., No Bullshit Clothing Graz, Gregos d.o.o. / Image of War

Materials created

- Training resources as a part of the CROWD-FUND-PORT Interreg CE consortium: <https://programme2014-20.interreg-central.eu/Content.Node/CROWD-FUND-PORT/D.T2.2.2-Training-material.pdf>
- AI chatbot - crowdfunding assistant: <https://chatgpt.com/g/g-682c14a8f4108191b412df87d2bf898c-crowdfunding-assistant>