Summer training Presentation

on

Crowdfunding in Healthcare during COVID-19 era

CONTENTS

INTRODUCTION

What is crowdfunding?

- A PROCESS of raising funds for projects or Good causes through a group of people working together
- Today via internet/social media
- Is it LEGAL?
    - YES
- 15 digital crowdfunding platforms- since 2010 and 12,000 high running campaigns were held in the last year
- Market size- $50 million
- According to a 2018 report by market research portal Statista, the transaction value in the CF segment in India amounts to $8 million in 2018 and is expected to reach $21.7 million by 2022.

CONTI…

- Three major parties play a role in planning any crowdfunding campaign:
    i. an individual who needs and seeks funding for his/her idea or project,
    ii. a funder, and
    iii. a platform that allows them to easily interact and communicate.
- Crowdfunding in Healthcare Industry
- Crowdfunding in Media and Entertainment
- Crowdfunding in Education loan
- In September 2016 report, nearly 200 companies have raised approximately INR 35mn on various crowdfunding platforms over 18 months
- The average funding per campaign in the CF segment will amount up to $145 in 2019.
- From a global comparison point of view, it is shown that the highest amount of funds raised was in China ($5,572mn in 2019)

CONTI…

Types of Crowdfunding

- Donation-based crowdfunding:

  No return for money given- DONORS

- Reward-based crowdfunding:

  Tangible and intangible rewards- SUPPORTERS

- Equity-based crowdfunding/ Crowd investing:

  Ownership of money given- INVESTORS

- Lending-based crowdfunding/ Crowdlending:

  Invest on money given- INVESTORS

- Litigation crowdfunding:

  Paying the legitimate expenses- LEGALS

CONTI…

Advantages:

- fast way to raise finance
- valuable form of marketing
- can track your progress
- alternative finance option if you have struggled to get bank loans or traditional funding

Disadvantages:

- not all projects that apply to crowdfunding platforms get onto them
- building up interest before the project launches
- don't reach your funding target
- a patent or copyright

ORGANIZATION PROFILE- ImpactGuru.com

- ImpactGuru.com, India’s leading healthcare financing platform for patients raises money online for medical expenses via crowdfunding
- It can be for cancer, transplant, accident, or any medical emergency.
- ImpactGuru.com has already helped mobilize Rs 400 cr / US$60mm via crowdfunding along with its partners.
- ImpactGuru.com was incubated at Harvard Innovation Lab in USA in 2014
- ImpactGuru.com recently announced a $2mm Series A round, led by Apollo Hospitals Group, Currae Healthtech Fund, RB Investments (Singapore based VC Fund), Shorooq Investments (Middle East based VC Fund), Venture Catalysts (India’s #1 angel investor group) with participation from various other investors from USA, Southeast Asia, and Middle East
- ImpactGuru.com was recently selected among top 5 early stage startups in India by TiE, featured on CNBC Young Turks, and also won the Best Social Impact Startup Award by News Corp. (Tech Circle)

CONTI…

- ImpactGuru.com was ranked among top 21 Startups Globally
- Also additionally ImpactGuru is the first crowdfunding player in India to launch a smartphone app for patrons
- Impact Guru has raised around Rs 1500+ crores raised from 10,00,000+ donors from over 165 countries so far
- And 20,000+ patients with medical conditions were funded successfully
- During pandemic crisis, i.e., COVID-19 where all were impacted, Impact Guru has raised over Rs 15 crore from over 800 COVID-19 related fundraisers to support daily wagers, the elderly, healthcare workers, animals
- In April 2020, ImpactGuru.com received a Rs 40 lakh grant within the type of funds from The Action Covid-19 Team (ACT), to scale fundraising for PPE for doctors, nurses, and healthcare workers across India
- ImpactGuru has facilitated the supply of over 42,000 PPEs, which includes N95 Masks, 3 Ply Masks', and boxes of gloves to varied hospitals

OBJECTIVES

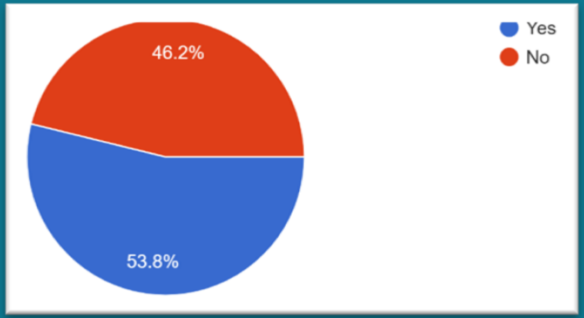
- To under the concept of crowdfunding and how it works
- To understand the root cause of reluctancy towards crowdfunding
- To understand the crowdfunding campaigns attribute towards COVID-19
- To understand the effects of the COVID-19 lockdown on the healthcare experiences of Medical Crowdfunder
- To suggest recommendation on successful crowdfunding campaigns

RESEARCH METHODOLGY

- Self administered questionnaire in Google form was used.
- The study respondent were locality resident who belongs to the age group of 20-50
- Descriptive study.
- A total of 26 responses(86.67%) were received out of 30 and 18 responses were considered
- Data was recorded in excel sheet and analysed in terms of percentages

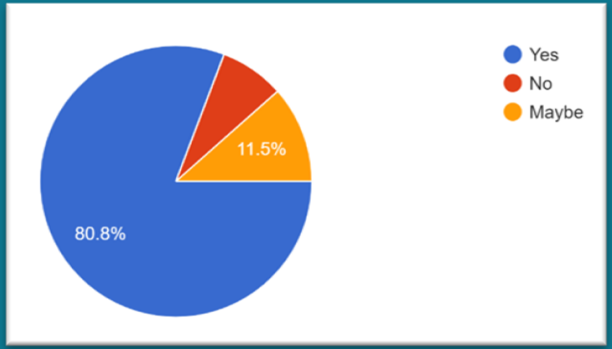
RESULTS AND DISCUSSION

2. People raised funds by using online platform



Interpretation: As per the pie chart 81% of the population knows the concept of CF however 28% raised funds using online platform which depicts a reluctancy.

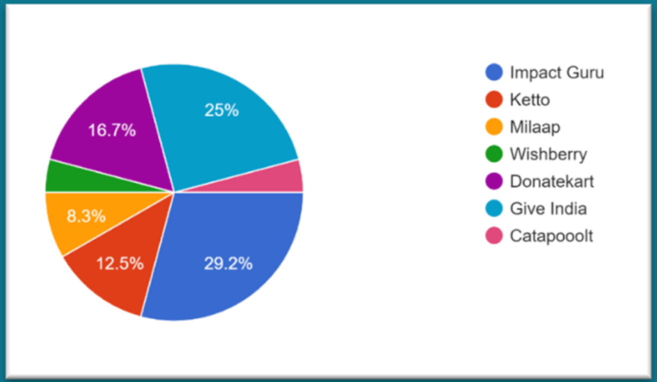
1. Crowdfunding awareness among the people



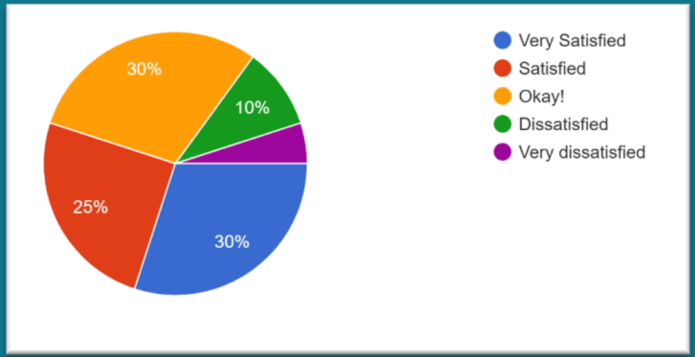
Interpretation: Approximately 81% of the people are aware about the concept of Crowdfunding.

CONTI…

4. Crowdfunding platform awareness/used



3. People’s experience with crowdfunding

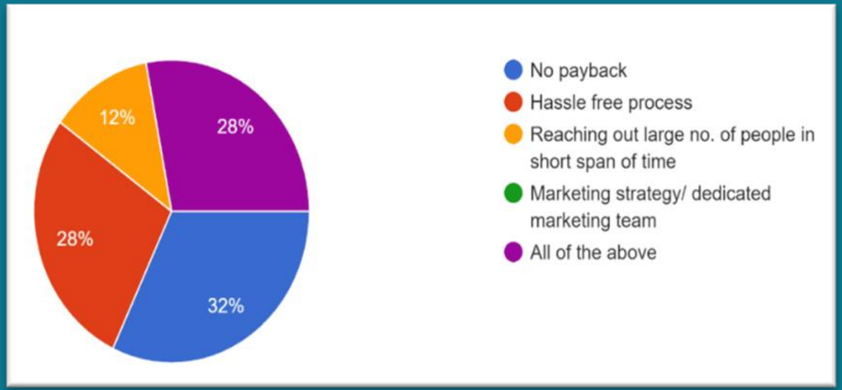


Interpretation: According to the pie chart it seems that 55% people are satisfied, 40% are partially dissatisfied and 5% are okay with the results.

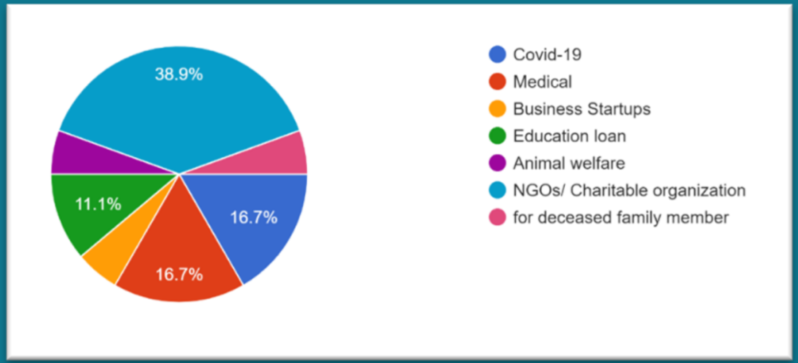
Interpretation: Out of 81% people who raised funds using online platform, the most common and highly used platforms are Impact Guru and Give India. And Donatekart being 3rd on the list.

CONTI…

6. Reason to choose online platform to raise funds



5. Purpose behind crowdfunding campaign

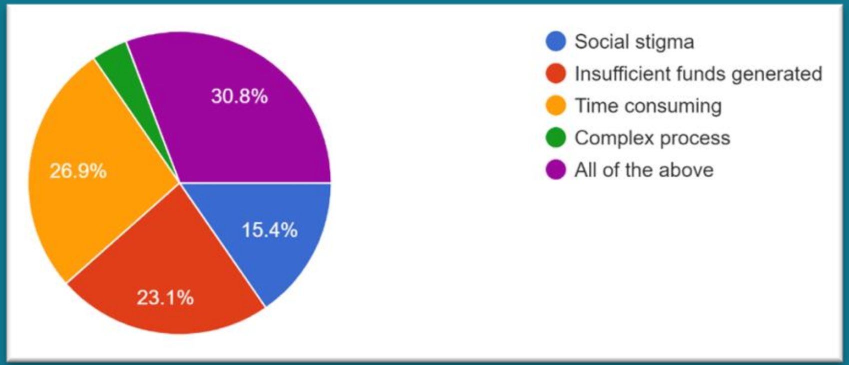


Interpretation: The main purpose of the 28% population to raise funds was for the NGOs/Charitable organization, COVID-19 and medical.

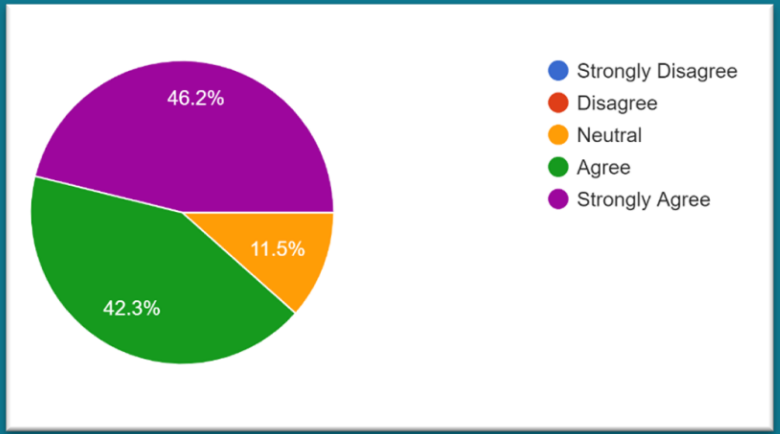
Interpretation: As the pie chart depicts the common reason for people to use Online platform is no payback, reaching out large no. of people in short span of time, marketing strategy using for marketing campaign and reaching out to a large pool of people in a short span of time. But the most common is it being hassle free process.

CONTI…

8. Things that hold back people from raising funds



7. People’s perception in raising money through online donation campaign in this pandemic (COVID-19)



Interpretation: According to the Pie Chart it strong depicts that 88.5% of the population supports this concept at the time of crisis and utilize the platforms for the financial assistance.

Interpretation: The fact is that 81% of people does not go for crowdfunding due to the following factors:

- Time consuming
- Insufficient funds generated
- Social stigma

CONCLUSION

- Crowdfunding still remains the booming concept in India and can be really helpful tool during the time of crises. The only problem lies in awareness and unsure about crowdfunding and their benefits. The more the people are aware the more they will like the concept, participate and utilize it.

- Crowdfunding is now rapidly being seen as a new and innovative way of fundraising for start-ups and even small businesses. India will also soon be bringing in the laws and regulations to support this movement, as these fundraisings will help in the quick increase of start-ups in India.

- According to September 2016 report, nearly 200 companies have raised approximately INR 35mn on various crowdfunding platforms over 18 months. The average funding per campaign in the CF segment will amount up to $145 in 2019.

- From a global comparison point of view, it is shown that the highest amount of funds raised

  was in China ($5,572mn in 2019).

Thank you

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