# fusedrops
# Call for Services

### 1. What is Fusedrops

Fusedrops is **the first crowdfunding platform dedicated to service design and social innovation projects.**
It is a tool for citizens, designers and public administrations, who aim to design better services or improve exhisting ones.
You can create and support projects through **a reward-based crowdfunding** platform that focus on social interaction.
The platform uses an **all-or-nothing system**: your project is successfully funded only if the campaign can reach out the goal.

### 2.1. What is the *fusedrops-Call for Services*

The *fusedrops-Call for Services*, is a Fusedrops initiative open to anyone who wants to **validate or needs funds for their project.**
It's easy to apply. All you need to do is to fill out the form at **www.fusedrops.com.**
The projects selected for the first phase (explained in detail in point 3.2) will have their own dedicated page on fusedrops.com. Creators then enter a social media competition which will let the crowd select the most interesting projects.
Those project who will get more "Likes" will receive special visibility trough our network of European media partners. Furthermore the winning projects will be exhibited during the Fusedrops opening event and will launch their crowdfunding campaing without paying the commission fee (details in point 5).

### 2.2. Our Heroes

We are looking for **designers**, **citizens**, **public administrations**, **startups** and **companies**, who are working on services and/or social innovation projects.

### 2.3. What kind of projects we are looking for

We are looking for service projects.
By services we mean tangible or intangible solutions that solve a certain problem within our society. These are solutions that, for example, can improve the way we learn, work or interact with each other.

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They shape the places and experiences that are part of our every day life.

You may recognize services through different touchpoints such as mobile apps (e.g. Uber), web platforms (e.g. Airbnb) or other forms of direct interactions (e.g. pizza delivery).

Your project may belong to the following areas: **Public Services, Healthcare, Tourism, Transportation, Food ,Education or others...**

We will not consider projects which are not part of a service system.

## 3.1. How to apply

The **application** for the call is **free of charge**.
To apply you need to fill out the form at **www.fusedrops.com**. You will be asked to confirm your identity by email or through your social account Facebook, Twitter or Google+.
This is a precaution to guarantee the legitimacy of our voting system.

In the form **you will be asked to deliver** the following information:
- description of the project idea;
- project images;
- your campaign goal.

The following are **recommended** but not required yet:
- the link to your video campaign;
- the link to your project website;
- backers rewards.

Detailed information about the rewards are mandatory for the final stage.

The form can be filled out in the language of the country of residence. However, English is recommended, especially for projects that are not limited to the local area. It will give greater visibility to the campaign. The same project can be registered only in one language.

Each participant can propose more than one project.

## 3.2. How does the Call works

**1° phase:**
**PROJECT SUBMISSION AND PRE-EVALUATION**
Once project are submitted, the Fusedrops team will screen them to verify whether they are services.

Crowdfunding is based in trust and good communication. Keep the following tips in mind:

- define the need that your project is addressing and be clear about it;
- coherence of your campaign: do the math, define a goal for the campaign; let people know why you need their support and what will you use the funds for;
- tell a story: use high-quality images, videos and clear content; share your project on your social media.

These are the basics to create a successful campaign.

**2° phase:**
**CROWD VOTING**
In the second phase, each participant will have a dedicated project page on the Fusedrops website, based on the information provided in the form. The top 10 teams that gain the most Facebook "Likes" on their page counter will make it through to the final stage. In order to gain "Likes" on the counter you need to share and promote your project page on social media.
Only the "Likes" clicked on the project page found on the Fusedrops platform will be registered. Shares and comments on the project are not counted.

**3° phase:**
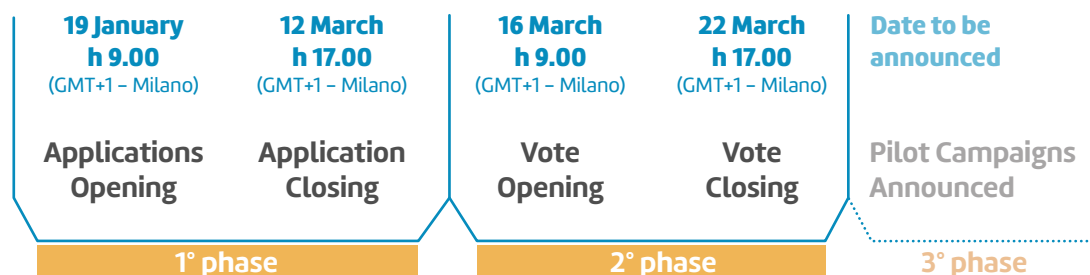**PROJECT CAMPAIGNS LAUNCH**
The 10 projects that will receive most votes, will be part of the first pilot campaign on the Fusedrops platform.
In order to be displayed as a fully functional project campaign on Fusedrops all of the requirements (also listed in 3.1) need to be completed.

The information must be delivered within one week from the end of voting.

## 4. Deadlines

| 19 January h 9.00 (GMT+1 – Milano) | 12 March h 17.00 (GMT+1 – Milano) | 16 March h 9.00 (GMT+1 – Milano) | 22 March h 17.00 (GMT+1 – Milano) | Date to be announced |
|---|---|---|---|---|
| Applications Opening | Application Closing | Vote Opening | Vote Closing | Pilot Campaigns Announced |
| 1° phase | | 2° phase | | 3° phase |

We want your projects to succeed. Thats why we will be there for you, throughout the phases by providing suggestions and feedbacks on your project content. This way your campaing will be able to reach its full potential and once published, recieve as much support as needed.

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## 5. Our rewards

For this *fusedrops–Call for Services*, we have defined some **special rewards** for **the top 10 winning projects**.

In detail:

▶ The **top 5** projects will have the opportunity to launch their **crowdfunding campaign for free**. No fees will be deducted from the amount collected, excluding bank transaction costs.

▶ The **following 5** projects will be charged with our **early–fee**, equal to 2.5% on the amount raised.

All 10 projects will receive **special media visibility** and advertising through our **network of European partners** and will be **showcased** during the Fusedrops launch events, both in Italy and Slovenia.

Please, take the following chart as a reference:

| | Free of charge | Early–fee (2,5%) | Media visibility & European network | Showcasing at launch events |
|---|:---:|:---:|:---:|:---:|
| **1°place to 5° most voted** | ● | | ● | ● |
| **6°place to 10° most voted** | | ● | ● | ● |

For the campaigns that will be created after this ***Call for Services***, Fusedrops will keep a 5% fee on the funds collected by the projects.

## 6. Acceptance of the Terms and Intellectual Property Rights

By submitting the project, you accepts the terms of the competition and certify the property of the idea presented. You take charge of any responsibility, and relieve Fusedrops from any claims by third parties. Fusedrops reserves the right to refuse to post or remove any projects' content considered inappropriate or not in accordance with the spirit of the site, from the platform, in its absolute discretion.

For any further information, get in touch at : ask@fusedrops.com

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