

**HELLO YOU.  
MEET FUNDBREAK.**

The screenshot shows a project page on the FundBreak website. At the top left is the FundBreak logo. The navigation menu includes Home, Projects, Blog, and FAQ. A user profile icon and 'New Msg' notification are on the right, along with a 'log out' link. The main heading is 'The Raw - A short film about inner personality' by Rick Chen. A video player shows a woman with white face paint and a play button overlay. To the right, a progress bar shows '\$1,130 Raised of \$2,000 Goal'. Below that, a pie chart indicates '35 days left to go'. A row of 78 person icons represents the number of supporters. A 'Fund this Project' button is at the bottom right. Social sharing icons for Facebook, Twitter, LinkedIn, and YouTube are at the bottom left.

## Meet Fundbreak

Fundbreak is a new crowdfunding platform and community for creative projects and ideas.

Developed for artists, musicians, filmmakers, journalists, designers, entrepreneurs, inventors, event organisers, software developers, charities etc to raise funds and give project creators the break they need to realise their goals and aspirations.

Fundbreak is based in Sydney Australia and is currently in the final stages of development. We are hoping to release the platform in early April 2010.

## Crowdfunding?

Inspired by crowdsourcing, crowdfunding describes the collective cooperation, attention and trust by people who network and pool their money together, usually via the Internet, in order to support efforts initiated by other people or organisations (Wikipedia).

## How does fundbreak work?

We offer creative individuals and organisations the opportunity to raise funds by posting a project on Fundbreak.com.au. Each project has a funding goal and a time limit (from 1 - 50 days) set by the project creator. During this time the project creator spreads the word about the idea to their fans, friends, family, strangers and sponsors. Supporters simply register and help fund the project.

What happens when the project reaches its deadline?

There are 2 scenarios:

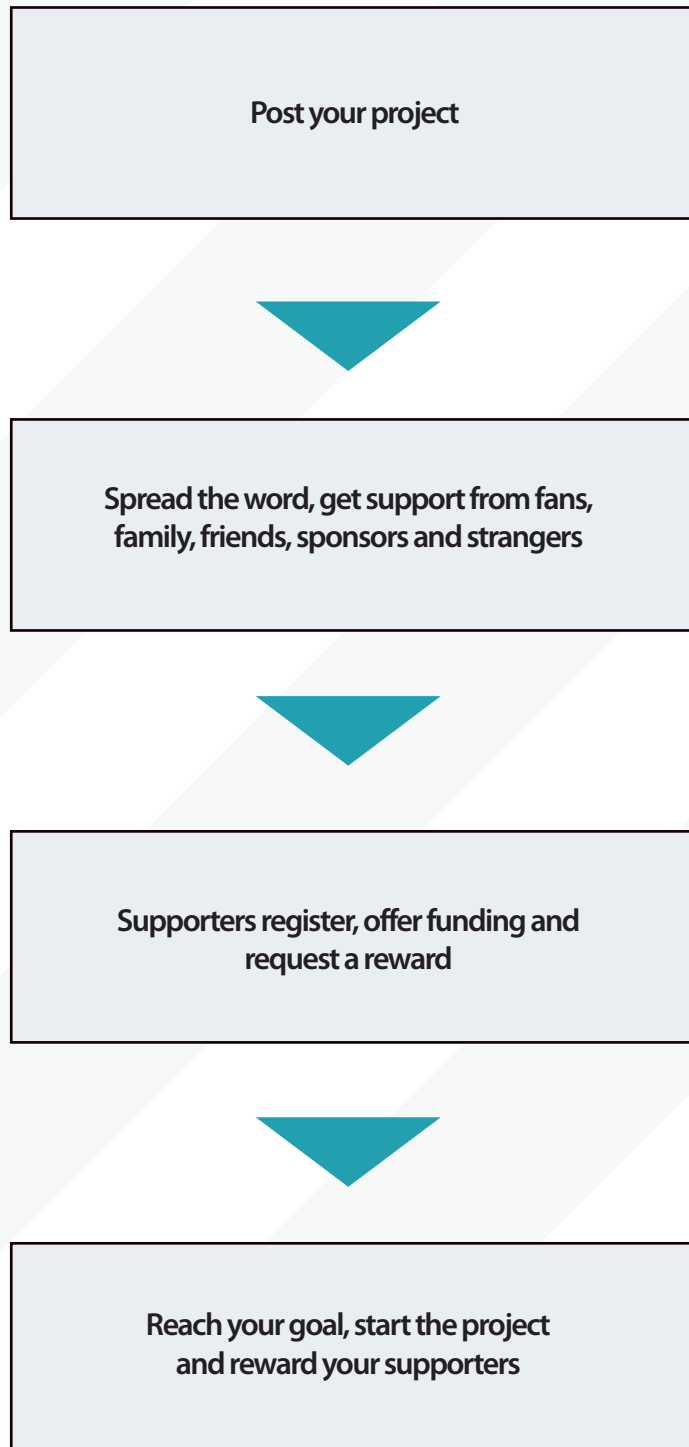
### Funding Successful

If a project has achieved or surpassed its funding goal, all supporting funds are captured and transferred directly to the project creator. Project creators are then responsible for completing the project and delivering the rewards stated in the project.

### Funding Unsuccessful

If a project has not met its funding goal, all pending payments are cancelled. No fees apply to either the project creator or the supporters.

## Basic Process



## All or nothing funding

All Fundbreak projects are required to set a funding goal and a time limit to raise their funds. If the project fails to raise it's funding goal within the time limit, no money will change hands.

## Fees

All fees only apply to successful projects.

5% <i>(Recommended)</i>	Invitation obtained from	<ul style="list-style-type: none"><li>• successful project creators</li><li>• our partners</li></ul>
7.5%	Standard fee for all other invitations	

Paypal transaction fees also apply (typically 2.4% + 30c per transaction).

Listing a project is completely free.

There is no fee for project supporters.

## Who owns what?

Every project creator retains 100% ownership of their project and all intellectual property for their work.

## Partnership

Fundbreak is always seeking to collaborate with social communities and organisations in Australia. We invite organisations to take advantage of our funding platform and be creative with new projects and ideas.

Fundbreak is also a great online social networking tool that encourages member participation.

We are seeking social communities and organisations who are willing to:

- Assist members gain funds
- Try new projects and ideas
- Build a stronger community

Fundbreak partners benefit by:

- providing their members with an innovative funding platform
- issuing project invitations
- enjoying discounted fees ( 5% instead of 7.5% )
- becoming one of our recommended service providers
- offering their members an additional service and funding advice
- using our online social networking tool to:
  - attract new members
  - encourage member participation

Partnering with Fundbreak is completely free of charge, if you are interested in partnership or collaboration, please contact us by email on: [info@fundbreak.com.au](mailto:info@fundbreak.com.au)

**Got Ideas? Contact us today**

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