abstract
This workshop is designed for beginners who want to familiarize themselves with tips and strategies that tend to lead to crowdfunding success. The workshop focuses on reward-based crowdfunding on platforms such as Kickstarter or Indiegogo. Contrary to popular belief, successful campaigns involve careful planning, and this workshop is designed to share best practices in a fun and engaging way. Students will learn what makes crowdfunding campaigns successful and what leads them to fail. The material is broadly applicable across a variety of types of projects. Examples include technologies, publishing, arts, comics, crafts, food, and more. The workshop will also include an overview of ASU entrepreneurship resources available to advance students’ business ideas, including technology transfer, entrepreneurship office hours, and entrepreneurship training programs.

biosketch
Dr. Audrey Iffert-Saleem is executive director of entrepreneurship and innovation initiatives for the Arizona State University Office of Entrepreneurship and Innovation. In this role, she coordinates the university-wide effort to advance entrepreneurship education and spearheads the Office’s community engagement strategy. (cont’d.)

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(bio cont’d.)
She is responsible for the development of transformative university-wide partnerships and held a leadership role in coordinating ASU’s entrepreneurship education efforts as a part of the Ewing Marion Kauffman Campuses Initiative to transform the ways that entrepreneurship is viewed, taught and experienced in higher education. Audrey has led the creation, implementation and institutionalization of several university-wide initiatives focused on entrepreneurship education.

Audrey is a certified Lean LaunchPad instructor and teaches several university courses that leverage Lean LaunchPad methodologies. She is also co-founder and co-owner of a creative services business that has an emphasis on supporting small businesses; clients have also included TED-Ed, Car2Go, Dollar-A-Day, and Target, among others. Audrey offers specific expertise in crowdfunding. Audrey holds an EdD in higher education leadership and an MA in human communication, both from Arizona State University. She is an advocate for women’s participation in entrepreneurship; her research focuses on engaging college women in entrepreneurship experiences.

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