



SOUNDBOKS

SOUNDBOKS ON CROWDFUNDING



KICKSTARTER CAMPAIGN IN NUMBERS

1 **\$100k in 3 hours, \$200k in 24 hours**
– strongest Kickstarter launch of any Scandinavian company

2 **\$784k raised in total**
- #1 from Denmark, #3 from Scandinavia

3 **Ca. 1500 backers**
- Average contribution \$500

4 **60% first time backers**

5 **105 backers from Copenhagen**



A person in a dark jacket and blue jeans is captured mid-air, performing a stunt by jumping over a black speaker on a bridge. The bridge has a metal railing with a diamond-patterned mesh. The background shows a cityscape under a clear sky. The text 'TIP #1' and 'DON'T DO IT' is overlaid in white, bold, sans-serif font.

TIP #1
DON'T DO IT



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TIP #2

**NO ONE GOES INTO
EMPTY RESTAURANTS**



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TIP #3

PLAY THE

CROWDFUNDING GAME



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TIP #4

COPY, COPY, COPY



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WE'RE ALWAYS LOOKING FOR SMART PEOPLE

GET IN TOUCH WITH US

SIMON KRONENBERG

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