

Crowdfunding project introduction brief (Template & Video Brief)

Help a potential backer understand what exists now and what their support would fund. Edit, copy or download this free template, with inputs, a story order and review points.

Crowdfunding project introduction brief

Purpose: Help a potential backer understand what exists now and what their support would fund.

Project purpose: [Add your own information]

Current prototype or work: [Add your own information]

Who benefits: [Add your own information]

Funding goal and use: [Add your own information]

Reward details: [Add your own information]

Delivery estimate and dependencies: [Add your own information]

Risks: [Add your own information]

Campaign link: [Add your own information]

Story order: Introduce the purpose, show the current state, explain the funding use and reward, then disclose the delivery assumptions.

Review: Use a 90 second introduction. Separate demonstrated prototype behavior from planned features and link to the full campaign terms.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

-> Edit or copy this template online: <https://axiomlab.online/templates/crowdfunding-introduction>

-> Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>

-> Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>

-> Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>