



How To Validate, Launch and Scale A Product Using Crowdfunding Mark Pecola

In this presentation, you'll learn why crowdfunding on Kickstarter or Indiegogo has become the most effective way to launch most consumer products. This will be a deep-dive into the exact system we use at LaunchBoom. The first stage is product validation. You'll learn how to test your product idea pre-launch by gathering actual market data using digital marketing techniques. This will allow you to identify the best messaging and target audiences for your product, but more importantly, it will allow you to identify the product/market fit. From there, you'll learn how to build a community of people pre-launch who want to buy your product. You'll learn how to use that community to have a successful launch on Kickstarter or Indiegogo. Finally, you'll learn how to build on your success by scaling using ecommerce.

Mark Pecota is the CEO and co-founder of LaunchBoom - a global crowdfunding agency that has raised over \$50 million on Indiegogo and Kickstarter since 2015. LaunchBoom is a Certified Indiegogo Expert, Certified Kickstarter Expert and Preferred Facebook Marketing Partner.

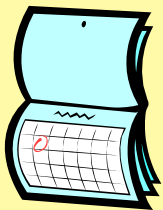
Since 2015, Mark has worked with hundreds of entrepreneurs to launch their products online. His deep knowledge of crowdfunding, digital marketing and scaling companies has been critical to the success of not only his clients, but his company, LaunchBoom.

He is the author of the #1 Best Seller, CROWDFUNDED — a deep-dive into how to launch a successful crowdfunding campaign on Indiegogo & Kickstarter.

Related links: <https://www.launchboom.com/>, <https://crowdfundedsommit.com/> and [Book](#).

**NOTE: This will be an off-site Zoom presentation. Watch it on your computer or cell phone.
See www.alamoinventors.org to register for the Zoom presentation.**

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Wednesday, April 14, 2021

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

San Antonio Technology Center [See Note Above](#).

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

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