

Lesson Plans for adult educators/teachers/trainers which will be used for the FINE2WORK EDUCATIONAL PACK.

Module Name: Financial Literacy	
Topic 3 Title: CROWDFUNDING	
Lesson Plan 10 – Crowdfunding principles	
Duration: 60 minutes	
Aim	The main goal of this lesson plan is to provide all the basic information to adult learners about the basic principles of crowdfunding.
Target Group	Adults (especially women)
Facility/ Equipment	<ul style="list-style-type: none"> • Classroom • Internet access • Projector • White board
Tools/ Materials	<ul style="list-style-type: none"> • A3 paper • Sticky notes • Handout 1
Main Tasks	<p>1. Task 1: Understand the Crowdfunding principles</p> <p>1.1 Explain to the learners the following definitions: (25 mins) (<i><u>see Handout 1</u></i>)</p> <p>2. Task 2: Understanding the Crowdfunding principles on national platforms (25 mins)</p> <p>2.1 Give individual task for everybody to find and read principles of national crowdfunding platform based on Handout 2 definitions (10 mins)</p> <p>2.2 Ask some students to share main finding (15 min)</p> <p>3. Task 3: Wrap up (10 mins)</p>

HANDOUT 1: crowdfunding principles

Definition:	Description:
DONATION BASED	Funders donate to causes that they want to support, with no expected compensation.
REWARD-BASED	Funders receive non-monetary rewards often take the form of a token of appreciation or the pre-purchasing of products or services.
LENDING-BASED	Funders often receive fixed periodic income and expect repayment of the original principal investment.
EQUITY-BASED	Funders receive an interest in the form of equity in the venture they fund or, alternatively, revenue or profit-share arrangements.