

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 9 – Definition & crowdfunding concept	
Duration: 60 minutes	
Aim	The main goal of this lesson plan is to provide all the necessary information to adult learners about the crowdfunding concept
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 concept (see Handout 1) (20 mins)</p> <p>1.1 Give individual task for everybody to write on sticky notes the ideas why crowdfunding is beneficial: (10 mins)</p> <p>1.2 Divide the class to work in teams. Teams should be formatted out of 2-3 people. (5 mins)</p> <p>1.3 Provide your students with A3 paper. They need to group all individual ideas about crowdfunding importance in clusters. (10 mins)</p>

	<p>1.4 Ask each group to present the outcome of group work (2 min per group)</p> <p>2. Task 2: Find national online crowdfunding platforms</p> <p>2.1 Ask students to open the search engine and type key words “crowdfunding in country X”</p> <p>2.2 Ask them to write down this web page link.</p> <p>3. Task 3: Wrap up (10 mins)</p>
--	---

HANDOUT 1: Definition & crowdfunding concept

Definition:	Description:
1. Crowdfunding	<ul style="list-style-type: none"> the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the internet the practice of raising money for a project through small amounts of money from a number of people crowdfunding is the process of asking the general public for donations that provide start-up capital for new ventures
2. DONATORS	A number of people (crowd) willing to support or invest money
3. RECEIVERS	or idea owners and promoters willing to start business or project
4. INTERMIDIATES (middle shipman)	or platform owners that organize connection between receivers and donators and charge 5-7 % of funding raised via their platforms

Crowdfunding benefits:

-
-
-
-
-



