



The [Concept Garden Crowdfunding Campaign](#) Goes Live

Through the kind support of Business Angus, we are using the Crowdfunder online platform that many entrepreneurs now use to fund projects but I need your help.

As you will be aware, problem solving isn't just an activity, it's a skill. There are good and bad ways of tackling a problem. Some people are naturally good at solving problems and thrive when faced with new challenges. Others struggle and don't know where to begin.

Regular readers of this newsletter will be aware of my "toolkit" - The Concept Garden. These are the tools I've developed and used throughout my career. For the first time ever, I've packaged them digitally in a way that guides you through the process. Think of it as a self-serve, on-demand, problem solving tool. A prototype version went live earlier this year, and many thanks to those of you who gave me feedback.

Encouraged by that feedback, I am now ready to move onto the next stage of my journey. And that's where you come in. I also want people that share my vision and to come on this journey with me. I want them to help me make the product better. In short, I want them to shape the software. On the other hand, software development of this kind is expensive. In order to "kill two birds with one stone", I've launched a Crowdfunder campaign, with two aims:

- Obviously, raising funds is one aim.
- Equally important and in the spirit of customer-centred development I would like to have a group of potential users who can give us feedback on how the tools fit their needs and help us fine-tune the tools.

If you have read this far through the newsletter you are probably interested to learn more. You can do this by visiting the [Concept Garden Crowdfunder](#) page but don't worry, I'm not asking for your money (but if you decide to donate I would be eternally grateful). For any crowdfunding campaign, getting in front of people is critical, and this is where you can help. If you can visit the [Concept Garden Crowdfunder](#) page (check out the animation from Moovii while you are there) and share it through social media, or email, with your network that would be a tremendous help to me

I have already mentioned the support of Business Angus, but there are a few other people I would like to take the opportunity to thank

Tim Wright at Twintangibles for his invaluable support in planning this crowdfunding campaign. If you are interested in crowdfunding you should talk to [Tim](#).

James Williamson at Moovii for producing the excellent animation. If you have a need for promotional animations you should talk to [James](#)

Karen Slupinski at CommsBank for her brilliant support, advice and patience in preparing the press releases and planning the launch of the campaign. If you need media releases you should talk to [Karen](#)

Kevin Anderson at The Story Edge for his incredible copy-writing support in putting together the Crowdfunder page and his invaluable recommendations on the marketing of the overall project. If you need a brilliant copy-writing or marketing consultant you should talk to [Kevin](#).

Alan Morrison at ASM Media & PR for his expert PR support. If you have need for a media and PR expert then you should talk to [Alan](#).

To donate, or for more information about the campaign, visit the [Concept Garden Crowdfunder](#) page, The [Concept Garden Facebook page](#), or email me at billy@perthinnovation.com

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