

WITH „ A DREAM OF A BOOK“ FROM SPONSORSHIP TO CROWDFUNDING

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Abstract: *The purpose of the article is to reveal the specific activity of the Bulgarian specialized crowdfunding platform „A Dream of a Book”, created by the Bulgarian writer Foundation in 2016, which provides the opportunity to raise funds and other non-financial - support through voluntary donations for projects in the field of literature.*

Keywords: CROWDFUNDING, CROWDING PLATFORM, TYPES OF CROWDING, "A DREAM OF A BOOK", AUTHOR, PROJECT, FUNDING, DONATIONS, PRE-SALES

Introduction

The English term "crowdfunding" is most often translated into Bulgarian as "group funding", "shared funding", "crowd funding", "funding by people".

Although the idea of raising an amount of money from a large number of people has existed for centuries in different forms, it has, for example been gaining exceptional value in recent years mostly thanks to the Internet, [13].

The crowdfunding is defined as :

- the most successful way to fund new ideas promising ventures or start-ups businesses by raising small amounts of money from a large number of people, usually via Internet, through specially designed for that online platforms" [9];
- "An way using Internet as a tool by raising money for companies, ideas or causes" [10];
- " One of the existing innovative business models " [4];
- An incredible opportunity and powerful force in the people's hands" [6];
- "An intelligent or modern way to find funds in order to start or develop your business" [15];
- "a tool for the realization of good ideas " [2];
- "One of the most promising new industries and its evolution for the last years has made it an important part of the Third Industrial Revolution" [7]

The model of modern crowdfunding usually involves the compliment of three main **roles** on the part of the **participants** :

- **as an initiator** (fundraiser, fundraiser, funded), who offers the idea or project to be funded,
- **as supporting** (backers, investors, funders) - individuals or organizations/groups supported the idea,
- and as **intermediaries** ("Crowdfunding Platform") that launched the idea.

On 27-th of January **2016**, a special broadcast was transmitted on the Bulgarian National Radio for the newly established **Bulgarian specialized crowdfunding platform - "A Dream of a book"** (www.dreambook.bg) [5].

It was created by the „Bulgarian Publishing House“ Foundation and it provides the opportunity to raise funds and other non-financial support through voluntary donations in favor of

projects in the field of literature [12].

The usefulness of a such a way of raising capital goes far beyond the pure fundraising - through access to new investors, the popularity of products and services are increased, and the business project gets a real-time consumer assessment [8].

If the development of social networks fueled "the fire" of the crowdfunding, then the appearance of the most popular crowdfunding platforms in 2008 and 2009 - the San Francisco-based IngieGoGo and Brooklyn-based New York-based Kickstarter (2009) "burning it with fiery flames". The group funding platforms provide access to thousands of people with ideas not only for portfolios but also for the wisdom of the crowd. They became a tool for further development of the idea, validation and marketing [7].

In the worldwid, the crowdfunding industry generates huge financial resources - for example, for 2014, it amounts to 16.4 billion dollars. [3]. The provided funding for publishing projects for the same year through Kickstarter platform is 21.9 million. Dol., which is very close to the result of 2013 (22.9 million. Dol.), however, when the category "Journalism" is a subcategory of "Publishing" [6].

The crowdfunding is extremely suitable for small economies suffering from a chronic shortage of venture capital such as the Bulgarian one. It is not important for the market, nor for the profits, but the idea and its presentation to the potential investors is important, and this in most cases are the most ordinary people [10].

Till 2016, various initiatives and platforms for fundraising have been implemented in the Bulgarian virtual space for charity (TimeHeroes.org, Wishbox of „Dreams in Action” Foundation, Yatoto, etc.), some of them with a noble purpose, others with a business purpose, but some of them fail to survive (BGINING, Start.Zadrujno.bg) [3].

At the moment of the appearance of "A Dream of a Book", among the newest platforms that were those created by Alexander Topalov Trampin.bg (2014), and it is aimed for public benefit projects, and Krile.bg (2015), designed for commercial projects of people who want to start some kind of commercial activity [13]. Their creator is have the ambitious to overcome the existing obstacles to the Bulgarian crowdfunding and to offer all the necessary conditions—for the active development of projects. By mid-2015, the first platform has managed to implement 10 projects and the second one - 3.

The problems faced with these platforms and till which will face also the "A Dream of a Book" are:

- the crowdfunding is still not widely known in Bulgaria, and awaring of people with its tools is a challenge;
- most initiators are not quite aware of the way to present their projects;

- the number of people holding credit cards is insufficient - so the payment methods in the platforms are both with credit cards and debit cards and via bank transfer with the ePay and Easypay tools.
- the case of trust and security is a serious one, especially when it comes to a large amounts of money – in worldwide, by crowdfunding are collected hundreds of thousands, even millions of dollars for concrete projects, but in Bulgaria the method is still seems dubious for the majority of people [13].

The newly created "A Dream of a Book" platform offers to Bulgarian authors the **opportunity to find /funding for their books from private persons and public organizations**. As opposed to the existing platforms in the country it is **specializes precisely in the funding of books** and there are many tools that facilitate this process.

In order to be able to participate in the platform, the author as an project initiator must have **finished, completed book** . Partial finished projects are not-accepted. But you can apply for books that have already been published, if the the author has the patent rights over them. The author applies with his book at book@dreambook.bg. If the book is approved, they offered him **bids for different issues** , as well as an **expert judgment, with real circulation** could be sold. Once the terms have been specified, the **contract** is signed between the author and the "Bulgarian publisher" Foundation, managed by Ivan Bogdanov. In order for the implementation of the project to the platform, the author must have a **valid profile in Facebook** with a real name and a real photo.

The initial fee for participation in the project is 50 leva, and for all that the author receives **editing/correction of the advertisement text , advertising banner and one week of/for advertising on the first page of the project**.

The duration for one project is **two months** . If, within this time, the author has raised 50% of the **funding** , he gets **one additional month** to raise the missing amount of money. This is the way for the author to be offered to him the possibility mainly to **sell single copies of his book** , but also to accept **donations**.

In other words " A dream of a Book " choose one of the two best-suited for the situation models: **crowdfunding -based on donations** . In this model, the persons who support the idea donate without expecting any material or non-material benefits (but sometimes the fundraising person can decide to express his/her gratitude). The second model is called "**crowdfunding with the promise for a reward ((Rewards-based))**" – that mean that the "supporting people" receive a predetermined tangible or intangible benefit, and subsequently, after the initiators begin to receive a revenues from an idea or a project, so they can provide a **reward**, depending on the promised or depending on the amount they have received.

The „Bulgarian Publishers“ Foundation, as a publishing house specialized in the publication of Bulgarian authors, assumes the commitment and the guarantee that the **collected funds** will be invested for the publication of a book and not taken up by the author. If the project **does not collect 50% of the requested amount** , the money is returned to the purchasers. If more than 50% is collected, but below the total amount for the project, it is possible to **renegotiate the conditions** with the publisher so that it will publish a circulation that corresponds to the amount raised.

The purchase of books and the collection of money for the project are made by: bank transfer, postal payment, Epa / Easypay, Paypal.

The „Bulgarian Publishers“ Foundation provides the **missing funding** for one or more projects that have shown excellent performance on a quarterly basis. According to the donor's wishes **the donations** for the platform projects can

be **public and anonymous** .

Every donor receives a **donation treaty** to serve him to the National Revenue Agency (NRA). The donation is a **target** for a specific book, so a **donation** can not be made for the website. The author gets the donation immediately and he can use it for the development of his project. The „Bulgarian Publishers“ Foundation is not responsible and can not control the use of donations. **Donations do not return** , it doesn't matter regardless whether the author has raised funds for the project.

Taking in mind that Crowdfunding is in addition is a tool to of raising funding, it is also an "exclusive resource for online marketing", and the direct contact with the audience has been prepared to stimulate brand awareness and awareness of the author's brand [13], "A Dream of a Book" gives the authors the opportunity to publish on the platform the following materials:

- an advertising presentation for its own and the project, including parts of the text ac a size to 4 pages, format A4;
- selected parts from the text - up to 20 pages, format A4, that are presented on the website as a PDF file;
- a **sample of a cover** and/or other **illustrations** included in the book;
- a commercial **video**.

Additionally, the platform „A Dream of a book“ offers **various advertising sites on its website**, on the other '**Bulgarian publisher“ Foundation** websites, as well as on **various facebook pages**, but the **main advertisement** is expected to come from the **authors' personal initiative**. One of the goals of the project is to teach the authors how to sell their books.

Already in the first half of its existence (from October 2015, when the platform was launched, until mid-June 2016), "A Dream of a Book" managed to make 6 successful projects. The debut is with "Seismic novel" by Tsvetelina Alexandrova , which receives 584 leva from its readers. After that, Ivan Bogdanov collected 590 leva for "Loneliness is sleeping on my pillow", from which 500 copies were sold, followed by "The Shadows of Memories" by Nadia Lukanova, who raised 600 leva, "How to becomes a knight" by Borislav Belinski, who has been awarded a prize of 671 leva and "The secrets of the old villa - 2 "of Glory Slavcheva collected from purchasing" green "792 lev [11].

The results of the 3-year activity of the creative approach of the sponsorship and crowdfunding for the Bulgarian platform "A Dream of a Book" since the end of November 2018 are the following:

- 5 active projects ("The Spiral of theTime", "Aria's Thoughts", "The Secrets of the Old Archive", "Stories about Dobrudzha", "Finding the Love in the most unexpected place");
- 19 successful projects that skillfully **combine pre-sales and donation** (Table 1).

Table 1. Data for the successful projects of the Bulgarian specialized crowdfunding platform "A Dream of a book" (2016 - November 2018)

№	Author Title	Price (BGN)	Pages	End date	Sold books from 100 (number of book)	Donations	Raised funds (leva)	Received payments (number)	Donations (number)	Non-confirmed payments (number)
1	Вероника Иг. Лазарова Завивам се с море Veronica Ig. Lazarova I turn to sea	12	228	2017-06-30	122	170	1634 от 1200	90	-	3
2	Сесил Костадинова Звездата на скитниците Cossil The Star of the Wanderers	15	450	2018-02-28	56	440	1280 от 1500	19	3	11
3	Владислав Ташев Тиков От ада или Одисеята на един съвременен Йов Vladislav Tashev Tikov From Hell or Odyssey of a Modern Job	12	196	2018-05-31	47	648	1212 от 1200	30	3	17
4	Цветанка Ангелова Искам да се влюбя, а не смея Tsvetanka Angelova I want to fall in love, not laugh	8	80	2018-03-31	76	420	1028 от 800	22	2	15
5	Петя Манева Иванова Спомни си забравените Petya Maneva Ivanova Remember the forgotten	12	200	2017-07-31	45	400	940 от 1200	34	-	28
6	Румяна Попова-Бакърджиева Коричка вяра Rumyana Popova-Bakardzhieva Correct faith	8	88	2017-12-31	38	650	954 от 800	31	4	6
7	Невена Гроздева Сегашно незавършено Nevena Grozdeva Currently incomplete	8	80	2018-07-31	60	440	920 от 800	45	3	51
8	Недялка Арnaudова Истории по действителни случаи с куче Nedyalka Arnaudova Stories of actual cases with a dog	8	80	2017-12-31	60	332	812 от 800	50	6	43
9	Иван Богданов Самотата (не) спи на възглавницата ми Ivan Bogdanov The Loneliness (not) is sleeping on my pillow	10	200	2018-02-28	58	230	810 от 1000	30	-	15

Table 1. Data for the successful projects of the Bulgarian specialized crowdfunding platform "A Dream of a book" (2016 - November 2018) (continued)

№	Author Title	Price (BGN)	Pages	End date	Sold books from 100 (number of book)	Donations	Raised funds (leva)	Received payments (number)	Donations (number)	Non-confirmed payments (number)
10	Слава Славчева Тайните на старата вила – 2 Slava Slavcheva The Secrets of the old villa - 2	8	128	2016-05-31	49	400	792 от 800	39	-	9
11	Нина Дончева Мълчанието на майките Nina Doncheva The silence of mothers	7	100	2016-12-31	71	200	697 от 700	32	-	3
12	Борислав Белински Как се става рицар Borislav Belinski How to become a knight	7	80	2016-01-31	38	405	671 от 650	23	-	3
13	Момичето Лунатично Азбуката от А до Я през моята душа The Girl Lunar The alphabet from A to Z through my soul	4	36	2018-04-30	128	156	668 от 400	3	1	7
14	Рая Вид /Радка Видьова/ Нишки от преплетена вяра Heaven Type / Radka Vidyova /Threads of intertwined faith	8	160	2018-02-28	5	600	640 от 800	5	-	-
15	Надя Луканова Сенките на спомените Nadia Lukanova The shadows of memories	8	96	2016-05-06	50	211	611 от 800	48	-	-
16	Иван Богданов Самотата спи на възглавницата ми Ivan Bogdanov Loneliness is sleeping on my pillow	10	100	2016-01-10	63	20	650 от 1000	41	-	7
17	Цветелина Александрова Сеизмичен роман Tsvetelina Alexandrova A seismic novel	8	116	2016-01-31	39	272	584 от 800	30	-	4
18	Елена Николова – Хели Приказки за Ейри Elena Nikolova - Heli Tales about Arie	8	90	2017-12-31	63	0	504 от 450	9	-	5
19	Ангел Филипов – Ахаир Под звездното небе Angel Filipov - Ahair Under the stary sky	7	96	2017-01-31	32	130	354 от 700	33	-	-

Conclusion

Crowdfunding platform "A Dream of a Book" is not only an innovative way of financing, it is also an extremely useful marketing tool that actively involves authors in the process of popularizing their books among a wider audience.

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