

Ecosse Candle Company

The Ecosse Candle Company was a start-up, aiming to produce premium quality soy wax candles in Scotland.

Platform provider	Bloom VC	Equity, Loan or Donation	Donation
A B2B or B2C company	B2C	Business sector	Home accessories
Completion date	29 March 2013	Organisation	Ecosse Candles

The Pitch

Fuel the Flame of Manufacturing in Scotland!



By **Sandra Diamond**

The Ecosse Candle Company was born out of a passion for candles and the need to produce a premium quality more environmentally friendly candle made in Scotland.

Based in Ayrshire on Scotland's scenic Clyde Coast, the Ecosse Candle Company is surrounded by inspiration with beautiful scenery, historic landmarks, some of the finest golf courses in the world, and a long list a famous sons and daughters such as Robert Burns and Sir Alexander Flemming. Being in a region that is steeped in such history, it is no wonder that we think our candles are something special.

We believe that candles are an intimate expression of oneself, and therefore we have taken great care to select only the finest soy wax and fragrance oils, and woven them together by hand to create something very special.

In a world of instant communication and information, cheap machine made mass produced products from outside the UK, and disposable goods, it is good to know that there are still some things that have been created with enthusiasm, love and a personal touch. We believe that by purchasing candles that have been lovingly made from natural soy wax and premium fragrance oils, you are buying more than just a product. If you want to know more about why we are using Soy Wax, then please check our website www.ecosse-candles.com for further information (but please remember the website is still under construction).

We have been engaging with the public for some time now and have been getting some fantastic feedback on our range of scents that we have developed so far.

After what seems like an eternity of product development and testing, we are almost ready to take it to the next level. We are in the final stages of packaging design and website development and will be ready to launch shortly, but to do that we need your help! We have some great ideas and concepts to take on the competition, but I don't want to give the game away just yet and alert everybody to what we are planning, so keep your eye out for our new products (hopefully coming to a shop near you soon)!

Opportunities

The plan is to roll out our Ecosse candle range across the UK to start with and then hopefully take it onto the international scene.

I also want to directly and indirectly create jobs in Scotland and the UK as all we seem to hear these days are doom and gloom stories about UK businesses and the decline of the high street. With your help on this project we want to change all of that and create something we can all be proud of.

This is a very exciting project and I hope that you will decide to support it and join me on the journey.

What we are asking

Crowdfunding will no doubt be new to a lot of people and simply put, it is an alternative way for us to raise the finances we need to start up by the coming together of a large number of people, all contributing a small amount of money in return for rewards. This way everybody wins!

On Bloom VC, it is an all or nothing scenario. Should we reach our target we will receive all of the money that has been promised. If we do not reach our target then we receive no funding and no money is taken from anyone who has promised to donate.

I am asking for donations to help raise £12,500 to start this business (and I realise that I am asking a lot for people to part with their hard earned money), but in return I am offering some great rewards for your support and the promise that the money will be put to great use.

To be able to produce candles at a cost low enough to be able to sell to retailers, all of the materials required have to be bought in large quantities, and we also need to rent out a large enough factory space to make them in, which is why we need your help. Make a promise to our project and we will be able to bulk buy the materials and rent the premises we need to make it happen.

Our Target

I am looking to raise £12,500 to start a candle manufacturing company. All of the money raised will go towards bulk buying the materials needed to be able to manufacture top quality soy wax candles and rent the space to do it in.

We need to be able to buy:

2 tons of wax

10,000 candle tins (2 sizes)

5000 votive glasses

30,000 wicks

5 litres of each fragrance

5,000 of each of the 3 sizes of packaging

Safety Labels

Lease 900 - 2000 sq ft factory

PLEASE DO NOT STOP DONATING IF WE REACH OUR TARGET!

There is so much more we can do with any extra money

- advertising
- larger factory
- buy larger volumes of materials
- attend trade shows

Other ways you can help

Even if you cannot make a promise to help us financially you may know someone who can, you can help by spreading the word of our campaign to your colleagues, friends and family. We appreciate every little bit of help and support we can get in our bid to reach our target.

Please remember that this is an all or nothing project and if we don't reach our target we receive no funding, so your help is invaluable.

Thanks

Thank you for taking the time to read this, and I hope that you are as excited as I am about the project and decide to join me in the journey ahead.

Sandra

Use this link to see the 1 minute 5 seconds pitch video, which includes behind-the-scenes footage of making the video:

<https://www.youtube.com/watch?v=7kidmUHPq2k>



The Rewards that were offered with the final take-up rates

Promise £5.00 +Discount & Thanks

Receive a 10% discount code for use at ecosse-candles.com for a year and special acknowledgement as a backer on a dedicated page on our website.

1000 rewards, 1000 remaining

Promise £10.00 +Discount, Thanks & Ltd Edition Candle

Receive a 15% discount code for use at ecosse-candles.com for a year and special acknowledgement as a backer on a dedicated page on our website. You will also receive a limited edition glass votive candle.

750 rewards, 750 remaining

Promise £25.00 +All of the Above & More

Receive the same as above, but includes a large tin candle from our range before general release to the public.

399 rewards, 395 remaining

Promise £50.00 +A Good Deal

Receive a 20% discount code for use at ecosse-candles.com for a year, special acknowledgement as a backer on a dedicated page on our website, a limited edition glass votive, two small tin candles, and one large tin candle from our range before general release of our candle range to the public.

200 rewards, 194 remaining

Promise £100.00 +A Better Deal

Receive a 25% discount code for use at ecosse-candles.com for a year, special acknowledgement as a backer on a dedicated page on our website, a limited edition glass votive, three small tin candles and two large tinned candles before general release of our candle range to the public, and a hand written letter of gratitude from myself.

98 rewards, 95 remaining

Promise £250.00 +A Great Deal

Receive a 25% discount code for use at ecosse-candles.com for a year, special acknowledgement as a backer on a dedicated page on our website, six large tinned candles before general release of our candle range to the public (fragrances of your choice from our collection), a limited edition twin wick glass candle, and a hand written letter of gratitude from myself.

50 rewards, 46 remaining

Promise £500.00 +Something a Little Special

Receive a 30% discount code for use at ecosse-candles.com for a year, special acknowledgement as a backer on a dedicated page on our website, six large tinned candles before general release of our candle range to the public (fragrances of your choice from our collection), a limited edition glass votive and a limited edition twin wick glass candle, an Ecosse candles polo-shirt, and a hand written letter of gratitude from myself. You will also be sent special sample candles of any new fragrances we launch throughout 2013 and 2014 before their public unveiling.

15 rewards, 10 remaining

Results

39 backers pledged £12,550, 100.4% of the target figure of £12,500.

Analysis of funds raised at each reward level

# Available	Value	Total value	# Taken up	Funds achieved	%
1,000	£5	£5,000	0	£-	0%
750	£10	£7,500	0	£-	0%
399	£25	£9,975	4	£100	2%
98	£100	£9,800	3	£300	5%
50	£250	£12,500	4	£1,000	16%
15	£500	£7,500	10	£5,000	78%
2,312		£52,275	21	£6,400	

Total raised:	£12,550	100%
Donations with a reward taken (21 backers)	<u>£6,400</u>	51%
Amount donated for no reward (18 backers)	£6,150	49%

Among the 51% of people making a donation who wanted a reward, 84% of their money came in at the top levels of £250 or £500. At the lowest donation levels, nobody asked Sandra Diamond for the reward she was offering

A name-check credit for each crowdfund investor is included on the company website.

Observations on the Ecosse Candle Company Crowdfunding Campaign

The quite lengthy written pitch used emotions of

- Scottish pride/nationalism,
- a very personal tone of voice (offering handwritten letters and personal promises),
- expressed a desire to create jobs in Scotland,
- an appreciation of everyone – “Even if you cannot make a promise to help us financially you may know someone who can, you can help by spreading the word of our campaign to your colleagues, friends and family. We appreciate every little bit of help and support we can get in our bid to reach our target.”
- But also with some emotional arm twisting – “Remember that this is an all or nothing project and if we don't reach our target we receive no funding, so your help is invaluable.”

The target was beaten by just £50. Be aware that if it begins to look like you will fall just below the point of achieving your target it will be critical to generate the final value of contributions necessary to reach the pitch target.

Beyond the initial rewards on offer to donors, Sandra Diamond did not say she was going to donate any of her resulting profits to any sort of worthy cause in recognition of her raw materials and factory premises being paid for through crowdfunding. She skilfully created a bank of goodwill among enough people wanting her to succeed and she was able to invest any profit back in to the enterprise.