

Skully

Platform provider	Indiegogo	Equity, Loan or Donation	Donations-for-rewards
B2B or B2C	B2C	Business sector	Automotive/road safety
Funding duration	Aug-Oct 2014	Name of organisation	Skully

SKULLY develops intelligent vehicle systems technology for the transportation industry. Founded in Silicon Valley in 2013, SKULLY's human-centred approach to engineering led to SKULLY AR-1, the first vertically integrated smart HUD (head-up display) motorcycle helmet for consumers.

This breakthrough helmet was fitted with numerous technological and safety benefits:

- A rear-view camera with images displayed on the helmet visor, providing the wearer with 360° visibility;
- Verbally relayed directions through GPS navigation
- Hands-free calling and music streaming
- A quick release chinstrap and a visor that is fog, scratch and glare resistant
- Interchangeable padding insert for a comfortable fit

Having developed the Skully AR-1 to a point of ready to go in to production, and rather than tackle the issues of getting retail distribution, the company decided to use a **donations-for-rewards crowd fund campaign as a virtual sales operation**.

For various levels of donations to Skully, backers could choose to receive a number of helmets. The required donations were set at levels significantly below the reported RRP (recommended retail price) of the helmets. After achieving a high level of US media coverage going back to October 2013 (<http://www.skully.com/news>), Skully launched on Indiegogo in August 2014 and ran through to October. They smashed their \$250,000 target and received \$2,446,824 from 1,940 backers.

SKULLY AR-1 The World's Smartest Motorcycle Helmet

San Francisco, California, United States | Technology

29k | Story | Updates 18 | Comments 1 | Funders 1,940 | Gallery 4

1,392 | 635 | 8+1 | Email | Embed | Link | Follow

SKULLY AR-1: Rebel Innovation

THE WORLD'S SMARTEST MOTORCYCLE HELMET
Heads-up display, rearview camera & GPS navigation.

\$2,446,824 USD
raised by 1,940 people in 2 months

979% funded | 0 time left

\$250,000 USD goal
Flexible Funding

CAMPAIGN CLOSED
This campaign ended on October 9, 2014

IN PARTNERSHIP WITH Verus Verus Media

To contact us, please visit <https://support.skully.com/>

Take up of "Rewards"

Item	Donation \$	No.	Total income \$
Skully branded gear	49	30	1,470
Deposit on a helmet at reduced price	499	387	193,113
Skully AR-1 helmet in USA inc. shipping	1,399	755	1,056,245
Skully AR-1 helmet inc o/s shipping	1,499	305	457,195
Signature edition Skully AR-1 helmet	1,999	31	61,969
Double helmet pack	2,649	80	211,920
5-helmet pack	6,495	2	12,990
20-helmet pack	24,979	3	74,937
Total		1,593	2,069,839

Full results	1,940	2,446,824
Balance of "missing" people and money	347	376,985

Use this link to see the main Skully crowdfunding/pre-order video:

<https://www.youtube.com/watch?v=ZdcWd594IRw>



The full pitch with other video content is available at

<https://www.indiegogo.com/projects/skully-ar-1-the-world-s-smartest-motorcycle-helmet#/>

How Skully prepared for their crowdfunding

They had a professionally made video with high production values.

Their written pitch and video on Indiegogo included references to the following US media coverage that had been achieved through several months of public/media relations activity.

- "The most anticipated motorcycle helmet ever produced" - Road & Track
- "The beginning of a motorcycle tech revolution" - Popular Mechanics
- "THE helmet for the digital age" - Popular Science
- "Top 10 invention of 2014.....truly groundbreaking.....the potential... to save lives, to make our daily existences a little bit easier" - CNN

It included endorsements from these celebrities and business leaders.

- "This helmet is going to change the future of racing." - Steve Huff, Harley Davidson Landspeed Record Holder
- "The future of motorcycle helmets has arrived, a must." - Tyler Florence celebrity chef and biker enthusiast
- Rusty Lingle, World Land Speed Record Holding Team
- Brian Solis, Author and Technology Analyst, Altimeter Group
- Werner Vogels, Amazon Chief Technology Officer
- Rob Enderle, Principal Analyst, Enderle Group

Skully's wide use of Social Media gained followers and built networks

- Twitter: [@skullysystems](https://twitter.com/skullysystems)
- Instagram: [@skullysystems](https://www.instagram.com/skullysystems)
- Facebook: www.facebook.com/skullysystems
- Blog: <http://blog.skullysystems.com>

Overseas orders

The Indiegogo campaign generated \$457,000 of orders from over 40 countries outside the US. It didn't just happen by itself. As an example, this link takes you to a blog about Skully being at the 2013 Italian motorcycle show in Milan:

<http://www.chaparral-racing.com/blog/2013/11/23/helmet-technologies-center-stage/>

Post-crowdfunding investment

The success of their crowdfunding generated interest from potential investors.

By January 2015 it was announced that Skully had raised a further \$1.5m in the form of convertible securities. Added to existing cash that Skully had raised through its crowdfunding campaign and previous fundraising Skully had by now raised a total of \$5.8 million in both pre-orders and angel investment.

In February 2015 Skully raised \$11 million in Series A funding. All this was before they had even shipped the orders generated by the crowdfunding months earlier.