



June 22nd, 2011 - New version: Ulule V2

New ways to make good things happen

Since its launch in October 2010, Ulule has facilitated the funding of 210+ creative, innovative and humanitarian projects. A solo row across the Atlantic, a documentary about traditional Indian dance, a political campaigns game for iPhone, a building plot for a school in Senegal, a flight into space, photo workshops in South America... More than 200 great ideas from 25 different countries, which have been able to develop and hatch thanks to crowdfunding.

Today, Ulule is launching its new version, with two major new features:

- Ulule Presales, the first service dedicated to the organisation of online subscriptions
- Ulule Official Users: a programme for the media, companies and institutions which want to participate in bringing great projects to life.

Ulule Presales: the 1st service dedicated to the organisation of online subscriptions

Ulule Presales enables sellers and creators to test a creation among their network and the Ulule community in order to gauge the reception and product demand roused by their product, without having to advance the first funds necessary for its production.

The customers of a product are only charged if the seller reaches his/her goal. Different from Ulule Projects, it's not so much about setting a financial goal but more simply to reach a minimum number of "products" to make it happen.

For example: a concert organiser offers 120 tickets as presales. The buyers will only be charged if all these tickets are sold and the seller can thus carry out her project.

Beyond the principle of "all or nothing", the seller can decide whether to privilege their 'early birds' (first buyers) with reduced prices. For example, for a product costing £50, it is possible to benefit the first 50 buyers with a price of £40, the following 50 with £45, etc. On Presales, "the early bird gets the worm!"

Here are some of the first products and projects to use this unique, dynamic method of funding:

- *Alive, Tattoo Portraits*, a collectors book on the world of French tattoos
- Detraform Model 500 : an "iconic" and long-lasting telephone
- Unconsciousness
- Paperflops

Discover Ulule Presales at this address: <http://fr.ulule.com/presales>

The Official Users Programme: media, brands and institutions participate in making good things happen

The status of Official user is reserved exclusively for official structures: media, institutions, foundations or companies. From the creator Fifi Chachnil to Dailymotion and Glamour, Ulule's new programme merges a panorama of stakeholders.

The Official users each participate in their own way to make great projects happen. By selecting projects, they help visitors of the site to discover their favourites and make their own choices. They can of course participate in funding the projects or increasing projects' visibility on their networks or media contacts.

They can also give project owners specific advantages. For example, Dailymotion is associated with Ulule to offer optimal broadcasting options for creators. Film-makers and directors who have a project on Ulule can benefit from Dailymotion's Montionmaker programme. On its own homepage, Dailymotion will also promote the creative videos succesfully funded on Ulule.

Among the first Official Users are: Dailymotion, Glamour, France24, Spotify, Fifi Chachnil, Fubiz...

To find out more about the Ulule Official Users programme: <http://www.ulule.com/official/>

About Ulule

Ulule was launched in October 2010 by Alexandre Boucherot (36 years of age, creator of culture and society webzine Fluctuat.net) and Thomas Grange (26 years of age, creator of the first French website exclusively for teenagers, Ados.fr).

The site exists in 3 languages: French, English and Portugese (principally destined for Brazil).

The Ulule team (8 people) is based in Paris.

Regularly presented as the European leader of crowdfunding, Ulule is preparing for versions in Italian, German and Spanish.