



Make good things happen

Official launch Thursday 5th October 2010

Ulule.com is a crowdfunding service which facilitates the organisation of online fundraising. Visitors can fund their favourite projects in return for exclusive rewards.

Two months after its beta release, Ulule.com announces its official launch.

How does it work?

On the site, *project owners* create a page detailing the idea they hope to materialise, adding videos, photos, music etc. They specify the minimum sum required to finance the project, its deadline and the rewards they offer according to the level of support. The project owners will then employ the Ulule promotional toolbox to publicise and circulate their page.

Ulule invites visitors to discover a wide range of artistic, social and humanitarian projects, each offering their own exclusive rewards: DVDs, concert or theatre tickets, arts and crafts, haikus of thanks, video games, cooking lessons and the like... There are no boundaries to the imagination!

To ensure that this whole process enables completed projects to come to a conclusion, Ulule operates on a principle of "all or nothing": supporters of a project are charged only if the project reaches **100% funding** by the specified deadline. Otherwise, it's a "blank operation": no one is charged, and no fees apply.

The service is free. Aside from Paypal transaction fees, the use of the service is completely free of charge. Ulule is thus the first crowdfunding site that does not take any commission from supporters.

Some examples of projects on Ulule



- **Mylène Paquette from Quebec gets her boat ready** and prepares to become, in June 2011, the first Canadian woman to row solo across the Atlantic.
- **The Russell Tribunal for Palestine**, founded in 1966 by Jean Paul Satre and Bertand Russell, seeks funds to document the popular tribunal organised to debate the Palestinian affair.



- **The journey of two French eco-freak globe trotters who prepare to cycle to Carpati (Romania)** to run a protection program for the Lesser Spotted Eagle.
- **An Android application to calculate your sleep debt** (now in the top 10 health products on the Android Market) created by two New Yorkers, natives of Shanghai.



- **Max Cornette is an artist from Montpellier** with a sole ambition: to fund his album in 80 days (of promotion!)
- **Frogames' French team develops TITUS**, a cynical political simulation game for iPhones.

What are the differences in comparison with other crowdfunding or microfinancing organisations?

A state of mind

Ulule was conceived with the desire to promote a different relationship between project owners and their supporters. Here, it's not simply a matter of "coproduction" or of "shares" (in capital) in a project. It's more about allowing ideas to become reality, without entering into a process of investment.

A flexible service adapted to a variety of different needs

Nonprofits, individuals, businesses, projects just materialising, completed projects...the team works constantly to ensure that the service is in keeping with the project owners' every need. Plus: the service is free!

A community

Beyond its transactional function, project owners and their supporters can communicate on Ulule Vox, a message board conceived to encourage exchange and mutual aid before and during the life of a project.

Coming soon on Ulule...

Barbies in space, copyleft literature, vegan smoothies, a cyberpunk album, a short film about the adventures of an Indian super hero, a vague man, an artistic and humanitarian trek through Africa, a documentary on 3 Swiss scientists who perished in the 19th century in an attempt to reach the north pole in a hot air balloon...and many more projects!

Ulule's Creators

Alexandre Boucherot, age 36

Creator of Fluctuat.net (culture and society webzine), then became Joint General Director of the group Doctissimo.

Thomas Grange, age 26

Creator of Ados.fr (the first French site exclusively for adolescents), then became Director of Innovation for the group Doctissimo.

For more information, see:

- The site's welcome page and its demo video: <http://www.ulule.com>
- The [English Twitter account](#) / [or French](#).
- The [Facebook page](#) ([French version](#)).
- [Ulule Vox](#), the Ulule community site, to exchange and share ideas and tips on and around the projects.

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