

## Feature-length documentary on crowdfunding opens in Cape Town

On Thursday, 11 August 2016, Thundafund, a South African crowdfunding platform, will be collaborating with Open Design Cape Town to launch Open Design Movie Nights, with *Capital C*, a feature-length documentary about the crowdfunding revolution. It will be held at the Labia Theatre at 6.15pm.



Crowdfunding is a growing worldwide phenomenon that is changing the way people create, sell and promote. It is changing fundraising and business development and is a sometimes a misunderstood paradigm shift.

The film, itself the result of crowdfunding (586 backers - \$84,000 – R1.25m), followed more than 24 crowd funders, as they started out with their projects. Three of these stories form the core of the film.

In 2010, filmmakers Timon Birkhofer and Jørg M Kundinger found themselves in the middle of a little known concept called crowdfunding. Over the years, they supported dozens of campaigns including engineering of 3D printers, developing virtual reality glasses, farmers making organic popcorn, comic book creators and filmmakers of both Sundance- and Oscar-winning movies. Hundreds of new ideas were brought to life and that is where they found inspiration to create their own film.

Birkhofer says, “Our film is dedicated to those who wake up every day with this inner urgency to create and to those who dare to pursue their dreams.”

Kundinger adds, “Crowdfunding is the right to do things on your own terms. With the help of the crowd, our movie was made by just two guys, but without the help of 586 backers from more than 24 countries, a film like this would have never been possible.”

Patrick Schofield, CEO of Thundafund, says, “We are thrilled to be bringing Capital C to South Africa and to help launch the Open Design Movie Nights with such an inspiring film. The stories in the film are a testament to the crowdfunding concept and the understanding it brings as to how crowdfunding can work, is clear. An entertaining movie is a great way to gain that knowledge. Thundafund is committed to developing crowdfunding in South Africa. We believe that by activating our own communities, we can build prosperity, coming together to back South African creatives and innovators. In five years time, people will see crowdfunding as a no-brainer when it comes to launching a new idea or project.

“Crowdfunding is the ultimate in the democratisation of finance and the film tells that story,” adds Kevin Allen, African Crowdfunding Association. “Crowdfunding offers African communities the ability to come together and build a sustainable African economy. It is a financial enabler and presents the best opportunity for financial inclusion.”

View the trailer [here](#). Tickets may be booked through Webtickets or at the Labia box office.