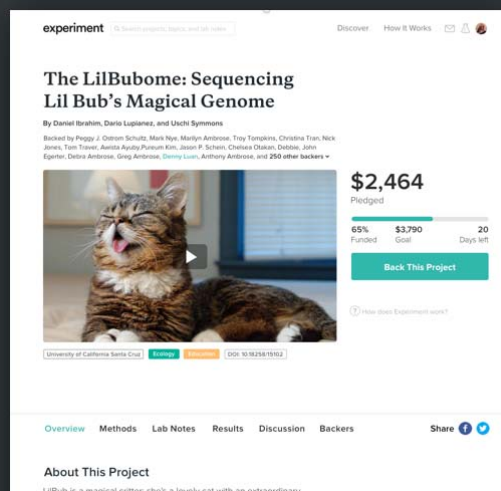


experiment

ESA Summit 2018

Experiment is an online platform for
discovering, funding, and sharing
scientific research.



The screenshot displays the Experiment website interface. At the top, the 'experiment' logo is visible alongside navigation links for 'Discover', 'How It Works', and a notification bell icon. The main content area features a project titled 'The LilBubome: Sequencing Lil Bub's Magical Genome' by Daniel Ibrahim, Dario Lupianes, and Uchi Symmons. Below the title, a list of backers is shown, including Peggy J. O'Brien, Scott Schultz, Mark Nix, Marilyn Ambrose, Troy Tompkins, Christina Trac, Nick Jones, Tom Travers, Austin Ruying/Patrick Kim, Jason P. Schmitt, Chelsea O'Brien, Debbie, Jane, Egbert, Debra Ambrose, Greg Ambrose, [Dewey Luon](#), Anthony Ambrose, and 250 other backers. A video thumbnail of a cat (Lil Bub) is displayed. To the right of the video, the funding progress is shown: \$2,464 Pledged, 65% Funded, \$3,790 Goal, and 20 Days left. A green 'Back This Project' button is present. Below the video, the project is associated with the University of California Santa Cruz, with tags for 'Biology' and 'Genetics', and a DOI of 10.1028/10102. At the bottom, a navigation bar includes links for 'Overview', 'Methods', 'Lab Notes', 'Results', 'Discussion', and 'Backers', along with a 'Share' button and social media icons. A section titled 'About This Project' begins with the text 'LilBub is a magical cat: she's a lovely cat with an extraordinary'.

Overall Statistics

43.6%Funding
Success Rate**\$8,101,219**Total Dollars
Pledged**44,509**

Backers

2,747Repeat
Backers**1,945**Projects
Launched**848**Projects
Funded**1,004**Projects
Failed**19**Projects
Live**8,785**Lab Notes
Published**100+**Published
Peer-reviewed
Papers**12,794**

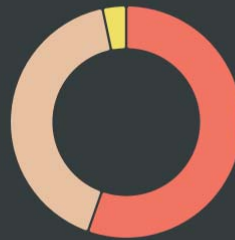
Researchers

\$4,192Average Project
BudgetSource: experiment.com/stats

Who uses Experiment?

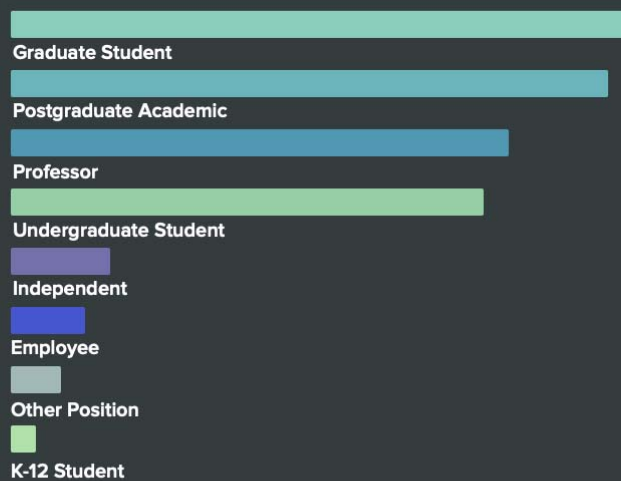
41% of researchers are female

● Female
● Male
● Other



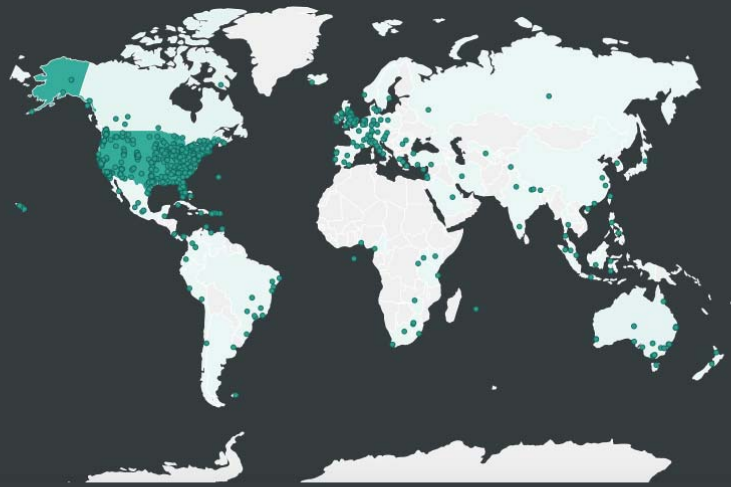
Source: experiment.com/sixth_birthday

25% of researchers are graduate students



Source: experiment.com/sixth_birthday

We support researchers all over the world



Source: experiment.com/sixth_birthday

Projects funded on Experiment have produced
over 165 scientific outcomes



PeerJ

JBC | JOURNAL OF
BIOLOGICAL
CHEMISTRY

nature

PLOS ONE

BMC



Source: experiment.com/results

6.1% of backers
are repeat donors



How do you use
Experiment?

Meet Bill Hsiung.

Akron Beacon Journal

SATURDAY, MAY 13, 2017 // Informing. Engaging. Essential.

BETTY LIN-FISHER, B1
Stroller Cardio class gives moms, caregivers chance to break a sweat during visit to shopping mall

SATURDAY LIFE, E1
KIDS GIVE SPINNERS A WHIRL AS FAD GOES AROUND

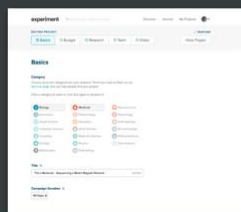
Sta
the s
Cava

www.ohio.com



University of Akron student Bor-Kai "Bill" Hsiung touches a spider-shaped light hanging from the ceiling in his research lab on campus where he studies colorful spiders in Akron. Above right, an Australian peacock spider rests atop Hsiung's thumbnail at the research lab on campus where he studies colorful spiders. | PHIL MASTURZO/Akron Beacon Journal photos

Define your hypothesis.



Finish proposal

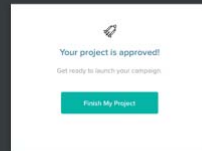


Jan 18
Start proposal

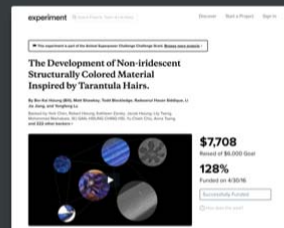


Mar 21
Submit proposal
for review

Fill out online proposal and submit for review. Then your project is reviewed.



Revise project, verify identity, and receive endorsement



Mar 21
Project submitted
for review

Mar 22
Project approved
by Experiment staff

Mar 31
Project launches
and starts collecting
pledges

Most of the work happens during
the 30 day campaign.

Email to friends
and family and
Mom pledges

Guest blog post in
Southern Fried Science

Reach 50% and
lose all hope

Reach 100% with
a sense of relief

Mar 31
Project launches
and starts collecting
pledges

Reddit AMA,
no one pledges

First stranger
pledges

Reach 80% and
renews sense of
optimism

May 1
Project 30-day
funding window
ends

If funded, backers are charged the day after the campaign closes. We chase failed payments, so you don't have to.

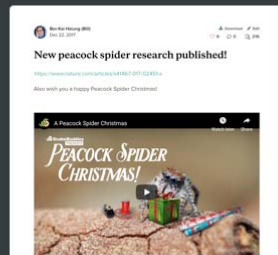


Funds are transferred to a personal bank account or institution account minus fees.

Post a Lab Note thanking backers



Update backers with lab notes on the progress of the experiments.



Lab Note #2



Lab Note #3

Aug 5
Lab Note #1
Update

Months pass. Post a lab note.



Lab Note #8

Share final results with backers in the form of a peer-reviewed paper, dissertation, conference poster, or final lab note.



Aug 5
Publish results

Start again. Define your hypothesis.

Jan 18
Start proposal

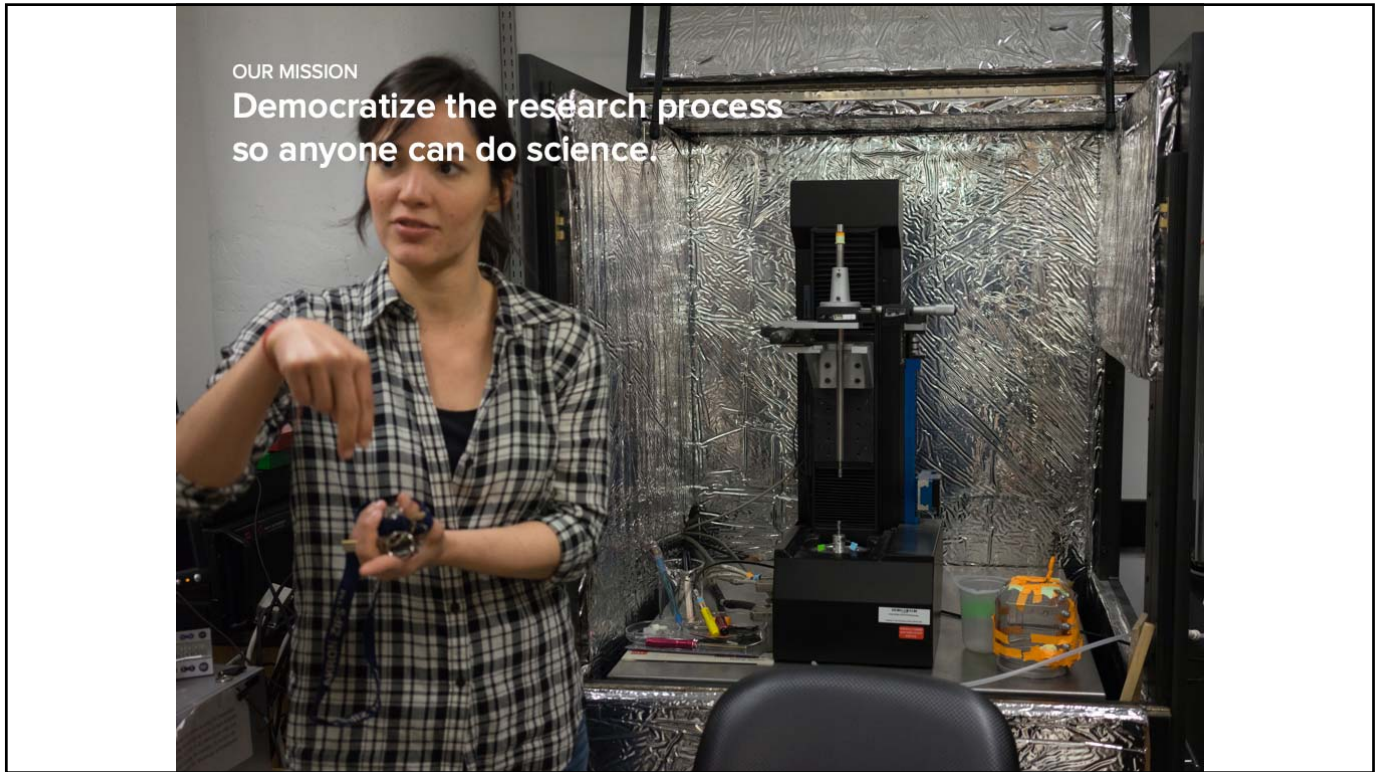
Mar 13
Submit proposal
for review

Why do we do what we do?

Jelly

n. The collective feeling of a shared moment of discovery. Some refer to it as the “Aha!” moment or the “Eureka!” moment.





Challenge Grants

37 challenges

\$888,472 raised



Wildlife Disease Association



Oct 2018

19 projects applied
17 projects launched
\$70,000 pledged
958 backers

\$1,500 prize

Wildlife Disease Association



Do Pacific Northwest marine mammals carry antibiotic-resistant bacteria from land animals?

Antibiotic resistance, a global concern, is a significant health issue of animals and humans. Resistant bacteria...



Stephanie Norman
Orca Networks

128% funded \$7,000 goal 6 lab notes



Combating tuberculosis in African rhinoceros

Recently, tuberculosis was discovered in populations of African black and white rhinoceroses in Kruger National...



Wynand J. Goosen
Netherlands University

123% funded \$5,000 goal 11 lab notes



Are Costa Rican salamanders susceptible to Batrachochytrium salamandrivorans?

The emergent fungal pathogen, *Batrachochytrium salamandrivorans* (Bs), poses a significant threat to global...



Henry Adams
University of Georgia

192% funded \$4,700 goal 5 lab notes



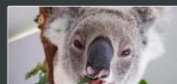
Dead wombats walking: Seasonal nutrition and mange in free-ranging bare-nosed wombats

Bare-nosed wombats are under threat from sarcoptic mange caused by the sarcoptic mite, *Sarcoptes scabiei*...



Hayley Stannard
Australia

103% funded \$5,000 goal 4 lab notes



Is habitat quality a key factor in determining whether koalas develop chlamydial disease?

Northern koala populations have declined rapidly in the last two decades and localized extinctions are predicted...



Amy Robbins
University of the Sunshine Coast

103% funded \$4,890 goal 10 lab notes



Development of non-invasive diagnostics for endotheliotropic herpesvirus in free-ranging Asian elephants

Elephant endotheliotropic herpes virus (EEHV-HQ) is the leading cause of death of young...



Tierra Smiley Evans
UC Davis

144% funded \$4,161 goal 6 lab notes

1st place tie with 134 backers each!

4 projects received \$100 runners-up prizes



Entomological Society of America Challenge

Call for proposals!

We're looking for solutions to actionable research challenges.

\$1,500 in challenge award by ESA.

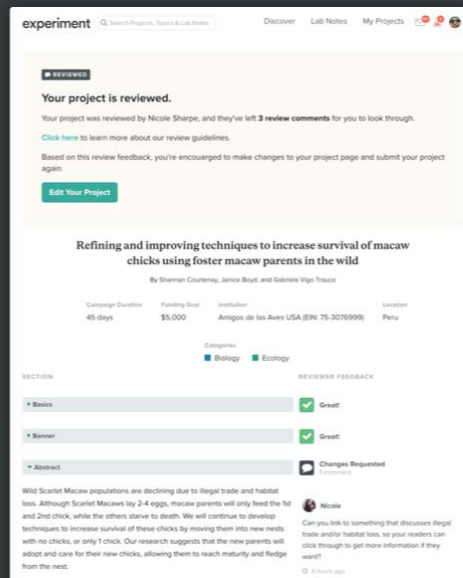
Opportunity to take your research initiatives and frame it in a publicly engaging way.

Project Review Criteria

In order to be approved, projects must meet the following:

1. Is it hypothesis-driven or exploratory science?
2. Are the research goals feasible?
3. Can the research team meet the research goals?

Project Reviewer Feedback



Clearly written for technical and non-technical audiences.

Show how you'll accomplish the research steps.

Illustrate how this advances the state of the science.

EntSoc Challenge Timeline

January 7, 2018

Deadlines for proposals

Interim

Approved campaigns will add endorsements, payout information, etc.

February 1, 2019

Launch of the campaigns

