

The background of the entire image is a deep, dark blue night sky filled with numerous stars of varying brightness. Some stars are sharp points of light, while others have a soft, glowing halo. The overall effect is a serene and expansive cosmic scene.

# experiment

Northeast Pacific Shark Symposium

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

# Overall Statistics

**44.5%**

Funding  
Success Rate

**\$7,755,014**

Total Dollars  
Pledged

**41,731**

Backers

**2,539**

Repeat  
Backers

**1850**

Projects  
Launched

**773**

Projects  
Funded

**962**

Projects  
Failed

**19**

Projects  
Live

**8,090**

Lab Notes  
Published

**65+**

Published  
Peer-reviewed  
Papers

**10,194**

Researchers

**\$4,192**

Average  
Project  
Budget

**Who uses Experiment?**

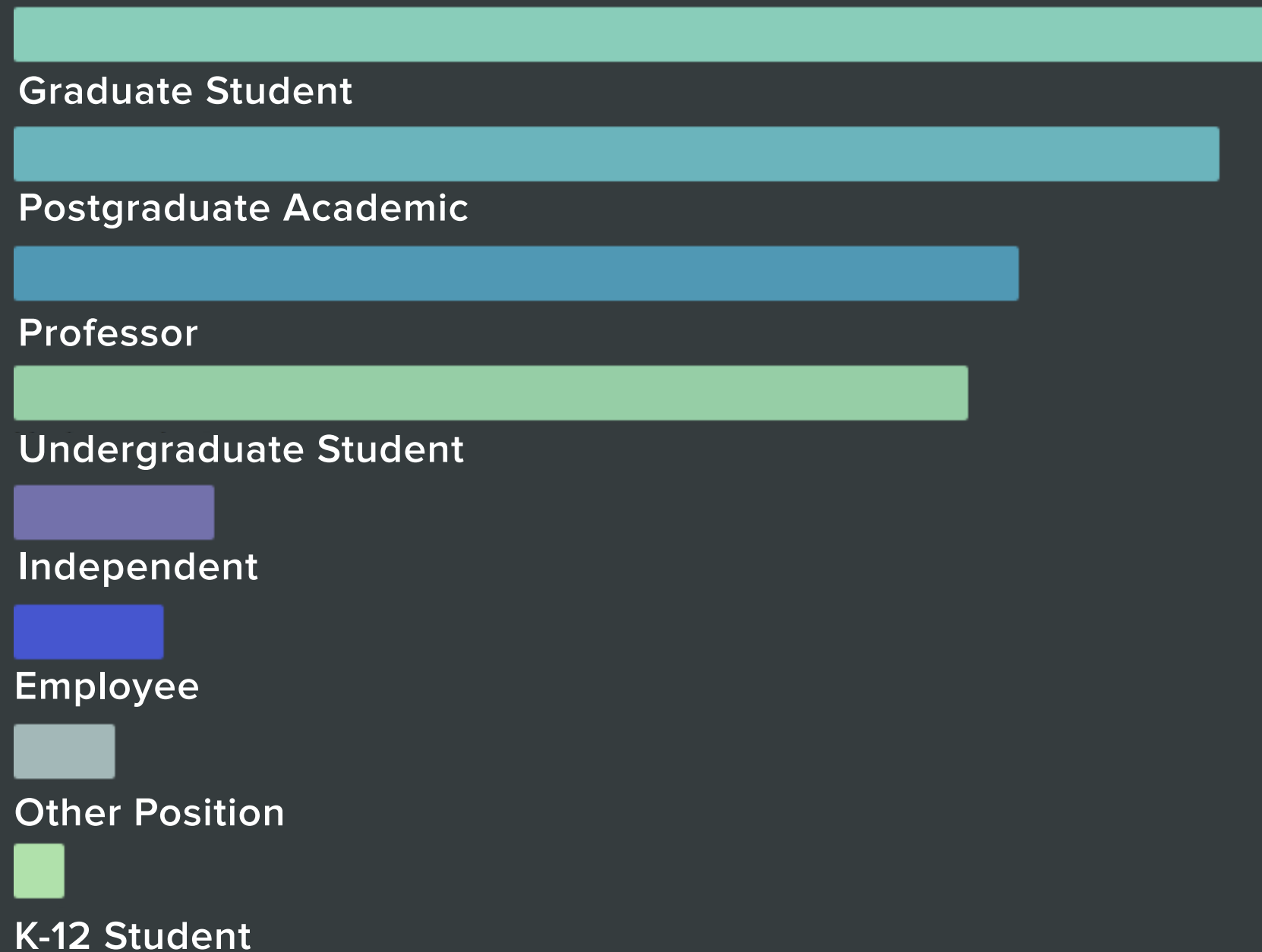


# 41% of researchers are female

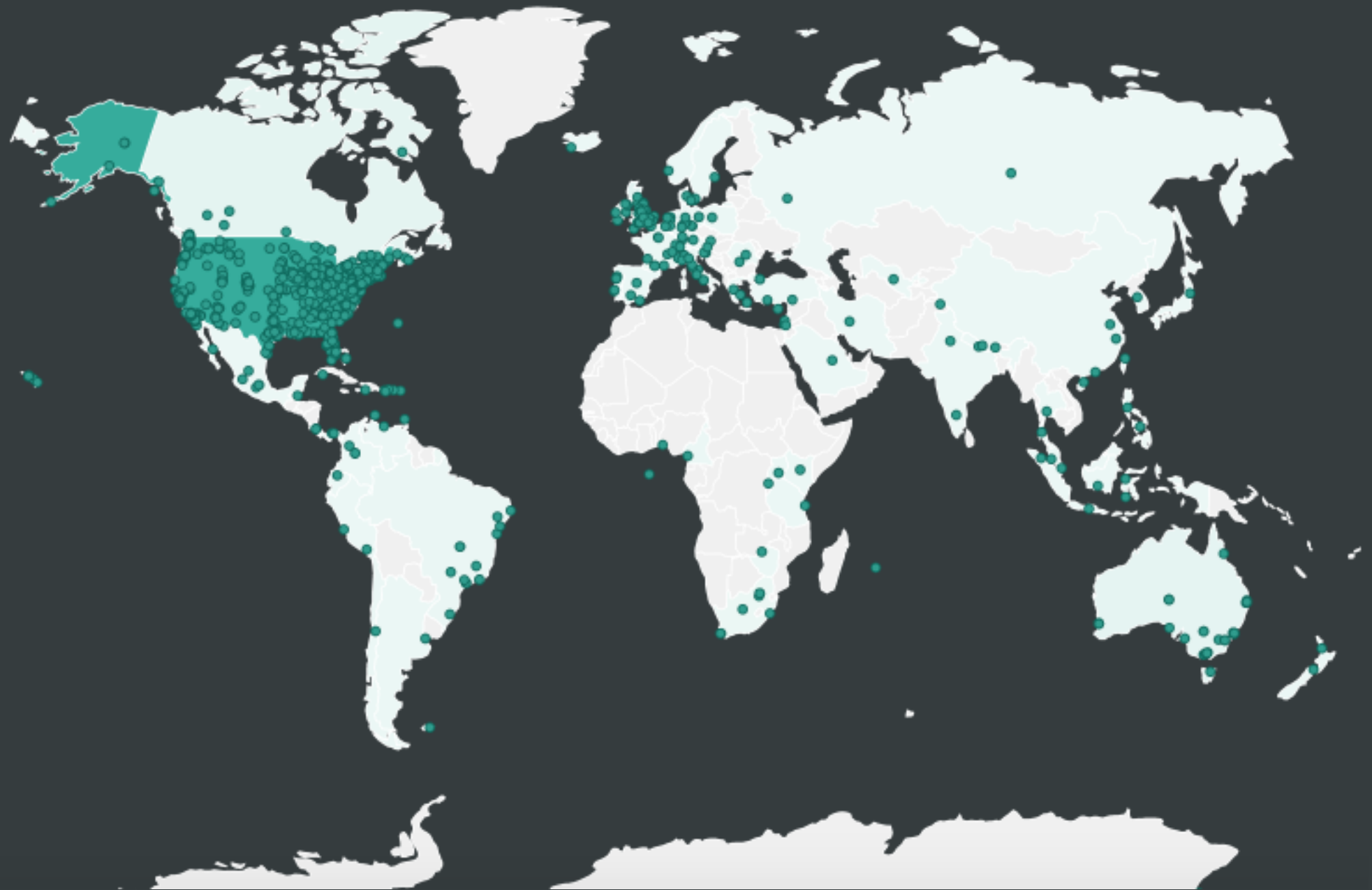
- Female
- Male
- Other



# 25% of researchers are graduate students



# We support researchers all over the world



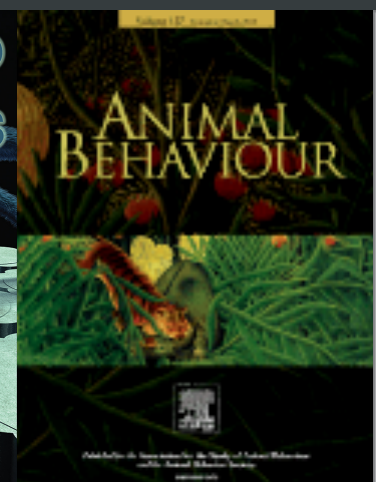
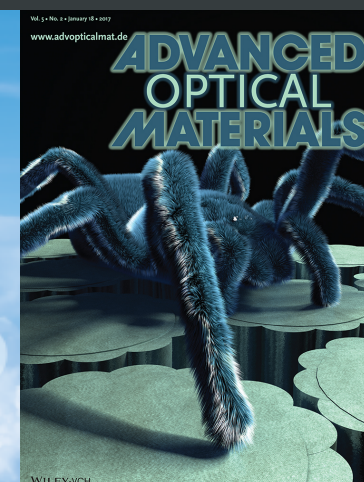
Projects funded on Experiment have produced  
over 165 scientific outcomes



PeerJ



nature





6.1% of backers  
are repeat donors





# Shark, Skate, and Ray Project Statistics

**36.4%**

Funding  
Success Rate

**33**

Projects  
Launched

**12**

Projects  
Funded

**21**

Projects  
Failed

**\$3,963**

Average  
Successful  
Project  
Budget

**\$6,039**

Average Failed  
Project Budget

**2**

Average Number  
of Researchers  
on Successful Project

**1.38**

Average Number  
of Researchers  
On Failed Project

**UC DAVIS**



 **COLUMBIA UNIVERSITY**  
IN THE CITY OF NEW YORK

**UCSB**



**U** | **UNIVERSITY  
OF MIAMI**



**UNIVERSITY  
of HAWAII®**  
MĀNOA



 **DALHOUSIE  
UNIVERSITY**





How do you use Experiment?

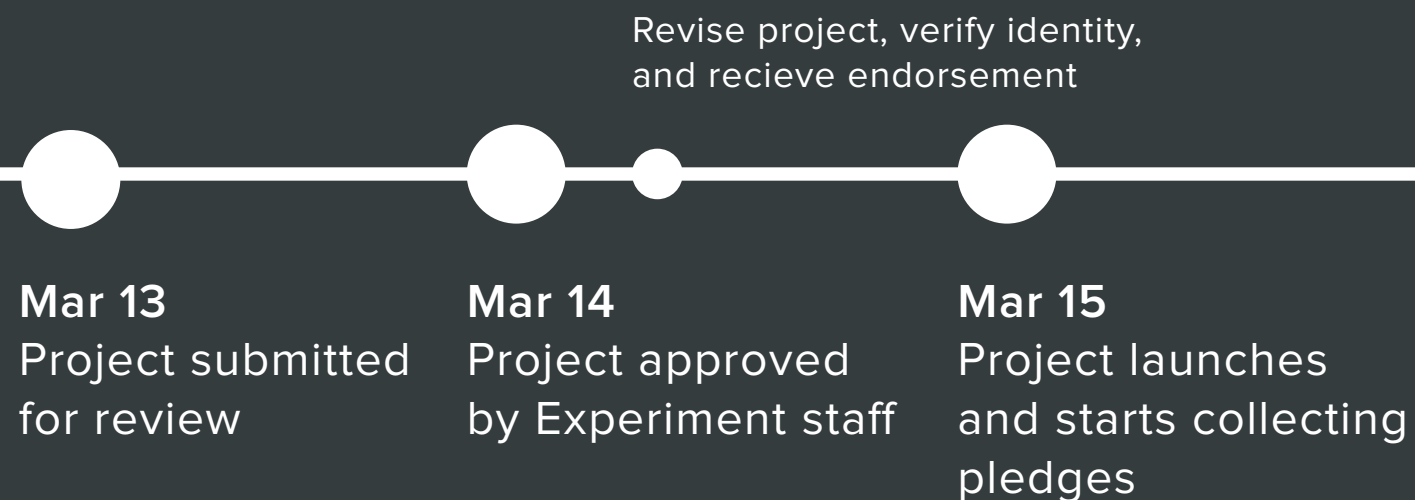
Meet Brendan.



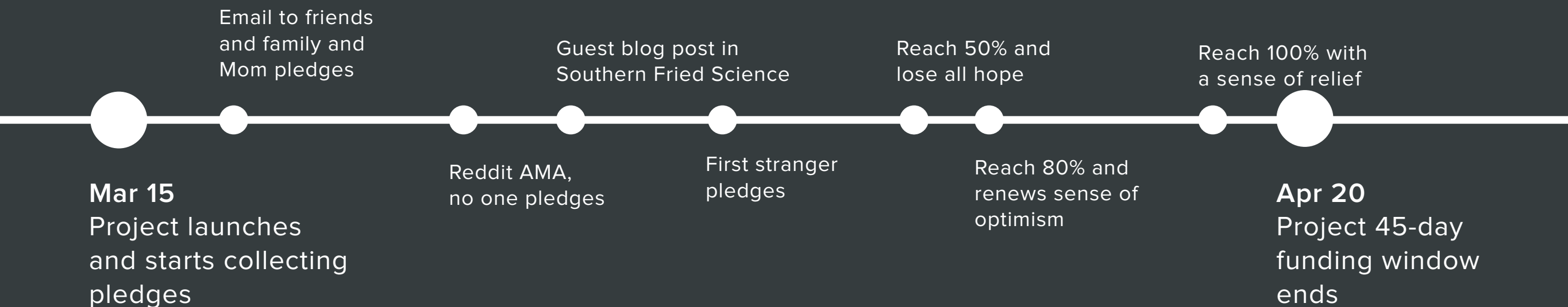
# Define your hypothesis.



Fill out online proposal and submit for review. We return proposals in under 48 hours.



Most of the work happens during  
the 30 day campaign.

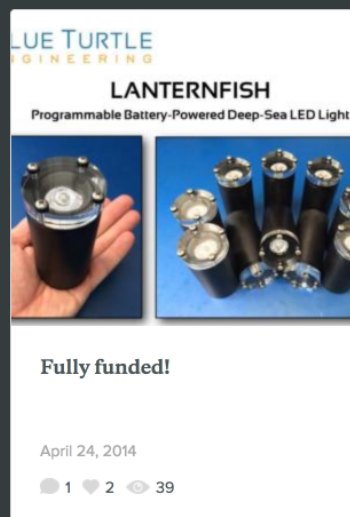


If funded, backers are charged the day after the campaign closes. We chase failed payments, so you don't have to.



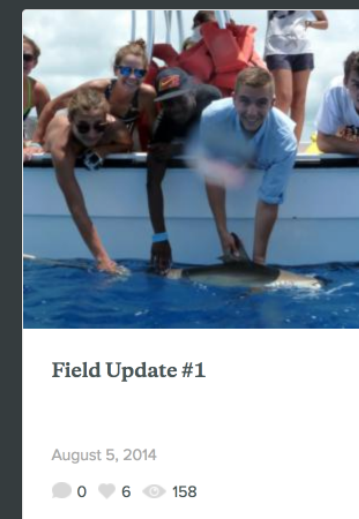


Funds are transferred to a personal bank account or institution account minus fees.



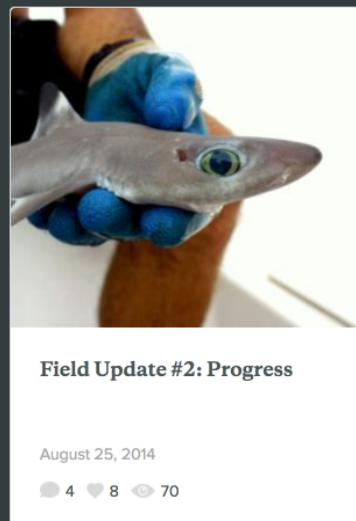
Post Lab Note  
thanking backers

May 5  
Experiment funds  
transferred to  
bank account

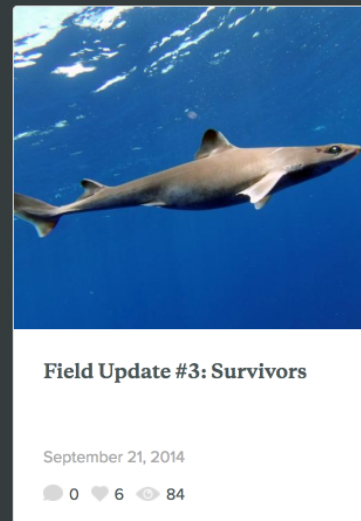


Aug 5  
Lab Note #1  
Update

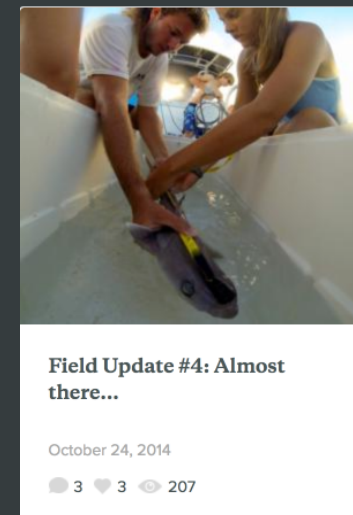
# Update backers with lab notes on the progress of the experiments.



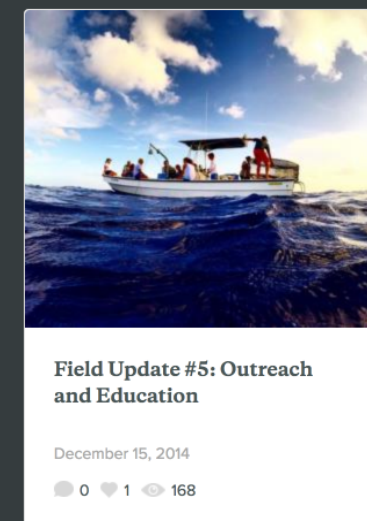
Lab Note #2



Lab Note #3



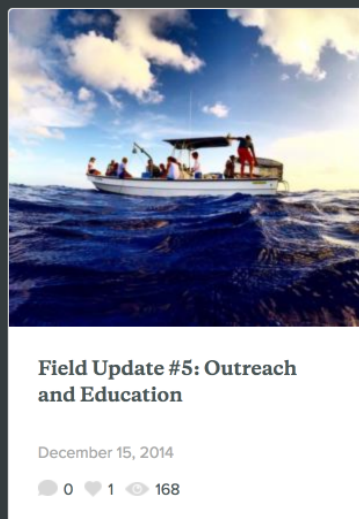
Lab Note #4



Lab Note #5

Aug 5  
Lab Note #1  
Update

# Months pass. Post a few lab notes.

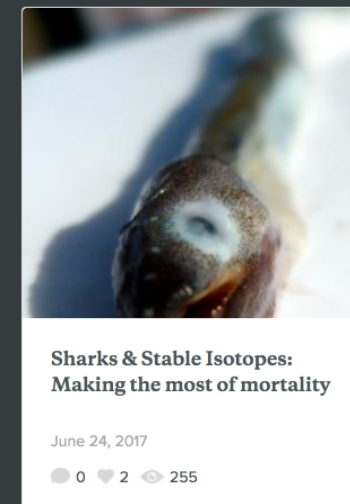


Lab Note #6

Lab Note #5

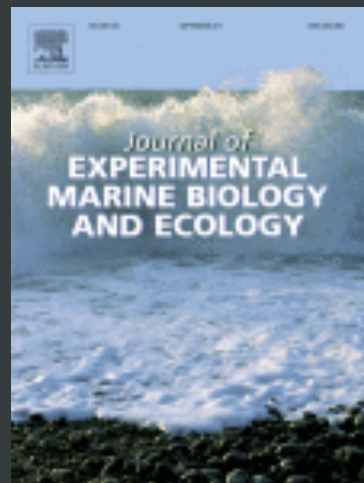
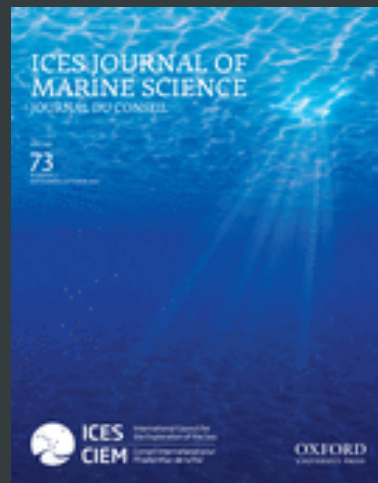
Lab Note #7

# Maybe years 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.





**Curiosity Rover** ✓  
@MarsCuriosity

Following



I'm safely on the surface of Mars. GALE  
CRATER I AM IN YOU!!! #MSL

RETWEETS

63,811

LIKES

14,024



10:32 PM - 5 Aug 2012



2.5K



64K



14K



OUR MISSION

Democratize the research process  
so anyone can do science.

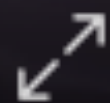






40 views

0:04 / 0:25





Humans from all over the world use Experiment to discover, fund, and share science.

Success is measured by execution of experiments and communication of what you learned.

We believe in democratizing science by distributing jelly.

# experiment

## Northeast Pacific Shark Symposium

Cindy Wu  
cindy@experiment.com  
@cindywu