



Rob Interviewing Pauline Lemaistre of Kengo

Pauline: Kengo is a crowd-funding platform. So we help people that are looking for budget to fulfil their project. It can be like artists that wants to launch a CD or it can be people that just want to open a shop or associations that want to do a project with a little budget.

Rob: You said it's 'crowd-funding.' Could you just explain quickly what what crowd- funding is for people who are still in the 19th century?

Pauline: Yes. Crowd-funding is a way for people to gather money with the people around them so their networks so they have to do a work and just to do communication around their campaign. Crowd-funding is a way to complete their project with money of the people.

Rob: To do it without the banks, in fact?

Pauline: Yeah. Most of the people that came to the platform are linked with a bank but they cannot do the project with only the credit, they have to gather a little amount of money on the other side and the other side can be Kengo. It's a way for them to have a platform where they can gather money with their networks and the people that will do donations on-line.

Rob: I notice that we've got Kengo.bzh Is there something special about the projects that you support?

Pauline: Yes. Kengo supports projects that are located in Brittany. We welcome projects that are on the side part of Brittany. We welcome more projects every day. So we are very glad that people love the engagement, the local engagement.

Rob: It's definitely an aim to recognise the vitality of ideas in Brittany.

Pauline: Yes. Completely.

Rob: And how long has it been going, this Kengo?

Pauline: It's been mostly 5 years. We're going to celebrate our fifth birthday in June.

Rob: And how many projects have you helped so far?

Pauline: We have almost 450 projects.

Rob: Wow! Someone who has a project in Brittany can approach Kengo and Kengo will put them in touch with people who are prepared to invest in their project. Is that right?

Pauline: Oh, it's not only right. They have to come to us so they can share with us the project and then we advise them to work on their networks and to communicate with the people they know for them to donate on the campaign. So it's mostly the people that the person know that will help the project to finally have the money they need. So, it's a real work on communication and networks.

Rob: Kengo has been involved in 450 different projects.

Pauline: Yes.

Rob: Which ones stand out for you as being different, original, interesting and successful?

Pauline: There was, last year, a big campaign; it's called "La Renaissance;" a big place that gathers artists, mostly musicians, and they were in pain because there was a part of the place that was aimed to be sold to external people. They were supposed let the place go and just stop the activity. They made an Association around this place and, in fact, to just keep this place open. I think it was the objective of the campaign the final objective was, like, 200,000 Euros so it was a really, really, bit campaign and they gathered 170 hundred Euros.

Rob: One hundred and seventy thousand?

Pauline: One hundred and seventy thousand. Yes, that's right.

Rob: So it was a success?

Pauline: Yes. A real success and now many artists are just gathering in this place.

Rob: In Chateaulin, I think?

Pauline: Yes, in Chateaulin, right.

Rob: Right. I saw in the press recently there is a lady who has got a caravan who is going to do reflexology?

Pauline: Yes. For feet and... Yes

Rob: In a caravan - that's a great idea!

Pauline: Yes. It's called Kumo Reflexology and Kumo is Breton and it means nuage - it means cloud.

Rob: Very appropriate.

Pauline: In little clouds - I don't know if it's like kind of 'dreamy.' She wants to do her passion. She wants to go to see people and do what she likes.

Rob: To sum up Kengo - it's more like an advisory service to help people organise their own crowd-funding.

Pauline: Yes - they do the crowd-funding on Kengo but we are here to advise people and to, to tell them that they have to involve in the campaign; that they need to be active; that they have to do communication. So, yes, we are here to advise them.

Rob: OK - and you will advise them to be on 'Spotlight on Brittany.'

Pauline: Sure.

Rob: All those things help!

Pauline: Sure. Completely. We advise them to contact media to talk about their project. It's really positive.



Rob: Pauline - Lemaistre, Communications Director at Kengo.bzh. Thanks.

Pauline: Thank you.