



CrowdfundingHub



Utrecht University



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Current state of Crowdfunding in Europe

A fast growing industry for debt, equity and pre-sales business financing



CrowdfundingHub

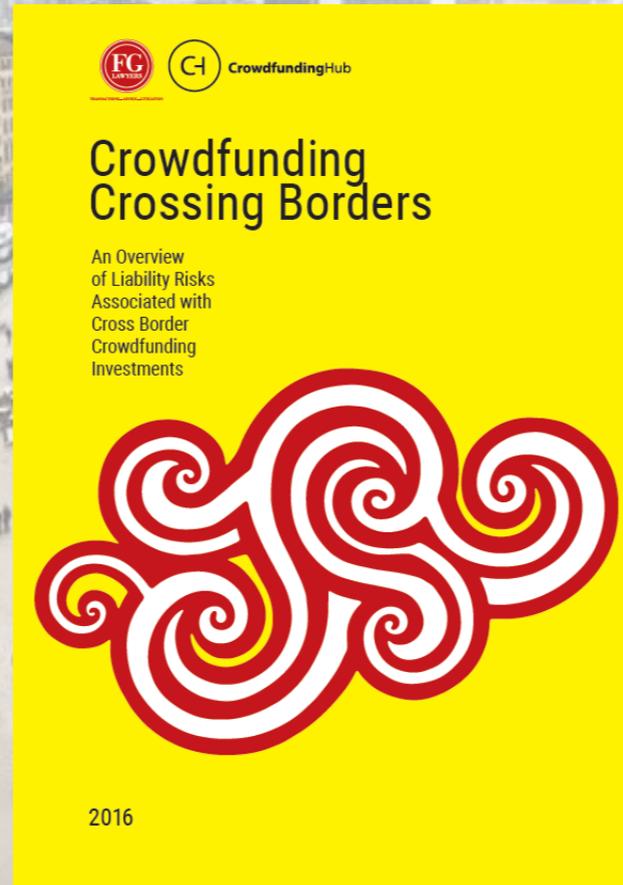
CrowdfundingHub

CrowdfundingHub is the European Expertise Centre for Crowdfunding and Alternative Finance

We are dedicated to support the sustainable growth of crowdfunding, community finance and other forms of alternative finance

Research | Consultancy | Education

CrowdfundingHub *Research*





CrowdfundingHub

CrowdfundingHub *Consultancy*

Crowdfunding platforms - International growth, strategy and merger & acquisitions

Financial industry - Collaboration with crowdfunding platforms, launch private platforms, industry research

Government - Support local eco-system, local/national research

Scale-up companies – Campaigns >1 million euro



CrowdfundingHub

CrowdfundingHub *Education*

Key-note - Trends in industry, tips for successful campaigns

Workshops – Full-day crowdfunding workshops

Train-the-trainer – Educational program for business advisors at governments, banks and accountancy.



Crowdfunding

Raising funds for a specific project by a group of people



Princeps d' Auverpuy
 Prince Charles d' Auverpuy
 Comte Nadasdy general
 L' Ambassadeur d' Espagne
 Comte Joseph Dillon
 Comte de Soloff
 Mad^{me} de Tratten
 de greumüller maj:
 Mad^{me} de steff nie Bar: de Koenigspier
 Comte de Wiem
 Mad^{me} de Margelique
 Bar: gonard
 Wasuige
 M^{rs} de Lamezan
 Comte Krenkeller
 Bar: van Suten
 Comte sauer
 de Schaefer
 Levenau
 Comte Charles d' Auverpuy
 Götak
 C. Aug: Dillon
 Comte d' Herberstein
 de Sichel Agent.
 Prince Palm
 Prince Palm
 Comte de Nimptod
 Conseiller genier
 Payer Agent
 Mad^{me} de Helprée de Lyvini
 L' Eveque d' Herberstein
 Comte de Potendau
 Comte J^{rs}: d' Herberstein
 Jacomin
 Mad^{me} de Kofel
 Comte quadafe Sternberg
 Bar: Vogelmann
 M^{rs} de Käs
 Jaab
 M^{rs}: de Jahn
 M^{rs}: Ellenbach
 Comte Schoffeld nie Kellmich
 Comte de Saer
 d' Herring
 Comte Wilhelm d' Auverpuy
 Prince Joseph d' Auverpuy
 E. Wiem
 Comte de Barfi
 Prince Jean d' Auverpuy
 P. J. schwal
 Benzenstein
 de Rott
 Bar: de Waldstätten
 Jodenzay
 Bede Korich
 Névry
 de Humpstein
 Paszkory
 de greumüller Jun:
 Comte Sternberg nie Neipaz
 Comte Alkan nie Babiany
 Comte Palpovitz
 Comte Neip: d' Herberstein
 Comte J^{rs}: de Kozakofsky
 Comte Paer
 Joseph Kofky
 Comte Koller
 d' Herberstein
 Bar: wepler Père.
 Comte de Nimptod
 de Braun
 de Luecwald
 de Hentzsch
 Bar: de Ditmer
 Bar: de Gebattel
 Comte Jean Esterhazy
 Joseph Diebichstein
 Bar: de Brandau
 Bar: de Hochmayer
 Bar: d' Hochstätten
 Comte Saer
 Prince Louis Renterstein
 de Meyenberg
 Comte Salla Bourg
 Bar: de Mandelholz
 Louis Würben
 Ernst Harach
 Le Comte Replowitz
 Le Comte Fries
 de Schleinitz
 de Pethon
 de Maduca
 de Jacobi
 de Lutz
 Comte Alkan nie d' Ulfeld
 J^{rs}: de Weidbrames
 de Smitmer
 Romany
 Bar: de Martin
 de Born
 Prince Gallizim
 Bar: Viekel
 Comte Krieger d' Erdöy
 Comte Hugart
 Comte Kellbach
 Leopold Hoyer
 Comte Czernin
 Comte Neipaz
 Comte Antina Babiany
 Prince de Württemberg
 Genier George de Lantzen
 Comte Kuschofsky
 J^{rs}: Adam Bismarck
 Bar: Walter Raymond
 de Brothk
 Strumessitz
 Jorenfeld
 Mad^{me}: ne Puschkin
 Mad^{me}: de Kozak
 Dominic Kunitz
 Comte d' Otting
 Comte de Kuffstein
 Bar: Wipfler
 Quiffel: Louis Wölflon
 Bar: de Braun
 Prince de Paer
 Comte d' Orghauzen
 Le Comte de Briscanowsky
 de Friedl
 Comte Sternberg
 Comte Waldstein
 Comte George Waldstein
 Le Comte Harach l' aine.
 Bar: Lois
 von Ott
 Le Comte de Nostitz
 de Nostitz general
 Bar: Jünigewitz
 J^{rs}: von Lott
 Mad^{me}: d' Engelbourg
 Comte Marchal
 J^{rs}: von Müller
 Ludwig 7/6/66

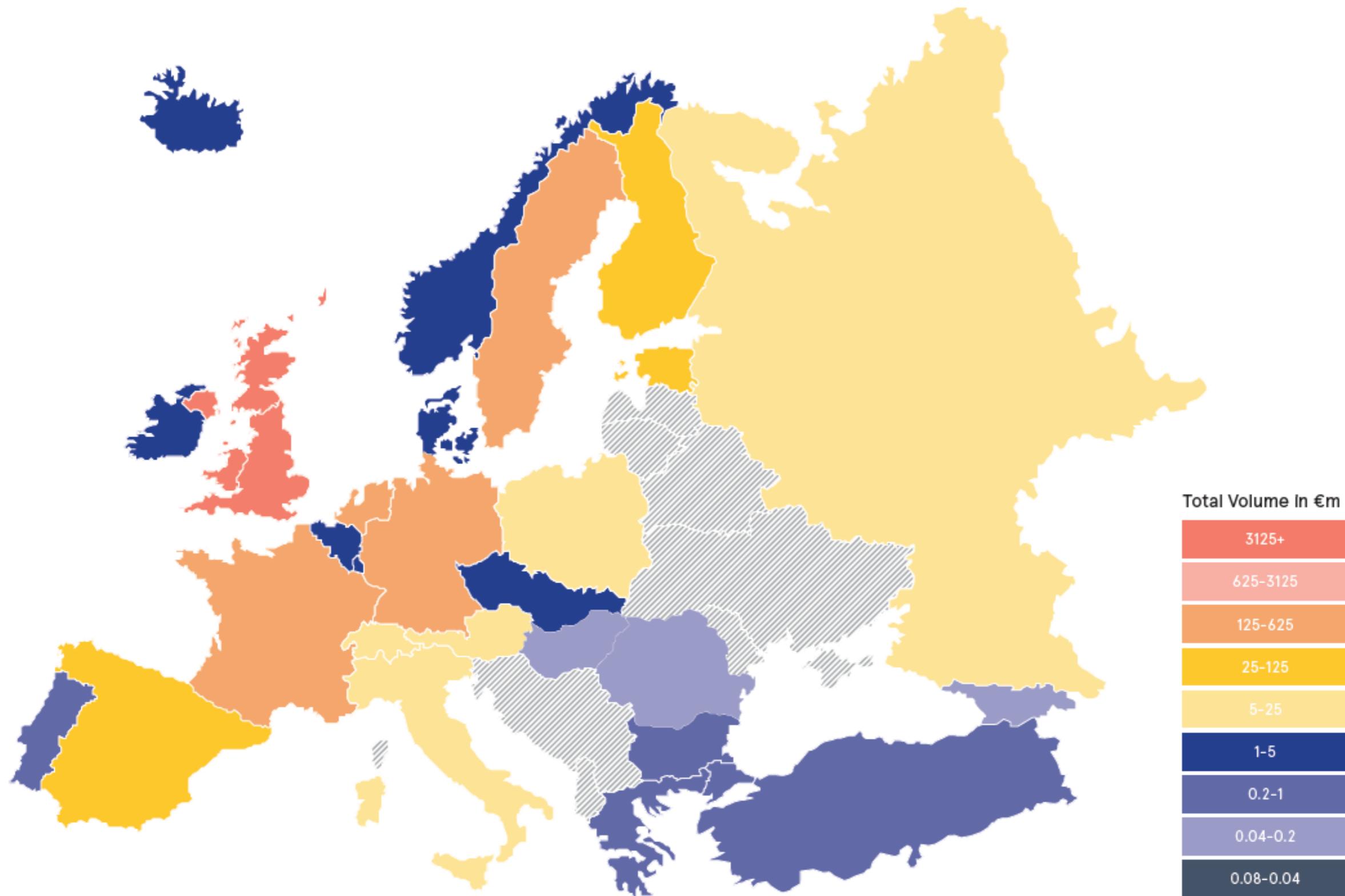
MUSIC Spec Coll ML 410 M93 A171 1942 box 3 (70)

Music Library - Cornell University

Mozart

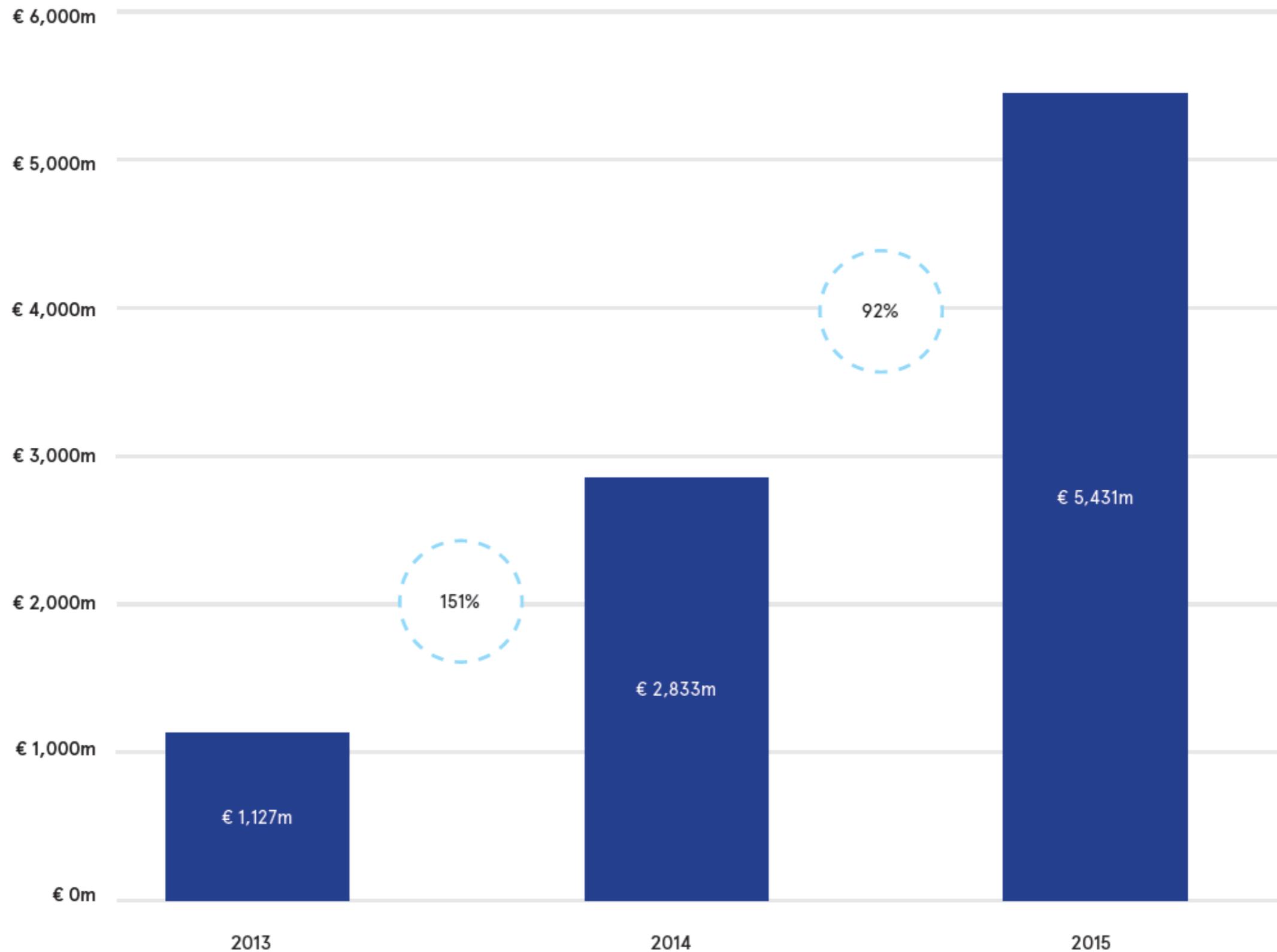
“Lenten” Concert Mozart - 1784

Expected \$10 billion in 2017



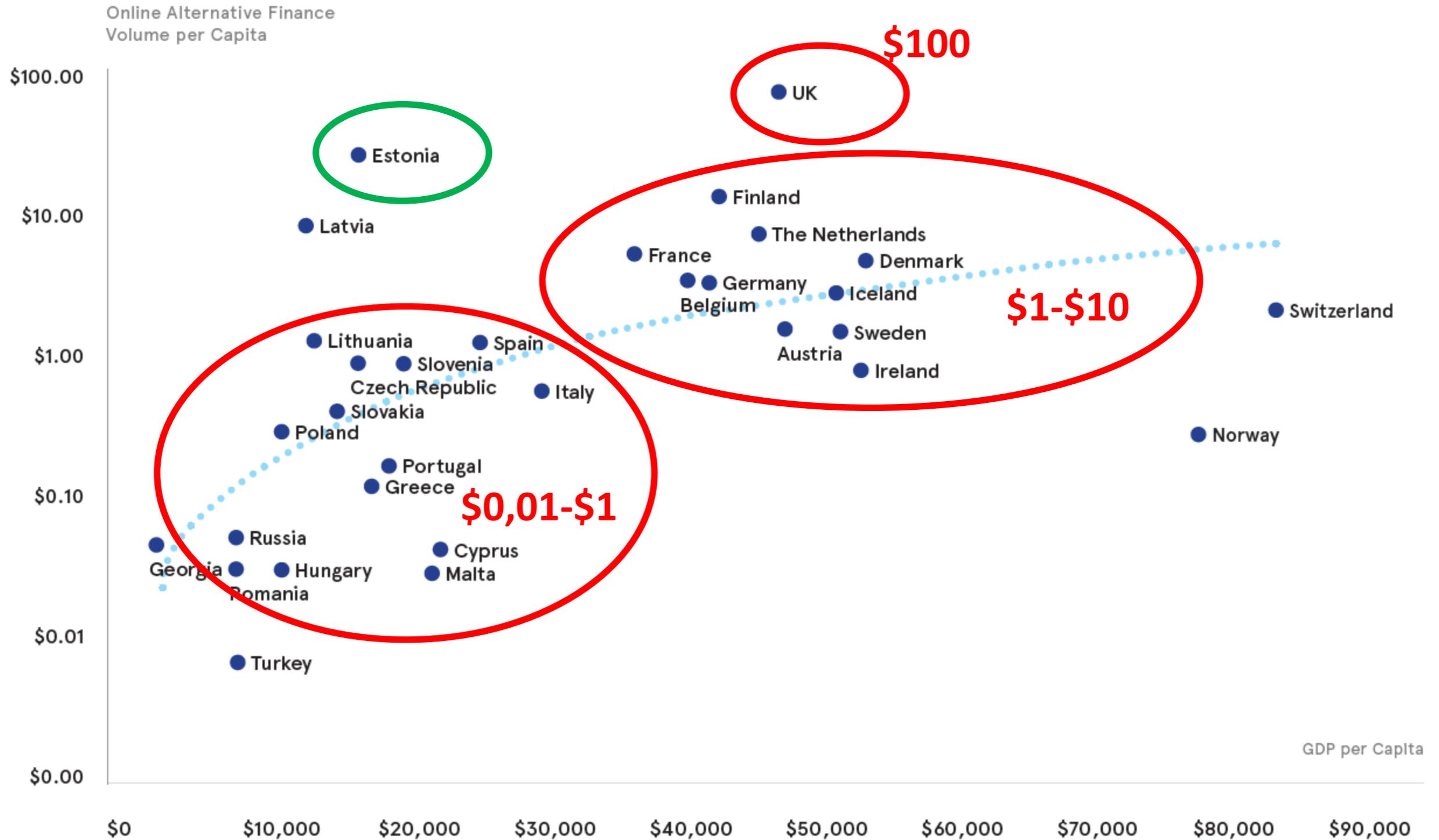
Source: Sustaining Momentum - The 2nd European Alternative Finance Benchmarking Report – Cambridge University / CrowdfunderHub

Alternative Finance growth in the EU



Source: Sustaining Momentum - The 2nd European Alternative Finance Benchmarking Report – Cambridge University / CrowdfunderHub

Online Alternative Finance Volume per Capita in Europe

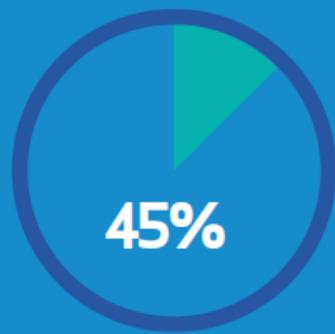


Source: Sustaining Momentum - The 2nd European Alternative Finance Benchmarking Report – Cambridge University / CrowdfunderHub

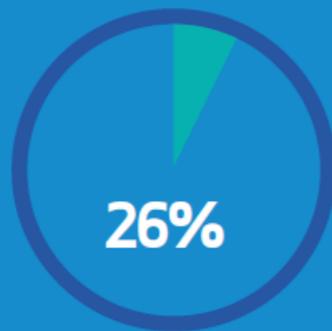
IN 2015 THE MARKET GREW TO
£3.2 BILLION



GROWING INSTITUTIONALISATION OF THE MARKET



of all platforms reported some institutional involvement



of all P2P business loans in 2015 were funded by institutions



of all P2P consumer loans in 2015 were funded by institutions

BUSINESS LENDING:

 **12%** of the market for lending to small  businesses in the UK.

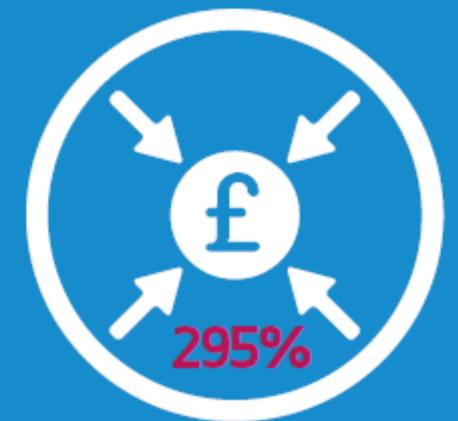
START-UP INVESTMENT:

Equity-based crowdfunding is **15.6%**

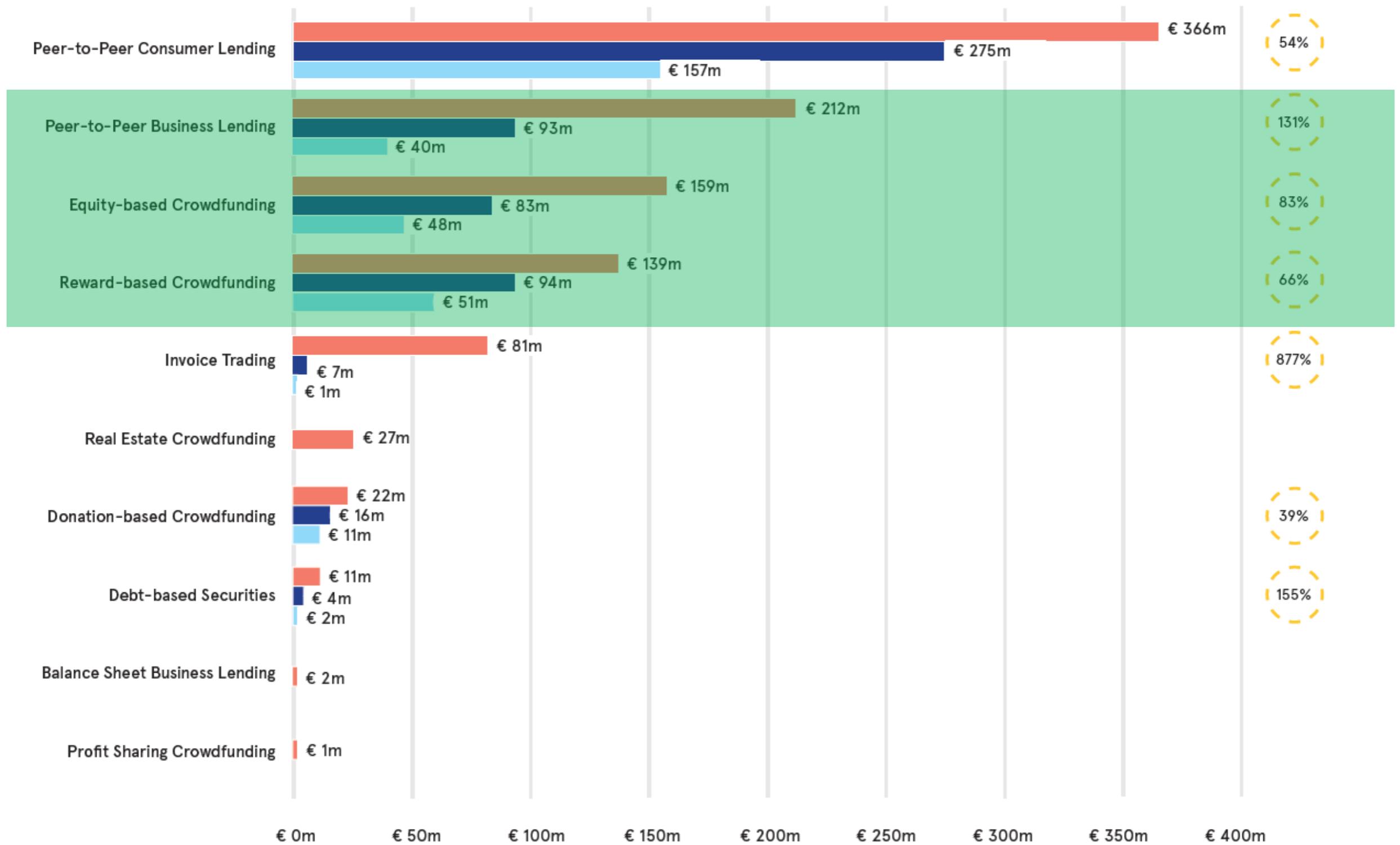
 of total UK seed and venture-stage equity investment

EQUITY-BASED CROWDFUNDING

is the second fastest growing sector - up by 295% from £84 million raised in 2014 to £332 million (including real estate crowdfunding) in 2015

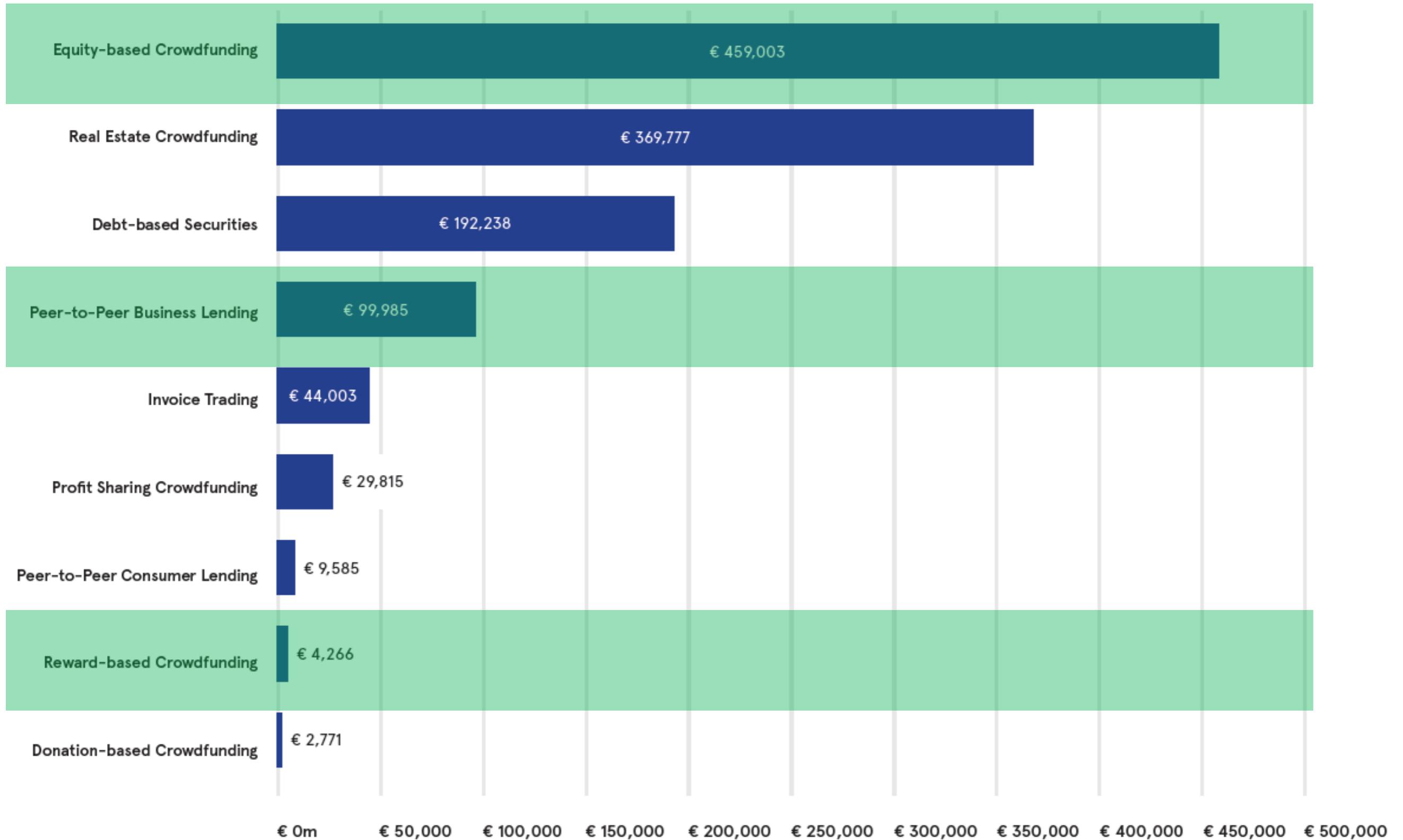


Alternative Finance categories



Source: Sustaining Momentum - The 2nd European Alternative Finance Benchmarking Report – Cambridge University / CrowdfundingHub

Average project size



Source: Sustaining Momentum - The 2nd European Alternative Finance Benchmarking Report – Cambridge University / CrowdfundingHub

Crowdfunding models for businesses

Reward-based crowdfunding

Peer-to-peer Business Lending (CrowdLending)

Equity Crowdfunding



Reward based crowdfunding (Pebble)

\$10,3 million by 68,929 backers

\$12,8 Million



Pebble 2, Time 2 + All-New Pebble Core

Two affordable, heart rate-enabled smartwatches and a hackable, 3G wearable for phone-free running with GPS, music, and Amazon Alexa.



by Pebble Technology and 66,673 backers

\$20,3 Million



Pebble Time - Awesome Smartwatch, No Compromises

Color e-paper smartwatch with up to 7 days of battery and a new timeline interface that highlights what's important in your day.



by Pebble Technology and 78,471 backers

\$10,3 Million



Pebble: E-Paper Watch for iPhone and Android

Pebble is a customizable watch. Download new watchfaces, use sports and fitness apps, get notifications from your phone.



by Pebble Technology and 68,929 backers

KICKSTARTER

\$2,928,016,073

total dollars pledged to Kickstarter projects

121,414

Successfully funded projects

12,580,321

Total backers

4,018,985

Repeat backers

36,770,805

Total pledges



ZIEKENHUIS VLISSINGEN

- INSCHRIJVEN NIET MEER MOGELIJK! -

28-12-2015: Streefbedrag behaald!

GEÏNVESTEERD:
€10.600.000,-

DOELBEDRAG:
€10.600.000,-



[MEER INFORMATIE](#)

% rente
5%

! risicoclassificatie
C III

© looptijd investering
10-17 jaar

Local Hospital – peer-to-peer business lending
10,6 million euro loan



Michael from Bramley and Gage borrowed £25,000 from 248 people.

Together, we're better.

Thousands of people and the British Business Bank have lent over £2.1 billion to businesses. At rates that suit everyone.

[Get a business loan](#)

Join **22,423 businesses**
already borrowing

[Invest your money](#)

Start lending alongside
59,208 people

Funding Circle
£2,1B – 59,000 investors



Brewdog – Equity Crowdfunding
£25 million+ in equity raised - 42,000 investors



Crowdfunding = Community Funding

Not an anonymous crowd, but an involved community

KICKSTARTER

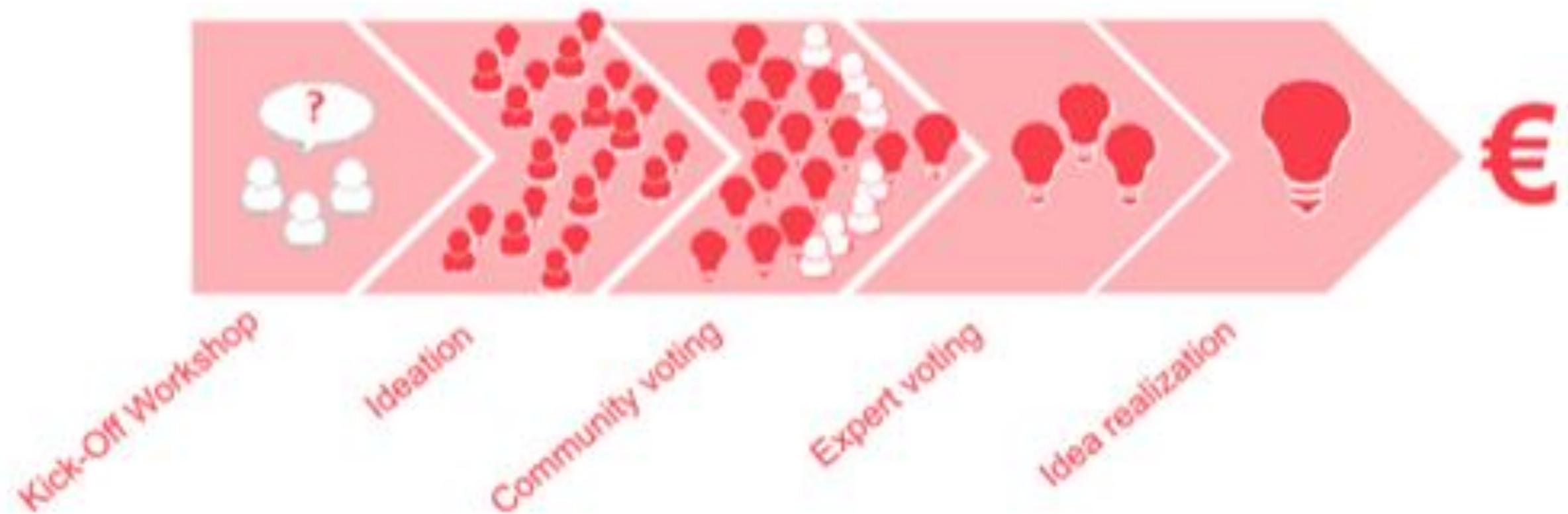
| Category | Successfully Funded Projects | Less than \$1,000 Raised | \$1,000 to \$9,999 Raised | \$10,000 to \$19,999 Raised | \$20,000 to \$99,999 Raised | \$100 K to \$999,999 Raised | \$1 M Raised |
|----------|------------------------------|--------------------------|---------------------------|-----------------------------|-----------------------------|-----------------------------|--------------|
| All | 115,938 | 13,884 | 66,277 | 16,593 | 15,628 | 3,352 | 204 |
| | | | 69% | 83% | | | |

Kickstarter - Small projects with dedicated crowd

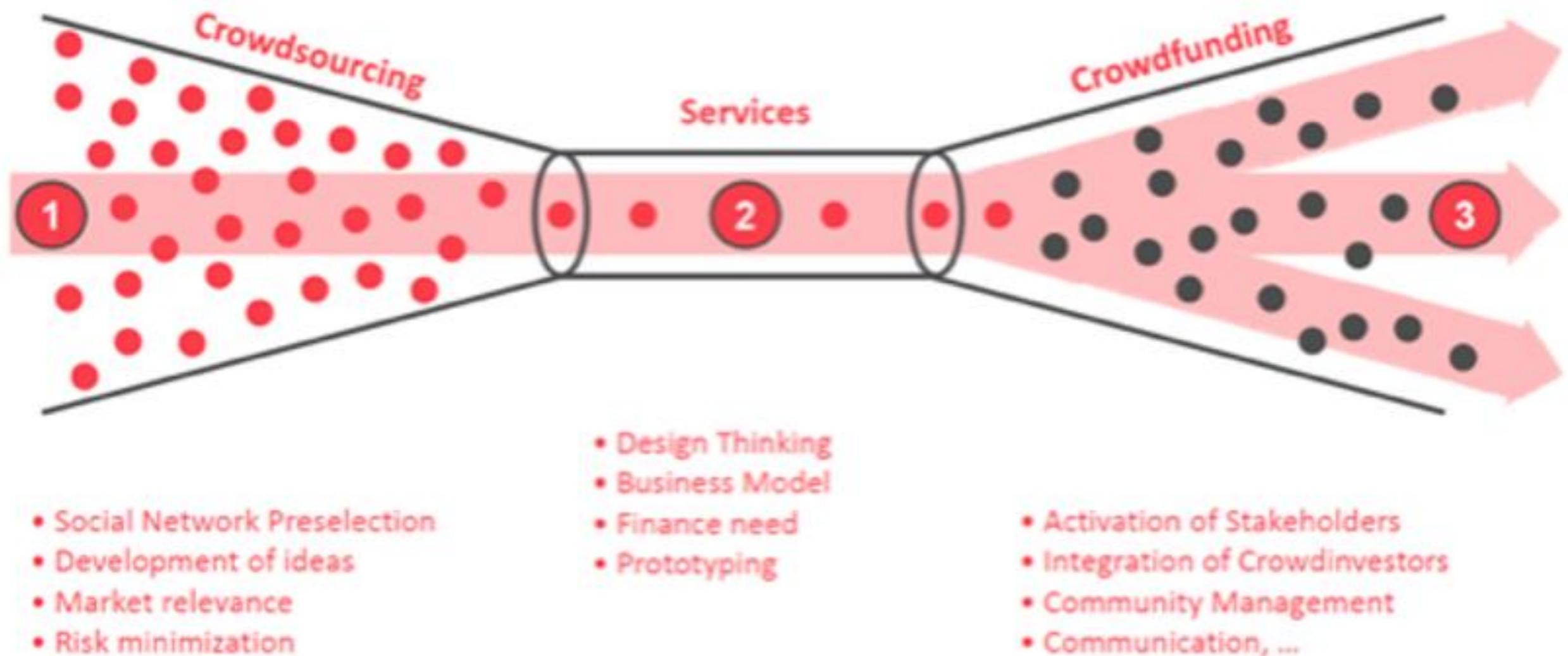


Tip 1. Involve your community

Crowdsourcing: co-creating ideas with the customer



Co-creation with customers



Co-creation and crowdfunding with customers



wena

wena wrist

wena project

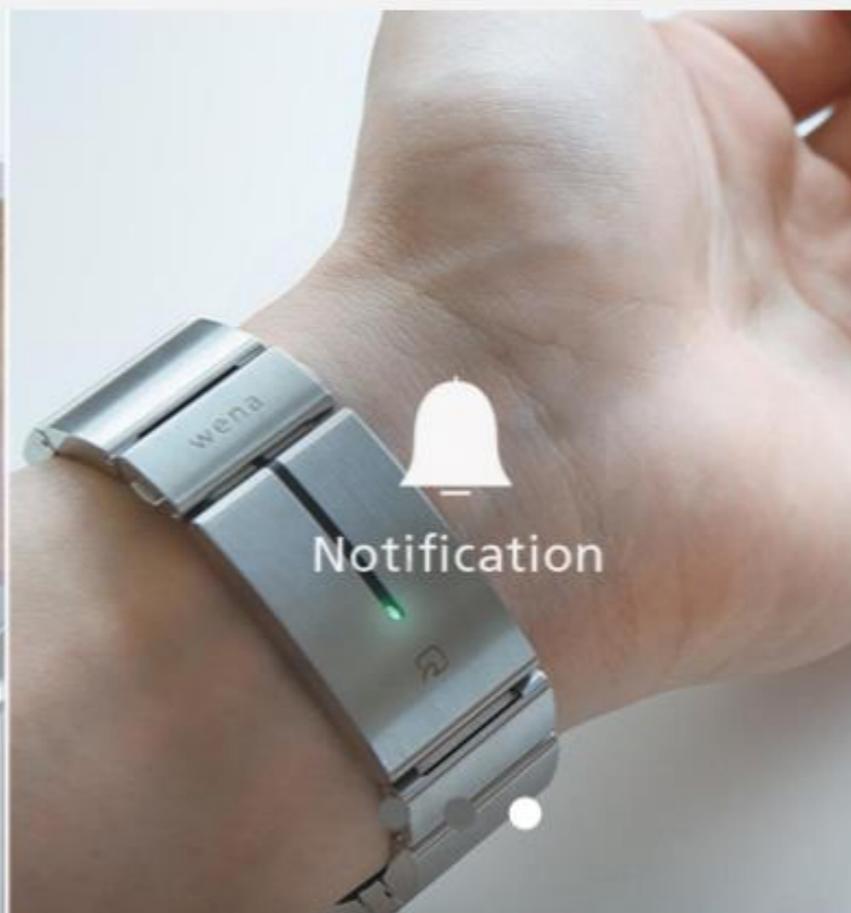
SUCCESS

Product

Team

Episodes

Cor



wena wristはバンド部に機能が入った腕時計です。アナログ時計としての美しさと、ウェアラブル端末としての機能性を両立しました。

達成額 20,019,400円 達成率 200%

サポーター 403人 残り日数 60日

Sony – “First Flight” platform Campaigns from own employees (R&D)



Tip 2. Clear Goal



Build new wind park by community
1.076 members - 18,5 million euro wind park



Tip 3. Urgency



Dominicanen – Maastricht

Book shop - Management buy-out after bankruptcy



Tip 4. Know your community and make them happy



Good returns for backers & investors
Social, material and financial rewards



Luchtsingel Rotterdam – Social Reward
1300 funders – Reward: name on bridge



WakaWaka – Social/Material Reward
10 crowdfunding campaigns. Buy 1 – Give 1

de
Correspondent

[READ MORE](#)

Pre-sales for new online newspaper – Material Reward

18.000 subscribers - >1 million euro seed funding



peerby

Equity share in company – Financial Reward

1.052 investors - 2 million euro equity



Tip 5. Communication Plan

SHARE YOUR STORY

Be authentic

Share your personal story

Key take-aways on Crowdfunding

Crowdfunding = Community Funding

Funding from an involved community

Crowdfunding = More than money

Marketing, market research, local support

Crowdfunding for projects

Not for your brand/organization

Crowdfunding campaign = Marketing campaign

Not only a fundraising campaign



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Alternative Finance Research Week 2017



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