



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 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

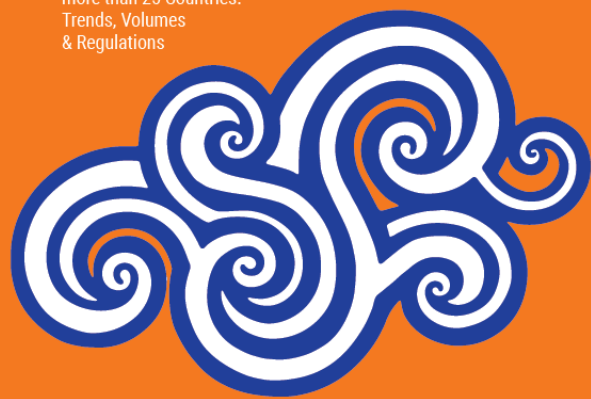
CrowdfunderHub

Research



Current State of Crowdfunder in Europe

An Overview of the
Crowdfunder Industry in
more than 25 Countries:
Trends, Volumes
& Regulations



2016



Crowdfunder Crossing Borders

An Overview
of Liability Risks
Associated with
Cross Border
Crowdfunder
Investments



2016



Equity Crowdfunder

Considering potential risks
and liabilities as the industry
grows and matures

In partnership with:
Ronald Kleverlaan, founder and chairman, CrowdfunderHub
Flip de Jonge, head of research, CrowdfunderHub



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

Education

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

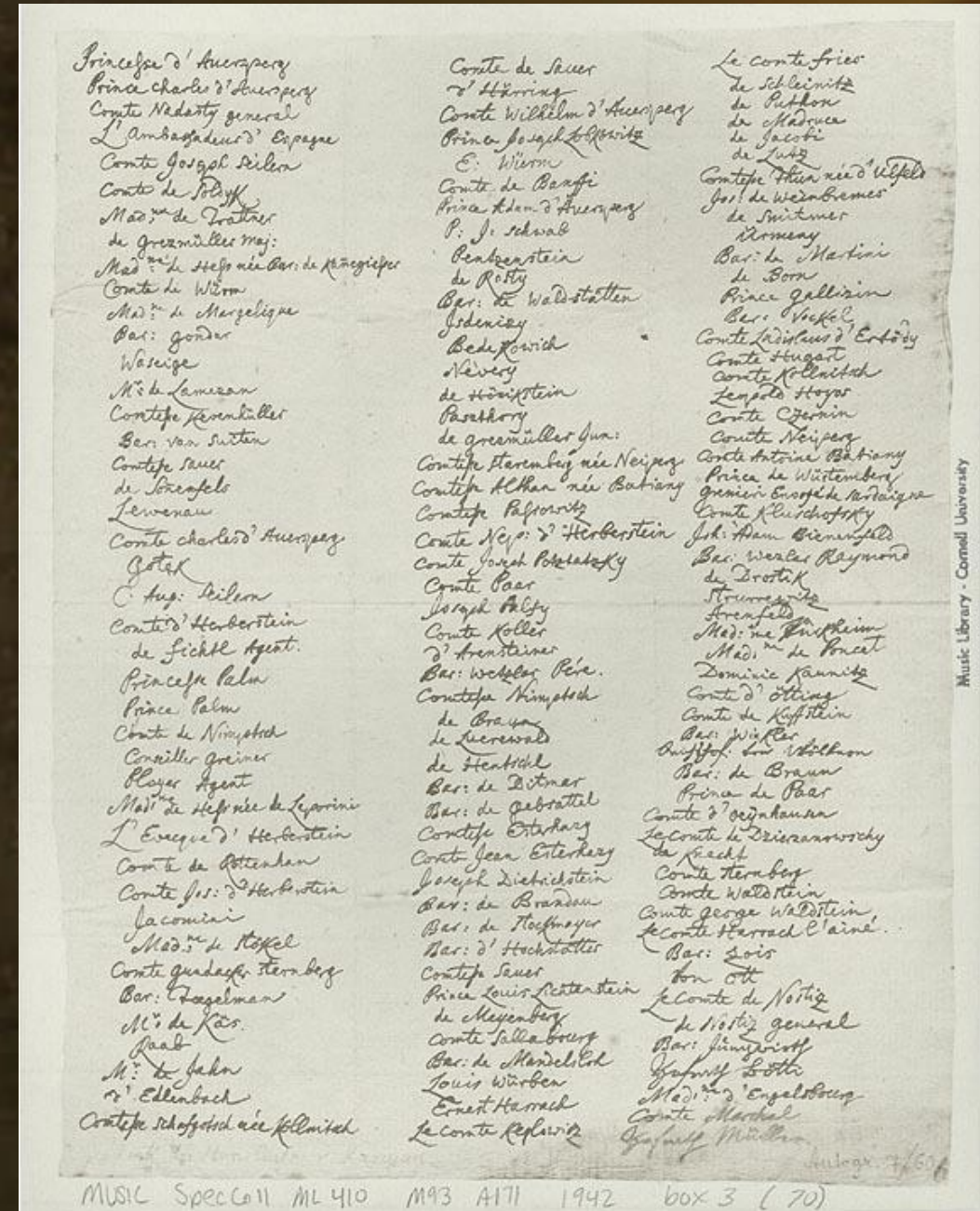
Workshops – Full-day crowdfunding workshops

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



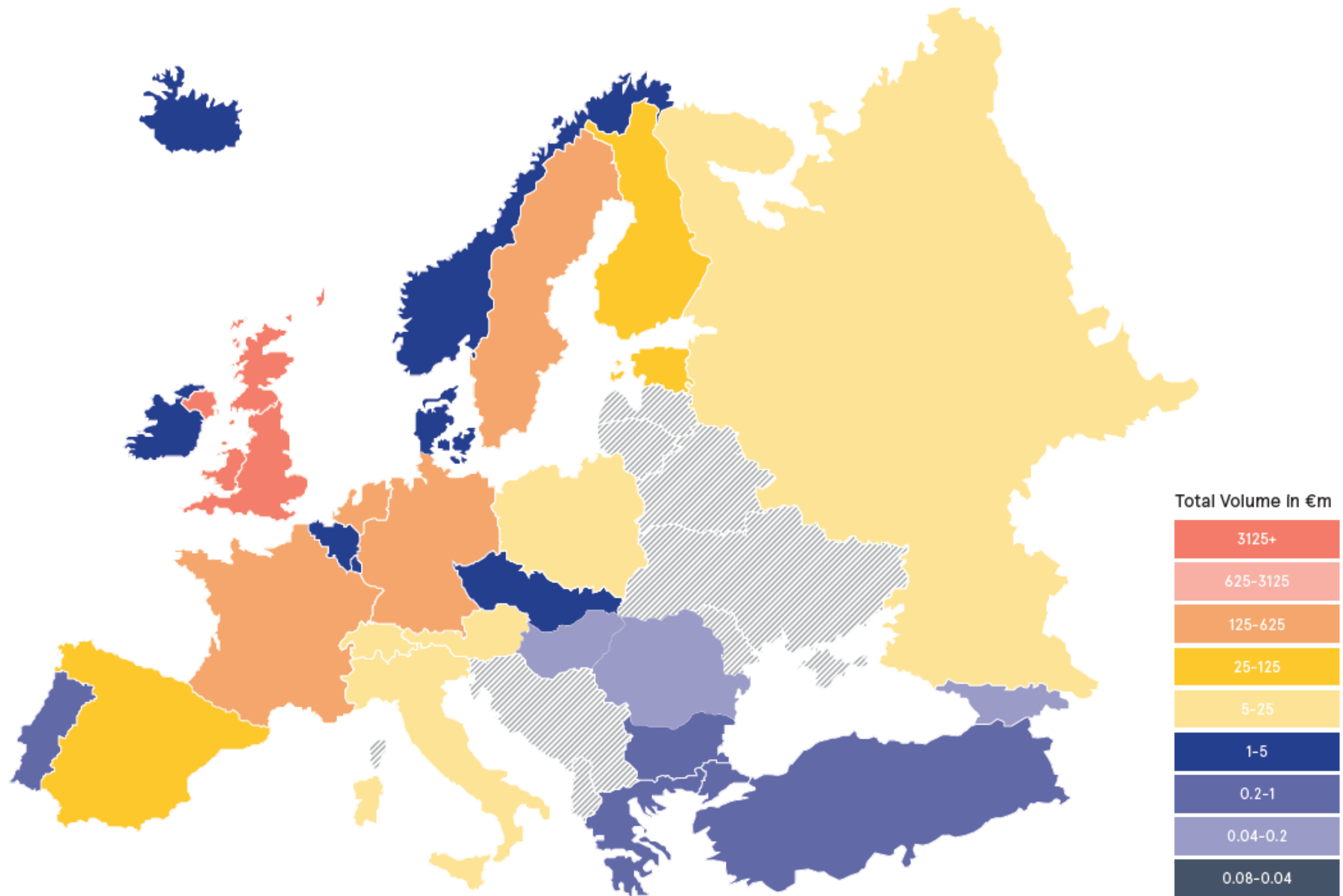
Crowdfunding

Raising funds for a specific project by a group of people



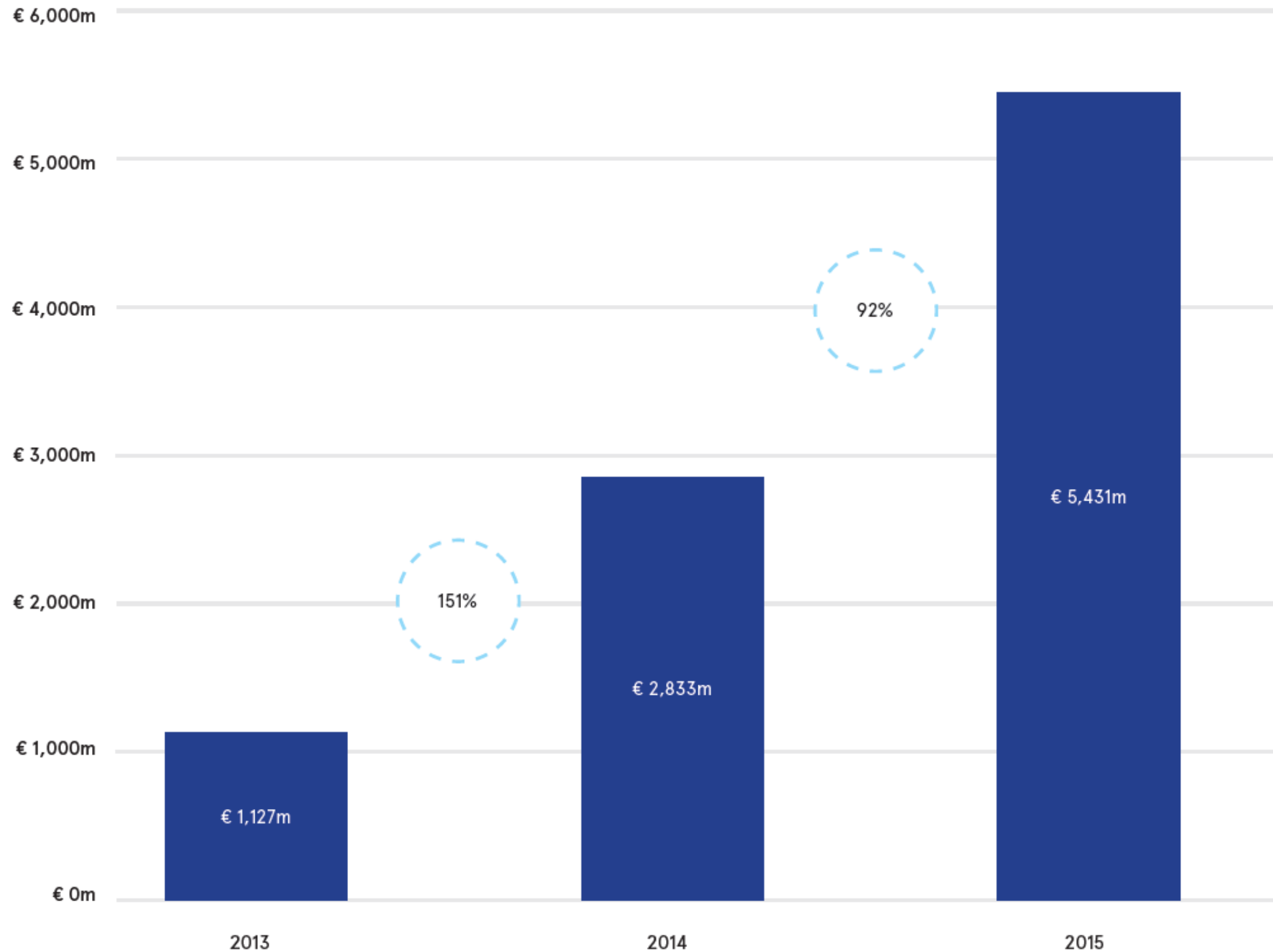
“Lenten” Concert Mozart - 1784

Expected \$10 billion in 2017



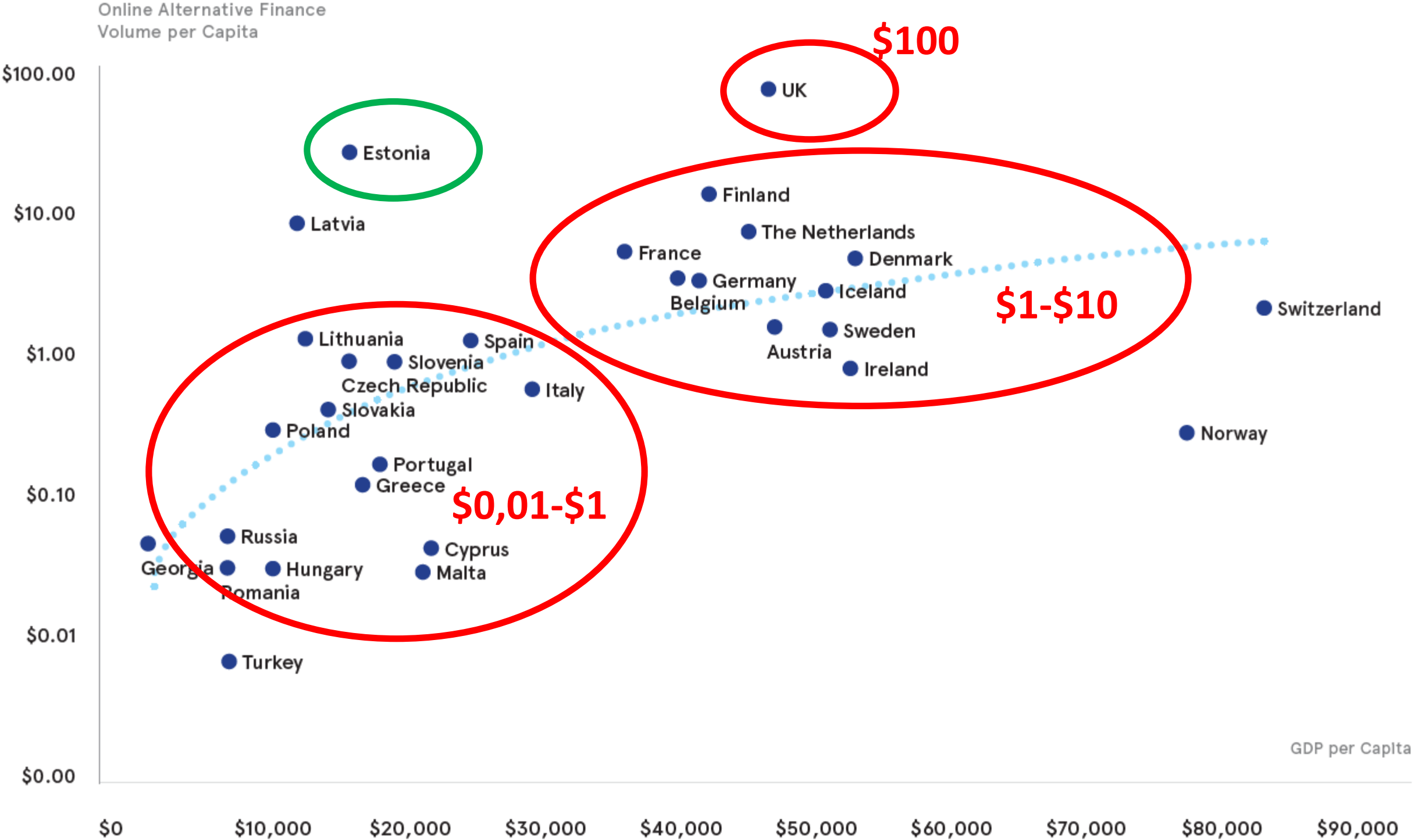
Source: Sustaining Momentum - The 2nd European Alternative Finance Benchmarking Report – Cambridge University / CrowdfunderHub

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

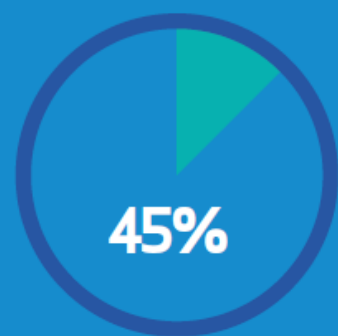


Source: Sustaining Momentum - The 2nd European Alternative Finance Benchmarking Report – Cambridge University / CrowdfunderHub

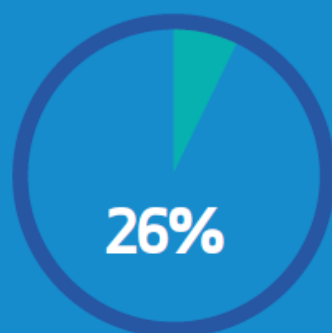
IN 2015 THE MARKET GREW TO
£3.2 BILLION



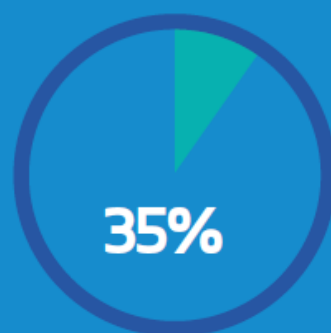
GROWING INSTITUTIONALISATION OF THE MARKET



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%**

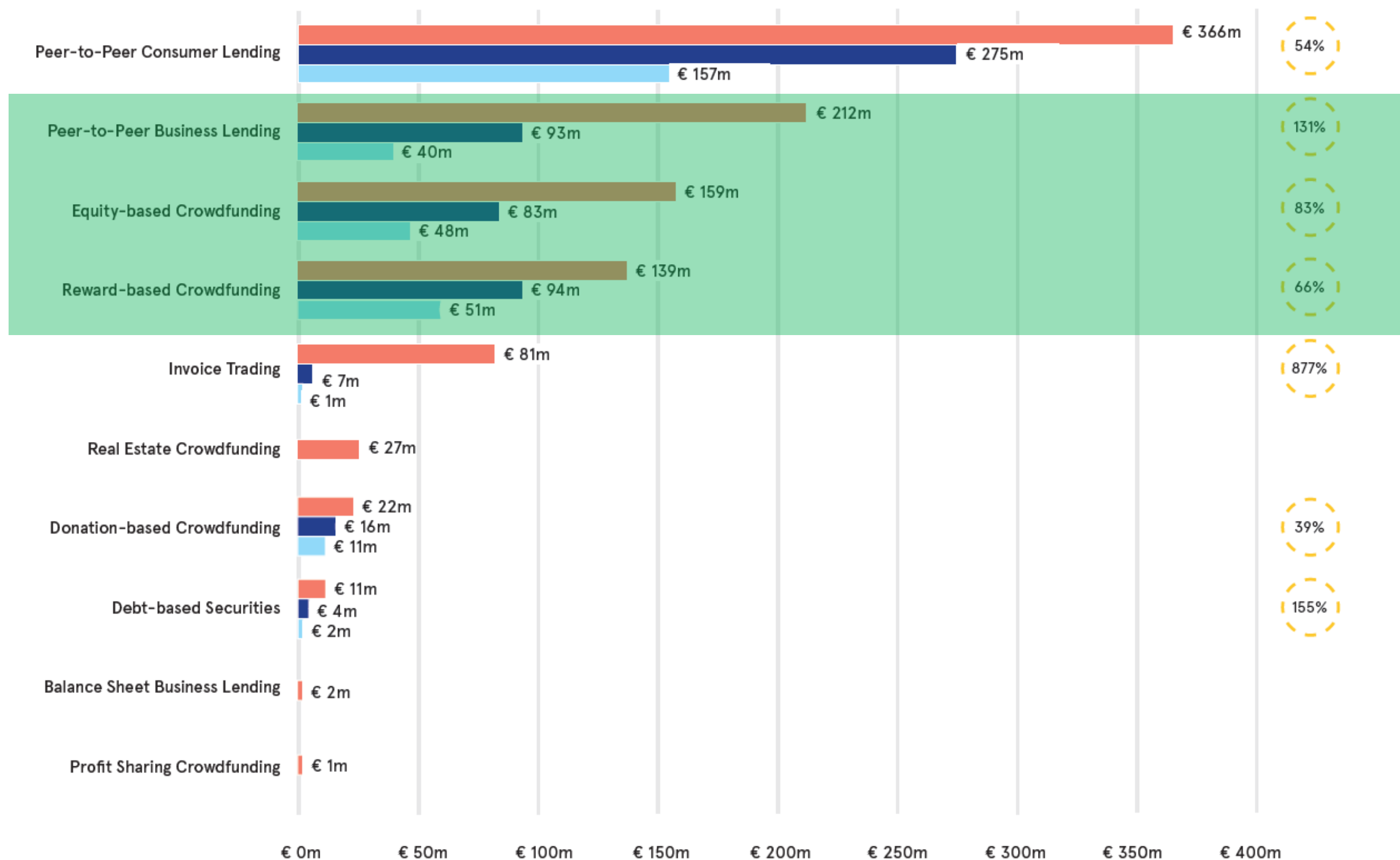
 of total UK seed and venture-
stage equity investment

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

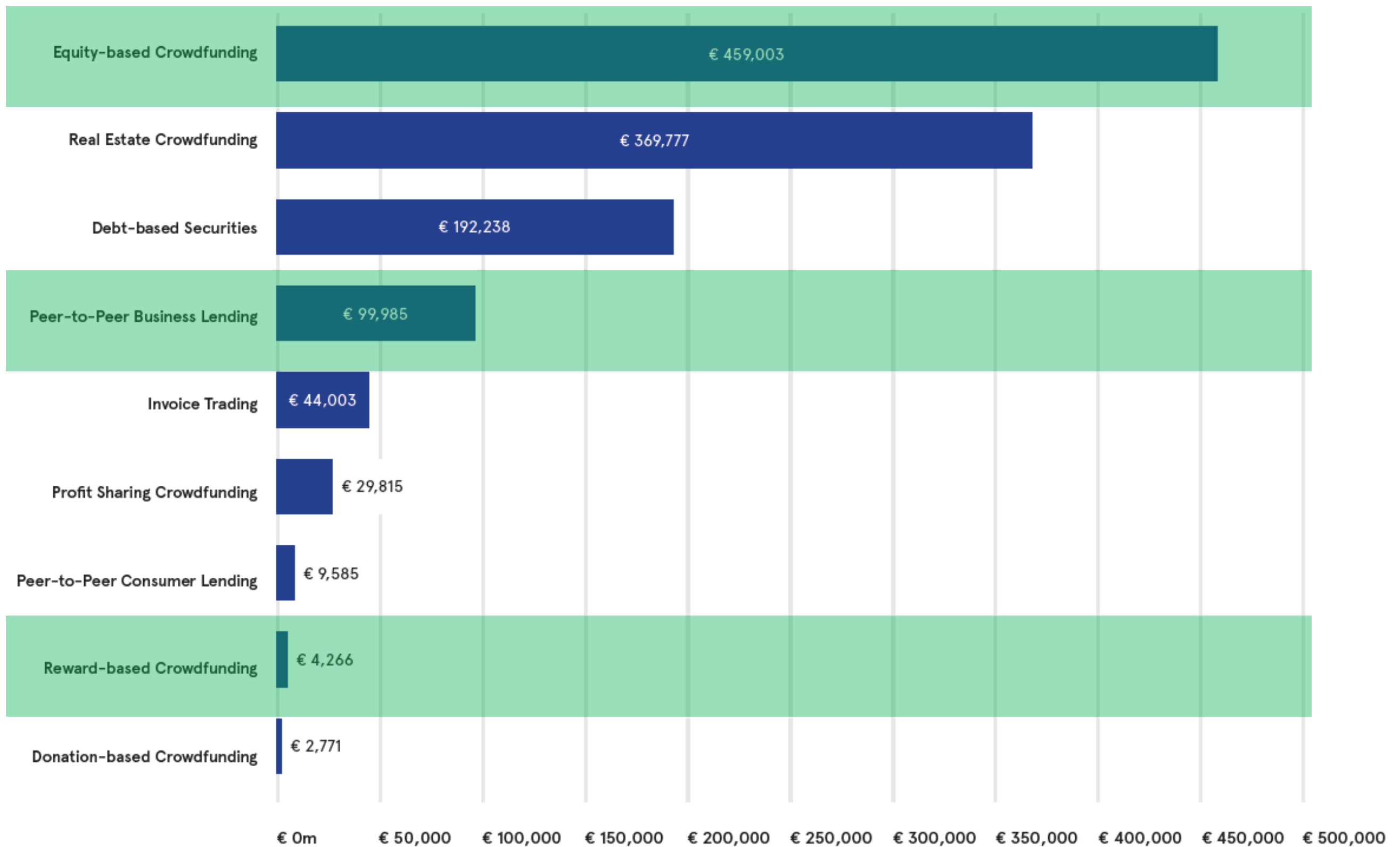


Alternative Finance categories



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

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



% rente
5%

! risicoclassificatie
C III

© looptijd investering
10-17 jaar

ZIEKENHUIS VLISSINGEN

- INSCHRIJVEN NIET MEER MOGELIJK! -

28-12-2015: Streefbedrag behaald!

GEÏNVESTEERD:
€10.600.000,-

DOELBEDRAG:
€10.600.000,-



[MEER INFORMATIE](#)

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

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.



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

[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

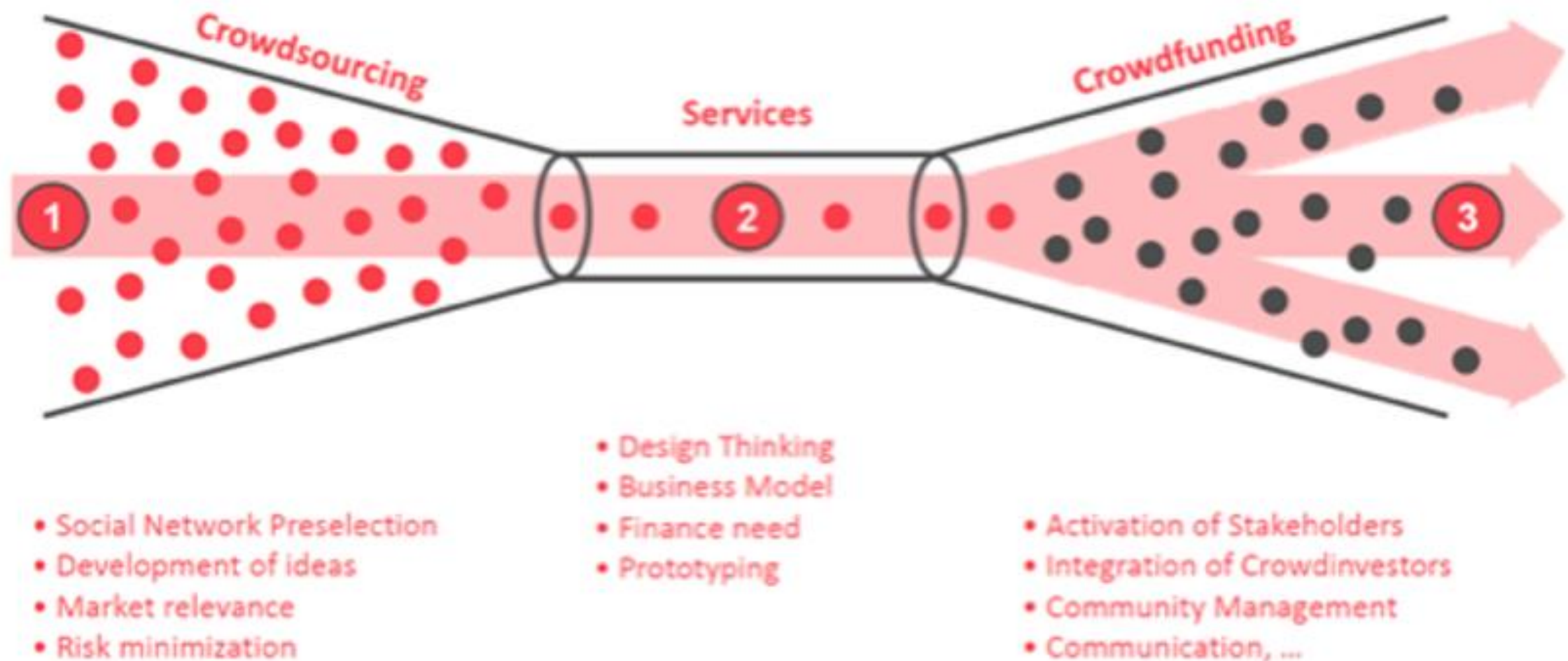


Tip 1. Involve your community

Crowdsourcing: co-creating ideas with the customer



Co-creation with customers



Co-creation and crowdfunding with customers



wena

Product

Team

Episodes

Cor

wena wrist

wena project

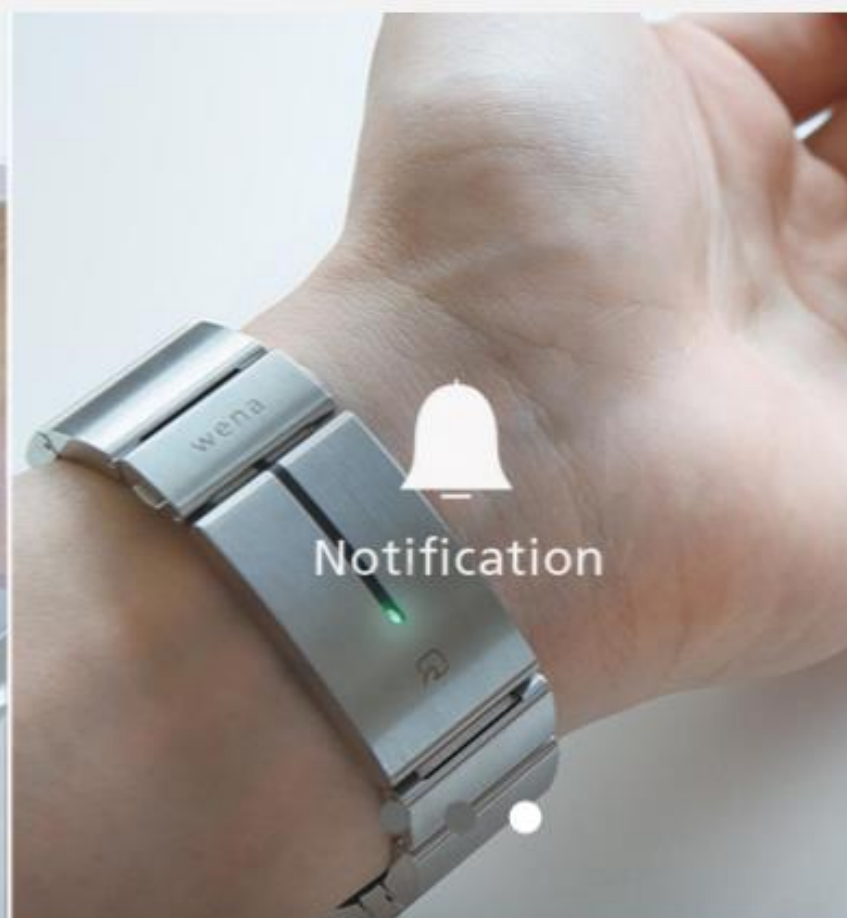
SUCCESS



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%

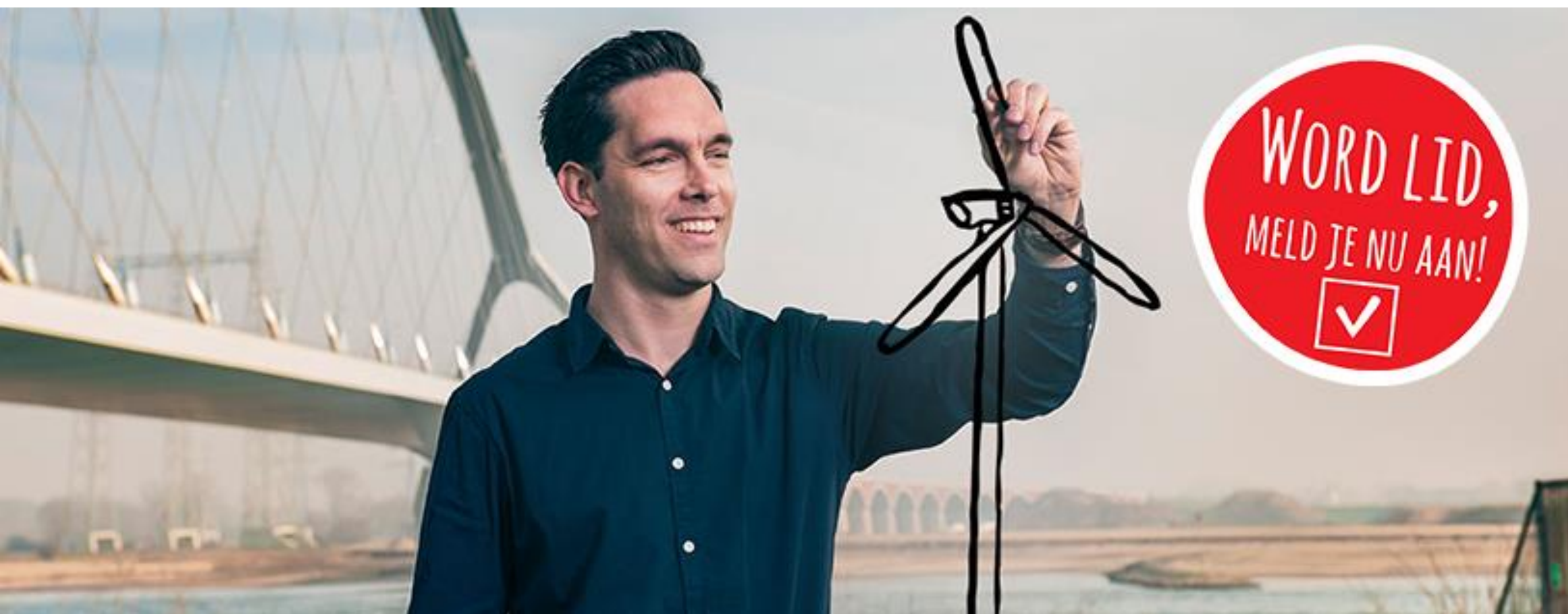
サポーター 403人 残り日数 60日



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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Utrecht University

June 7-9 2017

www.uu.nl/ecaf



CrowdfunderHub

Global Regulator & Policy Makers Workshop

Cambridge
**Centre
for Alternative
Finance**



UNIVERSITY OF
CAMBRIDGE
Judge Business School



Utrecht University

Cambridge & Utrecht University
Global Regulator & Policy Makers Workshop

June 28
@ Cambridge University

