



CROWDFUNDING

FUNDING INNOVATION AND GROWTH OF SMES



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**CO-FOUNDER AND VICE CHAIR EUROPEAN
CROWDFUNDING NETWORK**

**EXPERT ADVISOR EUROPEAN COMMISSION “ACCESS TO
RISK FINANCE” HORIZON2020**



@KLEVERLAAN



CROWDFUNDING CONSULTANCY

WWW.WEBCLUSIVE.COM



ASSOCIATION OF EUROPEAN CROWDFUNDING INDUSTRY

WWW.EUROPECROWDFUNDING.ORG



CROWDFUNDING



STATUE OF LIBERTY - 1885

MODEL

Of the Statue of

"LIBERTY ENLIGHTENING THE WORLD,"

Issued by the American Committee

IN AID OF THE PEDESTAL FUND.



THE American Committee in charge of the construction of the Base and Pedestal of this great work of art, in order to raise funds for completing their work, have prepared a *miniature statuette six inches in height,—The statue brassed; pedestal nickel-silvered,—*which they are now delivering free of expense to subscribers throughout the United States, at

ONE DOLLAR EACH.

This attractive souvenir and Mantel or Desk ornament is a *perfect fac-simile* of the model furnished by the artist.

The Statuette in same metal, *twelve inches high*, at

FIVE DOLLARS EACH,

delivered.

The design of Statue and Pedestal are protected by U. S. Patents, granted to A. BAVARD in 1878-79, and the models can *only* be furnished by this Committee.

The people of France donated the money to build the Statue and presented it to the United States of America.

Every American citizen should feel proud to donate to the Pedestal Fund and own a Model in token of their subscription and proof of title to ownership in this great work.

Address with remittance.

RICHARD BUTLER, Sect'y,

American Committee of the Statue of Liberty.

33 Mercer St., New York.

Orders Received Here.



STATUE OF LIBERTY - 1885



MARILLION - 1997



RISE OF CROWDFUNDING PLATFORMS - 2006

KICKSTARTER

5 MILLION BACKERS - \$850 MILLION

KICKSTARTER



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KICKSTARTER



5 MILLION BACKERS - \$850 MILLION

KICKSTARTER



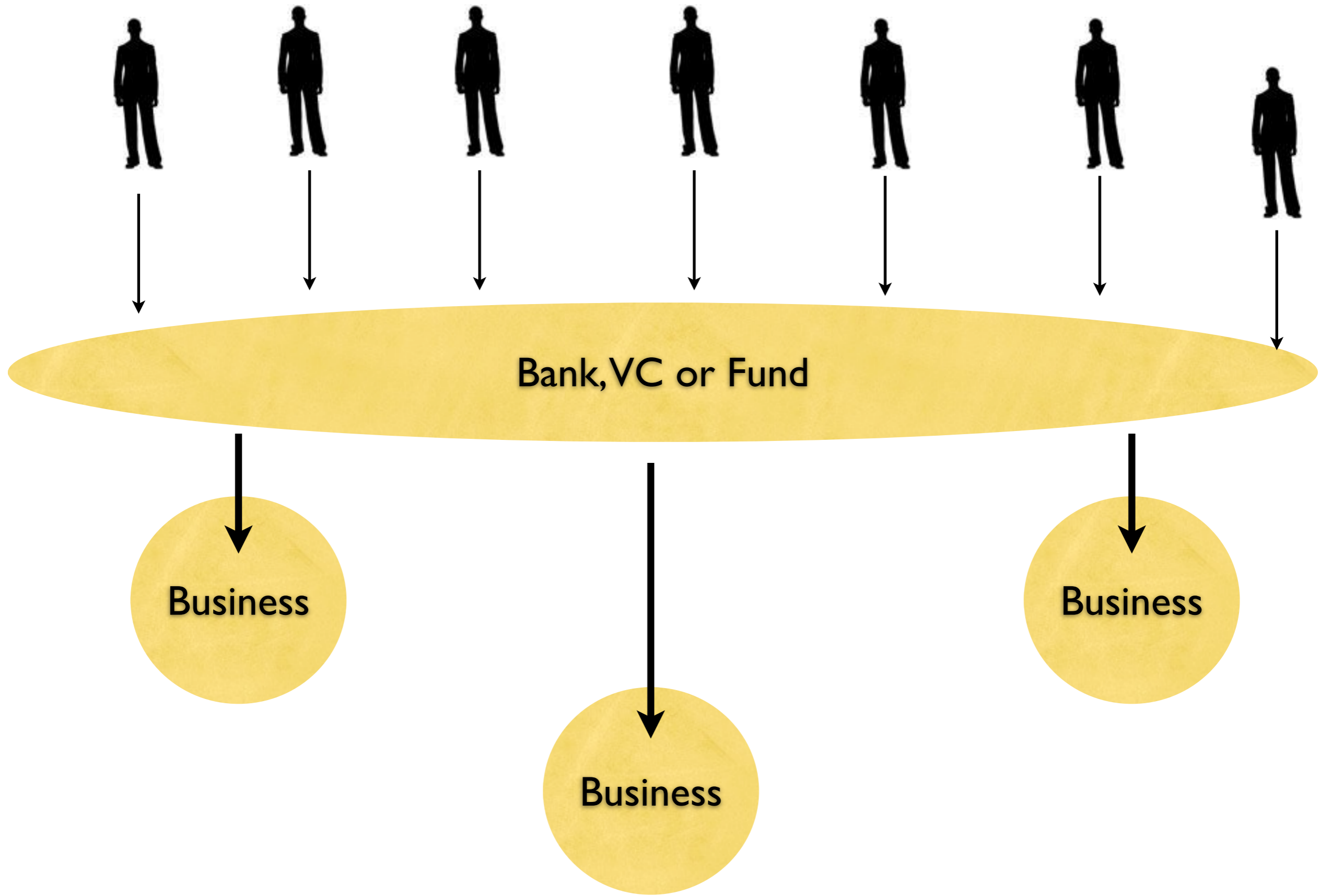
5 MILLION BACKERS - \$850 MILLION

A large crowd of people at a festival, with a person inside a giant bubble in the center. The background shows trees and buildings under a bright sky.

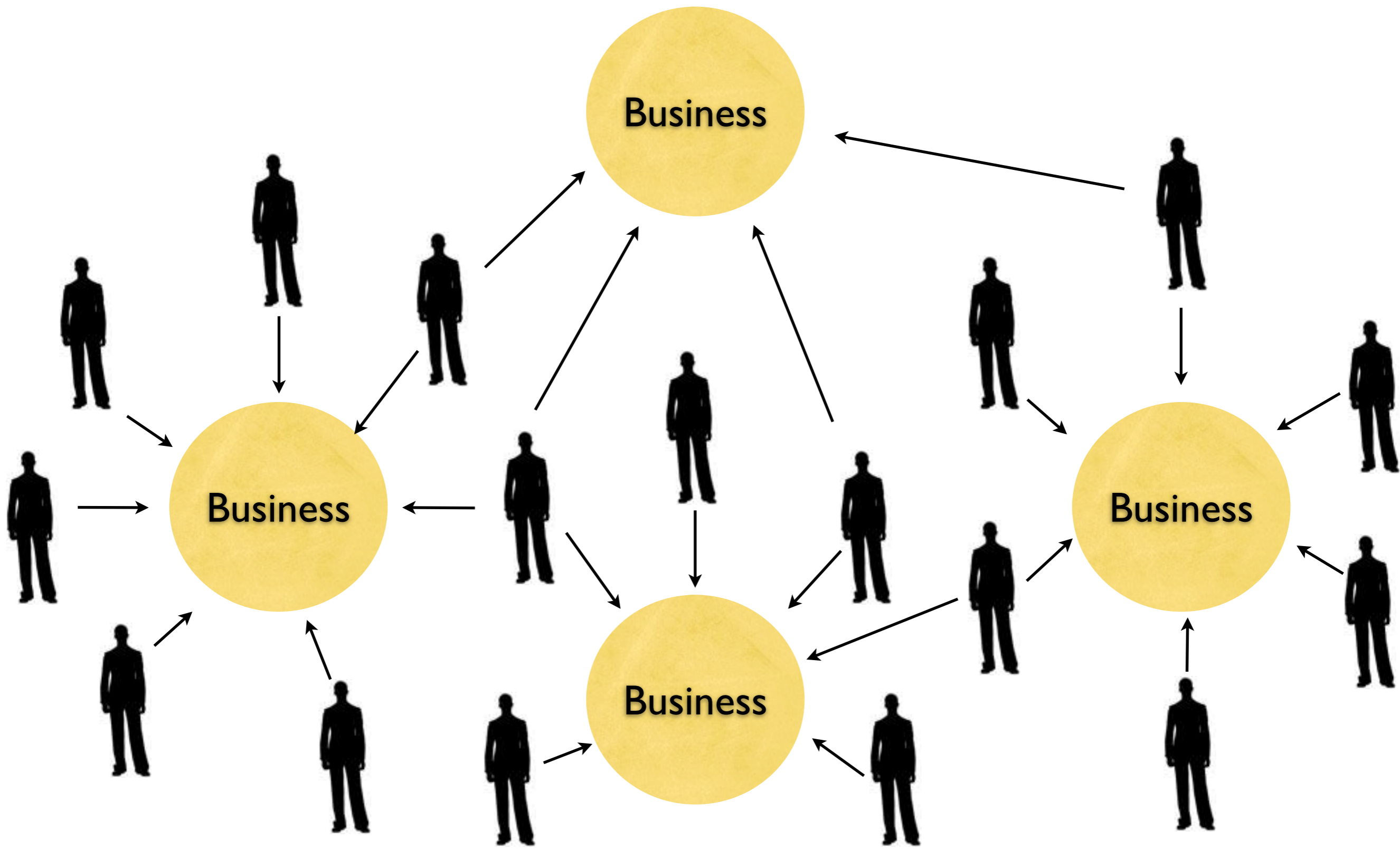
CROWDFUNDING

II

COMMUNITY FUNDING



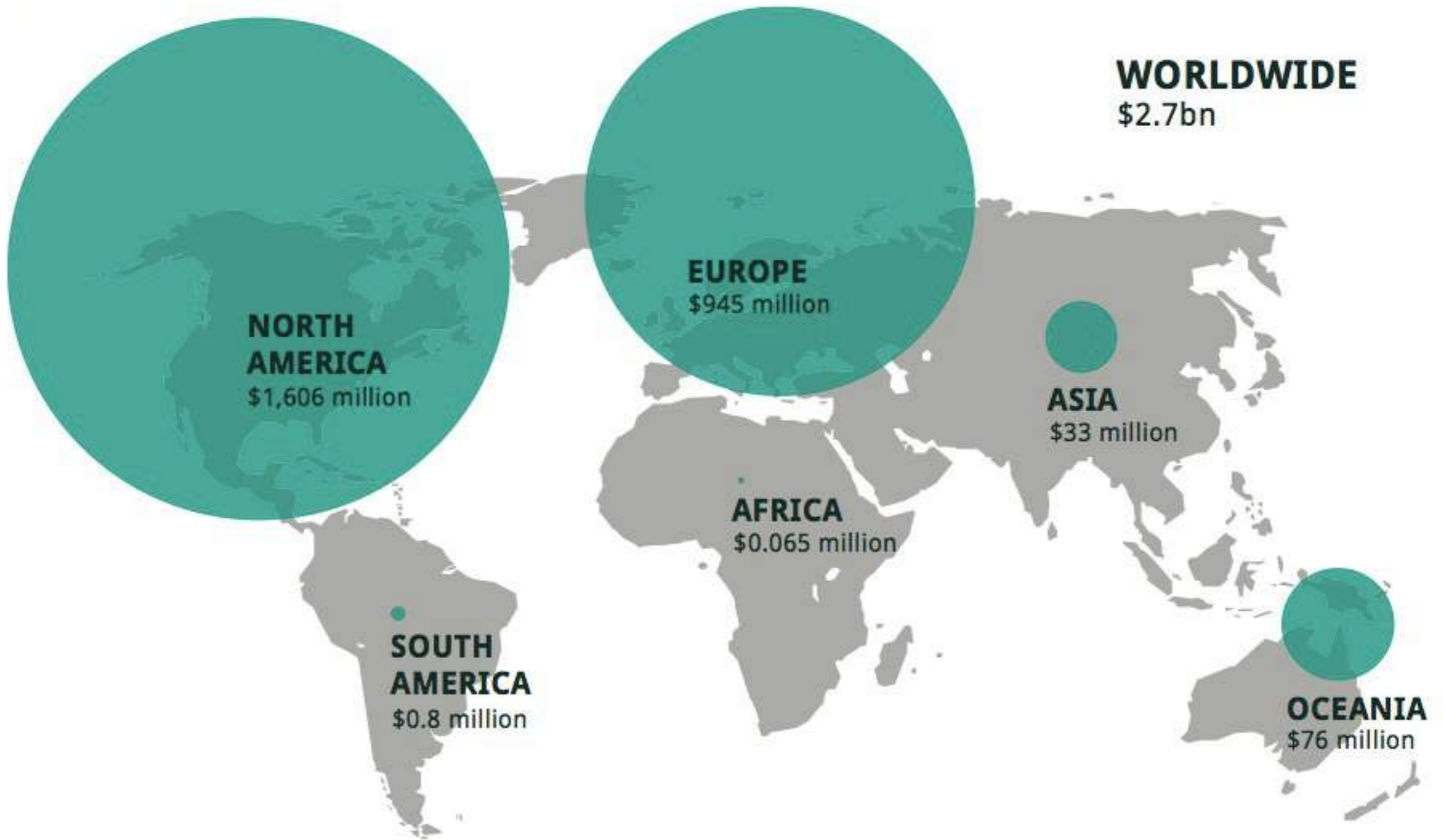
TRADITIONAL FUNDING



CROWDFUNDING - DIRECT INVESTMENT



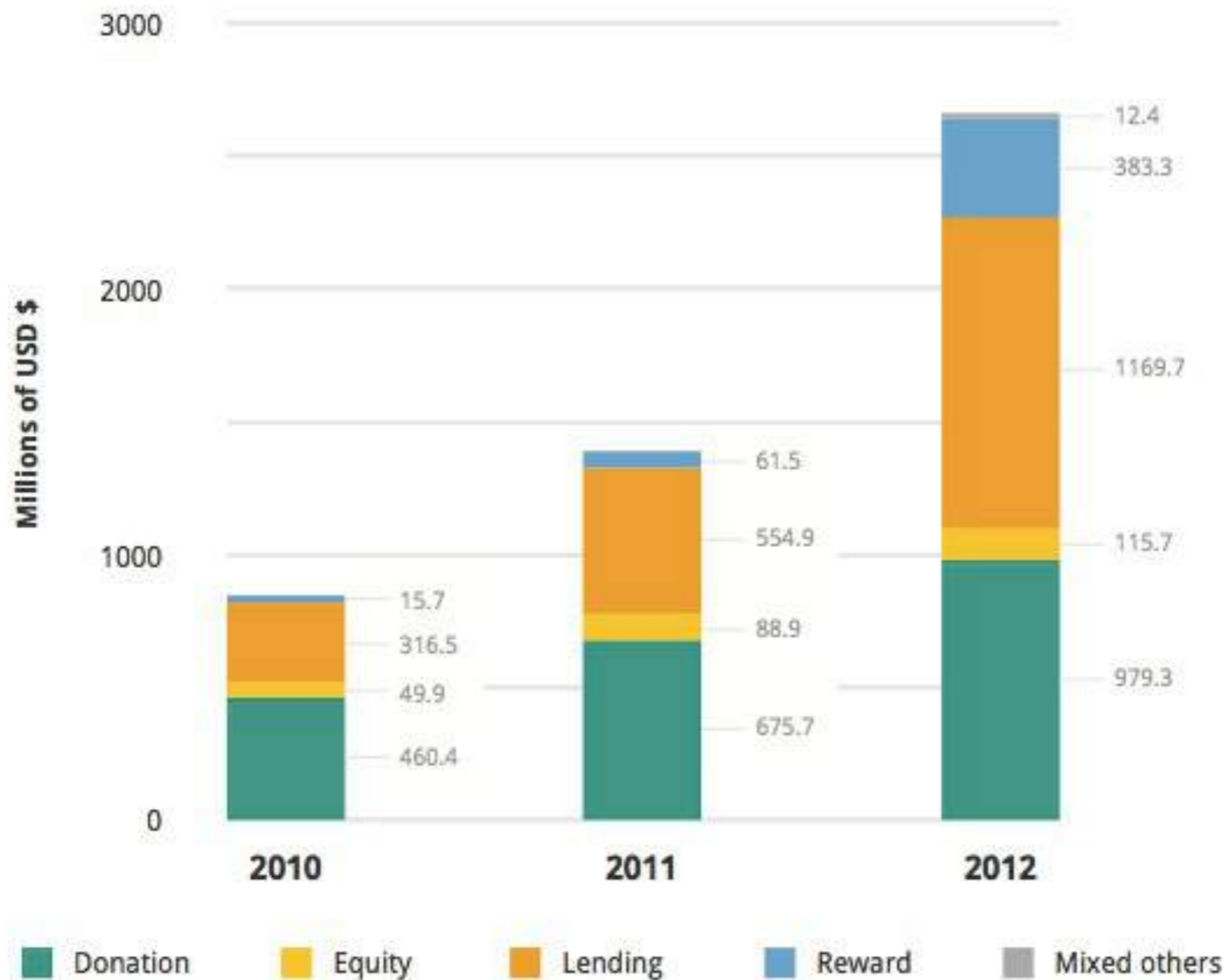
SIZE OF THE MARKET



■ Total funds raised during 2012 in USD

SOURCE: MASSOLUTION CROWDFUNDING INDUSTRY REPORT 2012

\$2,7 BN (81% GROWTH) IN 2012



50% DONATIONS // 50% INVESTMENTS

NUMBER OF CFPs, 2012

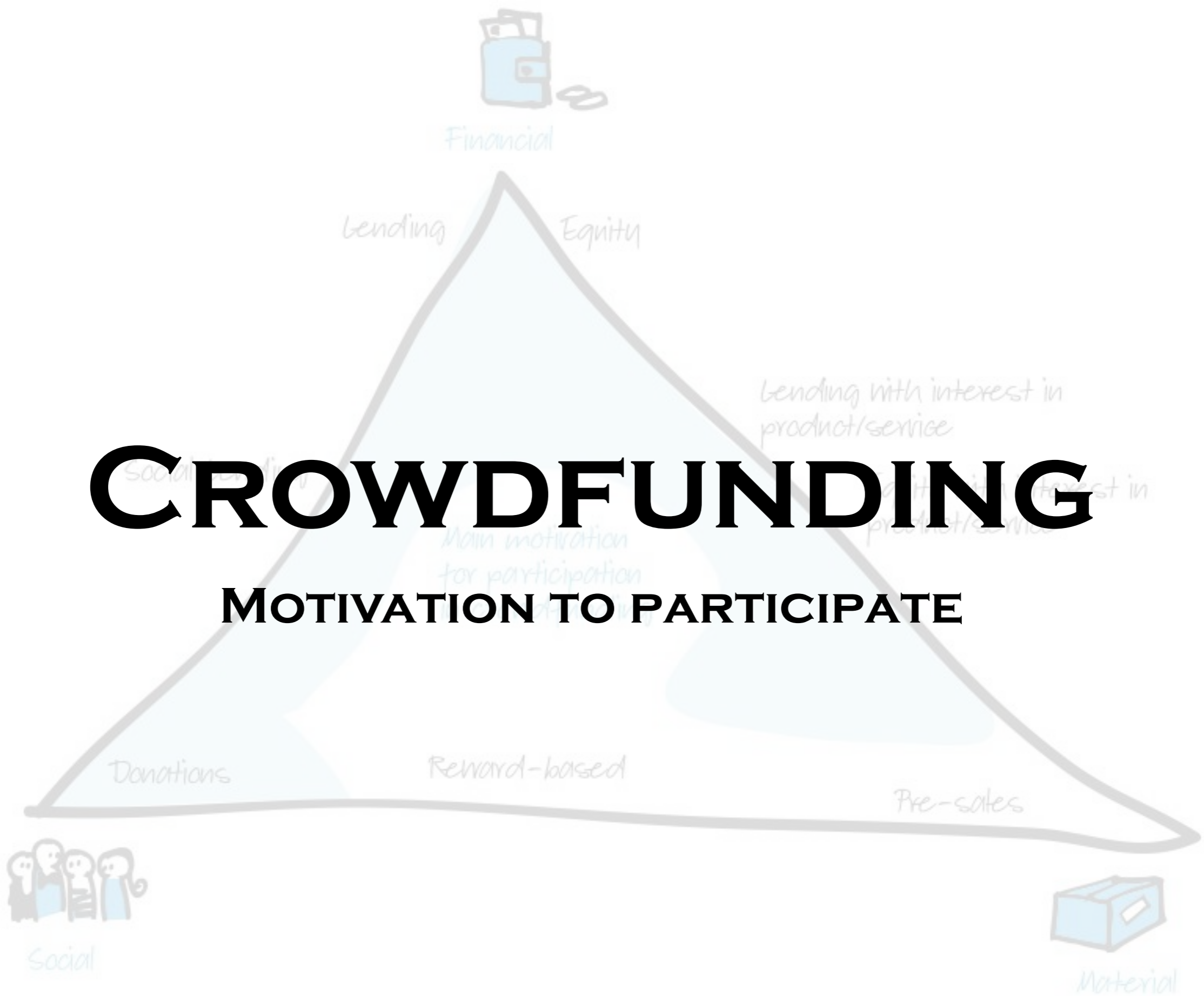


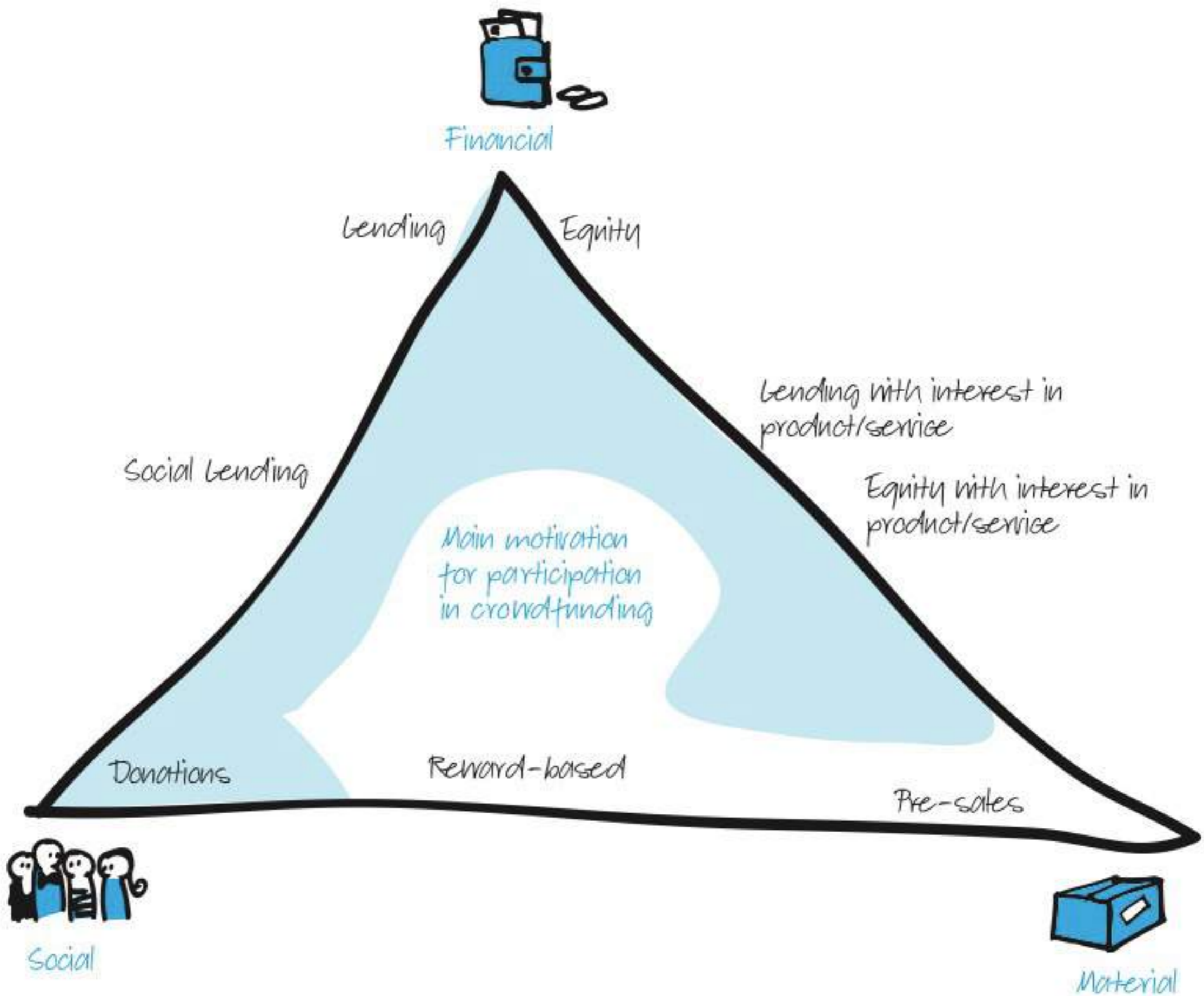
Source: Based on Crowdsourcing.org Directory of Sites as of April 2012.

>450 PLATFORMS

CROWDFUNDING

MOTIVATION TO PARTICIPATE





SOCIAL, MATERIAL OR FINANCIAL REWARDS



MORE THEN MONEY

MARKET RESEARCH AND MARKETING

de
Correspondent

READ MORE

MARKET RESEARCH (PRE-SALES)

NEW ONLINE NEWSPAPER SOLD 18,000 SUBSCRIPTIONS (1 M EURO)



WAKAWAKA
SHINE BRIGHT



**MARKET RESEARCH AND MARKETING
STARTUP RAISED 750.000 EURO IN SEVERAL CAMPAIGNS**



TRENDS IN CROWDFUNDING



CIVIC CROWDFUNDING
“BUILD YOUR OWN CITY”



CLEAN ENERGY PROJECTS
8,5 MILLION EURO RAISED BY 7000 INVESTORS



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go

Funding period

Apr 11, 2012 - May 19, 2012

CROWDFUNDING & TRADITIONAL FINANCE

\$10 M PRE-SALES + \$15 M VENTURE CAPITAL



GROWTH OF CROWD INVESTING

99% OF SMES ARE USING BANK LOANS FOR GROWTH

Grow an Entrepreneur for Tomorrow



Promoter: Gabrielle Omar

Status: Fundraising

129

20

Tweet

Like

Summary

Project promoter

Costs

Funders



Volunteer



Update me

£41,444

pledged by 27 funders...

Our goal
£51,771



Make it happen!

Pledge

You're only charged if the project hits its funding goal by 31 July 2013 at 23:59

Help us turn an empty shop into a buzzing hub for young entrepreneurs! We'll create space where imaginations can be unleashed and bright business ideas brought to life.



View gallery

Top funders ...

see all



LOCAYESTING

FINANCING LOCAL BUSINESSES BY THE LOCAL COMMUNITY

KEY TAKE-AWAYS

CAN FILL INVESTMENT GAP (<1 M EURO) FOR SMES

CROWDFUNDING = COMMUNITY FUNDING

LOCAL FOR LOCAL INVESTMENTS

HELPS ATTRACT OTHER FORMS OF FINANCING

MORE THEN MONEY: MARKET RESEARCH & MARKETING

LET'S TALK CROWDFUNDING!



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Accenture
Innovation
Awards
2012

accenture
High performance. Delivered.

