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# How Crowdfunding drives regional innovation

Brigitte Hatvan  
5th Danube Financing Dialog – Bratislava  
May 24, 2016



# Buzzword Crowdfunding



crowdfunding

Google Search

I'm Feeling Lucky



# „Classical“ crowdfunding



# „Classical“ crowdfunding



# Crowdfunding definition

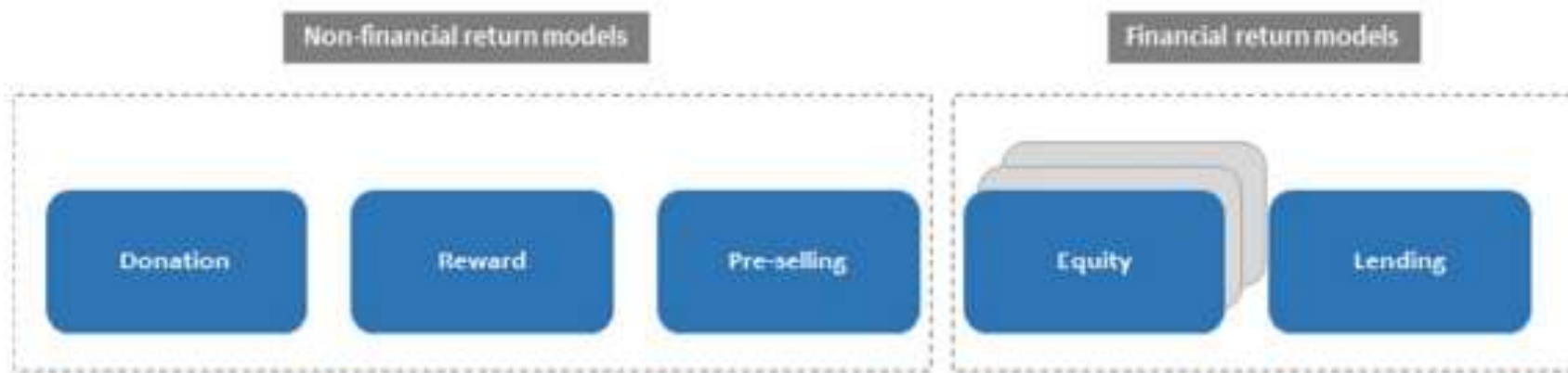


- + In **crowdfunding**, an appeal for funds is made to the general public in support of a project or company, the **crowdfunding campaign**.
- + The crowdfunding campaign is typically conducted through a campaign page launched on an intermediary Internet platform, called the **crowdfunding platform**.



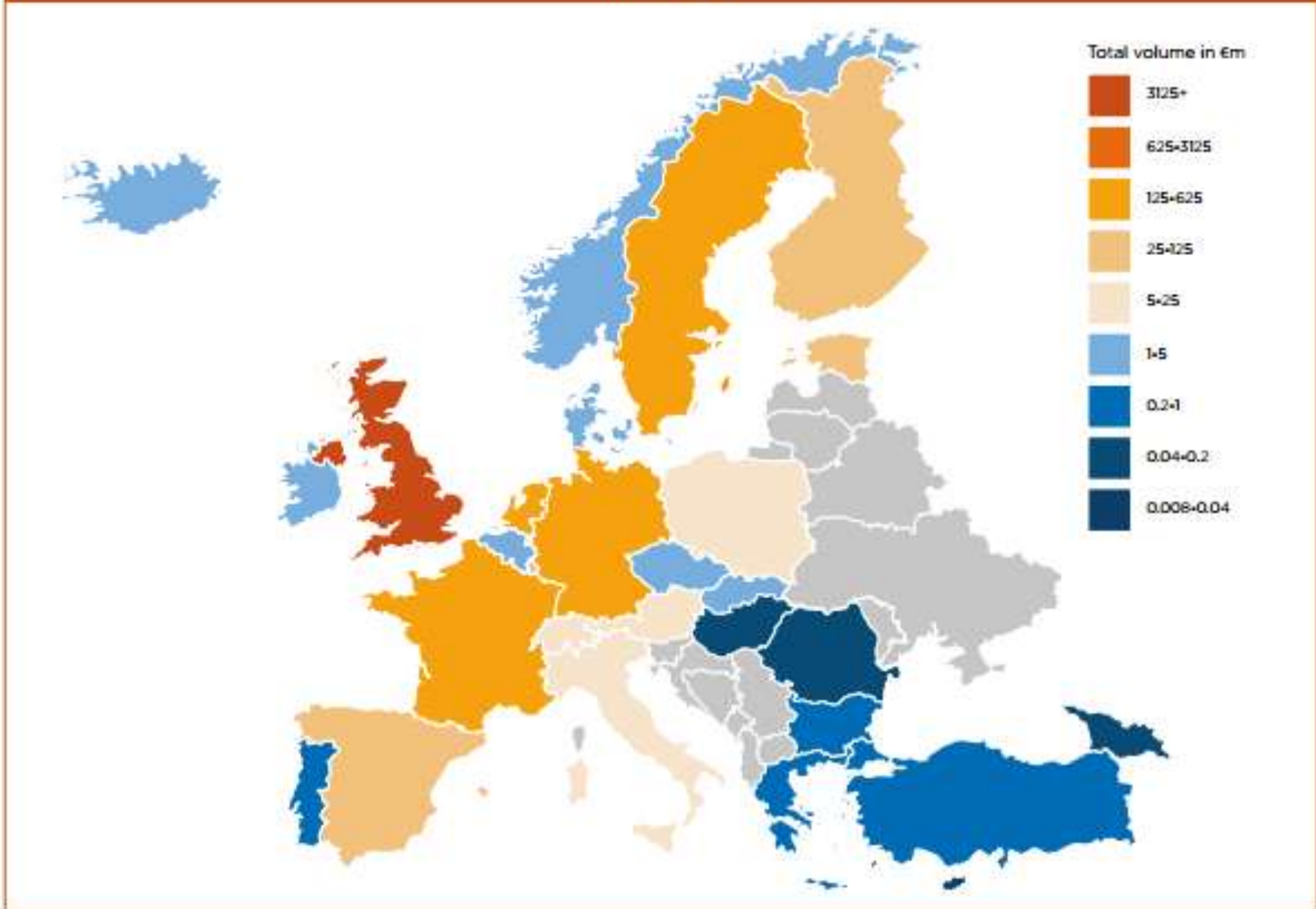
Crowdfunding innovative ventures in Europe, SpaceTec, 2014. Digital Agenda for Europe.

# Crowdfunding Models



Crowdfunding innovative ventures in Europe, SpaceTec, 2014. Digital Agenda for Europe.

# COMPARATIVE VOLUME OF ALTERNATIVE FINANCE TRANSACTIONS 2012-2014



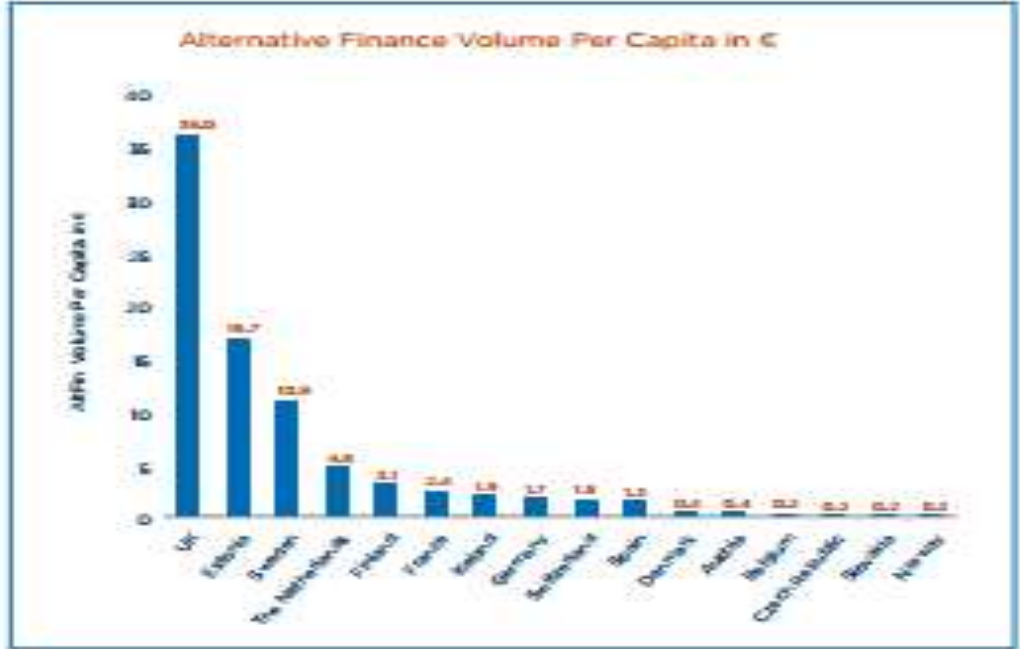
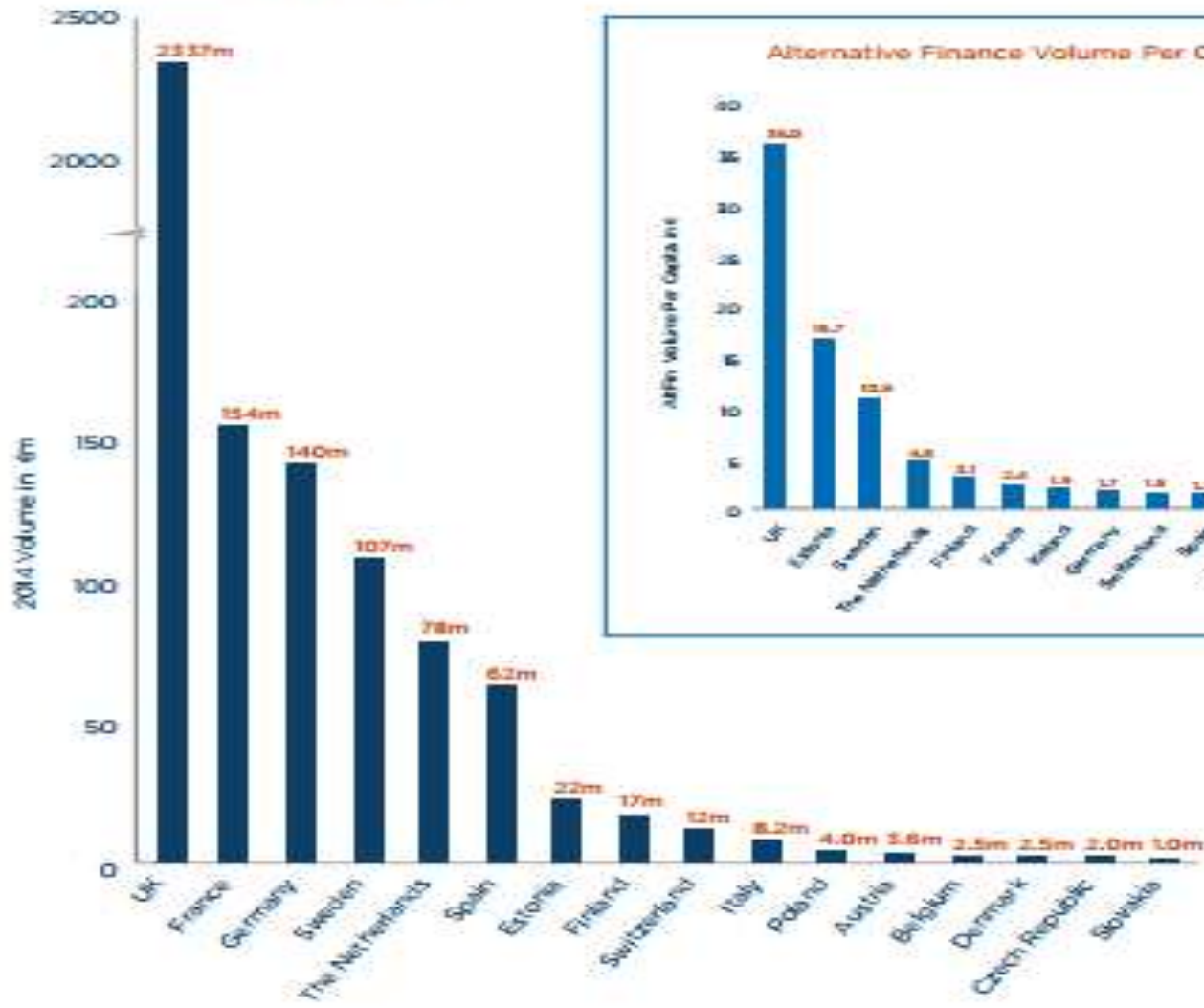
Cambridge University / E&Y: The European Alternative Finance Benchmarking Report, 2015



COMPARATIVE VOLUMES OF ALTERNATIVE FINANCE TRANSACTIONS IN 2014  
(TOP 16 COUNTRIES) - BY COUNTRY AND PER CAPITA

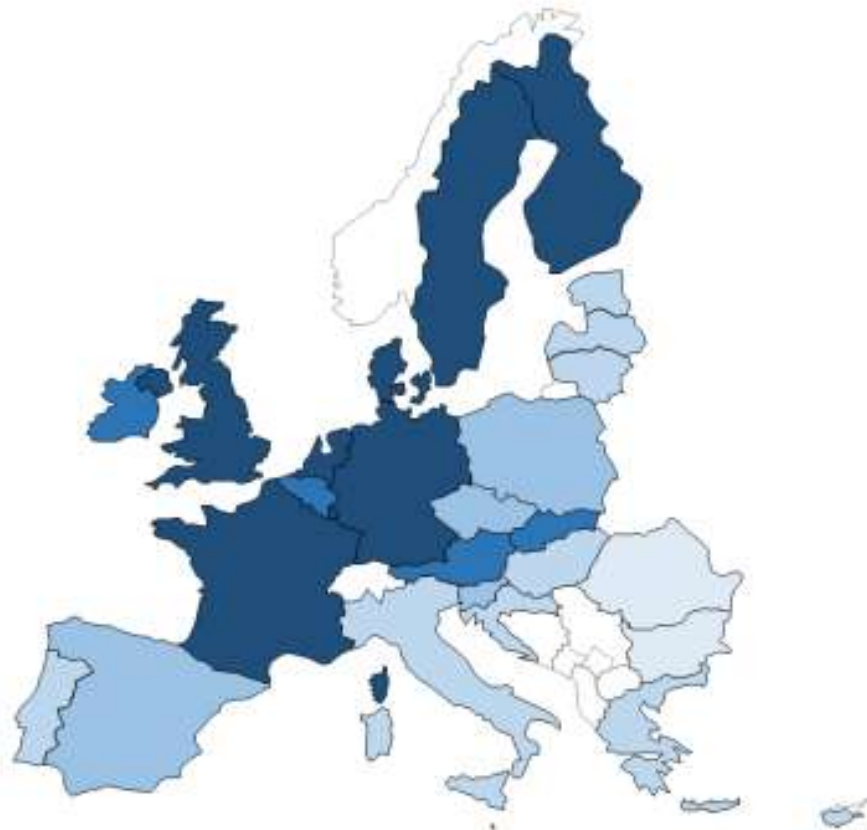


Total volume of Alternative Finance Transactions in 2014 €m



Cambridge University / E&Y: The European Alternative Finance Benchmarking Report, 2015

# Crowd community development



## Penetration of online Shopping in Europe 2012

Eurostat, News Release  
147/2013

Crowdfunding innovative ventures in Europe, SpaceTec, 2014. Digital Agenda for Europe.

# Development of regulatory framework



## Penetration of online Shopping in Europe 2012

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- + Despite its growing popularity, crowdfunding is still in its initial stages. The non-profit sector has the greatest experience in Slovakia in raising micro-donations from a significant number of donors for financing public-benefit activities. (Crowdfunding Vysegrad Study, 2014)
- + The development of the Crowdfunding market in Slovak Republic seems to be progressing rather slowly. This is partly due to neighbouring Countries with much stronger Crowdfunding markets, which are almost always preferred to the non-existent Slovak ones. (European Crowdfunding Network, 2014)

# Developing the potential of crowdfunding to drive regional innovation in the Danube region



- + Awareness raising and training about crowdfunding for project owners as well as potential crowdfunding backers
- + Support of existing crowd-based initiatives supporting regional (micro-)projects
- + Transparency and a firm basis for financial crowd-funding models through regulatory frameworks
- + Integration of successfully piloted policy instruments from past/ongoing EU projects that will help regional innovation agencies to support regional crowd-funding communities
- + Strengthening of transnational exchange of experience and cooperation to create strong crowd communities in the Danube region



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# THANK YOU!

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