



Aleksandar Janičić, IEC Tehnopolis
Project Partner

CrowdStream

- ✓ **Main project objective:**
to improve the effectiveness of public/private business support for innovative SME, start-ups and social enterprises to access qualitative alternative financing (crowdfunding)
- ✓ **Main project result:**
Improved cooperation between business support organisations and enterprises to guarantee a qualitative access to crowdfunding



CrowdStream – Partnership

ERDF partner

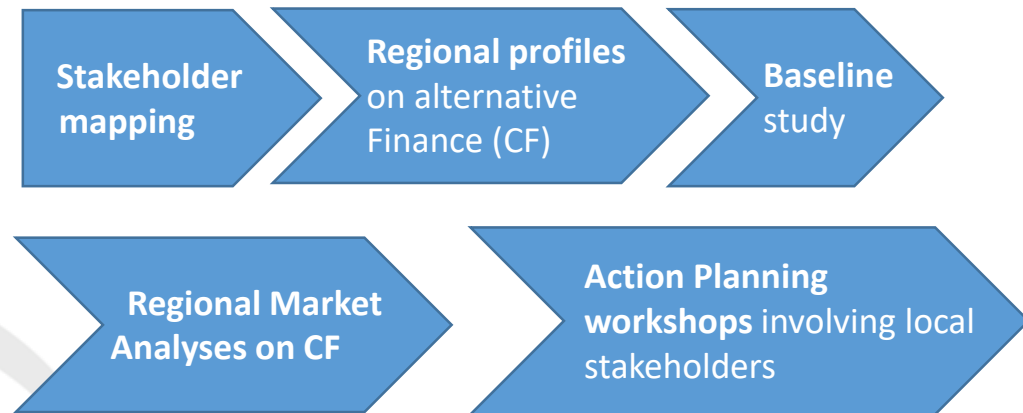
- **Austria**, Agency for European Integration and Economic Development (LP)
- **Austria**, ConPlusUltra Ltd.
- **Bulgaria**, Union of Bulgarian Black Sea Local Authorities
- **Czech Republic**, South Bohemian Agency for Support to Innovative Enterprising
- **Croatia**, Zagreb Innovation Center
- **Hungary**, Pannon Business Network Association
- **Slovenia**, Styrian Technology Park
- **Slovakia**, Technical University of Kosice

IPA partner

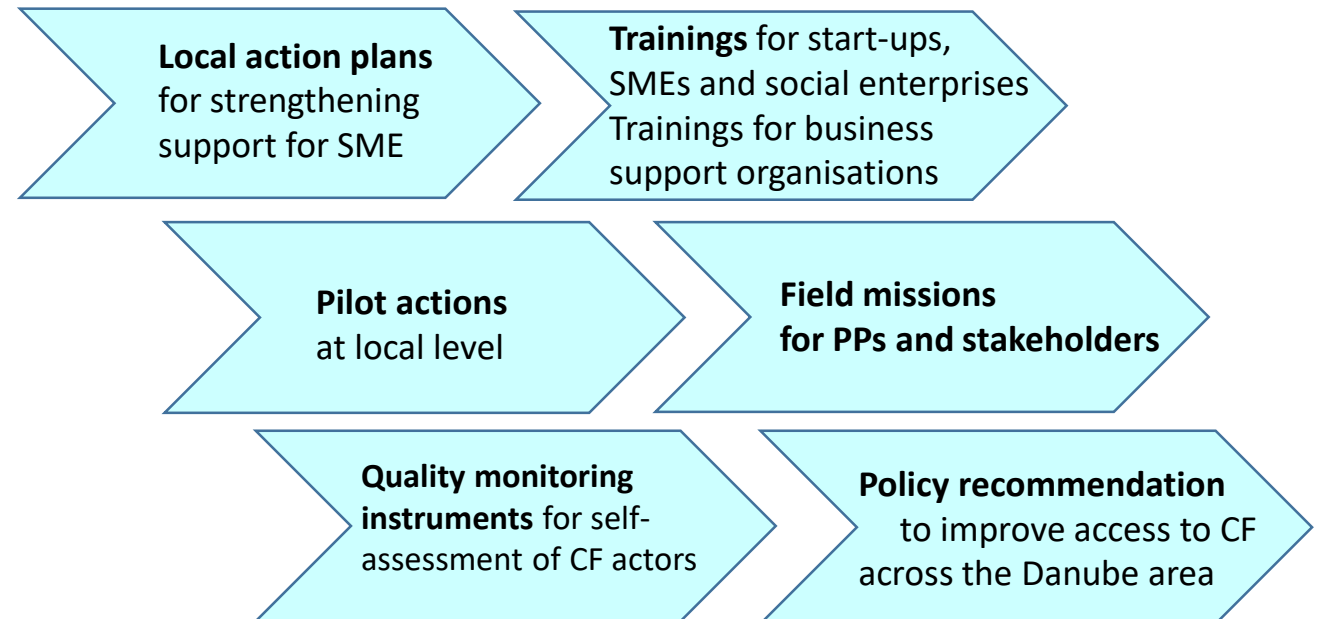
- **Montenegro**, Innovation and entrepreneurship center TEHNOPOLIS
- **Serbia**, University of Belgrade

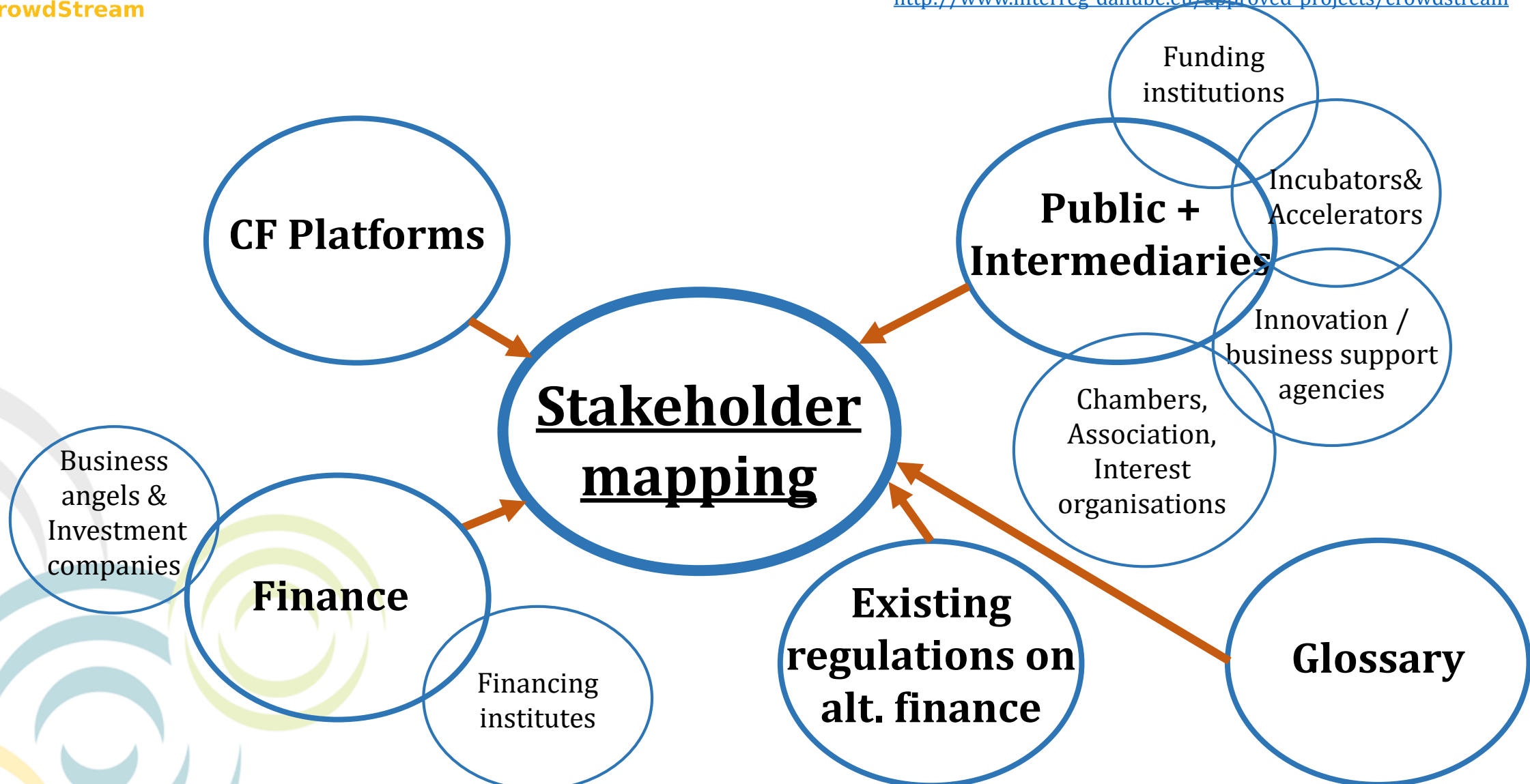
Project Workplan

2017 – mid-2018

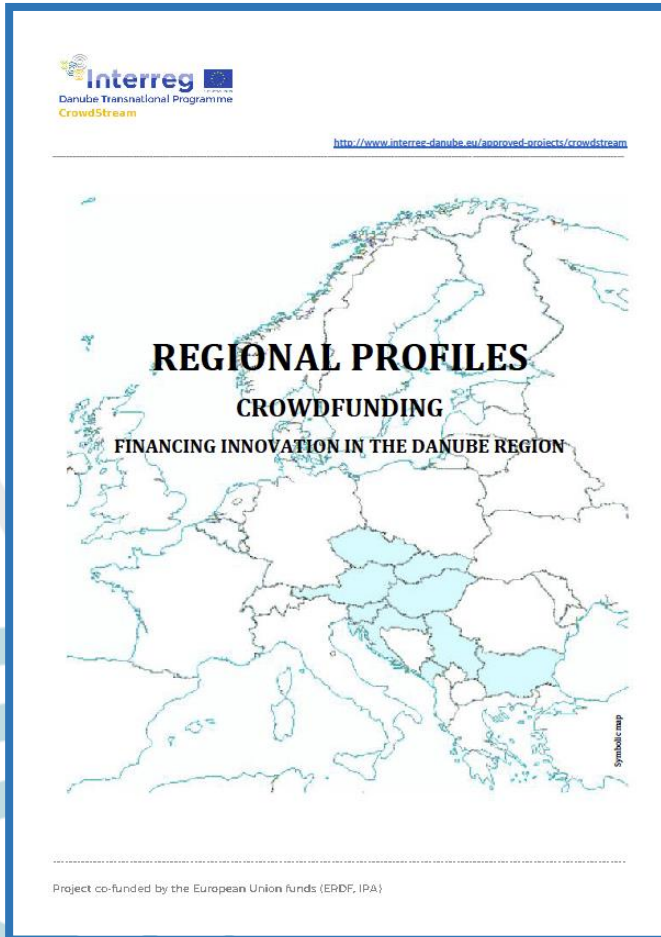


2018 – mid-2019





Regional Analysis



9 Regional Profiles

Each profile:

- General information on the region
- Regional analysis on Crowdfunding
- SWOT analysis
- Regional development demands
- Good practice examples

Available under: <http://www.interreg-danube.eu/approved-projects/crowdstream/outputs>

Impressions from Trainings and Pilot Action activities



Training Materials

MODULE 1 → CF BASICS

TU1. Introduction

TU2. Terminology, Crowdfunding Models and Financing Mechanisms

TU3. Process and Phases

TU4. Additional Functions

TU5. Legal Framework: National and European Regulations

MODULE 2 → CF MARKETS

TU6. International Frontrunners

TU7. Central and Eastern European Crowdfunding Market in Figures

TU8. Regional Context of Danube Area Countries

MODULE 3 → CF ACTORS

TU9. Platforms

TU10. Support Organisations

TU11. Campaigners

TU12. Contributors

MODULE 4 → my CF project

TU 13. My Crowd

TU 14. Finding the Right Platform

TU 15. My Campaign

TU 16. My Tools & Resources (incl. Links)

TU 17. My Business Plan

TU 18. Dos & Don'ts

TU 19. Examples

TU 20. Latest Trends

MODULE 5 → SPECIFIC KNOWLEDGE AND SERVICES

TU21. Marketing

TU22. Pitching

TU23. Cultural and Creative Industries

TU24. Social Entrepreneurs

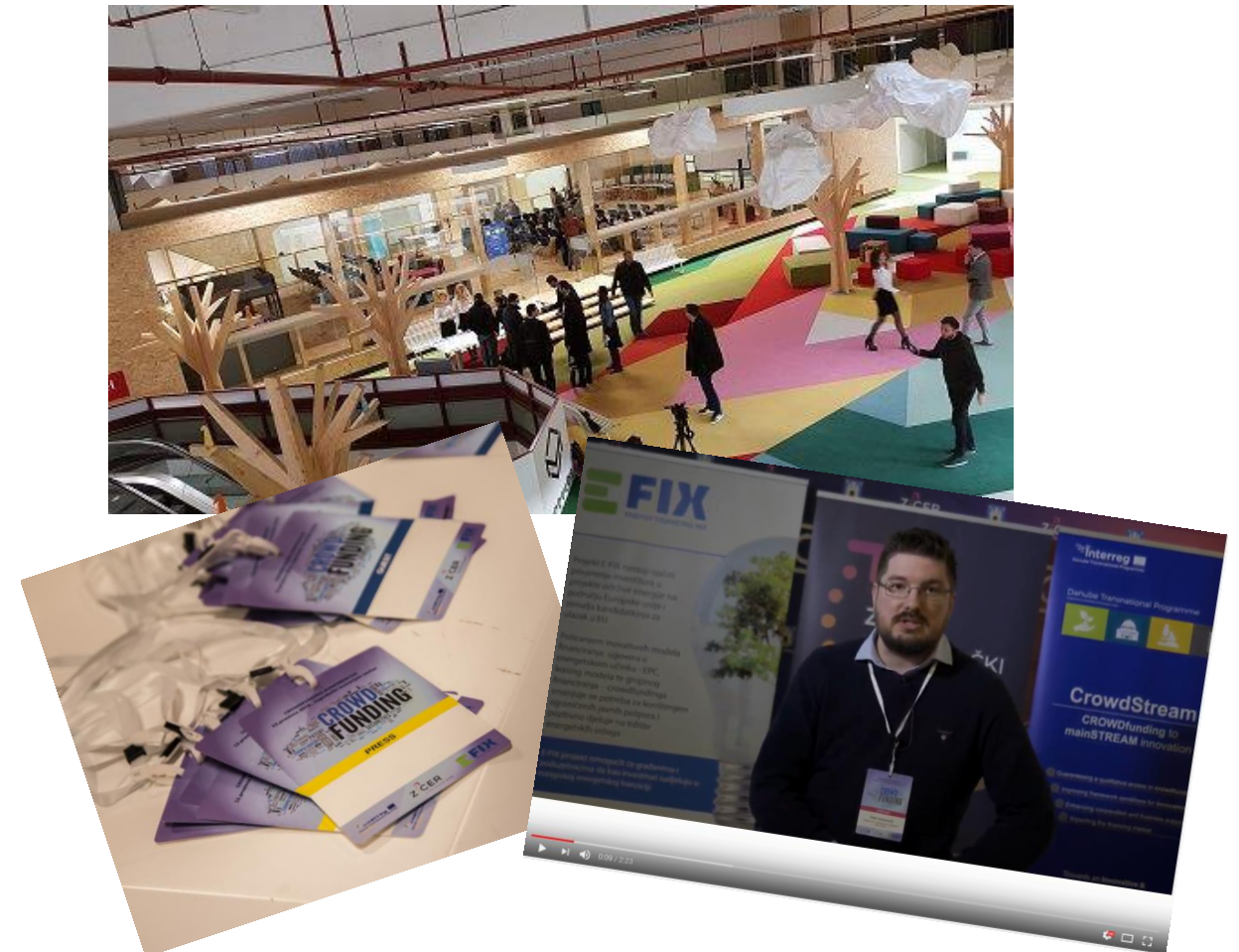
MODULE 6 → SERVICES

TU25. Service Development for BSOs

TU26. Quality Criteria for Crowdfunding Services

TU27. How to Approach Trainings

Mid-term conference in Zagreb, 12/2018



BSO SERVICE DEVELOPMENT PHASES

PHASE 0

Assessment of local crowdfunding market environment and existing service offers

PHASE 1

Basic support activities to develop CF awareness and educate CF target groups

PHASE 2

Developing crowd communities: services for campaigners and crowd motivation

PHASE 3

Developing BSO-managed financial support mechanisms

PHASE 4

Institutionalization of CF-related BSO services at RIS level



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