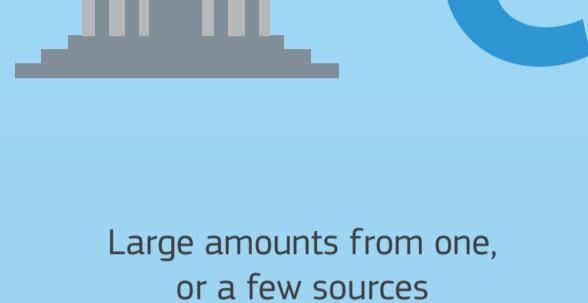


Crowdfunding Explained to small and medium sized enterprises

What is crowdfunding ?

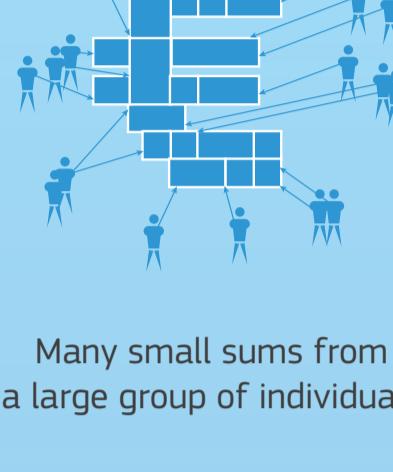
Traditional funding



Large amounts from one,
or a few sources

vs

Crowdfunding



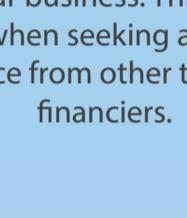
Many small sums from
a large group of individuals

It is more than just money!

Proof of concept and validation

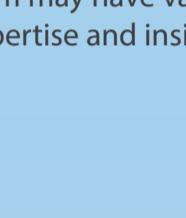


Help with other forms of financing



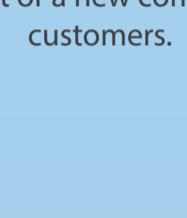
You can see if others share the
belief and value in your project
or concept.

Access to a crowd



A successful campaign
highlights that there is a market
for your business. This is very
useful when seeking additional
finance from other types of
financiers.

Powerful marketing tool



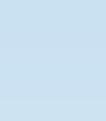
Crowdfunding can be an
effective way to present a new
product or a new company to
customers.

The different types of crowdfunding

%

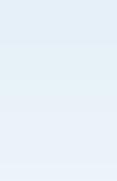
Peer-to-peer lending

The crowd lends money to a company with the
understanding that the money will be repaid with
interest. It is very similar to traditional borrowing from a
bank, except that you borrow from lots of investors.



Equity crowdfunding

Sale of a stake in a business to a number of investors in
return for investment. The idea is similar to how
common stock is bought or sold on a stock exchange, or
to a venture capital.



Rewards-based crowdfunding

Individuals donate to a project or business with
expectations of receiving in return a non-financial
reward, such as goods or services, at a later stage in
exchange of their contribution.



How to do it

Make your research on
how to do crowdfunding



Prepare your business plan
and financial offer



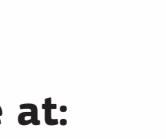
The fundraising period:
motivate the crowd



Contact the platform(s) and
submit your application



Create the pitch, by telling
your story in a compelling way



Post-campaign
activities

For more information on crowdfunding and how to use it, please consult the EU guide at:

http://ec.europa.eu/growth/access-to-finance/funding-policies/crowdfunding/index_en.htm