

DELIVERABLE D.T2.4.1

Creation of national Crowdfunding-HUB
locations - report

Version 1
December 2017





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Abbreviations:

Crowdfunding ... CF



A. Executive Summary

This deliverable includes the first step for the output "O.T2.3 Strategies for HUB endorsement".

It shows which project goals have been achieved for the output, which areas still have to be clarified and what the next steps will be.

With this deliverable the milestone "Creation of national Crowdfunding-HUB locations" has been successfully achieved.

Results per partner are:

Target groups, activities, potential partners, screening of existing studies, best practice in your country and suggestions for new ideas.

To build a strong community for the sustainability of the HUBs, a complementary Crowdsourcing contest was conducted on the discussion tool www.crowdfundport.neurovation.net entitled "Requirements for a Crowdfunding-HUB". 20 ideas were submitted and evaluated by partners and stakeholders. The next step to reach the output is the improvement of the ideas and further competitions to get ideas and to build up the community.

There is no time delay.



B. Introduction

Crowdfunding (“CF”) ecosystem in Central Europe is growing and gaining more relevant role among alternative business models, willing to support new ideas/projects of Start-ups & SMEs. Mentioned growth of the industry is demanding, brings a lot uncertainty, risk factors and can influence on the quality of provided services, therefore the main objective of the CROWD-FUND-PORT project is, to support stakeholder groups with quality information, knowledge and good practices.

One of many steps to reach this objective, a proposal to establish a place where all 4 stakeholder’s groups (platform operators, Start-ups & SMEs, Investors & citizen and policy makers) can meet, exchange ideas, learn from and with each other. This was defined in the output “O.T2.3 Strategies for HUB endorsement” and elaborated as follows:

Each of the 9 HUBs in the participating countries (CZ, SK, PL, SI, HU, CRO, IT, D and AT) is required to develop and/or implement a strategy to ensure its sustainability after the project ends. These 9 strategies will differ and be characterized depending on their country’s political situation (are there regional bodies or just national), state of the art of the CF (who is doing what, how developed is CF in the specific country) and actual changes that the project will bring in its lifetime. HUBs will be meeting points with no commercial character. Sharing learning’s from each other will stimulate regular improvements on HUBs sustainability

1. Stakeholders’ Interests - HUB fact sheets

In order to achieve this outcome specifically, two deliverables were defined:

- D.T2.4.1 Creation of national Crowdfunding HUB location - report
- D.T2.4.4 Comprehensive report on sustainability of national Crowdfunding-HUB locations

The deliverable in focus, titled “D.T2.4.1 creation of national Crowdfunding HUB location - report” is described as to create a place to meet, exchange ideas, share best practices, test innovative ideas, etc. To fulfil this deliverable, we (ISN) proposed at Zagreb Project Meeting (12th - 13th October) the following process:

Each project partner (PP) was called upon to...

- ... identify local and regional partners



- ... reach out to local and regional stakeholders, identify their interests in the HUB structure
- ... identify country specific (additional) activities

Therefore, PPs filled out a structured template, the HUB fact sheet (see appendix). The outcomes can be found in C. Summary on PPs contributions/1. Outcome on HUB activities.

2. Idea challenge “Requirements for a Crowdfunding-HUB in your city”

Additionally, an idea challenge on CROWD-FUND-PORT (CFP) Crowdsourcing tool was initiated to generate ideas for further activities for the HUBs with the title “What do you expect from a CF-HUB in your region?” The challenge can be found on <https://crowdfundport.neurovation.net/hub>. Following questions were asked:

- What should a place in your city look like, that is all about CF?
- What ideas could be discussed in which way- and what kind of people would you like to meet there?
- What kind of CF-HUBs are you already familiar with?

PPs and External supporters brought in ideas during the Feedback and submission phase (8 weeks) followed by a Community voting phase (1 week). The outcomes can be found in C. Summary on PPs contribution/2. Outcome Idea Challenge



C. Summary on HUB activities

1. Outcome HUB fact sheets

Target groups:

Beside the 4 stakeholder groups (platform operators, Start-ups & SMEs, investors & citizen and policy makers), there were also NGOs, other financial institutions (e.g.: banking) and incubators mentioned:

LP (PP1) SI E-Zavod	PP2 CZ RERA	PP3 PL GEF	PP4 IT MCBO PP 10 IT UNIBO	PP5 HU ROCKETSIDE
<ul style="list-style-type: none"> ▪ SMEs ▪ Entrepreneurs ▪ Citizens ▪ Investors 	<ul style="list-style-type: none"> ▪ Entrepreneurs ▪ Organizations ▪ Local authorities ▪ Citizen 	<ul style="list-style-type: none"> ▪ Start-ups and SMEs ▪ NGO's ▪ Citizens ▪ Stakeholders from national regional and local CF ecosystem 	<ul style="list-style-type: none"> ▪ SMEs ▪ Entrepreneurs ▪ Citizens ▪ Investors ▪ Local Authority ▪ NGO ▪ Policy makers 	<ul style="list-style-type: none"> ▪ SMEs ▪ Entrepreneurs ▪ Investors ▪ Government ▪ Universities
PP6 DE IKOSOM	PP7 AT ISN	PP8 AT CONDA	PP9 SK CIF	PP11 HR BRODOTO
<ul style="list-style-type: none"> ▪ Entrepreneurs ▪ Start-ups (B2C) ▪ SMEs ▪ Large companies with a focus on industries disrupted by digital transformation ▪ Media Representative ▪ Consultants and Coaches 	<ul style="list-style-type: none"> ▪ SMEs ▪ Universities ▪ Consultants ▪ Citizen ▪ Local Authorities ▪ Lobbies (Austrian chamber of commerce etc.) 	<ul style="list-style-type: none"> ▪ Hotel businesses ▪ Gastronomy ▪ Projects related to tourism 	<ul style="list-style-type: none"> ▪ SMEs ▪ Entrepreneurs ▪ Public ▪ Student (Design, Arts, Law) ▪ Business and consultants ▪ Journalists ▪ Governments bodies (ministry of finance, ministry of economy, Slovak national bank, ministry of justice, Slovak business agency) ▪ National CF Platforms (5 Donation based, 1 Reward based, 3 Lending based, 1 equity based) 	<ul style="list-style-type: none"> ▪ SME (need to alternative financing, independently on previous CF experience) ▪ Stakeholders from national, regional and local Crowdfunding ecosystems ▪ NGOs ▪ Consultants, ▪ Researchers ▪ Citizen (urban and rural) ▪ Policy makers

Activities:

In general, the activities cover knowledge delivery on CF in various forms, different types of networking events, communication and providing spaces for co-working.



LP (PP1) SI E-Zavod	PP2 CZ RERA	PP3 PL GEF	PP4 IT MCBO PP 10 IT UNIBO	PP5 HU ROCKETSIDE
<p>Knowledge: Organization of Trainings on CF</p> <p>Network:</p> <ul style="list-style-type: none"> ▪ Information about CF support-organizations ▪ Activities in the framework of the CROWD-FUND-PORT ▪ CF round tables / fairs ▪ Cooperation with other stakeholder related to CF ▪ Participation on international Events <p>Communication:</p> <ul style="list-style-type: none"> ▪ Promotion and Communication of Slovenian CF campaigns 	<p>Knowledge: Providing contacts and information about</p> <ul style="list-style-type: none"> ▪ Support organizations ▪ Campaigning ▪ Platforms in the Czech Republic ▪ Providing information about CROWD-FUND-PORT and its output ▪ Organization of training on CF, firstly within the project actives <p>Network:</p> <ul style="list-style-type: none"> ▪ Organization of events, lectures ▪ Cooperation with other CF Platforms linked to CF ▪ Cooperation with other stakeholders linked to CF 	<p>Knowledge:</p> <ul style="list-style-type: none"> ▪ Organization of CF events (Meetings, CF fuckup nights, speed dates, investors, platforms) ▪ CF Consulting online and in the HUB <p>Network:</p> <ul style="list-style-type: none"> ▪ Linking CF ideas with the right platforms, experts <p>Communication:</p> <ul style="list-style-type: none"> ▪ Maintain a friendly CF ecosystem ▪ Fiche of experts on the platform with competence, experiences etc. ▪ Promotion of Best practices (online a. offline) 	<p>Knowledge:</p> <ul style="list-style-type: none"> ▪ Organization of trainings on CF ▪ Development of Analysis and Research activities about CF and innovative experiences on European level <p>Network:</p> <ul style="list-style-type: none"> ▪ Information about CF support-organizations in Italy ▪ Activities in the framework of the CROWD-FUND-PORT ▪ CF round tables / fairs ▪ Cooperation with other stakeholder related to CF ▪ Participation on international Events <p>Communication:</p> <ul style="list-style-type: none"> ▪ Promotion and Communication of Italian CF campaigns (also in cultural, public projects) <p>Design:</p> <ul style="list-style-type: none"> ▪ Design of European and Italian Academy of CF 	<p>Knowledge:</p> <p>Network:</p> <ul style="list-style-type: none"> ▪ Information about CF support-organizations in Hungary ▪ Activities in the framework of the CROWD-FUND-PORT ▪ CF round tables / fairs ▪ Cooperation with other stakeholders related to CF ▪ Participation on international Events <p>Communication:</p> <ul style="list-style-type: none"> ▪ Promotion and Communication of Hungarian CF campaigns
PP6 DE IKOSOM	PP7 AT ISN	PP8 AT CONDA	PP9 SK CIF	PP11 HR BRODOTO
<p>Knowledge:</p> <ul style="list-style-type: none"> ▪ Individual Coaching ▪ Workshops and Training Classes ▪ Academic certification <p>Network:</p> <ul style="list-style-type: none"> ▪ Industry Talks <p>Communication:</p> <ul style="list-style-type: none"> ▪ Platform Presentation <p>Space:</p> <ul style="list-style-type: none"> ▪ Office Space for Campaigns 	<p>Knowledge: Seminar/Trainings:</p> <ul style="list-style-type: none"> ▪ SMEs ▪ Platform owners (Crowd academy) to spread the word of mouth <p>Network:</p> <ul style="list-style-type: none"> ▪ Regular tables (given program, self-initiative setting ("bar camp" format) ▪ Consultations hours 	<p>Knowledge:</p> <ul style="list-style-type: none"> ▪ Financing issues ▪ Legal questions ▪ Marketing/PR ▪ Campaign management <p>Network:</p> <ul style="list-style-type: none"> ▪ Partner relations (Government bodies, Bank for tourism, WKO, "Junge Wirtschaft") ▪ Connecting with different Partner-platforms 	<p>Knowledge:</p> <ul style="list-style-type: none"> ▪ Consulting to SMEs and Start-ups ▪ Information for students, beginners, SMEs on the basics of CF <p>Network:</p> <ul style="list-style-type: none"> ▪ Regular activities with platform activities ▪ Participation also in the events of others ▪ Strengthen relationship to SNB (Slovakian national bank) since inquires from public and businessmen are forwarded to CIF and vice versa ▪ Organization of 	<p>Knowledge:</p> <ul style="list-style-type: none"> ▪ SME Hotline ▪ Organization of CF events (best practice examples, lectures, workshops, seminars) ▪ Material making and provision ▪ Consulting with national stakeholders



			<p>workshops with Start-ups and SMEs</p> <ul style="list-style-type: none"> ▪ Cooperation with Consultancies and Co-Working spaces <p>Communication:</p> <ul style="list-style-type: none"> ▪ Working together with governmental bodies to increase public awareness on CF ▪ Using SNB as channel to promote CF ▪ University of Fine and Performing Arts to promote CF to students ▪ Local Media to promote CF <p>Design:</p> <ul style="list-style-type: none"> ▪ Formulating proposals to improve legislation 	
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Potential Partners:

Each project partner proposes to potentially partner with, governmental bodies (chambers of commerce etc.), national and international CF platforms, Universities (promotion to students and partner for research on the topic), SMEs, as well as other stakeholders i.e.: banks, media.

LP (PP1) SI E-Zavod	PP2 CZ RERA	PP3 PL GEF	PP4 IT MCBO PP 10 IT UNIBO	PP5 HU ROCKETSIDE
<p>National CF platforms:</p> <ul style="list-style-type: none"> ▪ www.adrifund.co : information support, help with consulting during reward and donation based CF campaigns. ▪ www.conda.si: information support, help with consulting during equity based CF campaigns <p>International Stakeholder:</p> <ul style="list-style-type: none"> ▪ Styrian Technology Park: information support, providing consulting support in the 	<p>Governmental bodies:</p> <ul style="list-style-type: none"> ▪ Regional authority ▪ chamber of commerce ▪ chamber of agriculture <p>Other CF platforms</p> <ul style="list-style-type: none"> ▪ HItHit ▪ Fundchaser 	<p>Other stakeholders: Incubators and accelerators:</p> <ul style="list-style-type: none"> ▪ Startup launch programs (founder institute warsaw) ▪ Starter rocket in Gdansk ▪ Scale acceleration program in Torun ▪ startup HUB warsaw ▪ reaktorsx in warsaw ▪ Innovation centers ▪ network companies and clusters 	<p>National CF platforms:</p> <ul style="list-style-type: none"> ▪ www.adrifund.com : information support, help with consulting during reward and donation based CF campaigns ▪ www.conda.si: information support, help with consulting during equity based CF campaigns <p>National Institutions:</p> <ul style="list-style-type: none"> ▪ CESCOCOM: to cooperate for national and regional trainings, information to the citizens and consumers about CF, information and communication activities 	<p>Governmental bodies:</p> <ul style="list-style-type: none"> ▪ Ministry for National Economy: the main regulatory of the Hungarian laws for CF. ▪ Hungarian National Bank: the national finance institute that will be responsible for the regulated controls of the CF platforms. ▪ Budapest Stock Exchange Ltd. (BSE): cooperation for the evangelization of equity based CF. <p>National Platforms:</p> <ul style="list-style-type: none"> ▪ Impact HUB Budapest: help with national trainings, information support about CF, help with consulting during CF campaigns ▪ HVCA (Hungarian Venture Capital and Private Equity Association): cooperation for educating the CF



<p>framework of the EU project Crowdstream.</p> <p>External experts:</p> <ul style="list-style-type: none"> ▪ Ziga Berce, Niko Klanšek, Tilen Kegl: Help with national trainings, information support about CF, help with consulting during CF campaigns 		<ul style="list-style-type: none"> ▪ investors, banks, venture capitals <p>Governmental institutions:</p> <ul style="list-style-type: none"> ▪ Economic support departments <p>National and international institutions</p> <ul style="list-style-type: none"> ▪ Universities 	<p>International platforms:</p> <ul style="list-style-type: none"> ▪ Kick ER, Ginger: information support about CF, help with consulting during reward based CF campaigns at local and regional level <p>International Institutions:</p> <ul style="list-style-type: none"> ▪ European universities und business schools: Help with national and European trainings, researches and analysis about CF, help with consulting during CF campaigns. <p>International Stakeholder:</p> <ul style="list-style-type: none"> ▪ Styrian Technology Park: information support, providing consulting support in the framework of the EU projects Crowdstream. 	<p>basics and networking with investors</p> <ul style="list-style-type: none"> ▪ Rocketside.me CF platform: information support, help with consulting during reward based and equity based CF campaigns. ▪ NIOK: operator of https://www.adjukossze.hu/ donation based CF platform, information support, help with consulting during donation based CF campaigns
PP6 DE IKOSOM	PP7 AT ISN	PP8 AT CONDA	PP9 SK CIF	PP11 HR BRODOTO
<p>Governmental bodies:</p> <ul style="list-style-type: none"> ▪ City Governments & City Incubators <p>Other stakeholders:</p> <ul style="list-style-type: none"> ▪ Corporate Incubators ▪ Banks ▪ Industry Networks <p>National and international Institutions:</p> <ul style="list-style-type: none"> ▪ Education Companies ▪ Universities 	<p>National institutes:</p> <ul style="list-style-type: none"> ▪ Universities <p>External experts:</p> <ul style="list-style-type: none"> ▪ Consultants <p>Local Authorities</p> <ul style="list-style-type: none"> ▪ Lobbies (Austrian chamber of commerce etc.) <p>Governmental bodies</p> <ul style="list-style-type: none"> ▪ WKO, Junge Industrie <p>Other platforms:</p> <p>Other CF platforms</p>	<p>Other stakeholders:</p> <ul style="list-style-type: none"> ▪ ÖHT (Austrian Bank for hotel business and gastronomy) ▪ HOGAST (purchasing association for hotel business and gastronomy) <p>Governmental bodies</p> <ul style="list-style-type: none"> ▪ WKO, Junge Wirtschaft <p>Other platforms:</p> <ul style="list-style-type: none"> ▪ Other Crowdinvesting platforms 	<p>Governmental bodies:</p> <ul style="list-style-type: none"> ▪ Expanding cooperation with SIEA and SBA ▪ Law enforcement bodies to map criminal activity in CF <p>National institutes:</p> <ul style="list-style-type: none"> ▪ Universities, especially focus on economy and technical fields <p>Other stakeholders:</p> <ul style="list-style-type: none"> ▪ Bodies that aim to improve conditions for entrepreneurship 	<p>Governmental bodies:</p> <ul style="list-style-type: none"> ▪ Croatian chamber of commerce) <p>Other stakeholders</p> <p>Entrepreneurial incubators</p> <ul style="list-style-type: none"> ▪ Existing HUBs ▪ Funding agencies ▪ Co-working spaces ▪ Banks ▪ Social Impact Businesses ▪ Media <p>National and international institutions:</p> <ul style="list-style-type: none"> ▪ Schools and Universities

Screening of existing studies:

At least three CF related organization in Poland have published studies on their website. Further there is the CF analysis and manual of the Visegrad region (CIF) region dealing with status quo, legal, trends etc. Other than that there are no existing studies proposed.



LP (PP1) SI E-Zavod	PP2 CZ RERA	PP3 PL GEF	PP4 IT MCBO PP 10 IT UNIBO	PP5 HU ROCKETSIDE
None	None	The best publication on polish CF can be found on the following sites: <ul style="list-style-type: none"> www.akademiaCrowdfunding.pl www.Crowdfunding.pl www.wethecrowd.pl 	<ul style="list-style-type: none"> Analysis of studies and researches about CF Economic evolution of the sector Case studies Data base of experiences Collection of law and rules at European level Updates of information 	None
PP6 DE IKOSOM	PP7 AT ISN	PP8 AT CONDA	PP9 SK CIF	PP11 HR BRODOTO
<ul style="list-style-type: none"> Cooperating with the University of Hamburg, which is currently screening the development of Corporate Incubators. There are plenty of other studies, but as far as we have seen there are no studies on CF HUBs. 	None	<ul style="list-style-type: none"> Travelstarter is a CF platform for small and big projects in tourism 	<ul style="list-style-type: none"> CF Visegrad: Analysis and Manual: Analysis on the use, development and current trends, and the legal environment concerning CF in the Visegrad region: BIATEC - Banking journal features an article on CF by Slavomira Salajova CIF): 	None

Best Practice in your country:

No CF-HUB has yet been established in the PP's countries. In the Czech Republic there are only privately funded organizations that charge for their service. Online platforms like Travelstarter support projects related to tourism. In Zagreb there are 3 different HUBs for the general support for Start-ups and SMEs. Beside many related institutions that can cooperate with a future CF-HUB (such as the center of philanthropy, governmental bodies etc.) there is an Amsterdam based non-physical CF-HUB (www.crowdfunding.eu)

LP (PP1) SI E-Zavod	PP2 CZ RERA	PP3 PL GEF	PP4 IT MCBO PP 10 IT UNIBO	PP5 HU ROCKETSIDE
No HUB so far, except Slovenia CF Meetup society, which is totally volunteer based. Founders (Žiga Berce, Niko Klanšek, Tilen Kegl). This is the online	There are privately funded CF organization and they provide paid services (campaign management). However	There is no CF-HUB in Poland yet.	CONSOB (Commissione Nazionale per le Società e la Borsa) is the public authority responsible for regulating the Italian financial markets. It's activity is aimed at the	No HUB yet



community, that organizes an educational and discussion events every second month, with expert speakers. The on-line community has approximately 592 registered members .	every, a platform that provides advisory service free of charge, A prephase, a service step prior to the paid one, is missing.		protection of the investing public.	
PP6 DE IKOSOM	PP7 AT ISN	PP8 AT CONDA	PP9 SK CIF	PP11 HR BRODOTO
The Chamber of Commerce in Munich has employed one person who is in charge of coaching and creating synergies . This is also the reason why we are not moving the HUB to Munich, to avoid the duplication of existing structures.	None yet in Austria. A non physical best practice of an HUB could be the Amsterdam based CrowdfundingHUB.eu	None	There are no existing CF HUBs. However there are some related organisations: *CIF Creative Industries, www.ciforum.sk *Center of Philanthropy, www.cpf.sk *SAPIE (Slovakian alliance for innovation and economy) www.sapie.sk *PDCS.O.Z. - Conflict resolution, facilitation, encouraging civic, developing civic as such, ww.pdcs.sk *INEKO, Institute for economic and social reforms, www.ineko.sk Slovak center for fundraising, training on financing the public initiatives, www.fundraising.sk	1. Impact HUB (zagreb.impact.net), offers acceleration, incubation, mentoring, co-working 2. HUB385 (HUB385.com) offers co-working, workshops, meetups, discussions 3. Bizkoshnica (bizkoshnica.biz) co-working, business development



Suggestion for main questions for a challenge:

Conda proposes “Vienna’s HUB for tourism” which includes an information base for businesses connected to tourism. Rera, Brodoto, E-zavod, GEF, MCBO and UniBo suggest to ask for the needs of campaigners, when starting a project, as well as how to share best practices and in general what increases visibility on the matter. ISN further wonders what creates trust within a community towards CF and how can a financial self-sustaining business model of a CF-HUB work?

LP (PP1) SI E-Zavod	PP2 CZ RERA	PP3 PL GEF	PP4 IT MCBO PP 10 IT UNIBO	PP5 HU ROCKETSIDE
<p>What are best practice tools helping prepare and launch CF campaigns? In what way do they help?</p>	<p>Independent advisory body that would help small campaign initiators to design, launch and manage Crowdfunding campaigns and which would also inform them about the demands of a campaign (time, promotion, fees, initial supporters etc.) How would that look like?</p>	<p>How to maintain a friendly CF ecosystem? How can stakeholders from national, regional and local CF ecosystems, cooperate? What are the best ways to promote good practices? What type of support is most effective when developing a CF idea?</p>	<p>What are best practice tools helping prepare and launch CF campaigns? In what way do they help? *How does a Training on CF for interested citizen and Start-ups, established businesses look like?</p>	<p>Knowledge about national and international regulations, rules for CF. Tools, that can help you to prepare and launch CF campaign.</p>
PP6 DE IKOSOM	PP7 AT ISN	PP8 AT CONDA	PP9 SK CIF	PP11 HR BRODOTO
<p>What needs to be done to improve the knowledge of Crowdfunding and Alternative Finance in University Education and how can a HUB impact on education programmes?</p>	<p>How might we establish enough visibility of the topic? What actions can we take to build trust in the community and other stakeholder? Who are stakeholders that might interfere with the execution? How can we build networks? How can we build business models that is self-sustaining? (meaning independent from governmental grants etc)</p>	<p>Creation of an Information base for businesses connected to tourism. Two examples of succesful executed projects in tourism in Austria that raised each more than 1 million Euro. Since then CF rose to a new status in tourism and the branch is interested more than ever. Proposal to create “Vienna’s HUB for tourism” to let their familiy businesses grow. Conda would offer information point once or twice a week or twice a week a support service</p>	<p>CIF will continue to increase the connection among the stakeholders related to CF, since this newly growing field is fragmented and not well connected. Cross national cooperation and the exchange of valuable information</p>	<p>1. What are the available tools for managing your needs related to CF in your city? 2. Would you find an SME hotline for CF to be a useful tool your needs?</p>



2. Outcome Idea Challenge “Requirements for a Crowdfunding-HUB”

In framework of this idea challenge we asked for expectation on a CF-HUB by three questions:

- What should a place in your city look like, that is all about CF?
- What ideas could be discussed in which way- and what kind of people would you like to meet there?
- What kind of Crowd-funding-hubs are you already familiar with?

The biggest share of ideas is addressed to the **support of crafting a CF campaign**. Further, there are ideas dealing with the **match of potential investors and project initiators as well as the activation of citizens to become investors**. Table below gives an overview. More details on the ideas can be found via link to the challenge: <https://crowdfundport.neurovation.net/hub>

Amount of ideas submitted	Idea contributors	Feedbacks given (in form of comments)
20	19	21
TOP 3 ranked Ideas		
Title	Description	
Interaction with universities	A lot of universities are dealing with funding in their classes, for instance in Master Classes in the Creative Industries. Universities can also be a good source for creative talent when working on the campaign, making pitch videos or building up a community.	
Crowd Academy	In order to increase the word of mouth on CF, one of the HUB's services can be a course ("crowd academy") to equip and educate people (business owner, consultants, platform owners, policy makers) with basic/advanced skills and knowledge on the matter. These "graduates" are then able to consult SMEs in the first steps, to kick off more projects related to CF.	



<p>CF-HUBs as important place and part of change</p>	<p>We are in a time of change, accompanied by profound social change. Megatrends such as digitization, demographics and environmental issues are changing the world in a sustainable way.</p> <p>Private individuals can be involved in organizational (entrepreneurial) value creation processes in a diverse and sustainable way. Collecting many small amounts of money in CF is part of the inclusion. Another essential part is the introduction of ideas, knowledge and participation in entrepreneurial value creation processes. This strengthens trust, acceptance and sustainability.</p> <p>"Crowd hubs" can be an important place and part of this change. A place where assistance and anchor point is offered for this massive change-process.</p> <p>Services can be:</p> <ul style="list-style-type: none"> • Knowledge transfer to Crowd topics about seminars, webinars, workshops up to certification • Try Crowdsoftware under the guidance of experts • Meet experts and initiators of best practice examples • "Crowd-Salon" - diversity as a source of change
<p>Rest of top 10 ideas in random order (ascended after community voting to the jury voting phase)</p>	
<p>Peers come together</p>	<p>I would like to meet peers there, people who have personally made experiences with CF and successfully or even unsuccessfully finalized projects. From time to time they authentically share in small workgroups what they know about CF and what motivated them to do it. They also reflect what it is about to form a powerful crowd and how to activate it.</p>
<p>Experience included</p>	<p>It would be a nice feature to give interested people - independent of the stage of their project - the option of talking with changing experienced founders, next to the other guests. These founders could change weekly or even monthly. The idea is to create a totally open environment, where people can get (also professional) advice in every direction during normal working hours and not only on certain events and can also stick around in a separate chilled area and meet other inspired people. In exchange for their commitment, the experienced</p>



	<p>founders can use the facilities for free, are able to share their knowledge and help people and can still work on their ideas and projects in the time between. Also, they can benefit from the energizing environment and can also get new - maybe at one point useful - input.</p>
<p>Common CI to show power, security and team spirit</p>	<p>We could develop a common logo as identification. Everyone could place this logo to where the HUB is going to live. Maybe this could even a new Challenge in here! What do you think?</p>
<p>Crowd-Hubs as important place and part of change</p>	<p>We are in a time of change, accompanied by profound social change. Megatrends such as digitization, demographics and environmental issues are changing the world in a sustainable way. Private individuals can be involved in organizational (entrepreneurial) value creation processes in a diverse and sustainable way. Collecting many small amounts of money in CF is part of the inclusion. Another essential part is the introduction of ideas, knowledge and participation in entrepreneurial value creation processes. This strengthens trust, acceptance and sustainability. "Crowd hubs" can be an important place and part of this change. A place where assistance and anchor point is offered for this massive change process. Services can be: - Knowledge transfer to Crowd topics about seminars, webinars, workshops up to certification - Try Crowdsoftware under the guidance of experts - Meet experts and initiators of best practice examples - "Crowd-Salon" - diversity as a source of change</p>
<p>Free tools to boost crowdfunding campaigns</p>	<p>If someone want the CF campaign to really succeed, just the funds from the family and friends not enough. It must to have wider coverage in the media. We can collect and publish the shortlist of the most powerful free tools to boost CF campaigns.</p>
<p>CF Pitch-Event, CF Speeddating</p>	<p>CF Pitch-Event Project Starter of a CF campaign can pitch their idea (4 min) to people who are interested in investing or supporting a campaign. Investors/supporters can ask questions about the project and get connected to the people behind the project. CF Speed-dating - investor/supporter meets project starter Interested Investors/Supporters can meet project starters and quickly ask questions and decide if they like the idea and the team. Connects project owners and potential</p>



	investors/supporters.
CF-HUB - part of Strada del Startup in Linz	The Tabakfabrik in Linz (upper Austria) together with corporate partners announced to establish the "strada del startup" in Linz in the next couple of months. It should be a non-profit oriented project in the heart of Austria where start-ups meet corporates, ideas meet capital as well as investors meet opportunities. https://www.derbrutkasten.com/a/strada-del-startup-neues-7000-m%C2%B2-projekt-in-linzer-tabakfabrik/ A CF-HUB in Austria should be in an area where the community already meets anyway such as the strada del startup in Linz. Its an area of inspiration, networks as well as the strive for change to kick off the new project or venture that can change the world.
CF campaign rules & suggestions	These rules & suggestions would lead the potential CF campaigners (initiators) through the main points of a potentially successful CF campaign (strong story, video, time demands etc.). It would cover preparation phase, mid-campaign phase and after-campaign phase. These rules would be just the main points since it's quite impossible to give precise details that heavily depend on the subject of the campaign. These rules would serve as an introduction to CF campaigns in order to allow the initiator to check for the basic requirements a CF campaign demands, evaluate its own possibilities and then, ideally, contact CF hub to help & consult further.
C4D CF for more democracy	Main idea is to encourage people to be more involved in democracy and its processes. 1 (or later x) % of tax income should be reserved for C4D projects meant for local projects coming out of those hubs and could be created by the people living in certain areas. Instead of investing directly money everybody would get per head a certain number of credits, that he could spend for those projects. If enough credits (money) would be raised the project could be realized. Advantage - people are engaged and fully committed to "their" projects and acceptance for projects and democracy in general would be increased.
Interactive ports as social motivators	In such a CF-hub I would like to see interactive ports (screens) where I can independently click through the various stages of a CF project. Short videos, interviews, texts and fotos support the interested person to intellectually as well as emotionally log



	<p>onto such a project. What is the vision behind, the ambition of the people engaged, etc.? What is most important to bear in mind before starting a CF project? These interactive ports have the mission to inform the interested public about the real character of CF. They should make clear that CF is much, much more than only gathering money for an investment. They may convey the strong social character, which is of highest importance in a society endangered by digital lonesomeness and they may bring people together.</p>
How to record a video for a successful campaign	<p>Our proposal is to create here a place with tips of how to make and how not to make a video for a successful campaign. It would be great if more experienced campaigners would like to share their ideas/ opinions to help new campaigners.</p>
Crypto CF platform	<p>iSignFund is a unique CF platform for all your needs. You can raise a petition and better yet fund it to support the expenses. Invite Organizations to show their support with social and reporting tools. Create Personal, Animal support, Medical bills, Business crowd funding with and without rewards To raise funds for individual events, one can set up a campaign with iSignFund. It also helps to raise money for a charitable trust and non-profitable organizations. iSignFund is very popular and known to many people and won't question the authenticity of a fundraiser, which might happen in other unknown Crowd funding sites. It is very easy for an individual to create a personalized campaign where pictures and updates can be uploaded. iSignFund does not charge any money for conducting free online surveys to raise contributions. https://isignfund.com</p>
Course of storytelling and sales technique	<p>To get the best out of your CF project, it's worth knowing how to tell a story that is convincing and engaging with potential investors. So I think it is crucial for a Crowd-funding hub to give the ability to learn the best storytelling techniques for fundraising. I'm thinking about a course to teach not only on written texts but also on how stories are told through voice, images, and videos. The course should include also ethical sales techniques such as those of R. Cialdini.</p>
Pitch online @ CF-HUB	<p>There are numerous ideas for starting a CF campaign in Croatia. However, a large number of initiatives or teams do not possess</p>



Zagreb	<p>the needed skills to make it a successful one. HUB Zagreb would give a possibility to SMEs to pitch their socially responsible ideas online and get feedback from the community in order to get the needed help and advice. We could then choose the best one and support it. HUB would not only make campaigns successful, but would also give a great visibility for potential future projects, ideas and products. Furthermore, it would be a great CF advertisement, as well as a mix of ideas and inspirations for other SMEs that did not think about CF as a viable option up to that point. HUB would provide professional feedback to all ideas in the poll and generate a Q&A sector on the website based on questions from idea-owners and general public. The hosting HUB will pick the best idea and fully support the CF campaign.</p>
CF Hub: Meeting a well of information	<p>Innovative ideas and start-ups need to be supported, both in finding new forms of financing and new marketing models. Where to find information? How to learn from good practice? Services could be: · Providing contacts and information · Training (European Academy) · Organizing events (round tables, national fair, workshop) · building a network of stakeholders and coacher · Meeting good practice practitioners</p>
Searchable Statistics for CF	<p>To provide a better picture of CF for potential entrepreneurs, we think it would be great to have some basics statistics for each country on the portal. We could start with 2016 or 2017 and provide: number of projects, amount of funds raised, number of supporters, also number of supporters as a percentage of the country's population. It would also be useful to provide a ratio of successful vs unsuccessful campaigns.</p>
Austrian's tourism Hub	<p>Do you know someone who is owning his or her hotel business? Most of the time you probably hear how hard the business can be and that money is missing to build a proper wall? Bank loan gets declined? Income goes for living and running the business? No guests because money is missing to somehow attract them. With different types of crowd financing tools most hotel projects could get financed through the crowd. Austrians hotels started already to use this financing tool as their additional finance source and this option becomes more public and more demanding. I would like to create an information base for hotels: give them access (guidelines) to CF or Crowdfunding</p>



	<p>platforms. Connect them with partners (companies, government bodies, platforms...). Invite them to real contact people, to events for networking, to workshops, to inform them about CF. ATHub could also connect hotels with the advanced Hotel businesses for any exchange (old furniture's, moving employee's)</p>
<p>Pre-campaigning trial service in Hub community</p>	<p>If a team decides to prepare a good CF campaign, preparation phase is a key. So we would suggest as one of the potential services »Pre-campaigning trial« in the framework of closed Hub community, where only members of the Hub would be able to assess how well campaign and a product or service is ready, for a real campaign and provide their feedback to project owner, before launch.</p>



D. Result indicator

Next to the result indicators defined the application form, to be agreed on among the PP can be the following ones:

Thematic result indicator	Measurement unit	Target	Explanations
Campaign coefficient	Campaigns	0	Campaigns initiated per amount of people attending workshop X



E. Next steps

1. Requirements for a Crowd-Funding-Hub in your city

(Continuation of Idea Challenge “Requirements for a Crowd-Funding-Hub in your city”)

Background:

Based on the outcomes (20 submitted ideas) of the Idea challenge “Requirements for a Crowd-Funding-Hub in your city” the next step would be to detail on most valuable and useful activities. Therefore, we ask you to sign up to one idea that is most valuable and relevant to your organization and ecosystem. Each PP signs up to one idea which match best their needs. This might differ depending on their type of organization and ecosystem they are in.

Goal:

The task aims to generate the content to be implemented in the last deliverable. The extend of work: 1 - 2 pages of each team (consisting of 2 - 3 PPs). In order to reach the goal, you can also set up an idea challenge at CFP to receive valuable input if you feel that supports further developing your idea. Those who are familiar with the Business model canvas (BMC) we invite you to use the mission driven one. Using the BMC will not only help challenge us to gain a better understanding of the activity but also helps to communicate and compare them among us.

Process:

The work process is as follows:

1. Elaboration on criteria
2. Action plan

1. Elaboration on criteria



2. Upcoming Deliverable

D.T2.4.4 Comprehensive report on sustainability of national Crowdfunding-HUB locations is the second and last deliverable linked to the output “O.T2.3 Strategies for HUB endorsement”. It will be done by 06/2019. In the meantime we go forward in working on the implementation and sustainability for the national HUBS.



F. Appendix

D.T2.4.1 CREATION OF NATIONAL CROWDFUNDING-HUB

Fact Sheet per country

Version 1
10 2017

Reference: Zagreb Project Meeting D.T2.4.1 - HUB by ISN

based on IKOSOM presentation from 19.1.2017 - Budapest Meeting



PROJECT PARTNER	LP-Ezavod
COUNTRY	Slovenia
AREA / REGION	Slovenia
HUB LOCATION (NAME, ADDRESS, ...)	Čučkova 5, 2250 Ptuj
TARGET GROUPS	<ul style="list-style-type: none"> ▪ SMEs ▪ Entrepreneurs ▪ Citizens ▪ Investors
ACTIVITIES	<ul style="list-style-type: none"> ▪ Providing contacts and information about support organizations and platforms in Slovenia, that are offering CF services. ▪ Providing the information about project activities and about support services we can offer to all mentioned target groups in the framework of Crowd-fund-Port project. ▪ Organization and implementation of national trainings on the topic of CF ▪ Organization of CF events (round tables, national fair) ▪ Cooperation with other projects related to CF, presentation of our activities related to CF to different stakeholders ▪ Promotion and communication activities of Slovenian CF campaigns that we will receive support ▪ Participation on international and national events related to innovative support of CF.
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ Žiga Berce (external expert): help with national trainings, information support about CF, help with consulting during CF campaigns ▪ Niko Klanšek (external expert): help with national trainings, information support about CF, help with consulting during reward based CF campaigns ▪ Tilen Kegl (external expert): help with national trainings, information support about CF, help with consulting during reward based CF campaigns ▪ Adrifund platform: information support, help with consulting during reward based and donation based CF campaigns. ▪ Conda Slovenija: information support, help with consulting during equity CF campaigns ▪ Styrian Technology Park: information support, providing consulting support in the framework of the EU project Crowdstream.
SCREENING OF EXISTING STUDIES	None
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	<ul style="list-style-type: none"> ▪ No HUB so far, except Slovenia CF Meetup society, which is totally volunteer based. Founders (Žiga Berce, Niko Klanšek, Tilen Kegl). This is the online community, that organizes an educational and discussion events every second month, with expert speakers. The on-line community has approximately 592 registered members.
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. "What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention:	<ul style="list-style-type: none"> ▪ Knowledge about tools, that can help you to prepare and launch CF campaign. Therefore one challenge could be dedicated to the best practice tools and how can these tools help you with tasks related to campaign.



PROJECT PARTNER	RERA
COUNTRY	Czech Republic
AREA / REGION	South bohemia
HUB LOCATION (NAME, ADDRESS, ...)	B. Němcové 49/3, 370 01 České Budějovice
TARGET GROUPS	<ul style="list-style-type: none"> ▪ Entrepreneurs ▪ Organizations ▪ Municipalities ▪ Individuals
ACTIVITIES	<ul style="list-style-type: none"> ▪ Providing contacts and information about support organizations, campaign outsourcing services and platforms in the Czech Republic ▪ Promotion and providing information about project CROWD-FUND-PORT and its outputs ▪ Organization of trainings on CF, firstly within the project activities as one of its deliverables and later on various topics related to CF ecosystem ▪ Organization of CF events (seminars, regional fairs, lectures) ▪ Cooperation with other stakeholders linked to CF ▪ Promotion of project-supported CF campaigns ▪ Participation on international and national events related to CF
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ Regional Authority of South Bohemia ▪ Chamber of Commerce of South Bohemia ▪ Chamber of Agriculture of South Bohemia ▪ HitHit s.r.o. (largest Czech reward-based CF platform) ▪ FundChaser (largest outsourcing agency for Kickstarter campaigns in the Czech republic)
SCREENING OF EXISTING STUDIES	None
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	<ul style="list-style-type: none"> ▪ There are some CF support organizations but they are privately funded and they operate on business models. They provide paid services as campaign management, promotion, shaping a campaign to suit particular platform etc. ▪ HitHit, although a platform itself, provides some advisory services free of charge. The function of an independent HUB, where anyone can come and get information, is missing in the Czech Republic.
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. "What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention:	<ul style="list-style-type: none"> ▪ Independent advisory body that would help small campaign initiators to design, launch and manage CF campaign and which would also inform them about the demands of a campaign (time, promotion, fees, initial supporters etc.)



PROJECT PARTNER	GDANSK ENTERPREUNERSHIP FOUNDATION
COUNTRY	Poland
AREA / REGION	Pomerania Region
HUB LOCATION (NAME, ADDRESS, ...)	INKUBATOR STARTER, UL. LĘBORSKA 3B
TARGET GROUPS	<p>Main groups:</p> <ul style="list-style-type: none"> ▪ Start-ups and SMEs ▪ NGO'S ▪ Citizens ▪ Stakeholders from national, regional and local CF ecosystems: platforms, experts etc.
ACTIVITIES	<ul style="list-style-type: none"> ▪ Organization of CF events (meetings with experts, CF fuck-up nights, speed dates with investors and platforms) ▪ CF consulting - online and in the HUB ▪ Linking CF ideas with the right platform, experts and investors ▪ Maintain a friendly CF ecosystem - taking care about healthy competition ▪ presentation of CF experts on the HUB website in the form of a short fiche (name, specialization, experience, contact) ▪ promotion of good practices (during the events and online) ▪ Promotion of CF platforms (during the event and online) ▪ Presentation of the best sources of knowledge about the CF (on the website, FB, during the events)
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ Incubators and Accelerators ▪ Start-ups launch programs (founder institute Warsaw, <u>starter rocket</u> in Gdansk, <u>SCALE ACCELERATION PROGRAM</u> in Torun, <u>STARTUP HUB WARSAW</u>, <u>REAKTORX</u> in Warsaw) ▪ Innovation centers ▪ Economic support departments ▪ Network of companies and clusters ▪ Investors, banks, Venture Capital Companies ▪ Universities
SCREENING OF EXISTING STUDIES	<p>The best publications on polish CF can be found on the following pages:</p> <ul style="list-style-type: none"> ▪ AKADEMIACROWDFUNDINGU.PL ▪ CROWDFUNDING.PL ▪ WETHECROWD.PL
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	<ul style="list-style-type: none"> ▪ There is no CF HUB in Poland
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. "What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention:	<ul style="list-style-type: none"> ▪ How to maintain a friendly CF ecosystem? ▪ How can stakeholders from national, regional and local CF ecosystem cooperate? ▪ What are the best ways to promote good practices? ▪ What type of support is most effective and necessary for developing CF idea?



PROJECT PARTNER	Metropolitan City of Bologna - University of Bologna
COUNTRY	Italy
AREA / REGION	Emilia Romagna Region
HUB LOCATION (NAME, ADDRESS, ...)	Via Zamboni 13-33 40125 Bologna
TARGET GROUPS	<ul style="list-style-type: none"> ▪ SMEs ▪ Entrepreneurs ▪ Citizens ▪ Investors ▪ Local Authority ▪ NGO ▪ Policy makers
ACTIVITIES	<ul style="list-style-type: none"> ▪ Providing contacts and information about support organizations and platforms in Italy, that are offering CF services ▪ Providing the information about project activities and about support services we can offer to all mentioned target groups in the framework of Crowd-fund-Port project ▪ Organization and implementation of national trainings on the topic of CF ▪ Development of analysis and research activities about the CF and the innovative experiences at European level ▪ Design of European and Italian Academy of CF ▪ Organization of CF events (round tables, national fair, conference) ▪ Cooperation with other projects related to CF, presentation of our activities related to CF to different stakeholders ▪ Promotion of CF in the sector of cultural and creative activities and projects of civil and public initiatives at local level ▪ Participation on international and national events related to innovative support of CF
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ European Universities and Business Schools: help with national and European trainings, researches and analysis about CF, help with consulting during CF campaigns ▪ Kick ER, Ginger: information support about CF, help with consulting during reward based CF campaigns at local and regional level ▪ CESCOCOM: cooperation for national and regional trainings, information to the citizens and consumers about CF, information and communication activities ▪ Adrifund platform: information support, help with consulting during reward based and donation based CF campaigns. ▪ Conda Slovenija: information support, help with consulting during equity CF campaigns ▪ Styrian Technology Park: information support, providing consulting support in the framework of the EU project Crowdstream
SCREENING OF EXISTING	<ul style="list-style-type: none"> ▪ Analysis of studies and researches about CF, economic evolution



<p>STUDIES</p>	<p>of the sector, case studies, data base of experiences, collection of law and rules at European level, updates of information</p>
<p>BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)</p>	<ul style="list-style-type: none"> ▪ CONSOB The Commissione Nazionale per le Società e la Borsa (CONSOB) is the public authority responsible for regulating the Italian financial markets. Its activity is aimed at the protection of the investing public. In this connection, the CONSOB is the competent authority for ensuring: transparency and correct behaviour by financial market participants; disclosure of complete and accurate information to the investing public by listed companies; accuracy of the facts represented in the prospectuses related to offerings of transferable securities to the investing public; compliance with regulations by auditors entered in the Special Register. It conducts investigations with respect to potential infringements of insider dealing and market manipulation law.
<p>SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. "What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention: Please NO project ideas!"</p>	<ul style="list-style-type: none"> ▪ Knowledge about tools, that can help you to prepare and launch CF campaign. Therefore one challenge could be dedicated to the best practice tools and how can these tools help you with tasks related to campaign ▪ Communication campaigns for the citizen and the start up. ▪ Training activities for CF operators and business



PROJECT PARTNER	ROCKETSIDE
COUNTRY	Hungary
AREA / REGION	Hungary
HUB LOCATION (NAME, ADDRESS, ...)	Ferencziek tere 2., Budapest, operated by Impact HUB Budapest
TARGET GROUPS	<ul style="list-style-type: none"> ▪ SMEs ▪ Entrepreneurs ▪ Investors ▪ Government ▪ Universities
ACTIVITIES	<ul style="list-style-type: none"> ▪ Providing information about CF opportunities, collect and sharing the best practices in Hungary. Support organizations that are responsible for CF regulations ▪ Providing the information about project activities and about support services we can offer to all mentioned target groups in the framework of Crowd-fund-Port project ▪ Organization and implementation of national trainings on the topic of CF. ▪ Organization of CF events (round tables, national fair) ▪ Cooperation with other projects related to CF, presentation of our activities related to CF to different stakeholders ▪ Promotion and communication activities of Hungarian CF campaigns that we will receive support. ▪ Participation on international and national events related to innovative support of CF.
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ Ministry for National Economy: the main regulatory of the Hungarian laws for CF ▪ Hungarian National Bank: the national finance institute that will be responsible for the regulated controls of the CF platforms ▪ Budapest Stock Exchange Ltd. (BSE): cooperation for the evangelisation of equity based CF ▪ Impact HUB Budapest: help with national trainings, information support about CF, help with consulting during CF campaigns ▪ HVCA (Hungarian Venture Capital and Private Equity Association): cooperation for educating the CF basics and networking with investors ▪ Rocketside.me CF platform: information support, help with consulting during reward based and equity based CF campaigns. ▪ NIOK: operator of https://www.adjukossze.hu/ donation based CF platform, information support, help with consulting during donation based CF campaigns
SCREENING OF EXISTING STUDIES	None
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	No HUB yet
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. "What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention: Please NO project ideas!"	<ul style="list-style-type: none"> ▪ Knowledge about national and international regulations for CF ▪ Tools, that can help you to prepare and launch CF campaigns





PROJECT PARTNER	Ikosom
COUNTRY	Germany
AREA / REGION	The location of the hub is not determined yet. currently, three options are explored: 1) Leipzig 2) Berlin 3) Another city in the former East-Germany
HUB LOCATION (NAME, ADDRESS, ...)	The exact name and location of the hub is not determined yet. 1) The Hub would be closely associated with the Creative Industry Network of Leipzig or the CF Campus in Leipzig. 2) The Hub would be established at the ikosom office - Karl-Liebknecht-Str. 34, 10178 Berlin. 3) The Hub would be established at a local university or incubator.
TARGET GROUPS	<ul style="list-style-type: none"> ▪ Entrepreneurs, especially solo-entrepreneurs in the field of Creative Industries. ▪ Small companies, especially in the field of Creative Industries and Manufacturing ▪ Start-ups with a specialisation on consumer goods and services. ▪ Medium-sized companies, especially in the field of Creative Industries, Manufacturing, Real Estate, Life ▪ Sciences and Fintech ▪ Large companies with a focus on industries disrupted by digital transformation. ▪ Journalists and media representatives ▪ Consultants and coaches
ACTIVITIES	The activities are not planned yet and need to be finalized with the partner. These are currently discussed with partners: <ul style="list-style-type: none"> ▪ Individual coaching ▪ Workshops and training classes ▪ Academic certification ▪ Industry talks ▪ Office space for campaigns ▪ Platform presentation
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ Regional Governments ▪ City Governments & City Incubators ▪ Corporate Incubators ▪ Banks ▪ Industry Networks ▪ Education companies ▪ Universities
SCREENING OF EXISTING STUDIES	<ul style="list-style-type: none"> ▪ We are cooperating with the University of Hamburg, which is currently screening the development of corporate incubators ▪ There are plenty of other studies, but as far as we have seen there are no studies on CF HUB
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	<ul style="list-style-type: none"> ▪ The Chamber of Commerce in Munich has employed one person who is in charge of coaching and creating synergies. This is also the reason why we are not moving the Hub to Munich, to avoid the duplication of existing structures.
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. "What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention: Please NO project ideas!"	<ul style="list-style-type: none"> ▪ What needs to be done to improve the knowledge of CF and Alternative Finance in University Education and how can a HUB impact on education programmes?

PROJECT PARTNER	Innovation Service Network (ISN)
COUNTRY	Austria
AREA / REGION	Graz
HUB LOCATION (NAME, ADDRESS, ...)	Hugo-Wolf-Gasse 6a, AT-8010 Graz
TARGET GROUPS	<ul style="list-style-type: none"> ▪ SMEs (20 - 30 employees) ▪ Universities: both researcher and students ▪ Consultants ▪ Citizens (potential Crowd) ▪ Decision maker on community and governmental level (as project Initiator and multiplier) ▪ Lobbies (“Interessenvertretungen such as SFG, AK, WKO)
ACTIVITIES	<ul style="list-style-type: none"> ▪ Seminars/Trainings ▪ to KMUs on Crowdbusiness, Seminars ▪ to business owners/platform owners (Crowd academy) to spread word of mouth ▪ Crowdtuesday: Regular table format ▪ Goals: networking, best practice sharing, ▪ Setting: self-initiative setting during the event (similar to the concept of the “Barcamp” = could be named “crowdcamp”) ▪ “Sprechstunden” offer to book time slots with experts for certain needs on the matter, regardless in which development phase they are in ▪ Well executed interplay between digital platforms and physical HUB ▪ Main goal is to promote topic (communication and visibility) ▪ Every activity should be known ▪ A meta platform for project
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ National institutes: Universities ▪ External experts: Consultants ▪ Local Authorities: Lobbies (Austrian chamber of commerce etc.) ▪ Governmental bodies: WKO, Junge Industrie ▪ Other platforms: Other CF platforms)
SCREENING OF EXISTING STUDIES	None
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	<ul style="list-style-type: none"> ▪ Crowdfund Amsterdam (not our country, but best practice ▪ No HUBs (yet). Only related activities from other lobbies
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. “What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention: Please NO project ideas!”	<ul style="list-style-type: none"> ▪ How might we establish enough visibility for the topic? ▪ What actions can we take to build trust in the community and other stakeholder? ▪ Who are stakeholders that might interfere with the execution? ▪ How can we build networks (word of mouth) ▪ How can we build a business models that is independent from potential national governmental institutions. Self sustainability



PROJECT PARTNER	CONDA
COUNTRY	AUSTRIA
AREA / REGION	VIENNA
HUB LOCATION (NAME, ADDRESS, ...)	Donau-City-Straße 6, 1220 Wien
TARGET GROUPS	<p>The tourism industry combined with Crowdfinancing is not a unknown topic in Austria anymore. Some of the tourism projects got financed by the crowd. But not just the crowd, there was the bank for tourism ÖHT involved as well. Projects got financed additionally to the crowd. This financing area opens doors to many hotels, to continue the family business whit out being declined at the bank itself.</p> <ul style="list-style-type: none"> ▪ Hotel Projects ▪ Gastronomy ▪ Bigger projects involved in tourism
ACTIVITIES	<p>CONDA is a platform for Crowdfunding. Projects get financed by the Crowd. Since 2013 Conda is Austrians successful platform for Alternative Financing-Crowdfunding.</p> <p>In a cooperation with the ÖHT- Bank for tourism, Conda built a platform for tourism projects and got one project successful financed with over 1,2 Mio. This project increased public's attention. Since then more and more hotel projects are waiting in the pipeline and want to be informed about the financing mixture of the CROWD and ÖHT.</p> <ul style="list-style-type: none"> ▪ Financing mix ▪ Partner relations ▪ Government bodies (Bank for tourism, WKO, Junge Wirtschaft) ▪ Marketing/ PR ▪ Support in legal questions ▪ Campaign management support (Trainings) ▪ Connecting with different partner-platforms
POTENTIAL PARTNERS	<ul style="list-style-type: none"> ▪ ÖHT ▪ Hogast ▪ Wko ▪ Junge Wirtschaft ▪ other Crowdfunding platforms
SCREENING OF EXISTING STUDIES	https://www.travelstarter.com/projects/the-safehouse-hostel-in-cardiff--wales-/52
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	not existing (but there is a need for tourism hubs like this)
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL	<p>Do you know someone who is owning his or her hotel business? Most of the time you probably hear how hard the business can be and that money is missing to build a proper wall? Bank loan gets declined? Income goes for living and running the business? No because money is missing to somehow attract them.</p> <p>With different types of crowd financing tools most hotel proje could get financed through the crowd. Austrians hotels started already to use this financing tool as their additional finance source and this option becomes more public and more demanding.</p> <p>I would like to create an information base for hotels: give them access (guidelines) to CF or Crowdfunding platforms. Connect them with partners (companies, government bodies, platforms...).</p>





<p>HUB can meet? Attention: Please NO project ideas!”</p>	<p>Invite them to real contact people, to events for networking, to workshops, to inform them about CF. AT-Hub could also connect hotels with the advanced Hotel businesses for any exchange (old furniture’s, moving employee’s) http://kaernten.orf.at/news/stories/2877127/ https://kurier.at/wirtschaft/neu-crowdfunding-fuer-kreative-hotels/222.497.249 Both of those examples have been really successful and collected more than 1 Mio EUR. Since then the Crowdfinancing got a new status and hotel businesses are interested more than ever. Lets create “Vienna’s Hub for Tourism” and answer all the questions of all hotel business to give them the chance to get financed through all financing options and lets their family businesses grow.</p>
<p>HOW?</p>	<p>As conda we would provide an information point once a week or twice a week a support service. We have built a platform for ÖHT which finance projects in tourism area. our partner relations are helpful for everyone and we can provide a personal connection to the responsible people of different companies or government bodies.</p>



PROJECT PARTNER	CREATIVE INDUSTRY FORUM																																		
COUNTRY	SLOVAKIA																																		
AREA / REGION	Bratislava																																		
HUB LOCATION (NAME, ADDRESS, ...)	Creative Industry Forum (CIF) Grosslingova 63 Bratislava 811 09 Slovakia																																		
TARGET GROUPS	<p>CIF collaborates with and provides consulting to the following target groups: CF platforms</p> <ul style="list-style-type: none"> • Government bodies (ministry of finance, ministry of economy, Slovak national bank, ministry of justice, Slovak business agency) • SMEs (start-ups) • Student (design, arts, law) • Business and Consultants • General public • Journalist <p>currently, there are several active cf platforms in Slovakia:</p> <table border="1"> <thead> <tr> <th>Crowdfunding ové platforms:</th> <th></th> <th>Name</th> <th>Platform url</th> </tr> </thead> <tbody> <tr> <td rowspan="4">Donation based</td> <td></td> <td>Ľudia</td> <td>https://www.ludialudom.sk</td> </tr> <tr> <td></td> <td>Ľuďom.sk</td> <td>http://dakujeme.sme.sk</td> </tr> <tr> <td></td> <td>d'akujeme.sme.sk</td> <td>http://www.dobrakrajina.sk</td> </tr> <tr> <td></td> <td>Dobrá krajina Srdce pre deti</td> <td>https://www.srdcepredeti.sk</td> </tr> <tr> <td>Reward based</td> <td></td> <td>StartLab</td> <td>https://www.startlab.sk</td> </tr> <tr> <td rowspan="2">Lending based</td> <td>PP lending</td> <td>Zinc Euro Žltý melón</td> <td>https://www.zinceuro.sk https://www.zltymelon.sk</td> </tr> <tr> <td>business lending</td> <td>Conda</td> <td>https://www.conda.sk</td> </tr> <tr> <td>Equity based</td> <td></td> <td>Crowdberry</td> <td>https://www.crowdberry.sk</td> </tr> </tbody> </table> <p>CIF organizes regular meetings with the platforms and initiates activities to support CF in Slovakia. CIF also participates in the activities organized by platform operators. The collaboration with the government bodies is focused on raising awareness around CF in general public, prevention of inappropriate regulation, as well as formulating proposals for improved legislation. CIF has a very good working relationship with the Slovak national bank (SNB) who refers inquiries from the public and businessmen to CIF and vice versa. this way the public receives needed information in the areas regulated by SNB and also about CF that, as such, is not regulated by SNB. CIF communicates with SMEs and startups mostly through trainings and individual</p>			Crowdfunding ové platforms:		Name	Platform url	Donation based		Ľudia	https://www.ludialudom.sk		Ľuďom.sk	http://dakujeme.sme.sk		d'akujeme.sme.sk	http://www.dobrakrajina.sk		Dobrá krajina Srdce pre deti	https://www.srdcepredeti.sk	Reward based		StartLab	https://www.startlab.sk	Lending based	PP lending	Zinc Euro Žltý melón	https://www.zinceuro.sk https://www.zltymelon.sk	business lending	Conda	https://www.conda.sk	Equity based		Crowdberry	https://www.crowdberry.sk
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	<p>consultations as well as co-organizing workshops with the theme of CF. CIF has recently started conversations with the university of fine arts and the university of performing arts in Bratislava to raise awareness about CF among university students. CIF also works with the experts at the department of finance law at the law schools in Bratislava and Trnava. CIF also closely cooperates with consulting firms, such as neology, and other organizations (Sapie) as well as co-working centers and consultants in other cities (Zilina). CIF will focus its activities also on raising awareness among general public and familiarizing it with the theme of CF via media.</p>
	<p>CIF's activities:</p> <ul style="list-style-type: none"> • Specialized web subpage • Individual consultations • Trainings • Networking • Lobbying <p>Creation of a database of people working in CF in Slovakia Presentation of best practices and a user guide In collaboration with Slovak platforms, CIF will launch an independent subpage devoted exclusively to CF. The subpage will provide information about Slovak platform operators, events and activities in CF, database of experts and consultants in this field, best practices, etc. It will also showcase successful projects, statistic, and documents and articles related to CF. the page will also provide basic information for people seeking support for their project as well as for people seeking to invest, a map of CF hubs in central Europe and further information.. At its physical location, CIF provides also individual consultations for businessmen, students and general public who need information about CF. CIF works with the Slovak press agency and journalists specialized in the area of finance, advertisement and marketing. In terms of CF trainings, CIF collaborates with existing event and competition organizers focused on the area of startup support and innovation, such as start up awards, Slovak fashion graduates (Slovak fashion council), etc. CIF currently works as a platform for connecting people in the area of CF, providing space for networking and encouraging cross-sector collaboration. since the beginning of the CFP project, CIF has been connecting the various players in this field and contributed to unifying the stakeholders. CIF's overarching goal is to raise awareness and make the public familiar with CF by educating about the advantages and risks of CF, the importance of transparent and honest communication, prevention of inappropriate regulation and more. CIF will also follow and collect best practices and problems occurring within the Slovak CF environment and based on this, suggest potential improvements in the field - for platforms, project leaders as well as for investors. in collaboration with its stakeholders, CIF will look for and propose solutions for the government bodies to optimize the CF environment.</p>
<p>POTENTIAL PARTNERS</p>	<p>CIF will look for expanding collaboration with universities, especially universities with focus on economy and technical fields. CIF also hopes to expand collaboration with SIEA and SBA government bodies focused on improving conditions for entrepreneurship. CIF is interested in starting collaboration with the law enforcement bodies and map the situation in CF and if there has been criminal activity related to CF.</p>
<p>SCREENING OF EXISTING STUDIES</p>	<p>Crowdfunding Visegrad: Analysis & Manual In cooperation with the Budapest Observatory, Res Publica Foundation and the Creative Industry Forum, Aspen Institute Prague released an analysis on the use, development and current trends, and the legal environment concerning crowdfunding in the Visegrad region. As one of the outputs, a Crowdfunding Manual was also released. The analysis is a result of a joint research project funded by the International Visegrad Fund.</p>



	<p>Crowdfunding Visegrad—study [.PDF, 0.3 MB] Crowdfunding Visegrad—manual [.PDF, 0.2 MB]</p> <p>Analýza využívania externých foriem financovania MSP, Slovak Business Agency, 2016 http://www.sbagency.sk/sites/default/files/analyza_financovania_msp.pdf</p> <p>The latest issue of BIATEC - banking journal features an article titled ‘Crowdfunding’ by Slavomíra Salajová from Creative Industry Forum and Ján Mazúr from Crowdberry. The article introduces CROWD-FUND-PORT as one of the ways that Slovakia and other European partner countries will be participating in finding further solutions in the sphere of non-bank financing. English summary BIATEC No. 5/2017. Full article (Slovak) in BIATEC No. 5/2017.</p>
<p>BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)</p>	<p>There is no existing CF hub in Slovakia at this point. However, there are some examples of best practice among information hubs in other related areas:</p> <ul style="list-style-type: none"> • CIF has been a hub for the creative industry for the past ten years. www.ciforum.sk • The center for philanthropy has been actively promoting and cultivating volunteering, philanthropy and active participation in civic society among general public since 1992. www.cpf.sk • SAPIE (Slovak alliance for innovation economy) represents interests of innovative companies, works to improve education, develop the Slovak startup ecosystem, and helps the fast growing firms to enter global markets. www.sapie.sk • PDCS o.z. is a non-governmental agency offering professional development, facilitation and consulting services in the area of conflict resolution, encouraging civic participation and a dialogue in our society around pressing public issues, and developing the civil society as such. www.pdcs.sk • INEKO (institute for economic and social reforms) is a non-government nonprofit organization supporting economic and social reforms to remove barriers to long-term positive development of the Slovak economy and society. www.ineko.sk • Slovak center for fundraising was established in 2009 and focuses on the development and professionalization of fundraising to finance public benefit activities, non-government organizations, etc. www.fundraising.sk
<p>SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURC ING TOOL</p> <p>e.g. “What is missing in your city (country) to be able to implement your crowdfunding ideas? What needs do you have for your implementation, which the hub can meet? Attention: Please NO project ideas!”</p>	<p>As mentioned before, the Slovak CF hub will continue to connect the various stakeholders and participants in CF as well as raise awareness in this area - as this is a new but growing field that has been fragmented and not well networked. The hub will not only provide information and consultation but will be the main platform connecting people in this field. it would also be useful to create some cross border data from the partner countries for 2017.</p> <p>If possible and if there are experiences with data collection, it would be very useful to collect and sort by a common theme and this data could then be part of the shared information, which would help also in the area of building awareness around CF on the national levels.</p>



PROJECT PARTNER	BRODOTO
COUNTRY	Croatia
AREA / REGION	Zagreb
HUB LOCATION (NAME, ADDRESS, ...)	CF HUB Zagreb, MARTIĆEVA 72, 10000 Zagreb
TARGET GROUPS	<ul style="list-style-type: none"> • SMES with a need for Alternative Financing (not depending on earlier CF experience) • Stakeholders from the national, regional and local CF ecosystem: <ul style="list-style-type: none"> ○ Consultants ○ Researchers ○ Enthusiasts ○ Citizens (from rural and urban areas) ○ Policy makers ○ Non-governmental organizations.
ACTIVITIES	<ul style="list-style-type: none"> • SME Hotline • Organization of CF events (best practice examples) <ul style="list-style-type: none"> ○ Lectures ○ Workshops ○ Seminars • Material making and provision • Consulting with national stakeholders
POTENTIAL PARTNERS	<ul style="list-style-type: none"> • Croatian Chamber of commerce • Entrepreneurial incubators • Existing Hubs • Funding agencies • Co-working-spaces • Media • Schools and universities • Banks • Social impact businesses
SCREENING OF EXISTING STUDIES	No
BEST PRACTICE IN YOUR COUNTRY (EXISTING HUBS)	<ol style="list-style-type: none"> 1. Impact Hub (https://zagreb.impactHUB.net/) - located in Zagreb, it offers incubation and acceleration, mentoring, coworking-space; 2. HUB385 (https://HUB385.com/) - located in Zagreb, it offers a co-working-space and private offices for businesses, organizes, conferences, workshops, meet-ups, panel discussion and promotional activities. 3. BIZKOSHNICA (http://bizkoshnica.biz/en/) - located in Zagreb, it offers a co-working-space, while supporting the development of business ventures and projects as well as making business.
SUGGESTION FOR: MAIN QUESTIONS FOR A CHALLENGE ON CFP CROWDSOURCING TOOL e.g. “What is missing in your city (country) to be able to implement your Crowdfunding ideas? What needs do you have for your implementation, which the HUB can meet? Attention: Please NO project ideas!”	<ol style="list-style-type: none"> 1. What are the available tools for managing your needs related to CF in your country / city? 2. Would you find a SME-Hotline for CF to be a useful tool for your needs?