



**III FORO**  
MESOAMERICANO  
DE LA PYME  
en alianza con el  
**VIII FORO**  
COLOMBIANO DE LA  
MICRO Y PEQUEÑA EMPRESA



# CROWDFUNDING

## A NEW WAY OF FINANCING SMES



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**EXPERT ADVISOR EUROPEAN COMMISSION**



**@KLEVERLAAN**



**CROWDFUNDING CONSULTANCY**

**WWW.WEBCLUSIVE.COM**



**ASSOCIATION EUROPEAN CROWDFUNDING INDUSTRY**

**WWW.EUROPECROWDFUNDING.ORG**

# **AGENDA**

**HISTORY OF CROWDFUNDING**

**CROWDFUNDING = COMMUNITY FUNDING**

**DIFFERENT TYPES OF CROWDFUNDING**

**MARKET SIZE AND GROWTH OPPORTUNITY**

**MORE THEN MONEY**



**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 bronzed; 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. BASTIENNE 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**





**¿TIENES UNA IDEA PERO NO TIENES LOS FONDOS PARA REALIZARLA?**

Regístrate en La Chèvre muy fácilmente. Sólo tienes que escribir tu nombre y correo electrónico y ya estás listo para registrar tu proyecto.

[Ver más](#)

LLEGA LA PRIMERA

PLATAFORMA

COLOMBIANA

DE CROWDFUNDING

< 02 >



Vuelve tu idea realidad con la ayuda de todos.

## CATEGORÍAS



Música



Diseño



Editorial



Teatro



Arte



Cine & Video



Fotografía



Tecnología

Últimos proyectos

Más destacados

Últimos días



### Fuente de Paz

Por: **BOGOTÁ GOTA A GOTA**

Educar para la paz desde comportamientos básicos cotidianos. A través del arte niños y niñas transforman sus entornos violentos en pacíficos.

0.88% Recaudado

0 Días faltantes

[Más información](#)

# LA CHÈVRE - STARTED 2012

248 people lent us  
£25,000 to help grow  
our business.



*Michael Kain, MD of Bramley and Gage*

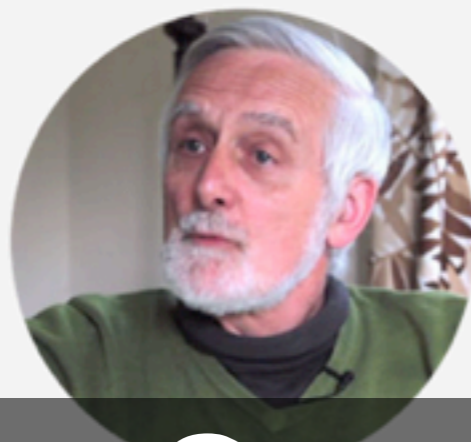
### Businesses

Get a fast, flexible loan, up to £1,000,000 for all requirements. Bypass the banks and have your loan funded by people across the UK.

[Get a loan now](#)

### The Government is now lending to British businesses through Funding Circle.

In March, the Government started lending £20 million to British businesses through Funding Circle as part of their Business Finance Partnership Scheme (BFP).



Investors earn a great rate  
of return by lending to  
growing British businesses.

"I can take control of my return on investment and

**FUNDING CIRCLE (UK) - \$300 MILLION**

# KICKSTARTER



**5 MILLION BACKERS - \$850 MILLION**

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

**CROWDFUNDING**

**II**

**COMMUNITY FUNDING**

# **DIFFERENT TYPES OF CROWDFUNDING**

## **DONATIONS, REWARDS, PRE-SALES, DEBT, EQUITY**



**DONATIONS**

**TICKET**

358033

**TICKET**

**REWARDS**





**DEBT**



**PRE-SALES**



1658.14 +17.11 +1.0%

1,437,626,992 +0.9%

10252.29 +112.17 +1.1%

1450 -0.3%

3552.58 +49.46 +1.4%

2957.81 +53.46 +1.8%

2539 +0.04% +0.01

+34.77 +1.1%

179.73 +0.68 +0.4%

2021.77 +43.42 +2.2%

2525 -0.3%

1965 -0.2%

1479.49 -1.19 -0.1%

NASDAQ COMPOSITE

94.43 +0.9%

S&P 500 Index 1165.69 +11.64 +1.0%

NASDAQ COMPOSITE 1994.43 +17.65 +0.9%

1,437,626,992

2539 +0.04%

1994.43 +17.65 +0.9%

08:58:39

NASDAQ

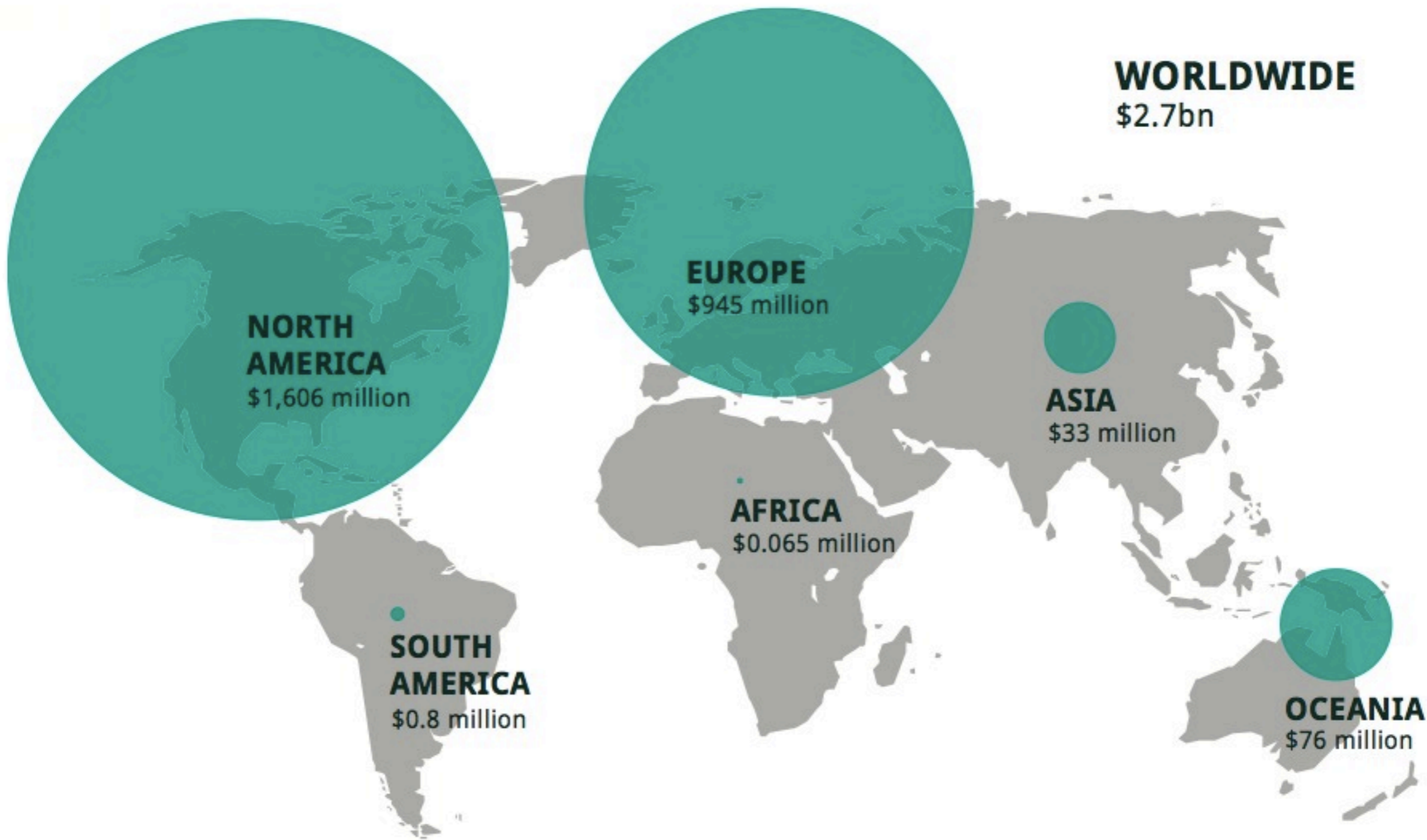
NASDAQ

NASDAQ

NASDAQ

EQUITY

**MARKET SIZE**



**WORLDWIDE**  
\$2.7bn

**NORTH AMERICA**  
\$1,606 million

**EUROPE**  
\$945 million

**ASIA**  
\$33 million

**AFRICA**  
\$0.065 million

**SOUTH AMERICA**  
\$0.8 million

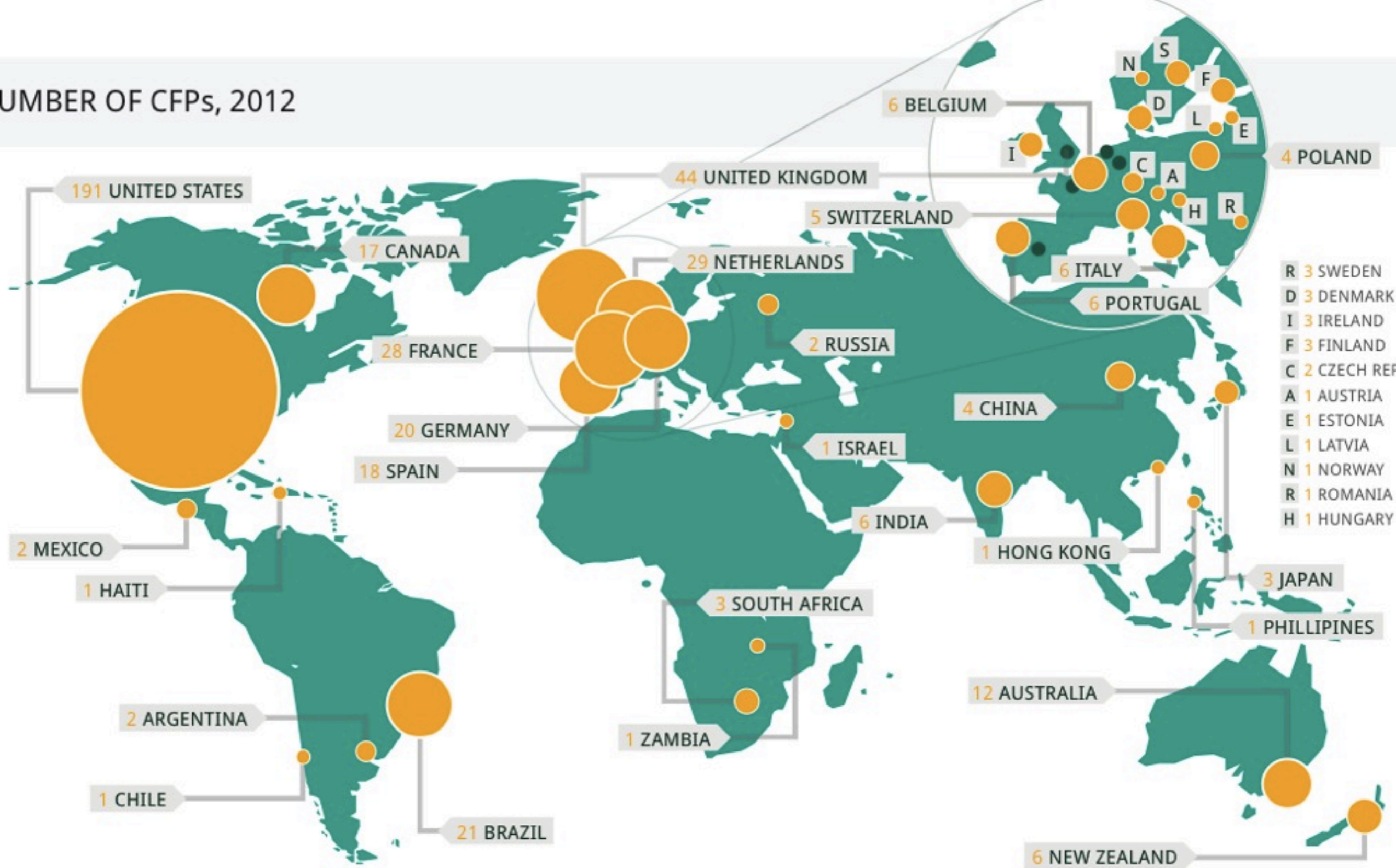
**OCEANIA**  
\$76 million

■ Total funds raised during 2012 in USD

SOURCE: MASSOLUTION CROWDFUNDING INDUSTRY REPORT 2012

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

# NUMBER OF CFPs, 2012

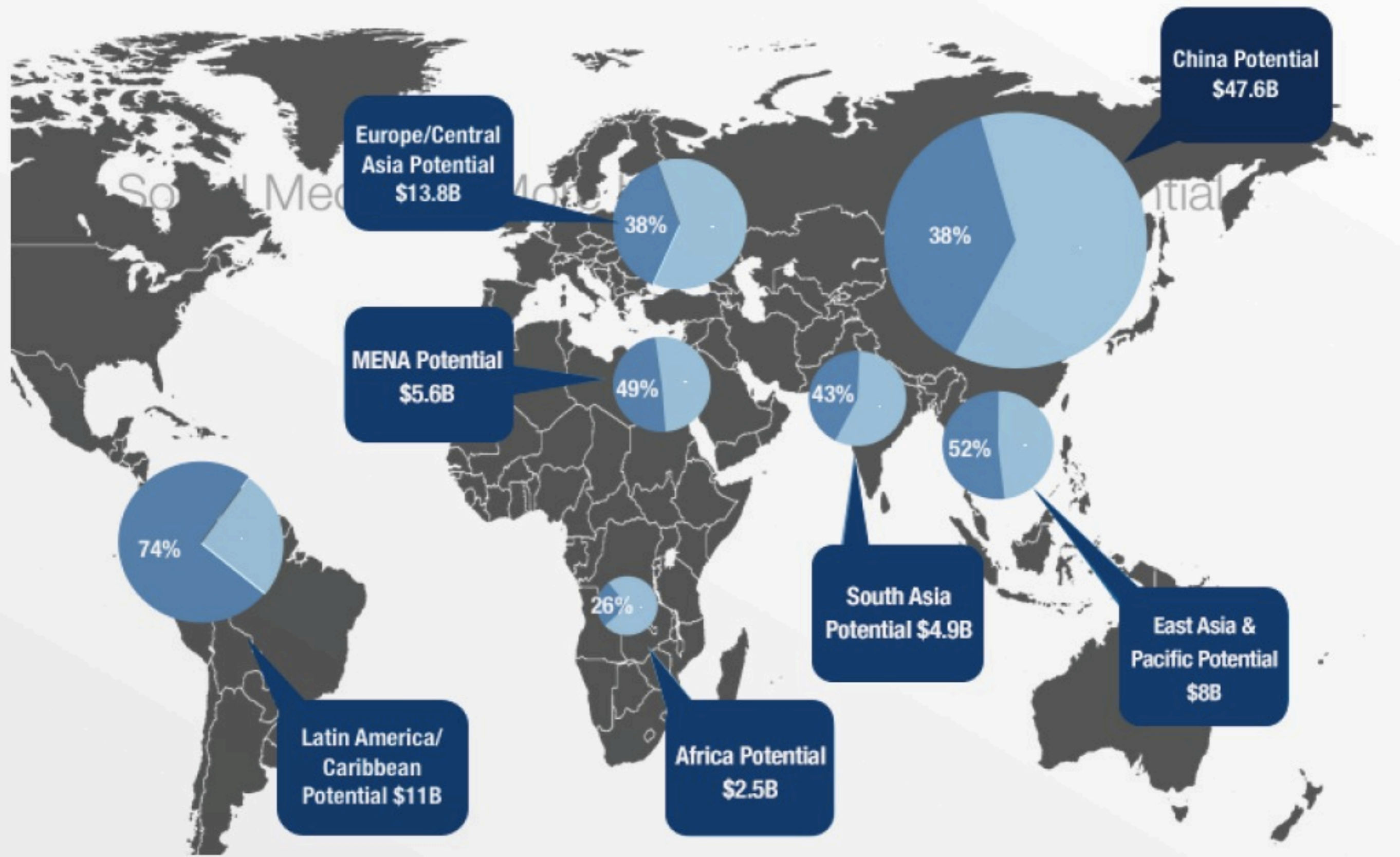


Source: Based on Crowdsourcing.org Directory of Sites as of April 2012

>450 PLATFORMS

# Market Potential

% is Social Media Penetration  
by Region - Size of Circle is \$ Potential



**WORLD BANK: MARKET POTENTIAL \$96 BILLION 2025**

# **MORE THEN MONEY**

**MARKET RESEARCH, MARKETING AND ENABLES OTHER FINANCING**





# MARKET RESEARCH

CHECK NEED FOR PRODUCT OR SERVICE IN PRE-SALES CAMPAIGN

*de*  
**Correspondent**

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**READ MORE**

**MARKET RESEARCH (CASE)**

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



# MARKETING

INVESTORS HELP YOU TO PROMOTE YOUR COMPANY



**WAKAWAKA**  
SHINE BRIGHT



## MARKETING (CASE)

DEAL FOR 1 MILLION LED LIGHTS FOR UGANDA



**68,929**

backers

**\$10,266,845**

pledged of \$100,000 goal

**0**

seconds to go

Funding period

Apr 11, 2012 - May 19, 2012

**ACCESS TO OTHER FINANCING**

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

# TRENDS IN CROWDFUNDING



**CIVIC CROWDFUNDING**  
“BUILD YOUR OWN CITY”



**REAL-ESTATE CROWDFUNDING**  
**BD BACATÁ: 3100 INVESTORS - \$172 MILLION**





# CLEAN ENERGY PROJECTS

WINDCENTRALE: 7000 INVESTORS - 8,5 MILLION EURO

# **KEY TAKE-AWAYS**

**BIG OPPORTUNITY FOR FUNDING OF SMES**  
**PRE-SALES, DEBT AND EQUITY**

**CROWDFUNDING = COMMUNITY FUNDING**  
**INVESTORS ARE FANS/AMBASSADORS**

**HELPS ATTRACT OTHER FORMS OF FINANCING**  
**BANK LOANS, GRANTS, ANGEL INVESTMENTS & VENTURE CAPITAL**

**MORE THEN MONEY**  
**MARKET RESEARCH & MARKETING**

# LET'S TALK CROWDFUNDING!



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Accenture  
Innovation  
Awards  
2012

accenture  
High performance. Delivered.

