MAPPING OF SUCCESSES OF CROWDFUNDING

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1. Introduction

The project “Crowd-Fund-Port - Central European Crowdfunding Support” helps small and medium-sized companies to gain access to alternative finance, through mechanisms such as Crowdfunding.

The project partners from Austria, Croatia, Czech Republic, Germany, Italy, Hungary, Poland, Slovakia, Slovenia (see list of project partners below).

The aim of this mapping is to provide best practice examples of Crowdfunding campaigns, in order to inspire entrepreneurs and SMEs. The list of projects is not comprehensive - there are thousands of great projects on Crowdfunding platforms in the region. However, they are examples which can be adapted and built on.

2. Authors/Contributors

The Editing Team of this report are: Karsten Wenzlaff, Josephine Hage, Wolfgang Gumpelmaier.

We would like to thank our project partners for the contributions: Darko Ferčej, Anja Prislan, Eva Jazbec, Matouš Radimec, Ilona Ledjaskova, Tomaš Čilek, Michal Kwas, Kinga Kuczyńska, Anna Malinowska, Katarzyna Kołakowska, Lucyna Formela, Marino Cavallo, Valeria Stacchini, Sabrina Pedrini, Henrieta Hubertova, Laszlo Szaniszlo, Norbert Berencsy, Karoline Perchtaler, Reinhard Willfort, Cornelia Bugelnig, Paul Poltner, Ewa Ciecierska, Zora Jaurova, Slavka Salajova, Katarina Menotti, Antonino Rotolo, Piera Santin, Giuseppe Contissa, Federico Ferri, Federico Casolari, Andrea Mondini, Ivan Grguric, Marko Gregovic, and Kristina Laoš.

3. Project Partners

EZAVOD (Slovenia, Lead Partner)

E-zavod (E-institute) is a nonprofit institute working in multidisciplinary fields including sustainable development, innovation and business support. The mission of institute is to support integration of European policies and improve quality of citizens’ life through implementation of practical projects. Main focus is on supporting sustainable economy, innovation, sustainable energy, clean environment and rural development. Key fields of excellence are: open and social innovation, living labs, supporting low carbon society, smart cities and smart communities, sustainability and social impact assessment.

RERA (Czech Republic)

The Regional Development Agency began operating in 1999 with the objective of supporting economic, social and cultural development within the South Bohemian Region.

RERA has four main shareholders: The Union of Towns and Municipalities of South Bohemian Region; The South Bohemian Region; The Chamber of Commerce of South Bohemia; The Regional Chamber of Agriculture of South Bohemian Region.

The agency follows the EURADA (European Association of Development Agencies) policy, which aims to promote regional economic development through dialogue with the European Commission services; and the co-operation between EU members, sustainable development of the region, innovative systems and technologies, cooperation between private and public sectors. The main business of RERA is regional development of the South Bohemian region. With the respect to this target, RERA is able to provide strategic development documents for municipalities and towns, feasibility studies, grant applications forms for schools, etc. Besides this, RERA provides counselling for entrepreneurs, municipalities, towns, non-profit organisations.
GEF - Gdansk Enterpreneurship Foundation (Poland)

Gdansk Entrepreneurship Foundation (GEF) is a non-governmental organization founded by the City of Gdansk in 2005. GEF was set up in response to the signals coming from the local market and is one of the most important instruments supporting entrepreneurship in the City. Its main goals are implemented by educational activity within the range of entrepreneurship and creativity, different ways of supporting SMEs and start-ups, and promotion of entrepreneurship and creativity.

In 2011 GEF opened Gdansk Business Incubator STARTER, its main goal is shaping regional start-up ecosystem. Starter offers space (both office space and co-working), knowledge (trainings, advisory, coaching, mentorship, pre-incubation and incubation projects) and networking (dedicated events). Starter presents itself on the Polish start-up scene as an inspiring place full of positive atmosphere and high-quality projects.

MCBO (Italy)

The Metropolitan City of Bologna, former Province of Bologna, is an intermediate public authority with important responsibilities on policies for economic development, infrastructures, transport and strategic planning at local level. It is composed by 55 municipalities (one million inhabitants) and it is located in one of the most economically relevant area of Italy. Emilia-Romagna is the second region in Italy for the high presence of innovative start-ups. Bologna is also the regional capital and centre of prestigious universities, research centers, fair and a major hub. The Economic Development Area main competences are: stimulating local economic development; enforcing and creating networks and synergies between the main local actors, encouraging creation of new enterprises. Some working issues: circular and green economy, energy efficiency, sustainable logistics, green and responsible procurement, corporate social responsibility, young talents, crowdfunding, tourism promotion.

ROCKETSIDE (Hungary)

Rocketside is the most advanced Hungarian crowdfunding initiative founded to operate crowdfunding platform designed to help Hungarians and other Central Europeans to turn innovative ideas into life-changing products & services. www.rocketside.me is a multilingual reward based platform. Rocketside develops and hosts an e-learning platform, marketing promotion about crowdfunding, gives support to new start-up ideas to reach success on crowdfunding, raising awareness about understanding the crowdfunding among policy stakeholders and financial organizations. Key competences: software development and implementation, crowdfunding consultancy, legalization and regulatory advisory, preparation of analysis of national legislations and tax systems regarding, organization of national trainings and seminars, preparation of guidebooks.

IKOSOM (Germany)

The Institute for Communication in Social Media (IKOSOM) investigates the use of social media in Germany and in Europe. It is a privately owned research institute combining public sector organisations, such as NGOs, foundations and universities. The focus of research is on social media usage in Germany, in particular e-Participation, Community Management and digital fundraising on the stationary and mobile web and new business models for digital companies. IKOSOM is performing business activities, mainly in the field of social media education, trainings and publishing. Ikosom has worked in the field of Crowdfunding for about 5 years and has published a vast number of ground-breaking studies, publications and books in the fields. IKOSOM have held workshops on crowdfunding both offline and online with thousands of participants. Institute has a big network of crowdfunding partners all over Europe and share information and projects updates with our partners.

ISN (Austria)

ISN - Innovation Service Network is a leading Innovation Service Provider and was founded in Austria in 2001. ISN professionally accompanies innovations from the first idea up to a successful product or service, supports learning, crowdsourcing and crowdfunding processes, and develops new business models. ISN is both a service and research company in the field of innovation- and knowledge management. The ISN
Team is highly interdisciplinary and consists of neuroscientists, innovation researchers, usability designers and web developers. ISN has the capability to perform trend and social forecast studies, support crowd-based aspects (community building, Open Innovation etc). Provides training on crowd-based innovation and innovation management, moderates the service design, guides the user centred design process (i.e. developing market research, personas, user tests and come up with mock-ups for a usable and intuitive web interface), contributes with practical industry experience, etc. The crowdsourcing platform neurovation.net consists of more than 17.000 persons. Additionally, the 1000x1000.at crowd investing platform counts more than 7000 investors and interested people.

CONDA (Austria)

CONDA is more than a crowd-investing platform. CONDA is the connecting link between entrepreneurs and investors, helping them accomplish something great together. We hold the conviction that the future lies in the hands of young and innovative entrepreneurs and SME. Therefore we have made it our goal to support these entrepreneurs, to build the foundations together for the realisation of their dreams. At CONDA you have the possibility of investing beyond borders, in European businesses. We are constantly working to extend our network. Our main business is the operation of a cross-border crowdinvesting platform, financial & business consulting and a think tank for start-up ecosystems.

UNIBO (Italy)

Almost 1000 years old, the University of Bologna (UNIBO) is known as the oldest University of the western world. Nowadays, UNIBO still remains one of the most important institutions of higher education across Europe and the second largest university in Italy with 11 Schools, 33 Departments and about 87.000 students. It is organized in a multi-campus structure with 5 operating sites (Bologna, Cesena, Forlì, Ravenna and Rimini), and, since 1998, also a permanent headquarters in Buenos Aires. UNIBO is also affiliate partner of the EIT KIC “EIT ICT Labs”. At National level UNIBO ranks second for competitive research funding from the Italian Government. UNIBO participates to the proposal through the Department of Legal Studies (DSG). DSG is the second largest department at UNIBO with about 160 faculty professors and researchers, about 40 research associates, and three PhD programmes (about 140 PhD students) and an Erasmus Mundus international doctorate programme.

CREATIVE INDUSTRY FORUM (Slovakia)

Creative Industry Forum is primarily a national platform for creative industries. Its main focus is to advocate for the interests of the sector, to facilitate networking and cooperation between its members, to support and manage projects that help increase the visibility and awareness of creative industries and to conduct studies and projects for better understanding and enhancing of performance of creative industries in Slovakia. It has been involved in various international activities and networking since its foundation in 2008.

BRODOTO (Croatia)

Brodoto is a social enterprise specialized in campaigning, design and media for non-profits and socially responsible organisations. They create campaign strategies, promotional activities and materials, public relations and digital media strategies, as well as consulting and education on these topics. In accordance with their activities, one of the main focuses of their work is crowdfunding. Brodoto is one of the co-founders of the Crowdfunding Academy, first educational programme on crowdfunding campaigning in Croatia and is the lead organiser of the only annual regional crowdfunding conference - Zagreb Crowdfunding Convention. Brodoto is based in Croatia and Serbia.
Image 1: Maps of all Project Partners
4. Data

The Data for Crowdfunding in Central Europe has so far not been published in a comprehensive way. The most recent study on Alternative Finance by the University of Cambridge\(^1\) for instance lists the following market data:

<table>
<thead>
<tr>
<th>Country</th>
<th>Market Volume</th>
<th>Number of Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>12m Euro</td>
<td>7</td>
</tr>
<tr>
<td>Croatia</td>
<td>Not included</td>
<td>0</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>9m Euro</td>
<td>6</td>
</tr>
<tr>
<td>Germany</td>
<td>249m Euro</td>
<td>35</td>
</tr>
<tr>
<td>Hungary</td>
<td>0.3m Euro</td>
<td>2</td>
</tr>
<tr>
<td>Italy</td>
<td>32m Euro</td>
<td>30</td>
</tr>
<tr>
<td>Poland</td>
<td>10m Euro</td>
<td>8</td>
</tr>
<tr>
<td>Slovakia</td>
<td>3m Euro</td>
<td>7</td>
</tr>
<tr>
<td>Slovenia</td>
<td>2m Euro</td>
<td>2</td>
</tr>
</tbody>
</table>

\(^1\) [https://www.jbs.cam.ac.uk/faculty-research/centres/alternative-finance/publications/sustaining-momentum/](https://www.jbs.cam.ac.uk/faculty-research/centres/alternative-finance/publications/sustaining-momentum/)
Or data shows a slightly different picture:

<table>
<thead>
<tr>
<th>Country</th>
<th>Donation-based CF</th>
<th>Equity-based CF</th>
<th>Equity-based CF, lending-based CF</th>
<th>Lending-based CF</th>
<th>Reward-based CF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>2</td>
<td>11</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>22</td>
</tr>
<tr>
<td>Croatia</td>
<td>1</td>
<td>1</td>
<td></td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Country</td>
<td>Donation-based CF</td>
<td>Equity-based CF</td>
<td>Equity-based CF, Lending-based CF</td>
<td>Lending-based CF</td>
<td>Reward-based CF</td>
<td>Total</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------</td>
<td>----------------</td>
<td>----------------------------------</td>
<td>------------------</td>
<td>----------------</td>
<td>-------</td>
</tr>
<tr>
<td>Germany</td>
<td>9</td>
<td>38</td>
<td>1</td>
<td>7</td>
<td>43</td>
<td>98</td>
</tr>
<tr>
<td>Hungary</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Italy</td>
<td>11</td>
<td>24</td>
<td>12</td>
<td>4</td>
<td>32</td>
<td>85</td>
</tr>
</tbody>
</table>
As we can see with the platform list at the end of this report, the data most likely underestimates the significant growth of Crowdfunding in Eastern Europe because a number of platforms have not been included in the study by the university of Cambridge.

There are a number of reasons why market data for the Central European Crowdfunding Ecosystems are underestimated:

- Most of the Crowdfunding Research focus on the Western European Countries, especially on UK, France, Germany, Netherlands and Italy.
- The language barrier makes it difficult to identify new platforms - therefore our project partners included also platforms in the list which only function in local languages.
Most platforms in Central Europe are reward- and donation-based platforms. These platforms often have a larger number of projects with a smaller average funding volume. If the platforms do not provide the market volume data themselves, it is necessary to estimate the market volume.

From the two large international reward-based platforms, Indiegogo and Kickstarter, only the first is accessible in all countries of Central Europe. Projects from Croatia, Czech Republic, Hungary, Poland, Slovakia and Slovenia can easily register on Indiegogo, but have to use a US or UK bank account in order to run a campaign on Kickstarter. It is notoriously difficult to get market data from these big platforms and most comparative studies only estimate the reward-based market data from these two platforms.

Equity-based Crowdfunding is still evolving in Central European Crowdfunding systems, therefore the large volumina of equity-based Crowdfunding is missing from some of the Central European Crowdfunding ecosystems.

With exceptions, there is very limited amount of activity in lending-based Crowdfunding. Some Western European lending platforms also had subsidiaries in Central Europe, but the volume was fairly small.

Since reward-based Crowdfunding is of particular importance to Central European projects, we have also analysed the number of projects on Kickstarter, which is arguably the largest reward-based Crowdfunding platform.
platform in the world. It is however important to keep in mind that Kickstarter officially is only accessible from projects based in Western Europe and the US.

<table>
<thead>
<tr>
<th>Country</th>
<th>Kickstarter - All Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>508</td>
</tr>
<tr>
<td>Croatia</td>
<td>39</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>147</td>
</tr>
<tr>
<td>Germany</td>
<td>3607</td>
</tr>
<tr>
<td>Hungary</td>
<td>128</td>
</tr>
<tr>
<td>Italy</td>
<td>2640</td>
</tr>
<tr>
<td>Poland</td>
<td>222</td>
</tr>
<tr>
<td>Slovakia</td>
<td>24</td>
</tr>
<tr>
<td>Slovenia</td>
<td>138</td>
</tr>
</tbody>
</table>

Following this broad analysis, we will get deeper into four specific countries:

- **Mature Crowdfunding Ecosystems**
  - Austria
  - Italy
- **Emerging Crowdfunding Ecosystems**
  - Croatia
  - Slovenia

### 4.1. Austria

According to recent data by the Austrian Chamber of Commerce, the market for equity-based Crowdfunding was 34.511.090 Euro in total, with 22 million Euro raised in 2016 alone. 143 projects were financed, 16 projects were not successful.
4.2. Italy

The Italian Market is a quite mature Crowdfunding ecosystem. Donation-based/Reward-based Crowdfunding has reached 24 Million Euro, Equity-based Crowdfunding has reached 7.5 Million Euros, Lending-based Crowdfunding has reached 56 Million Euro in 2016. The report also lists the category of DIY Campaigns, which has reached 3.3 Million Euro.

Equity based Crowdfunding campaigns collect on average about € 243,000 for each campaign. On Donation/Reward based platforms the average amount is € 4,000.
Image 4: Crowdfunding in Italy: all the numbers and platforms (updated January 2017)²

Image 6: Crowdfunding in Italy: all the numbers and platforms (updated January 2017)³ at

4.3. Croatia

According to the portal Crowdfunding.hr, in 2016, the total reward-based volume in Crowdfunding was 2.3 Million Kuna (US-$ 323,400). In 2015, the total-reward-based volume in Crowdfunding was 5.3 Million Kuna (US-$ 751,400), in 2014 it was 2.7 Million Kuna (US-$ 379,800).

Image 7: Volume of Reward-based Crowdfunding in Croatia - Crowdfunding.hr

The total volume in Euro is about 1.5 million Euro since the start of Crowdfunding in Croatia, financed by 157 projects.⁴

4.4. Slovenia

According to Crowdfunding Expert Ziga Berce, the total reward-based Crowdfunding market volume in 2014 was 755,000 Euro, which grew to 1,799,000 Euro in 2016. With the image below, we can see that while the total amount of campaigns decreased for the first time in 2016, the volume has increased steadily since 2011.

We can easily assume that reward-based Crowdfunding has surpassed 4m Euro in total since its beginning in 2011.

⁴ http://www.crowdfunding.hr/infografika-crowdfunding-u-hrvatskoj-2015-3376
http://www.crowdfunding.hr/infografika-crowdfunding-u-hrvatskoj-2016-3620
http://www.crowdfunding.hr/kako-je-crowdfunding-obiljezio-2013-godinu-2410
Število kampanj skozi čas

Image 8: Growth of Crowdfunding in Slovenia
5. Mapping

The mapping was generated with the help of the partners. The following survey was distributed among the partners:

**Basic Project Information**

Name of the Project (Crowdfunding Campaign)
Country
Best/worst practice
Type of Project
- Donation-based (Donations, Charity)
- Reward-based (Rewards, Pre-Selling)
- Equity-based (Investments, Profit-Sharing)
- Lending-Based (Loans, Debt)

Crowdfunding Platform
URL of the Crowdfunding Project on the Platform
Why is the Project (Crowdfunding Campaign) a best practice or worst practice?

**Specific Project Information**

Main Area of Economic Activity of the Project
Which industry branch is the project situated in?
For Creative Industries: Main Area of Economic Activity
Type of SME
- Micro Enterprise (below 10 employees)
- Small Enterprise (10 to 50 employees)
- Medium Enterprise (50 to 250 employees)

Gender of Project Owners
- Predominantly Male
- Predominantly Female
- Mixed Team

**Specific Campaign Information**

Total Volume Raised
Total Number of Supporters
Minimum Volume Goal
Maximum / Threshold Goal
Start of the Campaign
End of the Campaign
Valuation of the Company (Equity and Lending CF only)
5.1. Construction / Real Estate

5.1.1. Mapier, un’azienda più forte del terremoto

https://www.borsadelcredito.it/ (Italy)
http://news.borsadelcredito.it/credito-azienda-mapier-terremoto/

Mapier Group is a manufacturer company, whose origins date back to 1874. It has a solid experience in the industry of curtain walls, ventilated walls, coatings with every kind of panel, sunscreen louvers, metallic structures, windows and doors. It represents a good example of SME Crowdfunding because aims to demonstrates the meaning of the link to the territorial aspect, and accordingly its economic and social impact on the territorial development. It can be considered a best practice because from a matter of life, a need, it was able to obtain quick and optimal results in terms of funding and line of products, always aiming to innovation and meet clients’ needs through customized solutions.

Data
Lending-Based (Loans, Debt)
Supporters: Not available
Total Volume: Not available
Gender: Mixed Team
Type of SME: Medium Enterprise (50 to 250 employees)

5.1.2. RAPID InvestTOR

CONDA (Austria)
https://skrapid.conda.at/rapid/

The “Rapid InvesTOR” campaign was the most successful crowdfunding-campaign in Austria so far. In just ten weeks, more than 1,500 investors contributed to the financing of the new Allianz Stadium of the football club. The new Allianz Stadium of SK Rapid Vienna is already opened: The crowd investors, who
invested a total sum of 3 million euros during the SK Rapid campaign, were also "immortalized" by name at the stadium.

Data
Equity-based (Investments, Profit-Sharing)
Supporters: 1,521
Total Volume: 3.000.000
Gender: Predominantly Male
Type of SME: Medium Enterprise (50 to 250 employees)

5.2. Creative Industries - Design

5.2.1. Bagizzmo

Kickstarter (Croatia)

Bagizzmo was the largest reward-based campaign from Croatia in 2015 on the Kickstarter platform. Campaign is currently running in the InDemand mode on Indiegogo platform. This campaign is a good practice example not just because its financial success at the crowdfunding platform, but also because the commercial success of the product that took place after campaign was finished. Due to high-quality branding and marketing, the campaign has gained wide publicity and caught attention of target audiences on an international level.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 443
Total Volume: 44120 USD
Gender: Predominantly Male
Type of SME
5.2.2. Dee Lee Doo wooden dildos

Indiegogo (Slovenia)

https://www.indiegogo.com/projects/dee-lee-doo-wooden-dildos#

A designer, Iris Trstenjak, created wooden dildos. Firstly, the name of the brand was Happy Lulu, but because of the high occurrence of similar brand names, she renamed it in Dee Lee Doo. The campaign was not successful, she gathered only 44 % of 10,000 $ needed. Iris says that the reasons for not succeeding are probably several, from specific buyers that have to be reached by different medium to lack of published articles. The platform also played a role as Indiegogo has much less visit and supporters.

Data

Reward-based (Rewards, Pre-Selling)
Supporters: 53
Total Volume: 4,410,00 $
Gender: Predominantly Female
Type of SME: Micro Enterprise (below 10 employees)

5.2.3. DoBox

Indiegogo (Hungary)


The campaign had great visuals including changing visual content, target specific segment, and media recommendation from trusted media from that segment. Wide usability and appeal of product suitable for the market targeted helped to establish a presence in the market. The company was also present at the CES 2017 in Las Vegas, the largest consumer electronics fair.

Data

Reward-based (Rewards, Pre-Selling)
Supporters: 33
Total Volume: $94,226
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.2.4. The Goat Mug

Kickstarter (Slovenia)

https://www.kickstarter.com/projects/goat-mug/goat-mug-original-goat-story-crafted-into-a-coffee

The Goat Mug is a mug for coffee in the shape of a goat horn. The developed mug with a holder that can become a stand for mug, it comes with leather straps that you can carry it easier and it is a fashion accessory. It is also leak proof and opens with only one hand. The development of the product was easier because of the use of the 3D printer. Multiple factors led to success. One of them was definitely the concept of connecting the product with a story. They used the tale about discovering the coffee - goats ate coffee seeds and were later full of energy that attracted the people’s attention. In addition, it is a designer and unique product with hipster vibe.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 10,617

Total Volume: 458,071,00 $

Gender: Predominantly Male

Type of SME: Micro Enterprise (below 10 employees)

A.1.1. The Zen Egg

Kickstarter (Slovenia)

https://www.kickstarter.com/projects/323324338/zenegg-create-time-for-yourself
The Zen Egg is a Rocking wooden egg with weigh down bottom that prevents rolling around. It is a massage object, a stress reliever, a reminder to take a break. The project was funded by 5052%, instead of planned 2,200 $ it was backed with 111,144 $ by 2,966 backers. Most appealing was the story about relaxing and taking time for yourself. The advantage was also the price. It was completely affordable (from 18 $ for one Zen Egg). The Zen Egg is a nice example of selling a story and not just a product.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 2966
Total Volume: 111,144,00 $
Gender: Predominantly Male
Type of SME: Small Enterprise (10 to 50 employees)

5.2.5. solidLUUV: The All-In-One Camera Stabilizer

Kickstarter (Germany)

SolidLuuv has used Crowdfunding several times. An Indiegogo Campaign served as a mean to finance the prototype. The Kickstarter campaign was used to do market research on the demand and price flexibility of end users. It was also used to prepare an equity-based crowdfunding campaign.

Data
Reward-based
Supporters: 1663
Total Volume: 324.947 EUR  
Gender: Predominantly Male  
Type of SME: Small SME (10 to 50 employees)  

5.2.6. VLO design / Luminary Design Workshop  

KissKissBankBank (Germany)  
https://www.kisskissbankbank.com/de/projects/vlo-design-luminary-design-workshop

VLO Design is an example of a French artist based in Berlin using a French reward-based Crowdfunding platform to communicate with other French supporters. Although the campaign didn't have a pitch video, no updates were given on the platform and not many likes on the Facebook-page, the artist, Clémence Grieco, mobilized her supporters and fans through emails. She is also active on eCommerce websites like ETSY.com. Her presentation of the project is very detailed and the rewards nicely presented.

Data
Reward-based (Rewards, Pre-Selling)  
Supporters: 92  
Total Volume: 5251  
Gender: Predominantly Female  
Type of SME: Micro Enterprise (below 10 employees)  

5.3. Creative Industries - Film  

5.3.1. 3 Lives  

Cinedime (Germany)  
https://www.cinedime.de/medias/3/3-lives
The first project on Munich-based platform Cinedime, which allows equity-based film-funding. The producer and director Juliana Block from Berlin is an independent filmmaker, who's well connected in the filmmaking scene and creative industries and professionally uses social media and other communication channels to build a crowd and market her movies. She had started a crowdfunding project before. Julianes experiences in reaching out to the - existing - community, the involvement of a star actress (Thora Birch), the detailed presentation on the platform, the promotional support from the platform during its launch lead to this success.

Data
Equity-based (Investments, Profit-Sharing)
Supporters: 33
Total Volume: 15700
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.4. Chi l’ha visto - Wo bist Du

Startnext (Germany)
https://www.startnext.com/chilhavisto-movie
Filmmaker Claudia Rorarius was publicly funded for development and production for her first feature film CHI L’HA VISTO, but didn't get funded for distribution. So she organized a theatrical release herself and crowdfunded the 35mm/digital cinema copies and raised more than 8,000 Euro. In that time she also set up her social media channels, which helped raising the money and keeping fans in the loop. Most importantly, sending personal emails was partly responsible for being successful and also reaching out to local and national press.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 87
Total Volume: 8155
Gender: Predominantly Female
Type of SME: Micro Enterprise (below 10 employees)

5.4.1. Jan Svankmajer: Insects

indiegogo.com (Slovakia)

After five long years of preparations, legendary Czech filmmaker, Jan Švankmajer (81), and his long-time producing partner, Jaromir Kallista (77), started filming his final feature film titled Insects, a misanthropic and surreal imagery echoing Kafka and the Čapek Brothers. The campaign received a strong support from around the world showing huge interest in his artistic work.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 2641
Total Volume: $286,473
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.4.2. Monthlies

Indiegogo.com (Slovakia)
https://www.indiegogo.com/projects/monthlies#/

Abgeschlossen

Monthlies

What is menstruation? What changes in a girl’s life when “it” first arrives? Monthlies is a fresh film exploring the period with humor and sensitivity.

$33,000 USD aufgebracht von 394 Unterstützern
110% von $30,000 Flexible Funding Ziel
The film, The Moon Inside You, explores a taboo subject of menstruation with humor and sensitivity. The campaign was successful in that the film is now used as an educational tool in schools not only in Slovakia, but also in English and Spanish speaking countries. This campaign also pointed to the society's interest in this topic and addresses the stigmas attached to it.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 394
Total Volume: $33,000
Gender: Predominantly Female
Type of SME: Micro Enterprise (below 10 employees)

5.4.3. MOTH

Indiegogo (Hungary)
https://www.indiegogo.com/projects/moth-independent-horror-film-goes-to-festivals#

Moth is an independent horror film festival. The campaign offers a huge variation of reward packages, ready product (movie). The project is a good example of using campaigns for additional marketing and festival attendance.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 18
Total Volume: $2,513
Gender: Predominantly Male
Type of SME: Small Enterprise (10 to 50 employees)

5.4.4. #TheMockingbirdMan - Donald Trump

Adrifund (Slovenia)
https://www.adrifund.com/project/view/52

The MockingbirdMan - Donald Trump is a comedy music video. The producer, Klemen Slakonja, is a well-known Slovene actor and he has already made a parody of Vladimir Putin “Putin, Putout” and other celebrities (The Pope, Jamie Oliver, etc.). As rewards, he also offered (VIP) tickets for the video premiere. The marketing and news coverage of the project was great also due to his successful project “Putin, Putout”. A lot of newspapers and internet portals published articles and he appeared on several TV stations. It is a good example for locally oriented platform and how solo artists can use crowdfunding to reach their audiences.
Data

Reward-based (Rewards, Pre-Selling)
Supporters: 369
Total Volume: 31,141,00 $
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.5. Creative Industries - Fashion
5.5.1. Swimmo Smart Swim Watch: Get In Shape & Improve Strength

www.kickstarter.com (Poland)

Swimmo is a smart watch for swimmers created by four designers and engineers from Poland, who are also passionate swimmers. The campaign is a good example of how to use infographics for explaining the benefits of the product.

Data

Reward-based (Rewards, Pre-Selling)
Supporters: 990
Total Volume: 184,305 US-$
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.6. Creative Industries - Games
5.6.1. Galaxy of Trian

www.kickstarter.com (Poland)

Galaxy of Trian is a dynamic tile-based sci-fi board game developed by four game designers from Poland. The campaign achieved a huge success - reaching almost 669% of its goal. What is important, it is a good example of the use of stretch goals. Supporters could unlock new game items by sharing the campaign with their friends and increasing the funding volume. The game gathered a community which actively discussed topics related to game graphics, gameplay variants, foreign language versions of the manual, etc.

Data

Reward-based (Rewards, Pre-Selling)
Supporters: 1934  
Total Volume: $130,395  
Gender: Predominantly Male  
Type of SME: Micro Enterprise (below 10 employees)

5.6.2. Hooked is creating a gaming- and entertainment-website

Patreon (Germany)  
https://www.patreon.com/hooked

Hooked is a games-podcast (company) founded by Berlin based Thomas Goik and Robin Schweiger. They use Patreon for continuously financing their project - this new form of crowd-sustaining helps creators to overcome the need to invent new projects to be funded. They receive around 2,500 dollars per month for producing a new episode every two weeks.

Data  
Reward-based (Rewards, Pre-Selling)  
Supporters: 455  
Total Volume: 2,530 USD  
Gender: Predominantly Male  
Type of SME: Micro Enterprise (below 10 employees)

5.6.3. iGranie z Gruzem - Gra Planszowa

polakpotrafi.pl (Poland)  
https://polakpotrafi.pl/projekt/igranie-z-gruzem

The project was created under the Game for Ideas Program, which supports young game developers. Through the game and other activities it underlined some social and psychological ideas. The campaign
exceeded the goal over 700% and offered untypical and funny rewards. The strongest side of the campaign was the fact that it had a strong impact on emotions and feelings.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 473
Total Volume: 73910.5 PLN
Gender: Predominantly Female
Type of SME: Micro Enterprise (below 10 employees)

5.6.4. Machina Arcana

Kickstarter (Croatia)
https://www.kickstarter.com/projects/magecompany/machina-arcana

Machina Arcana is a cooperative steampunk horror board game for 1-4 players. An immersive and dark, turn-based tactical game. The campaign significantly outperformed expectations in collecting money. It also had 4 out of 10 female team members. It is also a good example of how a campaign uses the updates to keep in touch with the supporters after the campaign has ended.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 1.710
Total Volume: 142.790 USD
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.6.5. Memonik

startlab.sk (Slovakia)
https://www.startlab.sk/projekty/68-memonik--hmatova-spolocenska-hra/

A tactile board game for blind and visually impaired people ages 1-100. It is a best practice because this campaign served as a market research for this product and this concept received a national design award by both Slovak and Czech republic.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 135
Total Volume: 5.798 EUR
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)
5.6.6. Nephil’s Fall

Kickstarter (Croatia)

https://www.kickstarter.com/projects/1033400636/nephils-fall

The Croatian indie game studio Exordium developed a fantasy video game around about a fallen guardian in a corrupted world. It was the fourth most successful Croatian crowdfunding campaign in 2015. Despite the success, in the time of creation of this report the project still wasn’t successfully brought to life due to a production gap. The downfall also occurred in the aspect of communication with the backers - the campaigners haven’t updated them regularly about the production issues, so a lot of negative feedback has been gathered on the campaign profile on Kickstarter. This confirms the importance of gaining and maintaining credibility through regular communication and relationship development with the backers.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 268
Total Volume: 32,656 USD
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.6.7. Piwne Imperium - gra planszowa

wspieram.to (Poland)

http://wspieram.to/piwneimperium

The Piwne Imperium was a campaign for the board game. The campaign was preceded by a market research among game enthusiasts. The developers of the game had made a Polish tour with the prototype of the game to gather feedback. Thanks to that they started campaign with great product. The campaign reached a huge success and exceeded the goal over 490% . Thanks to the monitoring of relations with supporters and progress of crowdfunding more ambitious goals were proposed for supporters right in time.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 154
Total Volume: 5765,05 Euro / 25 489 PLN
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.6.8. SBrick Smart and SBrick Plus

https://www.kickstarter.com/projects/sbrick/sbrick-smart-way-to-control-all-your-lego-creation
Kickstarter(Hungary)

Mark Bollobas is a Hungarian Game Developer and Designer. He created SBrick Smart and SBrick Plus to create interactive lego-tools. Kickstarter was used twice to generate international media awareness and a network of international distributors.

Data
Reward
Supporters: 1284/834
Total Volume: £88,152/US-$106,222
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)
5.6.9. This War Of Mine: The Board Game

www.kickstarter.com (Poland)
https://www.kickstarter.com/projects/awakenrealms/this-war-of-mine-the-board-game

This board game was created by two game authors. The first financial goal was reached with a great number of backers in just 3 hours. The campaign discount to all supporters compared to the retail price - which is a good example of a pre-selling campaign.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 9627
Total Volume: £ 621,811
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.6.10. Viktor: A Steampunk Adventure Game

Indiegogo (Croatia)
https://www.indiegogo.com/projects/viktor-a-steampunk-adventure-game#

A steampunk adventure game revolving around the world domination reached only 13% of the targeted amount. The description in the campaign pitch on the platform gives a vague overview of the financing needs, while perks are very much in focus. This might affected gaining credibility among backers. Project also had a poor public outreach and was mainly visible in specifically targeted gaming web portals. Nevertheless, a plus side appears in a form of numerous updates that continued even after the project didn’t reach the finish line. This makes a well example of community building, which the team behind the project used once they released the game, and confirms how crowdfunding is more than gaining funds.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 50
Total Volume: 1.304 USD
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.7. Creative Industries - Music

5.7.1. BerlinGuitarTrio - Terra

Wemakeit (Germany)
https://wemakeit.com/projects/berlinguitartrio-terra

The Music Band wanted to collect money for finishing a music album. Crowdfunding is used as a pre-selling tool for an album. The Music Band used the international character of Wemakeit to market the album not just in Germany, but also in Switzerland, Austria and Italy.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 86
Total Volume: 3780 CHF
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.7.2. Pressburger Klezmer Band - 20 rokov

Marmelada.sk (Slovakia)
http://www.marmelada.sk/projekt/pressburgerklezmerband_CD_20rokov

A unique project of fusion of klezmer and folk music in Yiddish, Hungarian, Armenian, English and Slovak languages - producing a CD to celebrate the 20th anniversary of the band. Best practice due to a dual purpose of this campaign - support of a music band as well as raising awareness around crowdfunding.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 72
Total Volume: 2104
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)
5.7.3. Stereo Herz

Musicstarter/Startnext (Germany)

https://www.startnext.com/stereoherz

The band Stereoherz raised money to produce a first album. The band pre-sold the album via crowdfunding. A great choice of rewards such as “Privatkonzert Unplugged” (playing their music in your living room) or “Deine Stimme in Background Choir” (your voice in the background music) helped to push the campaign to an impressive sum for an Indie-Band.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 425
Total Volume: 31,310 EUR
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.8. Creative Industries - Publishing

5.8.1. AHA

www.startovac.cz (Slovakia)

https://www.startovac.cz/projekty/aha/

The project was to publish a book about traditional Slovak embroidery/ornamentics in unique graphic design. The campaign was successful even on a Czech platform proving that despite a local concept, the interest crossed borders and the book was published and sold in Slovakia, Czech Republic, Poland, Germany, Serbia, Italy, and Great Britain. The campaign started a successful Slovak brand based on a local embroidery.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 119
Total Volume: 4508
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)
5.9. Creative Industries - Radio and TV

5.9.1. detektor.fm startet eine Vormittagssendung

Visionbakery (Germany)

http://www.visionbakery.com/detektorfm2

The project expanded the portfolio of an existing online only radio station, and add a morning news section. The company behind detektor.fm had already run a crowdfunding campaign on the same platform and built on the previous community. But more importantly, it has used co-partnerships with Coffee Circle - a sustainable coffee maker - and Tesla Motors, to offer funders additional perks. It shows how SMEs can use partnerships to boost their campaign.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 717
Total Volume: 48068 EUR
Gender: Mixed Team
Type of SME: Small Enterprise (10 to 50 employees)

5.10. Energy & Electricity

5.10.1. Ecocapsule

https://www.ecocapsule.sk
https://www.crowdberry.sk/en/companies/

Ecocapsule is a self-sustainable, intelligent micro home using solar and wind energy for its operation. The project received funding from a dozen of international investors from Slovakia, Japan and USA on equity-based crowd-investing platform Crowdberry. First out of 300 pre-ordered Ecocapsules will be delivered in 2017.

Data

Equity-based (Investments, Profit-Sharing)

Supporters: dozen
Total Volume: 500.000 - 1,5 M EUR
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)
5.11. Eliopompa NOVA SOMOR: l’acqua scorre dai raggi del sole

http://www.starsup.it/ (Italy)
http://www.starsup.it/project/nova-somor-srl

Nova Somor s.r.l. is an innovative start up with the purpose to contrive, design, build and propose to the markets products able to counteract unacceptable energy waste. The application of the low-temperature thermodynamics displaces in a different fields electricity with sunlight, profuse and free. Italy has a tradition of over one hundred years of inventions in the low-temperature thermodynamics, and plus of five thousand years of traditional use of light and solar heat in the architectural field. Therefore the company didn't choose to use a new technologies, but to make current some of extraordinary Italian inventions of the 30' forgotten. With the collaboration of the History of Solar Energy Group it was possible to recover the experiences of Italian pioneers of the field.

Data

Equity-based (Investments, Profit-Sharing)
Supporters: 3
Total Volume: € 250.000,00
Gender: Predominantly Male
Type of SME: Medium Enterprise (50 to 250 employees)

5.12. Neovoltaic

CONDA (Austria)
https://www.conda.eu/startup/neovoltaic/

Neovoltaic is innovative energy supplier in the future market of Green Energy proved that profitability and sustainability are not a contradiction: media awareness not only for crowdfunding but in the same time for challenges of energy market. The single investment of 50.000,- Euro confirms that the Neovoltaic project
is a wonderful example of the fact that Crowdinvesting is becoming a genuine alternative investment form.

Data
Equity-based (Investments, Profit-Sharing)
Supporters: 348
Total Volume: 726,10€
Gender: Predominantly Male
Type of SME: Small Enterprise (10 to 50 employees)

5.12.1. Simon - Das Minikraftwerk
www.1000x1000.at (Austria)
www.1000x1000.at/simon

Simon is a revolutionary solar system, which can be used for the first time in the city thanks to its handy size and brings you to the homemade energy in three steps: building, unpacking, and plugging in. The campaign achieved market entry lasted 4 months. There were about 660,000 EUR collected from 995 backers.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 985
Total Volume: € 655.000,-
Gender: Mixed Team
Type of SME: Medium Enterprise (50 to 250 employees)

5.13. Food, Agriculture, Forestry and Fishing

5.13.1. Benátské lanýže (Venetian Truffles)
Hithit.cz (Czech Republic)
https://www.hithit.com/cs/project/2274/banatske-lanyze
The campaign goal was to renovate the premises to produce organic truffles. The campaign by the SME was successful because of its innovative, social aspect, drawing a lot of attention due to location - Czech villages in Banat (Romania), where black truffles are found, supporting economic development of relatively poor and remote area.

**Data**

Reward-based (Rewards, Pre-Selling)

Supporters: 306

Total Volume: 15 179€

Gender: Mixed Team

Type of SME: Micro Enterprise (below 10 employees)

5.13.2. Biogena Naturprodukte GmbH & Co KG (Tranche 2)

www.finnest.at (Austria)

The BIOGENA Group, an established market leader in micronutrients, collected money for business expansion and expansion. The campaign was used to support the internationalisation of the company A total of 1,300,000 EUR were collected from 180 investors in 7 weeks.

**Data**

Lending-Based (Loans, Debt)

Supporters: 180
Total Volume: € 1.300.000,-
Gender: Mixed Team
Type of SME: Medium Enterprise (50 to 250 employees)

5.13.3. Brlog

Indiegogo (Croatia)
https://www.indiegogo.com/projects/brlog-a-cooperative-brewery-on-the-croatian-coast--2

Brlog is a cooperative brewery from the Croatian coast. It is run by women in a traditionally male profession and in the region where making beer is not very common. Since it is the first women-run cooperative craft brewery in Croatia, it obtained significant media coverage on the local and national level. As a result, the campaign surpassed its target of 8.000,00 USD by almost 50% to reach 11.856,00 USD. It is also one of very few cases where the campaign was entirely run by women.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 302
Finances:
Total: 11856 Euro (Funding Threshold: 8000 Euros)
Gender: Predominantly Female
Type of SME: Micro Enterprise (below 10 employees)
Creative Industries

5.13.4. FreezyBoy

www.wemakeit.com (Austria)
https://wemakeit.com/projects/freezyboy

FreezyBoy is a functional compost bin for the kitchen, which freezes the kitchen waste to -5 ° C. The decomposition of the biomass is stopped and annoying odor does not occur at all. The campaign served to achieve market entry and collect data for a market test. 300,000 EUR were collect with 116 backers in 3 months. "The well-known company V-Zug ordered 500 pieces (€ 700 each) and gave a testimony to support this innovation.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 116
Total Volume: € 300.000,-
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.13.5. Herbert Syrups

crowdberry.sk (Slovakia)
This project is one of the first successful projects using a local, equity-based crowd-investing platform. The product is a natural fruit and herb-based syrup without additives and sweeteners. The campaign was successful and the product is being sold in Central Europe.

**Data**

Equity-based (Investments, Profit-Sharing)

Supporters:

- **Total Volume:** 275000
- **Gender:** Mixed Team
- **Type of SME:** Micro Enterprise (below 10 employees)

5.13.6. **Il Bio che non Trema - Sostengo i terremotati nelle Marche**

https://www.produzionidalbasso.com (Italy)

https://www.produzionidalbasso.com/project/il-bio-che-non-trema/

The farm “Marchese Marino” represents a good example of SME Crowdfunding because it is an integral contributor to the Organic Market «Mezza Campagna», and it shares its values and vision of agriculture throughout the aspects of: environmental sustainability, food quality, respect for public health, workers’ protection and the direct relationship between producer and consumer. Because of the earthquake on 24th August 2016 the farm was seriously damaged. The farm is located in the foothills of the Sibillini Mountains National Park, Marche Appennine Mountains. In recent days news has emerged that the village of Monte San Marino has not been included in the so-called “crater area” (an area with priority over public funding and reconstruction) as part of the earthquake decree. With the money raised, the farm will invest in key safety measures that will allow it to restart its main activities during the winter months.

**Data**

Donation-based (Donations, Charity), Reward-based (Rewards, Pre-Selling)

- **Supporters:** 128
- **Total Volume:** €9.077
- **Gender:** Mixed Team
- **Type of SME:** Micro Enterprise (below 10 employees)

5.13.7. **lavorandoINgrano**

http://www.ideaginger.it (Italy)

http://www.ideaginger.it/progetti/lavorandoingrano.html

This project is a best practice because the Cooperativa Botteghe e Mestieri - the author of the project - has obtained its goal, even going beyond his expectations: 6.025 euro /5000 initially requested to buy a new professional dryer to product their artisan organic pasta of ancient grains. Since ten years it produces fresh pasta for restaurants and private.

It represents a good example of SME Crowdfunding because this campaign aims to show not only the importance of the link to the territorial element, like Ginger prime goal, but also the need for the territory growth. Moreover inside of its work structure, the Cooperative looks for people in need,
disadvantaged, people with disabilities: it is just a social policy that characterizes it, a need that it wants to satisfy. The inclusive social project is the horizon of all its activities. With these funds it has so the possibility to hire people who can not find work easily.

Data

Reward-based (Rewards, Pre-Selling)
Supporters: 153
Total Volume: €6.025
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.13.8. Sawade

Companisto (Germany)

Sawade is the oldest Berlin chocolate factory that still exists, so it is an authentic Berlin brand. The company was founded at "Unter den Linden" in Berlin in 1880. When Melanie and Benno Hübel acquired Sawade in November 2013 during the company's insolvency, they noticed they had acquired a sleeping beauty. Benno Hübel, a chef and management expert by training, recognized both the products' superb quality and the weak spots in the company's management. The equity-based Crowdfunding being used for opening a flagship store in Berlin and recreating the brand.

Data

Equity-based (Investments, Profit-Sharing)
Supporters: 1098
Total Volume: 1350000 EUR
Gender: Mixed Team
Type of SME: Small Enterprise (10 to 50 employees)

5.13.9. Synbiotec “MISSIONE BENESSERE”

http://www.nextequity.it/ (Italy)
http://www.nextequity.it/?context=main&class=C_NQ_startups&task=C_NQ_startups_content_item&id=3

La Synbiotec S.r.l. is a spin-off of Camerino’s University, born in 2004. It deals with probiotics, dedicating its research, development and production. Synbiotec is a best practice, in the frame of SME Crowdfunding, because demonstrates to have and to be capable to use its strategic capacity. The starting point of the development strategy of Synbiotec is the confidence to rely on proven scientific maturity, of significant awards (more than 100 papers published in magazines of international importance) and regular estimation by its trading partners. Furthermore the capital required, one signed and that collected which coincide - 1.000.226,60 € - and the professional investors accessions underline more over its smart capacity building.

Data
Equity-based (Investments, Profit-Sharing)
Supporters: 38
Total Volume: 1.000.226,60 EUR
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.13.10. Voelkel GmbH Fruchtsäfte Gemüsesäfte

www.finnest.at (Austria)
https://www.finnest.com- you need registration for the project overview

Interested investors will participate in the expected returns from the new multi-lane line of Voelkel. More efficient and more gentle in the handling of natural resources - this is the new production line for natural health food - and an improved output of tasty juice creations. The campaign ran for 2 months. A total of 1.5 million EUR was collected by about 250 investors. Starting with an investment of 5,000 euros, they receive an exclusive selection of exclusive new products from Voelkel each year before they come into the market.

Data
Lending-Based (Loans, Debt)
Supporters: about 250
Total Volume: € 1.500.000,-
Gender: Predominantly Male
Type of SME: Medium Enterprise (50 to 250 employees)

5.13.11. Weinbau Uwe Schiefer

1000x1000 (Austria)
www.1000x1000.at/weinbau.schiefer
The aim of the project is the preservation of cult and cultivated landscapes and close proximity to nature, while at the same time stimulating the region. Due to the great demand for top wines from the smallest wine region, sales and quality are to be secured with the Crowd project in the long term. Investors also received a goodies package when investing above a certain threshold.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 148
Total Volume: EUR 125,000,-
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.14. Manufacturing & Technology

5.14.1. 4MK Wooden Bike

Kickstarter (Slovenia)
https://www.kickstarter.com/projects/2026423174/wooden-bike
The product is a wooden bike made by father and son. The project started on 24th of December in 2013 and finished after 30 days on 23rd of January 2014. It had four backers who pledged 45 $ (60,000 $ goal). The project was relaunched after a year and a half (28th of June to 28th of July 2015) with no improvements whatsoever, although they stated that the preparation for Kickstarter lasted half of the year. In relaunch, they raised 752 $ from three backers of the goal 10,000 $. The video was not made well, there was only a description of an idea and the process of making, but no information about the advantages of the wooden bike or call to action, there was no PR content or marketing. Additionally the timing was not well chosen.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 4 (1st camp), 3 (2nd camp)
Total Volume: 45$ first campaign, 752$, 2nd camp.
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.14.2. AirEnergy 3D - A 3D printed, opensource, mobile wind turbine

www.kickstarter.com (Poland)
Omni3D's - Poznań factory, has collected 24,000 pounds on Kickstarter to create the AirEnergy 3D turbine - the home device that would generate 300 watts of energy. The idea of the project was really great (a pro-ecological solution that could solve the problem of power outages in the Third World), but the quality of prototype was not good. The costs of production exceeded expectations of the developers and the project was not be realized. Omni3D has decided to give back all the money.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 205  
Total Volume: £24,108  
Gender: Predominantly Male  
Type of SME: Micro Enterprise (below 10 employees)  

5.14.3. BeSteady One - Next generation camera stabiliser

www.kickstarter.com (Poland)  

The BeSteady One is an advanced 3-axis digital camera gimbal. The product links advanced technology with smart design. For the campaign, the company behind the BeStady One has prepared a professional very detailed description of the product that was perfectly matched to the target group and which gave a guarantee that the professionals were working on the product.

Data
Reward-based (Rewards, Pre-Selling)  
Supporters: 119  
Total Volume: 260834,70  
Gender: Mixed Team  
Type of SME: Micro Enterprise (below 10 employees)

5.14.4. Bentianna

www.conda.sk (Slovakia)  
https://www.conda.eu/en/startup/bentianna/  

This product is using an ancient recipe from 15th century to create a new artisanal product - an herb aperitif combining 13 healing herbs, gentian, honey, grape juice, and Tokay wine. The campaign was successful and the company's goal for 2016/17 is to expand in new markets and to increase the worldwide’s brand awareness.

Data
Lending-Based (Loans, Debt)  
Supporters: 73  
Total Volume: 65700  
Gender:  
Type of SME:


Kickstarter (Germany)  

The Bonaverde campaign is a good example of using crowdfunding for marketing purposes - it seems the campaign was started when the product was more or less ready for shipping - and with the aim of testing
the market etc. The team also managed to raised 5 time more funding than anticipated and did so with introducing a series of good stretch goals.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 2254
Total Volume: 681461 USD
Gender:
Type of SME:

5.14.6. Cmoar Virtual Reality Headset with integrated electronics

www.kickstarter.com (Poland)
Very long time of completing production and shipping. The team engaged with another project and there are accusations that they put crowdfunded money not into funded project but partly into a new project. The company has disappointed the backers who felt cheated. The situation is well illustrated by the comment of one of the backers: “CMOAR at this point looks to me like a bunch of spoiled kids who were given too much money which doesn't belong to them in the first place with no respect on how to spend it and the people (us) who made a pledge on Kickstarter.”

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 539
Total Volume: $120,249
Gender: Mixed Team
Type of SME: Micro Enterprise (below 10 employees)

5.14.7. CulCharge: Smallest USB charge and cable

indiegogo.com (Slovakia)

The project proved specific in that there was no initial idea, but a marketing and sociological survey of what the investors do and wish to support via major crowdfunding portals. The project authors then defined target market and came up with an idea with a potential of an adequate offer for the demand identified. The enterprise continues to be successful and had another successful campaign. (ww.culcharge.com)

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 3076
Total Volume: $94,311
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)
5.14.8. Daisy - smart plant watering

Indiegogo (Slovenia)
https://www.indiegogo.com/projects/daisy-smart-plant-watering#

The product is a small device for controlling the plant watering. The Daisy has a vent for the correct dosage of water, soil humidity measuring instrument, light sensor and colour LED for sending different signals/information. One of the two brothers came to an idea and the second one, Andrej Nastran, was developing it for three years. At the beginning, the campaign was not that successful. Andrej says he learned that you have to work hard every day. He thinks that not knowing enough about marketing and crowdfunding slowed him down a bit. He used an option to extend the campaign for a few more days. Today he would do the campaign differently. He would improve graphics, design and the presentation regarding media contacts as he saw that these are the key factors.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 544
Total Volume: 30.553,00 $.
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.14.9. Frusack

Hithit.cz (Czech Republic)
https://www.hithit.com/cs/project/2696/reknete-s-frusackem-sbhoem-plastovym-sackum

Output: Biodegradable, reusable fruit/bread sacks
SME, viable, very successful (3 days out of 44 needed to get the goal volume), innovative, enthusiasm-driven, 425% of goal volume gathered, well-managed campaign marketing and PR, eco-friendly

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 1350
Total Volume: 23 611€
Gender: Predominantly Female
Type of SME: Micro Enterprise (below 10 employees)

5.14.10. iRBeacon

Indiegogo (Hungary)
https://www.indiegogo.com/projects/irbeacon-smarter-remote-for-a-smarter-home#

iRBeacon is a smart remote control which combines infrared technology with the Bluetooth Low Energy and can therefore replace all remote controls in a household. The campaign worked with great visuals, media references and professional infographics. A special feature: shipping worldwide was included into the rewards.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 990
Total Volume: 40.607 USD
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.14.11. Neptune - affordable 3d printer

Indiegogo (Slovenia)

Neptune is a 3D printer from two-member team, Aljaž Šegula and Nandino Žderić. They tried with media coverage, but unfortunately, not every article was praising the 3D printer. Apparently, there were many crowdfunding projects with 3D printers and mostly they failed. Therefore, the community leaders were sceptical. One tested the prototype, but was extremely unsatisfied.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 27
Total Volume: 9.833,00 USD
Gender:
Type of SME: Micro Enterprise (below 10 employees)


Seedmatch (Germany)
https://www.seedmatch.de/startups/oncgnostics

OncGnostics is a company which develops technology for detecting cancer. The successful Crowdfunding campaign is an interesting example of co-investing. For every EUR that the campaign raised another EUR was invested by bm|t beteiligungsmanagement thüringen GmbH.

Data
Equity-based (Investments, Profit-Sharing)
Supporters: 429
Total Volume: 500.000 EUR
Gender: Mixed Team
Type of SME: Small Enterprise (10 to 50 employees)

5.14.13. Panono

Companisto (Germany)

The Panono Campaign on Companisto built upon its previous crowdfunding successes such as their famous Indiegogo campaign and showed how products can be financed in different development stages using different CF models. However, in the end the company had to go into bankruptcy because the Crowdfunding campaign did not last for the next round of funding.
Data

Equity-based (Investments, Profit-Sharing)
Supporters: 1800
Total Volume: 1.618.945 EUR
Gender: Mixed Team
Type of SME: Small Enterprise (10 to 50 employees)


www.kickstarter.com (Poland)

Photon is a robot whose task is to teach children programming through a mix of storytelling and the latest technology. The designers of the robot wanted to prove that with the right tools even a six-year-old will learn how to programme. One of the reasons why the campaign was successful was the fact that the product responds to current global problem of a lack of programmers. What is more the product was presented in very convincing way and all campaign was really well prepared. Due to many awards which Photon has received, supporters had an assurance about the product’s quality.

Data

Reward-based (Rewards, Pre-Selling)
Supporters: 322
Total Volume: $52,829
5.14.15. Pure water filter - fresh and healthy drinking water

Kickstarter (Slovenia)

https://www.kickstarter.com/projects/2026074356/pure-water-filter-fresh-and-healthy-drinking-water

The project offered water filter, which offered nothing new. The description was very poor, in content and graphic presentation. There were no clear data which elements filter eliminates, no certificate for the product, no description of the company (which would help for the credibility of the product). The lifespan of the filter is also very short - 400 liters of water.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 12
Total Volume: 556,00 $ 

Gender: Predominantly Male 
Type of SME: Micro Enterprise (below 10 employees) 

5.14.16. Red Pitaya

Kickstarter (Slovenia)

https://www.kickstarter.com/projects/652945597/red-pitaya-open-instruments-for-everyone 

The Red Pitaya is an open source measurement and control tool that is plugged into the smartphone/computer and eliminates many expensive measuring instruments. The product is a result of a long-term process. At the end of 2012 the director and founder of the company Instrumentation Technologies (invented Libera - electron beam positioning), Rok Uršič, started a company project aimed at searching other great ideas for products. The project expanded also to Faculties and Incubators. The Red Pitaya project was after one year of development the most ready project for the market and they decided to try with crowdfunding. One reason was the money to start the production and on the other hand, they wanted to test the market. Today company is a spin off from Instrumentation Technologies.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 826
Total Volume: 256.125,00 $ 

Gender: Predominantly Male 
Type of SME: Micro Enterprise (below 10 employees) 

5.14.17. SipaBoards

Kickstarter (Slovenia) 

The SipaBoard is a Self-inflating electric powered sup (standup paddleboard). The founder gathered an experienced team of nine members, for Kickstarter campaign, there was 16 people actively involved. The campaign was really well prepared, a video was explanatory with a lot of shots of everyday use. The sups are not affordable, so every supporter has to be convinced that this is the real deal. They well presented the construction point of view, and with that gave additional assurance about the product’s quality. The Campaign’s success can be also linked to team’s presentations of prototype and product all over the world. They also sent sups for promotional tests and gained support from professional suppers. Intentionally they established a production in Swiss because they aimed at the quality of the product, it was also easier to plan production costs and time because some members have experience with mass production. Team members mostly did not get paid for their work, but they started a partnership.

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 284
Total Volume: 344.638,00 $.
Gender: Mixed Team
Type of SME: Small Enterprise (10 to 50 employees)

5.14.18. Skinners - botky do kapsy

https://www.hithit.com/cs/project/1589/skinners-botky-do-kapsy

The aim of the campaign was to create portable shoes-socks. The successful campaign was innovative and reached 602% of goal volume gathered. The project is still alive and seems thriving, expanding abroad. Later campaigned on Kickstarter as well, showing that reward-based CF on a local platform can also help build the community for a larger international campaign (https://www.kickstarter.com/projects/skinners/skinners-revolutionary-ultraportable-footwear-with).

Data
Reward-based (Rewards, Pre-Selling)
Supporters: 503
Total Volume: 20 075€
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)


https://www.kickstarter.com/projects/skriware/skriware-home-3d-printing-for-everyone

Skriware is a polish-swedish startup which created a 3D printer designed for home use. Key element of a big success of campaign was the ready-to-use high-quality product before the start of the campaign, which is rare in such projects.
The team kept regular and on-time communication with investors/clients.

**Data**

Reward-based (Rewards, Pre-Selling)
Supporters: 207
Total Volume: SEK 528,140
Gender: Predominantly Male
Type of SME: Micro Enterprise (below 10 employees)

5.15. Tourism, Leisure and Hospitality

5.15.1. BHKW im Hotel Magnetberg - Baden Baden

bettervest (Germany)

https://www.bettervest.com/projekt/bhkw-hotel-magnetberg#beschreibung

The hotel Magnetberg used crowdfunding for marketing, but also for position itself in the field of sustainable tourism. The campaign had the aim to fund energy efficiency improvements, so it combined a real good value proposition with outreach to possible clients.

**Data**

Equity-based (Investments, Profit-Sharing)
Supporters: 133
Total Volume: 172250 EUR
Gender:
Type of SME:

5.15.2. Projekt Schlossalm Neu - Generationenprojekt der Gasteiner Bergbahnen AG

1000x1000 (Austria)

www.1000.1000.at/skigastein

A regional SME from the tourism sector has taken the issue of citizenship seriously and has invited citizens and guests to participate in a generational project. The main motivation on the part of the issuer was the issue of long-term customer loyalty.

**Data**

Lending-Based (Loans, Debt)
Supporters: 320
Total Volume: 1.499.900,-
Gender: Mixed Team
Type of SME: Medium Enterprise (50 to 250 employees)

5.15.3. PureBalaton Eco Resort

Indiegogo(Hungary)
The founders wanted to create an Eco Resorts surrounded by Botanical Garden. The luxury accommodation is supposed to combine luxurious accommodation, smart technologies and minimal ecological input. Although the CF campaign used visuals in a very nice way, the campaign only managed to get US-$ 65 through two supporters. Only 1 update on the campaign site showed that not enough communication was used.

Data

Reward
Supporters: 2
Total Volume: 65
Gender: Mixed
Type of SME: Micro Enterprise (below 10 employees)

5.15.4. Schneeerlebniswelt 2.0

www.1000x1000.at (Austria)
www.1000x1000.at/schneeerlebniswelt2015

The campaign was very innovative: skiing 365 days in the city, even without snow. The customers were enthusiastic and accepted the offer well. In the end, the company went bankrupt in a short time because the two main owners were in dispute and accused each other of fraud. About 50,000 EUR were collected by about 90 investors. The campaign duration was 3 months.

Data

Equity-based (Investments, Profit-Sharing)
Supporters: about 90
Total Volume: about € 50,000,-
Gender: Predominantly Male

Type of SME: Micro Enterprise (below 10 employees)

5.15.5. Wir sind das Zelt

Fairplaid (Germany)

https://www.fairplaid.org/#/wir-sind-das-zelt

Sport projects are launched by associations or private persons (athletes). This is a project by a company in Taucha (near Leipzig), the EisArena Taucha UG. They started the campaign for saving the "Eiszelt" within 15 days and reached lots of fans through their channels, such as Twitter or Facebook, where they constantly posted videos etc. and involved the people. The company had a sub-page on their website for their campaign: http://eisarena-taucha.de/wir-sind-das-zelt/ and they used a hashtag #wir sind das zelt, which strengthened the "community"-aspect of the project and made the fans an important part of the project. The campaign also involved other companies in the region as sponsoring partners.

Data

Reward-based (Rewards, Pre-Selling)

Supporters: 2302

Total Volume: 163724,99

Gender:

Type of SME: Micro Enterprise (below 10 employees)
6. Platforms for SMEs in the Interreg Central Europe Area

The following platforms have been identified to be suitable for Crowdfunding in Austria, Croatia, Czech Republic, Germany, Hungary, Italy, Poland, Slovakia, Slovenia:

6.1. Austria

1000x1000
www.1000x1000.at - Reward-based CF from Graz Austria
The platform connect investors with innovative StartUps and entrepreneurs (sme) who are realizing projects, which get provided support and feedback.
Languages: GER

Conda (Austria)
www.conda.at - Equity-based CF from Vienna Austria
Conda connect entrepreneurs and investors, also create the profitable basis for promising business ideas. CF is available in Austria, Germany and Switzerland (StartUps& sme's), also in Slovakia, Slovenia and soon in Poland.
Languages: GER, ENG

Crowd4Climate
www.crowd4climate.org - Equity-based CF from Vienna Austria
CF for projects in developing countries. Especially focused on climate projects.
Languages: GER

Dagobertinvest
www.dagobertinvest.at - Equity-based CF from Wien Austria
Investing in Austrian sme's and Real Estates (No StartUps) to realize different projects.
Languages: GER

DasErtragreich
https://www.dasertragreich.at/ - Equity-based CF from Vienna Austria
Platform for sme's and StartUps to get supported by private investors.
Languages: GER

Es geht!
www.crowdfunding.at - Reward-based CF from Vienna Austria
Project of the Austrian Bank BAWAK Psk which initiated the project on the platform. Especially for people with good ideas in changing their local invorment/neighborhood (mostly social projects).
Languages: GER

Evercrowd
www.evercrowd.com - Equity-based CF from Villach-Landskron Austria
Crowdinvesting and Crowdfunding: private investors support local companies with their funding. Evercrowd provide also support in finance, marketing and PR.

Languages: GER

Finnest
https://www.finnest.com - Lending-based CF from Vienna Austria
Platform for Austrian and German sme's which benefit of Austrian, Swiss and German investors with qualified subordinated loans.
Languages: GER

Firstcap
www.firstcap.eu - Equity-based CF from Linz Austria
Early-stage investment in different projects of innovative Startups or projects of sme's.
Languages: GER

Fundraizer
www.fundraizer.at - Donation-based CF from Vienna Austria
Fundraizer is an Platform and service provider for fundraiser in standard and non-profit Organisation. In categories like innovative products, creative projects and events. A donation-based platform in Austria.
Languages: GER

Greenrocket
www.greenrocket.com - Equity-based CF from Graz Austria
Crowdinvesting platform for sustainable Startups, first- stage companies and sme's. Specialized in Energy, environment, mobility and health.
Languages: GER

Homerocket
www.homerocket.com - Equity-based CF, lending-based CF from Vienna Austria
Crowdfunding Platfrom in Europe for Real Estate where the investors are involved in property developer projects. This Lending-based Crowdfunding platform is based in Austria and Germany. Part of the Lion- and GreenRocket
Languages: GER

Immofunding
www.immofunding.com - Equity-based CF from Vienna Austria
Specialized in sme (of Finance and Tecnhnology) and Real Estate. Innovative developers get supported by investors within their projects. Since 2016 based in Austria and Germany.
Languages: GER

Indiegogo
www.indiegogo.com - Reward-based CF from Austria Austria
IndieGoGo is a global community funding platform. Anyone with an innovative idea (creative, cause, or entrepreneurial) can create a campaign on IndieGoGo.
Languages: GER

Kickstarter
www.kickstarter.com - Reward-based CF from USA/Austria
Kickstarter is a funding platform for creative international projects. All categories can be find, like film, music, art, theater, games, comics, design, photography and more.
Languages: GER, ENG

Lionrocket
www.lionrocket.com - Equity-based CF from Graz Austria
The Crowdfunding platform for sme's, mostly for innovative projects. Part of the Green- and Home-Rocket.
Languages: GER

Prikk
www.prikk.world - Reward-based CF from Vienna Austria
Specialized in crowdfunding, news, market-places, jobs and social media. Everyone is able to start a project and get supported by backer (investors) named “prikkers” on this platform. The platform income comes from advertising.
Languages: GER

Regionalfunding
www.regionalfunding.at - Equity-based CF from Gars am Kamp Austria
Crowdfunding in local projects in lower Austria. Furthermore established local companies and investors cooperate with each other.
Languages: GER

Rendity
www.rendity.com - Equity-based CF from Vienna Austria
Crowdinvesting Platform in Real Estate projects in Austria and Germany. The Platform investor get his “invest-wallet” which shows all activities of the investment.
Languages: GER

Respekt
www.respekt.net - Donation-based CF from Vienna Austria
Crowdfunding platform providing different categories of projects. Also available is the category “time”, people invest their time in social projects.
Languages: GER

Startnext
www.startnext.com - Reward-based CF from DACH Austria
Crowdfunding platform which exist in Germany, Austria and Switzerland. Especially for artists, makers and founders.
Languages: GER

Wemakeit
www.wemakeit.com - Reward-based CF from CH/Austria Austria
International reward-based-crowdfunding platform from Switzerland for outstanding cultural and creative industry projects (Design products, publishing house, PR, local and international farms).
6.2. Croatia

CiniPravustyar
https://www.cinipravustvar.hr/ - Donation-based CF from Croatia
Crowdfunding-Platform for Non-Profits.
Languages: CRO

Croenergy
http://croenergy.eu/ - Reward-based CF from Croatia
It enables reward-based model and focuses on energy efficiency and low-carbon development projects. The platform offers the possibility of receiving donations from abroad. It is possible to start a campaign on the platform from abroad in theory. But, pla
Languages: CRO

Croinvest
http://croinvest.eu/ - Equity-based CF from Croatia
It offers the possibility of reward-based, equity, lending and donation-based model. Focuses on entrepreneurial, social and infrastructural projects. The platform offers the possibility of receiving donations from abroad. It is possible to start a campai
Languages: CRO

Indiegogo
https://www.indiegogo.com/#/picks_for_you - Reward-based CF from Croatia
Most-used platform in Croatia (47 campaigns out of 63 in 2015). It is international and enables reward and donation-based model for entrepreneurial, social and creative projects.
Languages: ENG

6.3. Czech Republic

Everfund
http://www.everfund.cz/cs - Reward-based CF from Czech Republic
Everfund is a platform for all types of projects with a specialisation on the Plzen region.
Languages: CZE

Fundlift
https://www.fundlift.cz/#/ - Equity-based CF from Czech Republic
Fundlift has raised about 80 Milion Czech Crows for all types of projects.
Languages: CZE

Hithit
https://www.hithit.com/cs/home - Reward-based CF from Czech Republic
Hithit interconnects creative people with those who want to support them.
Languages: CZE
Musiccluster
http://www.musiccluster.cz/ - Reward-based CF from Czech Republic

Music-Cluster is a music label and a Crowdfunding platform for musicians.

Languages: CZE

Nakopni
http://www.nakopni.me/ - Reward-based CF from Czech Republic

Nakopni offers Crowdsourcing and Support for Projects

Languages: CZE

nfpomoci
http://nfpomoci.cz/ - Donation-based CF from Czech Republic

Nfpomoci is a donation-based platform for social issues.

Languages: CZE

Penezdroj
https://penezdroj.cz/ - Reward-based CF, Equity-based CF from Czech Republic

Penezdroj is a crowdfunding portal which allows more types of financing. The portal connects business owners and creative projects with their potential investors and supporters.

Languages: CZE

Sportstarter
http://www.sportstarter.cz/cs/ - Reward-based CF from Czech Republic

Sportstarter is portal for sport clubs and individual athletes to raise funds.

Languages: CZE

Startovac
https://www.startovac.cz/ - Reward-based CF from Czech Republic

Crowdfunding platform for Czech and Slovak projects

Languages: CZE

Visionpartners
https://www.visionpartners.cz - Reward-based CF from Czech Republic

Visionpartners is a reward

Languages: CZE

Zonky
https://zonky.cz - Lending-based CF from Czech Republic

Zonky is a Czech Crowdlending Platform for SMEs

Languages: CZE

6.4. Germany

100Fans
https://100fans.de/ - Reward-based CF from Munich Germany
Crowdfunding for books, platforms is owned by a publisher. If a book gets 100 supporters, it gets published.

Languages: GER

52Masterworks
https://www.52masterworks.com/ - Equity-based CF from Munich Germany
Crowd investment for art collections.
Languages: GER

99 Funken
https://www.99funken.de - Reward-based CF from Dresden Germany
Platform for regional project focussing on social projects, research, education, city and regional development, environment and animal protection in Saxony and Lower Saxony
Languages: GER

Addact
https://www.addact.de - Reward-based CF from Lüneburg Germany
Crowdfunding for live events, fans decide where their favorite bands shall give a concert.
Languages: GER

Aescuvest
https://www.aescuvest.de/ - Equity-based CF from Frankfurt/Main Germany
Crowdinvestment platform for companies from the health sector
Languages: GER

Auxmoney
https://www.auxmoney.com/ - Lending-based CF from Düsseldorf Germany
Lending-based Crowdfunding platform for private loans, sometimes used by SMEs as well.
Languages: GER

Bergfürst
https://de.bergfuerst.com/ - Equity-based CF from Berlin Germany
Crowd Investment for real estate projects
Languages: GER

Betterplace
https://www.betterplace.org/de - Donation-based CF from Berlin Germany
Donations for social projects and charity organisations.
Languages: GER

Bettervest
https://www.bettervest.com - Equity-based CF from Frankfurt/Main Germany
Crowd investment for energy efficiency plans of companies, associations and municipalities
Languages: GER

Bitbond
www.bitbond.com/d - Equity-based CF from Berlin Germany
Lending-based Crowdfunding platform based on Blockchain protocol
Languages: GER, ENG

Bürgerzins
https://www.buergerzins.de/ - Equity-based CF from Ismaning Germany
Crowdinvesting platform for ecological investments
Languages: GER

BW Crowd
https://www.bw-crowd.de/#! - Reward-based CF from Stuttgart Germany
Regional platform in Baden-Württemberg, focus on social and non-profit projects.
Languages: GER

CineDime
https://www.cinedime.de/ - Equity-based CF from Munich Germany
Crowdinvestment for movies.
Languages: GER

Companisto
https://www.companisto.com/de - Equity-based CF from Berlin Germany
Crowdinvestment for start-ups, offers both equity-like shares and venture loans.
Languages: GER, ENG

Conda (Germany)
http://www.conda.de - Equity-based CF from Germany
Crowdfunding Platform for Startups, based in Austria and Munich.
Languages: GER, ENG

Crosslend
https://de.crosslend.com/ - Lending-based CF from Berlin Germany
Crowd lending for all business sectors
Languages: GER

Crowd-Power
http://crowd-power.de/ - Reward-based CF from Munich and Hamburg Germany
Crowdfunding for court cases
Languages: GER

crowdener.gy
www.crowdener.gy - Equity-based CF from Berlin Germany
crowd funding for energy cooperatives investing in renewable energy projects
Languages: GER

Crowdfans
http://www.crowdfans.de/ - Reward-based CF from Germany
Crowdfunding for art, culture, literature and audio books, platform is run by an audio book production agency
Languages: GER

Crowdpatent
http://www.crowdpatent.com/ - Equity-based CF from Pullach Germany
Crowdinvestment for invention shares
Languages: GER

Crowdrange
http://www.crowdrange.de/ - Equity-based CF from Düsseldorf Germany
Crowdinvestment for companies and sports clubs
Languages: GER

Crowdtrader
https://www.crowdtrader.de/ - Equity-based CF from Friedrichshafen Germany
Crowdinvestments for fixed assets
Languages: GER

Degussa Crowdfunding
https://www.degussa-crowdfunding.de/ - Reward-based CF from Munich Germany
Crowdfunding for individualised gold and silver coins.
Languages: GER

Deutsche Mikroinvest
https://www.deutsche-mikroinvest.de - Equity-based CF from Pulheim Germany
Crowdinvestment for companies
Languages: GER

Dresden Durchstarter
https://www.startnext.com/pages/dresden-durchstarter - Reward-based CF from Dresden Germany
Local Crowdfunding platform of the city of Dresden, Saxony, it is run by the marketing agency of the city.
Languages: GER

Ecocrowd
https://www.ecocrowd.de - Reward-based CF from Berlin Germany
Crowdfunding for project in the field of sustainability, it is owned by the German environment foundation (Deutsche Umwelstiftung)
Languages: GER

Econeers
https://www.econeers.de - Equity-based CF from Dresden Germany
Crowdinvestment for renewable energy projects
Languages: GER
Energiecrowd
http://www.cepp-invest.de - Equity-based CF from Berlin Germany
Crowdinvestment in the fields of renewable energies, energy efficiency and real estates
Languages: GER

Erzeugerwelt
https://www.erzeugerwelt.de - Reward-based CF from Frankfurt/Main Germany
Crowdfunding for food and food producers
Languages: GER

Evangelisch Bildungstark
https://www.evangelisch-bildungsstark.de - Reward-based CF from Berlin Germany
Crowdfunding for education projects in cooperation with the Protestant Church.
Languages: GER

Exporo
https://exporo.de - Equity-based CF from Hamburg Germany
Crowdinvestment for real estate.
Languages: GER

Fairplaid
https://www.fairplaid.org - Reward-based CF from Stuttgart Germany
Crowdfunding for sports
Languages: GER

Fundedbyme
https://www.fundedbyme.com - Equity-based CF from Stockholm Germany
Crowdinvestment for company growth
Languages: ENG

Fundernation
https://www.fundernation.eu - Equity-based CF from Bensheim-Auerbach Germany
Crowdinvestment for companies
Languages: GER

FundingCircle
https://www.fundingcircle.com/de/ - Lending-based CF from Berlin Germany
Crowdlending for companies, especially SMEs
Languages: GER, ENG, DUT

Geldwerk1
https://www.geldwerk1.de - Equity-based CF from Dortmund Germany
Crowdinvestment for young and innovative companies
Languages: GER
Gemeinschaftscrowd
https://www.gemeinschaftscrowd.de - Reward-based CF from Bochum Germany
Crowdfunding for non-profit projects, platform is owned by a charity association of a bank
Languages: GER

Gigflip
https://gigflip.com/ - Reward-based CF from Berlin Germany
Crowdsourcing and crowdfunding for live-events
Languages: GER, ENG

GiroMatch
https://www.giromatch.com/ - Lending-based CF from Frankfurt/Main Germany
Crowdlending for private persons, they are planning to extend to self-employed and companies in the future
Languages: GER

GreenCrowding
http://greencrowding.com - Equity-based CF from Köln Germany
Crowdinvesting for renewable energies and environmentally friendly technologies
Languages: GER

Greenvesting
https://www.greenvesting.com - Equity-based CF from Usingen Germany
Crowdinvestment for renewable energy projects
Languages: GER

GreenXmoney
https://www.greenxmoney.com - Equity-based CF from Neu-Ulm Germany
Crowdinvestment for renewable energy projects
Languages: GER

GroupEstate
https://www.groupestate.de - Reward-based CF from Berlin Germany
Plattform for community financing of real estates
Languages: GER, ENG

Gynny
http://www.gynny.de/home - Reward-based CF from Ingolstadt Germany
Crowdfunding for mostly private projects, additional funding through shopping partners
Languages: GER

HelpDirect
https://www.helpdirect.org - Donation-based CF from Köln Germany
Donations for charity projects
Languages: GER

Icareforyou
http://www.icareforyou.ch - Donation-based CF from Bern Germany
Crowdfunding for charity projects
Languages: GER

Ifund
https://ifunded.de/de/ - Equity-based CF from Berlin Germany
Crowdfunding for real estates
Languages: GER, ENG

Immo-Folio
https://www.immo-folio.com - Equity-based CF from Frankfurt/Main Germany
Crowdfunding for companies
Languages: GER

Indiegogo
https://www.indiegogo.com/ - Reward-based CF from Germany
Crowdfunding for start-ups, innovative products
Languages: ENG, GER, ESP, FRA

IniCat
https://www.inicat.com - Reward-based CF from Berlin Germany
Crowdfunding for musicians and bands
Languages: GER

Innovestment
https://www.innovestment.de - Equity-based CF from Berlin Germany
Crowdinvestmeent for companies, especially SMEs
Languages: GER

Kalemdo
https://www.kalemdo.com - Reward-based CF from Bochum Germany
Crowdfunding for projects, not specifically targeted at SMEs
Languages: GER

kapilendo
https://www.kapilendo.de/ - Equity-based CF, Lending-based CF from Berlin Germany
Crowdlending for companies
Languages: GER

Kapilendo Venture
https://www.kapilendo.de/ - Equity-based CF from Berlin Germany
Crowdinvestment for growth companies
Languages: GER

Kapitalfreunde
https://www.kapitalfreunde.de - Equity-based CF from Starnberg Germany
Crowdfunding for real estates
Languages: GER

Katrim
https://www.katrim.de - Equity-based CF from Gauting Germany
Crowdfunding for SMEs
Languages: GER

Kickrs.net
http://www.kickrs.net/de/ - Equity-based CF from Munich Germany
Crowdinvestment for football
Languages: GER, ENG, ESP, ITA

Kickstarter (Germany)
https://www.kickstarter.com - Reward-based CF from Germany
International reward-based-crowdfunding platform.
Languages: GER, ENG, ESP, FRA

Kiezhelden
https://www.fcstpauli.com/kiezhelden - Donation-based CF from Hamburg Germany
Crowdfunding for social projects, platform owner is a football club
Languages: GER

Kisskissbankbank
https://www.kisskissbankbank.com/de - Reward-based CF from Germany
Crowdfunding for creative industries and innovative projects
Languages: GER, ENG, ESP, ITA, DUT, ESP

Krautreporter
https://krautreporter.de - Reward-based CF from Berlin Germany
Crowdsustaining of an independent cooperative of journalists
Languages: GER

Leetchi
http://www.leetchi.com/de - Donation-based CF from Paris Germany
Crowdfunding for private projects
Languages: GER, ENG, ESP

LeihDeinerStadtGeld
https://www.leihdeinerstadtgeld.de - Lending-based CF from Frankfurt/Main Germany
citizen credits for municipalities
Languages: GER

LeihDeinerUmweltGeld
https://www.leihdeinerumweltgeld.de - Lending-based CF from Frankfurt/Main Germany
Crowdfunding for citizens to invest in environment project
Languages: GER

Lendico
https://www.lendico.de - Lending-based CF from Berlin Germany
P2P crowd lending for businesses
Languages: GER, ENG

LightFin
https://www.lightfin.de - Equity-based CF from Königstein i.Ts. Germany
Crowd investment for companies
Languages: GER

Mezzany
https://www.mezzany.com/ - Equity-based CF from Dresden Germany
Crowdfunding for real estates
Languages: GER

Monaco-Funding
http://sportlerfoerderung.de - Reward-based CF from Munich Germany
Crowdfunding for top athletes
Languages: GER

Musicstarter
https://www.startnext.com/pages/musicstarter - Reward-based CF from Dresden Germany
Crowdfunding for musicians and bands, the platform is a page on Startnext
Languages: GER

Newniq
https://www.newniq.com - Reward-based CF from Berlin Germany
Crowd buying of design products
Languages: GER

Nordstarter
https://www.startnext.com/pages/nordstarter - Reward-based CF from Dresden Germany
Crowdfunding for project from Hamburg, the platform is a page on Startnext
Languages: GER

OnePlanetCrowd
https://www.oneplanetcrowd.com - Reward-based CF from Amsterdam Germany
Crowdfunding for projects related to sustainability
Languages: GER, ENG, FRA

**Padercrowd**
https://padercrowd.de/padercrowd-crowdfunding-in-paderborn/ - Reward-based CF from Paderborn Germany
Platform for crowdfunding projects in the city of Paderborn, run by local economic development agency
Languages: GER

**Patreon**
https://www.patreon.com - Reward-based CF from San Francisco Germany
Crowdsustaining artists and creators
Languages: ENG

**Place2Help**
http://place2help.org - Reward-based CF from Hofheim am Taunus Germany
Crowdfunding for city and regional development
Languages: GER

**Regio Crowd**
http://www.regiocrowd.com - Reward-based CF from Gräfenhainichen Germany
Regional crowdfunding platform in Saxony and Saxony-Anhalt, funding via platform Visionbakery
Languages: GER

**Renditefokus**
https://renditefokus.de - Equity-based CF from Germering Germany
Crowdinvestment for real estates
Languages: GER

**Reset.to**
https://reset.org/ - Donation-based CF from Hamburg Germany
Crowdfunding for projects related to sustainability
Languages: GER, ENG

**Rostock Republic**
http://www.rostock-republic.de/ - Reward-based CF from Rostock Germany
Crowdfnding platform for culture and creative scene in Rostock and the surrounding region
Languages: GER

**Sciencestarter**
https://www.startnext.com/pages/sciencestarter - Reward-based CF from Dresden Germany
Crowdfunding for science, run by the platform Startnext
Languages: GER

**Seedmatch**
https://www.seedmatch.de - Equity-based CF from Dresden Germany
Crowdfunding for Start-ups
Languages: GER

Seedshirt
https://www.seedshirt.de - Reward-based CF from Köln Germany
Crowdfunding of T-Shirts
Languages: GER

Social Funders
https://www.socialfunders.org - Reward-based CF from Koblenz Germany
Donations for non-profit projects
Languages: GER, ENG

Sparksters
http://www.sparksters.com - Reward-based CF from Riederau Germany
Platform for project, aid and citizen campaigns
Languages: GER

Spieleschmiede
https://www.spiele-offensive.de/Spieleschmiede/ - Reward-based CF from Merseburg Germany
Crowdfunding platform for games
Languages: GER

Sponsort
https://sponsort.de/ - Reward-based CF from Heidelberg Germany
Crowdfunding for local creative projects
Languages: GER

Stagelink
https://stagelink.com/?locale=de - Reward-based CF from Berlin Germany
Crowdpromotion for bands through their fans
Languages: GER, ENG

Startnext
https://www.startnext.com - Reward-based CF from Dresden Germany
Crowdfunding for projects and start-ups
Languages: GER

Talent-Invest
http://www.talent-invest.de - Equity-based CF from Hamburg Germany
Crowdfunding for students
Languages: GER

Unikat
https://www.startnext.com/pages/unikat#contest - Donation-based CF from Dresden Germany
Crowdfunding for the region Kassel, operated by platform Startnext
Languages: GER

UnternehmerIch
https://www.unternehmerich.de - Equity-based CF from Starnberg Germany
Crowdinvestment for SMEs
Languages: GER

Viele schaffen mehr
https://www.vr.de/privatkunden/was-wir-anders-machen/engagement/crowdfunding.html - Donation-based CF from Berlin Germany
Crowdfunding platform of a German cooperative bank
Languages: GER

Visionbakery
https://www.visionbakery.com - Reward-based CF from Leipzig Germany
Crowdfunding for projects of SMEs, start-ups, culture, non-profit organisations, environment and more
Languages: GER

Wemakeit
https://wemakeit.com - Reward-based CF from Zurich Germany
Crowdfunding for innovative and creative projects
Languages: GER, ENG, FRA, ITA

Wir bewegen.sh
https://www.wir-bewegen.sh - Reward-based CF from Kiel Germany
Donation platform of the regional development bank in Schleswig-Holstein
Languages: GER

Youcan2
http://www.youcan2.de - Donation-based CF from Sindelfingen Germany
Crowdfunding for start-ups, but also for creative and social projects
Languages: GER

Zinsbaustein
https://www.zinsbaustein.de - Equity-based CF from Berlin Germany
Crowdinvestment for real estates
Languages: GER

Zinsland
https://www.zinsland.de - Equity-based CF from Hamburg Germany
Crowdinvestment for real estates
Languages: GER
6.5. Hungary

Adjukossze  
http://www.niok.hu/adjukossze/ - Donation-based CF from Hungary  
Platform for social projects  
Languages: HU

Creative Selector  
http://www.creativeselector.hu/ - Reward-based CF from Hungary  
Platform for creative projects  
Languages: HU

Rocketside  
https://www.rocketside.me/ - Equity-based CF from Hungary  
Platform for Startups  
Languages: ITA

6.6. Italy

Anci Innovazione  
http://www.ancinnovazione.it/ - Reward-based CF from Italy  
Civic Crowdfunding from Tuscany. ANCI Innovation supports local authorities in experimenting with usage patterns of the Information and Communication Technologies to facilitate the processes and democracy.  
Languages: ITA

AssitecaCrowd  
www.assitecacrowd.com - Equity-based CF from Italy  
Assiteca Crowd is a Srl company based in Milan: it's a platform created in September 2013. - Generalista  
Languages: ITA

Bandbackers  
http://www.bandbackers.com/ - Equity-based CF from Italy  
Bandbackers is a pre-selling platform for musicians  
Languages: ITA

Be Crowdy  
www.becrowdy.com - Reward-based CF from Italy  
Becrowdy is the Crowdfunding platform reward-based for sustaining artistic and cultural production, through which artists, promoters and producers can propose their own projects and finance them by the help of Community. Its Long-term goal is to enlarge o  
Languages: ITA

BeArt  
https://www.beartonline.com - Reward-based CF from Italy  
Beart is a crowdfunding platform based on a reward system, designed for professionals and art lovers.
Book a Book

www.bookabook.it - Reward-based CF from Italy

Bookabook is the first Crowdfunding Italian platform of the book. The Community chooses a book, supporting the publication, and thus generating a template of participated publishing. Bookabook is an “all-or-nothing” Crowdfunding. The heart of the platform

Borsa del Credito

www.borsadelcredito.it - Lending-based CF from Italy

Borsa del Credito is a marketplace-lending where companies can find quickly a credit solution, and the savers an excellent investment opportunity. Banks, other companies or individuals can lend money. In this case it's “Business Peer to Peer Lending” or “

Buonacausa

www.buonacausa.org - Donation-based CF, Reward-based CF from Italy

BuonaCausa is a civic and ethic Crowdfunding platform, dedicated to good practices and projects requiring support. The platform enables associations, public bodies, testimonial, companies, supporters and activists to take part in crowdsourcing initiatives

Cineama

www.cineama.it - Reward-based CF from Italy

The activity of Cineama began in 2011 with the new idea to project movies that viewers themselves choose to see. Cinema wants to help publicize projects particularly brilliant and with a purpose socially relevant. - Cinema

Civibanca

http://www.progettocivibanca.it/ - Donation-based CF from Italy

Civibanca Project 2.0 is a crowdfunding platform for collecting online donations to socially useful projects for the designed area and managed by non-profit associations. The protagonists of the project Civibanca 2.0 are non-profit organizations, the Ban

Cofyp

www.cofyp.com - Reward-based CF from Italy

Cofyp offers to accountants, lawyers, business consultants, associations of small and medium-sized enterprises an on-line portal for the raising capitals of the innovative enterprisers.

Com-Unity

www.com-unity.it - Donation-based CF, Reward-based CF from Italy
Com-Unity is a Crowdfunding generalist platform owned by the Banca Interprovinciale Spa, developed with the SCOA Studio - consulting company - and launched in March 2013. It hosts projects of any type, with a particular reference to humanitarian, social,

Languages: ITA

Commoon

www.commoon.it - Donation-based CF from Italy
Commoon is a site that provides solutions to their needs, in the social and sustainable design sector. It’s a place where is possible to translate needs in solutions through the support of the project, and obtaining the necessary budget. - Social Design &
Languages: ITA

Crowd4capital

www.crowd4capital.it - Equity-based CF from Italy
Crowd4capital is a new equity Crowdfunding portal to the reach of startup, innovative small and medium-sized enterprises and investors careful to the trends of change. Its aim is to facilitate and sustain the matching between startup and investors, applyi
Languages: ITA

Crowdarts

https://www.crowdartes.eu/en/ - Reward-based CF from Italy
Crowdartes is a crowdfunding platform and community dedicated to Performing Arts.
Languages: ITA

CrowdfundMe

www.crowdfundme.it - Equity-based CF from Italy
Crowdfundme is a portal of equity Crowdfunding, in support of innovative startup, providing to investor and to entrepreneur tools and necessary warranties, to foster the success of innovative project. - Generalista
Languages: ITA

Cubevent

www.cubevent.com - Reward-based CF from Italy
Cubevent has the aim to transform the processes by which are realized the events, eliminating the risk for who organize and proposing events in line with the real interest of the public. - Organizzazione di eventi
Languages: ITA

Derev

www.derev.com - Donation-based CF, Reward-based CF from Italy
DeRev is the Crowdfunding Italian platform aimed to finance creative, innovative and social projects dedicated to the community. - Innovazione & Rivoluzione
Languages: ITA

Donordonnee

http://donordonnee.eu/ - Donation-based CF, Reward-based CF from Italy
Donordonnee is a platform for peer to peer donations.
E-busta
https://www.e-busta.com/ - Donation-based CF, Reward-based CF from Italy
E-Busta.com is a solution to collect money for a group. It is a crowdfunding platform based on a donation model and thus also allows to launch public projects to raise money from people that might be interested in supporting a project that can be charity.

Languages: ITA

Ecomill
www.ecomill.it - Equity-based CF from Italy
Ecomill offers to the promoters of a new project or venture in energy and sustainability, the possibility to raise capital and get funded, and to people and firms the possibility to participate to the project investing even a small amount of money.

Languages: ITA

Eppela
https://www.eppela.com/en - Reward-based CF from Italy
Eppela promotes the culture of crowdfunding in Italy. Supporting crowdfunding means rewarding legality and meritocracy, and involving your own community.

Languages: ITA

Equinvest
www.equinvest.it - Equity-based CF from Italy
- Generalista

Languages: ITA

Equity.tip.ventures
http://equity.tip.ventures/IT/ - Equity-based CF from Italy
Tip Equity offers complete assistance on useful tips on successfully launching your idea. As in the best practices for Crowdfunding, all campaigns here are All-or-Nothing. This way ensures Supporters that a fixed goal needs to be matched and Creators to r

Languages: ITA

Equitystartup
www.Equitystartup.it - Equity-based CF from Italy
Equitystartup is an equity Crowdfunding platform born from an idea of Ascomfidi North - West, cooperative of Garanzia Fidi, born in 1981 for initiative of Torino's ASCOM. Equitystartup is the first Equity Crowdfunding platform to be supervised by two Auth

Languages: ITA

Eticarim
http://www.eticarim.it/ - Donation-based CF from Italy
- Locale: Rimini |ONP - Terzo Settore

Languages: ITA

Fidalo
Fidalo presents a service company that helps the meeting between ideas to develop and the Internet community. From this bout can arise projects to which it offers, moreover, services of business and operation plan. Fidalo enables the funding of these proj-

Languages: ITA

Finanziami il tuo futuro

http://www.finanziamiltuofuturo.it/ - Reward-based CF from Italy

Finanziami Your Future is an innovative practice which promotes local crowdfunding

Languages: ITA

For Italy

http://www.foritaly.org/ - Reward-based CF from Italy

- Tutela patrimonio artistico

Languages: ITA

Fundera

www.fundera.it - Equity-based CF from Italy

Fundera is composed by a group of engineers, designers, editors, bankers, former business owners, and more, coming together to finally give Main Street entrepreneurs the access to financing they deserve. It’s the first Crowdfunding platform dedicated to t

Languages: ITA

Funditaly

www.funditaly.it - Donation-based CF, Reward-based CF from Italy

Funditaly is the first platform of cooperative Crowdfunding. It aims to build a reborn and felt cooperation between people, developing a new way to sustain common causes through internet.

Languages: ITA

Giffoni Crowdfunding

http://giffonihub.com/crowdfunding - Reward-based CF from Italy

On cooperation with DeRev, Giffoni Innovation Hub selects the best artistic, creative and cultural projects, to conduct and sustain them in a process of acceleration and financing, until their development and market launch.

Languages: ITA

Gigfarm

http://gigfarm.com/ - Reward-based CF from Italy

Gigfarm is the first crowdfunding platform in Italy devoted to the live concerts.

Languages: ITA

Ginger

www.ideaginger.it - Reward-based CF from Italy

Ginger is an acronym for Management New and Brilliant Ideas in Emilia Romagna, a Crowdfunding territorial platform operational since June 2016. GINGER connects to the tool website the team consulting, and a network of strategic partnership to the designer.
Languages: ITA

Innamorati della cultura

www.innamoratidellacultura.it - Donation-based CF, Reward-based CF from Italy

Innamoratidellacultura is the portal dedicated exclusively to campaigns in the cultural sphere, proposed by artists, associations, organizations, public entities, foundations, privates, Art, spectacles, fashion, design, music, architecture, restoration. T

Languages: ITA

Insieme Doniamo

http://www.insiemedoniamo.it/progetto-talento - Donation-based CF from Italy

is the crowdfunding platform created by Creval to collect online donations and implement major projects designed by non-profit organizations to support the common good.

Languages: ITA

Investi.re

www.investi-re.it - Equity-based CF from Italy

Investi-Re.it is the web platform Baldi Finance Srl, authorized by Consob, to perform Equity Crowdfunding activities. The Equity Crowdfunding is a new capital raising, which allow potential investors to subscribe for the shares / units of innovative Start

Languages: ITA

Iodono

www.iodono.com - Donation-based CF from Italy

Lodono is a site of personal fundraising - that operates in the Third Sector - born in the first period of 2010 from an idea of Direct Channel, a company of Milan leader in database management, in the publishing and no profit industry. Its goal is to let

Languages: ITA

Italy-Crowd

http://www.italy-crowd.com/ - Equity-based CF from Italy

Equity Real Estate Platform

Languages: ITA

Kendoo

http://www.kendoo.it/ - Reward-based CF from Italy

Civic Crowdfunding for Education, Art and Volunteers

Languages: ITA

Kickstarter (Italy)

www.kickstarter.com - Reward-based CF from Italy

US-Platform which also allows Italian projects.

Languages: ITA

Land2Lend

http://www.land2lend.com/ - Donation-based CF, Reward-based CF from Italy
Donation-based platform for Food & agriculture
Languages: ITA
Let’s Donation
www.letsdonation.com - Donation-based CF from Italy
Let’s Donation is a social network of solidarity, operating in the Third Sector. A platform where Profit and Non-Profit work together, for the same project. Social initiatives and Crowdfunding are the underlying mechanisms. - Terzo Settore
Languages: ITA
MamaCrowd
https://mamacrowd.com/ - Equity-based CF from Italy
Mamacrowd is a project of SIAMOSOCI, and from 2011 is a leader in matching between startup and investors.
Languages: ITA
Mecenup
www.mecenup.it - Reward-based CF from Italy
Mecenup is the Crowdfunding platform of the Toscana's region, a community growing rapidly, that permit people to cooperate for the construction of projects. The same human cooperation is useful to give form and substance to innovative realities of Toscana
Languages: ITA
Meridonare
https://www.meridonare.it/ - Donation-based CF from Italy
Civic Crowdfunding
Languages: ITA
Microcreditartistique
www.microcreditartistique.com - Reward-based CF from Italy
The mission of this platform is “help who has an idea for the contemporary art and wants realize it”.
Languages: ITA
Musicraiser
www.musicraiser.com - Reward-based CF from Italy
Musicraiser is the main platform, in Italy, of fundraising for the music. Established by Giovanni Gulino and Tania Varuni, the platform was launched in October 2012 and it admits projects of fundraising for records, promotional tours, video clip, concerts
Languages: ITA
Muum Lab
www.muumlab.com - Equity-based CF from Italy
MuumLab is a portal and an App of Equity Crowdfunding for IOS and Android System, that enables investments in Startup, small and medium-sized enterprises, funds and Holding company investing mainly in new business.
Languages: ITA
Next Equity
www.nextequity.it - Equity-based CF from Italy
Next Equity Crowdfunding Marche srl is a company authorized to implement, through the web platform named Next Equity, activities of equity Crowdfunding.
Languages: ITA

Opstart
www.opstart.it - Equity-based CF from Italy
Opstart is an Equity Crowdfunding platform recorded in the register of portals' managers, addressed to the capitals raise for startup and innovative small and medium-sized enterprises. Its mission is to act as a meeting point between the innovation and in
Languages: ITA

Planbee
http://www.planbee.bz/ - Donation-based CF from Italy
Civic Crowdfunding
Languages: ITA

Prestiamoci
www.prestiamoci.it - Lending-based CF from Italy
Prestiamoci is the true Marketplace of credit in Italy, which bring together those who are in need of a personal loan with those who have capital to invest. Skipping the intermediary of banks and financial, applicants who have an excellent credit history
Languages: ITA

Produzioni dal Basso
www.produzionidalbasso.com - Donation-based CF, Reward-based CF from Italy
Produzioni dal basso is the first Italian platform: founded in 2005 by the environment of digital self-productions. In the 2013 it was established in an innovative startup, and after having rewritten the software and did a graphic restyling, today it's pr
Languages: ITA

Progetto Civibanca 2.0
www.progettocivibanca.it - Reward-based CF from Italy
Progetto Civibanca 2.0 is a portal of Crowdfunding which dedicates its work to the territorial development. Than arises itself at the service of the territory, where operates the Banca Popolare of Cividale. A local and independent Institute funded in 1886
Languages: ITA

Proposizione
www.proposizione.com - Donation-based CF, Reward-based CF from Italy
Proposizione offers the opportunity for anyone with a project, but not the resources, to publish his idea in the portal looking for donors who make possible the realization. Furthermore, it makes available to all its members a social network, where the de
Languages: ITA
Replace
http://www.replacefund.com/ - Donation-based CF, Reward-based CF from Italy

Civic Crowdfunding
Languages: ITA

Rete del Dono
www.retedeldono.it - Donation-based CF from Italy
Rete del Dono is a web platform that works in the field of Third Sector, and it's dedicated to collecting donations for projects of social benefit, created and managed by Non-Profit Organizations. Born in 2011 from an idea of Anna Maria Siccardi and Valer
Languages: ITA

Rezz
https://rezz.it/ - Reward-based CF from Italy
- Locale: Puglia | Cooperazione Sociale
Languages: ITA

Schoolraising
http://schoolraising.it - Reward-based CF from Italy
Schoolraising.it is a web platform dedicated to the world of the school. The main goal is collect all school projects that, because of the ongoing budget cuts Institutes, can't be realized, and furthermore organize with the schools a Crowdfunding campaign
Languages: ITA

ShinyNote
http://www.shinynote.com/ - Donation-based CF from Italy
Donation-based platform for civil society projects
Languages: ITA

Slowfunding
http://www.slowfunding.it/ - Equity-based CF from Italy
Equity-based CF for Real Estate
Languages: ITA

Smart Hub srl
www.smarthub.eu - Equity-based CF from Italy
Smarthub fits between the equity Crowdfunding recorded in the register of Consob. The company of Milan is enrolled in ordinary section reserved for platforms promoted by privates.
Languages: ITA

Smartika
www.smartika.it - Lending-based CF from Italy
In Smartika acts a community of applicants and lenders who interact directly with each other, without resort to intermediaries, thus obtaining the best conditions for both. Inside of the community is created, in this way, a market in which the current rat
Soisy
www.soisy.it - Lending-based CF from Italy
Soisy allow loans to others people to help the realization of own life projects: from the honeymoon wedding, to a specialization course, to post-graduate course, to a new scooter to live the city more easily. The investments are sustainable, and individu

Sport Supporter
www.sportsupporter.it - Reward-based CF from Italy
Sportsupporter is the first sport Crowdfunding platform in Italy, that addresses its action to sport associations, athletes and makers active in the field of technological solutions in sport sector, acting as facilitator for the fundraising. - Sport

Starsup
www.starsup.it - Equity-based CF from Italy
Created in 2012, it's a platform operational since January 2014 based in Livorno.

Starteed
www.starteed.com - Equity-based CF from Italy
Starteed is leader in the supply of personalized solutions for the Crowdfunding and the co-creation.

Startify
http://startify.in/ - Equity-based CF from Italy
Startify is an online entrepreneurial ecosystem helping entrepreneurs develop their idea to companies providing strategy, validation and connections.

Startzai
www.startzai.com - Equity-based CF from Italy
Startzai is defined a site of capital raising for innovative enterprises. Companies which pick out to fund their ambitious expansion plan tendering the possibility, to the public, to buy their own shares. The innovative companies can be not only startup,

SymBid (Italy)
www.symbid.com - Equity-based CF from Italy
Symbid is a Dutch Crowdfunding platform with a license for equity-based CF in Italy.

Terzo Valore
www.terzovalore.it - Donation-based CF, Lending-based CF from Italy
Terzo Valore is a tool of Banca Prossima, the Bank of Intesa San Paolo Group dedicated to the Third Sector. It's a crowd-lending tool through which individuals (residents in Italy) and legal entities (with legal headquarter in Italy) can lend or directly

Languages: ITA

**Tip Ventures**

http://tip.ventures - Reward-based CF, Equity-Based CF from Italy

TipVentures is the only Manager of Crowdfunding portals, which allows to launch both Reward-based both Equity-based campaigns, through its Tip Reward and Tip Equity portals. It's the ideal solution for business projects of different type, web applications

Languages: ITA

**Triboom**

www.triboom.com - Reward-based CF from Italy

Triboom is the mean that allow to all the teams of gather online supporters, generating relationships facilitated by new technologies available.

Languages: ITA

**Unicaseed**

www.Unicaseed.it - Equity-based CF from Italy

Unicaseed plugs into the portal innovative startup, which offer to subscribe their venture capital through Crowdfunding. It's a Crowdfunding equity-based of the SIM Unicasim. Created in October 2012, it is operational from January 2014. It’s a holding wit

Languages: ITA

**Universitiiamo**

https://universitiiamo.eu - Donation-based CF from Italy

Universitiiamo is the Crowdfunding platform of the University of Pavia, with its 654 years of history.

Languages: ITA

**Upspringer**

www.upspringer.com - Reward-based CF from Italy

Upspringer is the first international platform of Crowdfunding dedicated to the literature.

Languages: ITA

**UrbanCrowdRaising**

http://www.urbancrowdraising.com/ - Donation-based CF, Reward-based CF from Italy

UrbanCrowdRaising is a vertical-crowdfunding platform, focused on urban/social regeneration and development projects for the city, creating new alternative models to finance them.

Languages: ITA

**Vizibol**

www.vizbol.com - Reward-based CF from Italy

Vizibol is the Crowdfunding platform designed to sustain projects linked to the visual field of creativity: projects born to tell a story through the imagines' language. It welcomes projects able to use different language of the visual sphere: from photog
We Are Starting

www.www.wearestarting.it - Equity-based CF from Italy

We Are Starting is a company that was established to afford the opportunities offered by investment Crowdfunding to Italian businesses and investors, drawing inspiration from the best success stories from all over the world, in order to create solutions to

Languages: ITA

We4Sport

http://www.we4sport.it/ - Reward-based CF from Italy

We4Sport is an Italian fashion eCommerce platform which also allows Crowdfunding for sport articles.

Languages: ITA

Werealize

http://werealize.it/ - Reward-based CF from Italy

Werealize is the Crowdfunding platform that allow to designers, makers and little enterprisers to cooperate and launch on the market original and innovative products, never handled before and produced in limited series.

Languages: ITA

With You We Do

http://withyouwedo.telecomitalia.com - Reward-based CF from Italy

With You We Do is an action of the program “#thefutureisofall”: the new vision that inspires itself and conduct the activities of Corporate Shared Value of TIM.

Languages: ITA

WOOP food is the platform built to discover and support Italian agrifood excellences.

Languages: ITA

Wokaycracy

http://www.wokaycracy.com/ - Reward-based CF from Italy

Pre-Selling Platform for Fashion

Languages: ITA

6.7. Poland

Beesfund.com

https://beesfund.com/ - Equity-based CF from Warszawa Poland

Beesfund.com is one of the first equity based crowdfunding platforms in Poland. It was launched in 2012. They accept all types of projects but very important is their high quality. The commission is 6.9% plus VAT for platform.

Languages: POL, ENG
Conda (Poland)
https://www.conda.eu/pl/conda-polska/ - Equity-based CF from Poland
Conda - crowdinvesting is a new equity based crowdfunding platform in Poland.
Languages: POL

Crowdangels.pl
http://crowdangels.pl/ - Equity-based CF from Olsztyn Poland
Crowdangels.pl is an equity-based crowdfunding platform dedicated to help young entrepreneurs to find financing for their projects. They connect private investors with innovative ideas of young entrepreneurs. The commission is 6.9% plus VAT.
Languages: POL

Crowdcube.pl
https://www.crowdcube.pl/ - Equity-based CF from Poland
Crowdcube.pl is an equity-based crowdfunding platform dedicated to SMEs. It is supposed to be a polish version of UK Crowdcube. The web page is inactive, but they maintain a FB profile https://www.facebook.com/crowdcube.poland/.
Languages: POL

CrowdWay.pl
https://crowdway.pl/ - Donation-based CF, Equity-based CF, Lending-based CF from Wrocław Poland
CrowdWay.pl is an investment crowdfunding platform focused on creative startups. Their mission is to provide creative entrepreneurs smart tools by which they can raise theirs startups thanks to funds from the investor community.
Languages: POL

Do>More
http://www.domore.pl - Donation-based CF from Warszawa Poland
Do>More is a donation-based crowdfunding platform dedicated to charity projects. Private persons cannot organize a campaign, it is only for organizations. The commission is 5% plus 2.5% for payment operator.
Languages: POL

FindFunds.pl
https://findfunds.pl/ - Equity-based CF from Warszawa Poland
FindFunds.pl is an equity-based crowdfunding platform offering everyone the opportunity to invest in dynamic start-ups in the early-stage in a way which was so far available only to professional investors.
Languages: POL

Fundujesz.pl
http://www.fundujesz.pl/ - Reward-based CF from Poland
Fundujesz.pl is a reward-based crowdfunding platform dedicated to third sector, which uses all or nothing model. Platform does not support typical commercial and business projects but is focused on projects that support the local community.
Languages: POL

Funs4Club.pl
Funs4Club.pl is a reward-based crowdfunding platform dedicated to sport clubs and fans, which uses keep it all model. Platform gives the opportunity to participate actively in the life of the favorite Club.

Languages: POL, ENG, POR, GER, ESP, ITA, FRA

Hanza Trade

Hanza Trade is a reward-based crowdfunding platform dedicated to products, new ideas and events, established in Toruń. The commission is 7,5% plus commission for payment operator. Currently there are no active campaigns. So far they had ended 3 campaigns,

Languages: POL, ENG

Ideowi

Ideowi is both an equity-based and a reward-based crowdfunding platform dedicated to business projects, which uses keep it all model but you have to get 85% of the total amount of money. The commission is 5% plus payments for payment operator.

Languages: POL

MegaTotal.pl

MegaTotal.pl is the first crowdfunding platform in Poland and one of the first in the world. Portal was created in 2007 as a social record label. Platform extended the area of activity to publishing, film, programming, and cultural event development.

Languages: POL, ENG

Mintu.Me

Mintu.Me is a reward-based crowdfunding platform dedicated to projects promoting healthy lifestyle, ethical and responsible business. What is important projects need to have an ecological or social aspect. The commission is 7,5% and 2,5% for payment operator.

Languages: POL, ENG

OdpalProjekt.pl

OdpalProjekt.pl is a reward-based crowdfunding platform dedicated to social and business projects. Owner of the platform is Beesfund S.A. There are not allowed charity projects. The commission is 4,9% for AON, 4,9% for KIA if you get 100% and 6,9% for KIA if you reach less than 100%

Languages: POL

Patronite

Patronite is both a subscription-based and a reward based crowdfunding platform dedicated to artists and sportsperson. The idea of Patronite is to connect patrons with artists or sportsperson so that they can get each month certain sum of money.

Languages: POL
PolakPomaga.pl
https://polakpomaga.pl/ - Donation-based CF from Poland
PolakPomaga.pl is a donation-based crowdfunding platform dedicated to different kinds of charity projects both for NGOs and private person.
Languages: POL

PolakPotrafi.pl
https://polakpotrafi.pl/ - Reward-based CF from Poland
PolakPotrafi.pl is the biggest crowdfunding and crowdsourcing platform in Poland, established in 2011. Platform is dedicated to all types of projects. It offers a variety of categories (related to culture, art, technology, events, etc.), excluding charity
Languages: POL

Pomagam.pl
https://pomagam.pl/ - Donation-based CF from Poland
Pomagam.pl is a donation-based crowdfunding platform dedicated to different projects, which uses keep it all model. The commission is 5% and 2,5% commission for payment operator.
Languages: POL

Pomagamy.im
https://pomagamy.im/ - Donation-based CF from Szczecin Poland
Pomagamy.im is a donation-based crowdfunding platform dedicated for charity.
Languages: POL

ScienceShip.com
http://scienceship.com/ - Donation-based CF, Reward-based CF from Warszawa Poland
ScienceShip.com is crowdfunding and crowdsourcing platform dedicated to projects related to science, research and inventiveness Languages: POL, ENG

ShareVestors.com
http://sharevestors.com/ - Equity-based CF from Olsztyn Poland
ShareVestors.com is an equity-based crowdfunding platform dedicated to investment projects in which users of the platform can invest their capital by buying shares, realizing development investments, investments in land.
Languages: POL

Siepomaga.pl
https://www.siepomaga.pl/ - Donation-based CF from Poznań Poland
Siepomaga.pl is a donation-based crowdfunding platform dedicated to charity projects. 6% of each payment is a donation for Siepomaga Foundation.
Languages: POL

Stwórz Mistrza
https://stworzmistrza.pl/ - Reward-based CF from Poland
Stwórz Mistrza is a reward-based platform dedicated to promote sports person, which uses both all or nothing and keep it all model. The commission is individually fixed but it is not more than 12,5%.
Wspieram.to

https://wspieram.to/ - Reward-based CF from Szczecin Poland

Wspieram.to is a reward-based crowdfunding platform dedicated to all types of projects. It is one of the most popular crowdfunding platforms in Poland. The commission is 8.5% and 2.5% for payment operator. It promotes also education about crowdfunding.

Languages: POL

Wspieramkulture.pl

http://wspieramkulture.pl/ - Reward-based CF from Poland

Wspieramkulture.pl is one of the first crowdfunding platforms fully dedicated to projects promoting culture. It was launched in 2012. The commission is 11%. There is a possibility to get a Patron for your project.

Languages: POL

Wspólnicy.pl

http://www.wspolnicy.pl/pl - Equity-based CF from Gdynia Poland

Wspólnicy.pl is an equity-based crowdfunding platform dedicated to business projects. The payment for putting project on the platform is 350 zł plus VAT. The commission is 7% plus VAT and 2.5% if you decide to use payment platform.

Languages: POL

Wspólnyprojekt.pl

https://www.wspolnyprojekt.pl/ - Reward-based CF from Gdynia Poland

Wspólnyprojekt.pl is a reward-based crowdfunding platform dedicated to all types of projects but there dominates business, social and cultural projects. The commission is 7% plus VAT and 2.5% if you decide to use payment platform.

Languages: POL, ENG

Zrzutka.pl

https://zrzutka.pl/ - Donation-based CF from Wrocław Poland

Zrzutka.pl is a donation-based crowdfunding platform dedicated to all types of projects but there dominates mainly social campaigns and charity projects. There are no fees or commission because the platform exists thanks to donations.

Languages: POL, ENG

6.8. Slovakia

Conda (Slovakia)

https://www.conda.sk/sk/o-conda - Equity-based CF from Slovakia

Conda is an Equity-Based Crowdfunding Platform for SMEs

Languages: SLK, ENG

Crowdberry

https://www.crowdberry.sk - Equity-based CF from Slovakia
Crowdberry represents an equity investing platform which basic essence is connection of private investor’s club with dynamic entrepreneurial ideas. The goal is to gather capital from various investors in exchange of % share on a company.

Languages: SLK

Dakujeme
http://dakujeme.sme.sk - Donation-based CF from Slovakia
Dakujeme.sme.sk (thankyou.sme.sk) is a public collection registered under SVS-OVVO-25486-54834. It emerged spontaneously as a giving portal in October 2007 to help children with disabilities, severely ill, widowed mothers and their children, foster and mu

Languages: SLK

Dobrakajinna
http://www.dobrakrajina.sk - Donation-based CF from Slovakia
Dobrá krajina (Good Country) is a public collection registered under SVS-OVS3-2014/020885. The Pontis Foundation and the Dobrá krajina Board make an annual selection of projects based on call for applications. Projects aimed at improving the country may r

Languages: SLK

Hithit
https://www.hithit.com/sk/home - Reward-based CF from Slovakia
Hit-Hit is a Slovak version of a Czech HitHit, a portal functioning on a principle of nothing or all. Maximum duration of the project is 45 days and if the campaign does not reach this goal, it flops. HitHIt is a place for creative projects only. So if y

Languages: SLK

Investujes
http://www.investujes.sk - Equity-based CF from Slovakia
investujes.sk is the first equity-based crowdfunding project on the Slovak market. The webpage www.investujes.sk operates and presents all projects within the Oak Investment Group to general public. By clicking the „support the project by buying equity” o

Languages: SLK

Ludialudom
https://www.ludialudom.sk - Donation-based CF from Slovakia
LudiaĽuďom.sk is the first wholly open and universal online system for charitable giving in Slovakia. It is based on an internet portal of the same name with a comprehensive database of public appeals for financial support to natural and legal entities wi

Languages: SLK

Srdce Pre Deti,
https://www.srdcepredeti.sk/ - Donation-based CF from Slovakia
A donor based platform created to help out seriously ill and socially disadvantaged children and ensure their well-being. This platform is run by Pontis Foundation that guarantees transparency and accountability of the raised funds.

Languages: SLK
Startlab
https://www.startlab.sk - Reward-based CF from Slovakia
Startlab.sk is focused on public benefit projects, open to artists, designers, activists, start-ups - to anyone who has an idea or a project that can help to better the country. If the project is successful (fixed campaign raises a minimum of 100% of target
Languages: SLK

Zltymelon
https://www.zltymelon.sk/ - Lending-based CF from Slovakia
Zltymelon is a Slovakian lending platform for SMEs.
Languages: SLK

6.9. Slovenia

Adrifund
www.adrifund.com - Reward-based CF from Slovenia
Adrifund is first Slovenian, crowdfunding locally oriented platform, established in 2016. Mostly aims at projects related to creative industries, supporting cultural events and social welfare.
Languages: SLV, ENG

Conda (Slovenija)
www.conda.si - Equity-based CF from Slovenia
Conda is an Equity-Based Crowdfunding Platform for SMEs
Languages: SLV, ENG