



TURIN - NOVEMBER 18, 2014



# THE CROWDFUNDING

The collective funding for **projects**, **initiatives** or **startup**, obtained through small **investments** or individual **offers** of money (or other resources).

It is made by **different people** driven by a spirit of **cooperation**, confidence in the project or **appreciation** of the same.

+ COOPERATION

+ TRUST

+ ENGAGEMENT

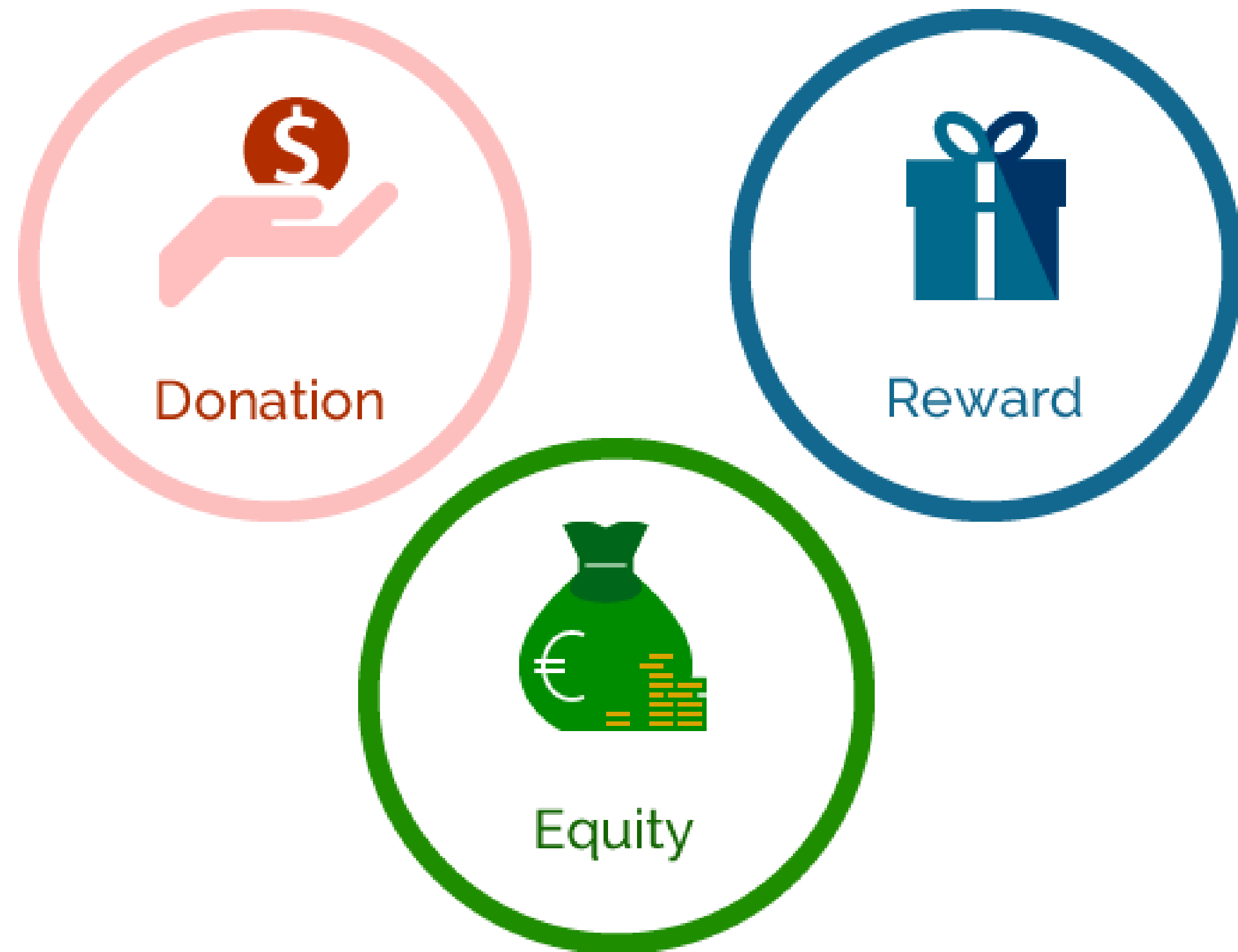
= FUNDS

# KEY VALUES

Crowdfunding, in essence, is not only a collective but also a **participated** way of financing. It is not only raising funds online through the viral social technologies: crowdfunding is also **community, involvement, empathy, transparency**, all made possible and facilitated by web 2.0.

The new behaviors and new mental structures that emerged from the continuous interactions that happen online every day allow a constant interaction between "equals" at a global level, helping to increase our understanding of society as a whole.

# MODELS



## DONATION

Donations for nothing in return.

## REWARD

Donations gives you a promised product.

## EQUITY

Owning a part of the project

# MARKET



DONATION  
REWARD  
EQUITY  
LENDING

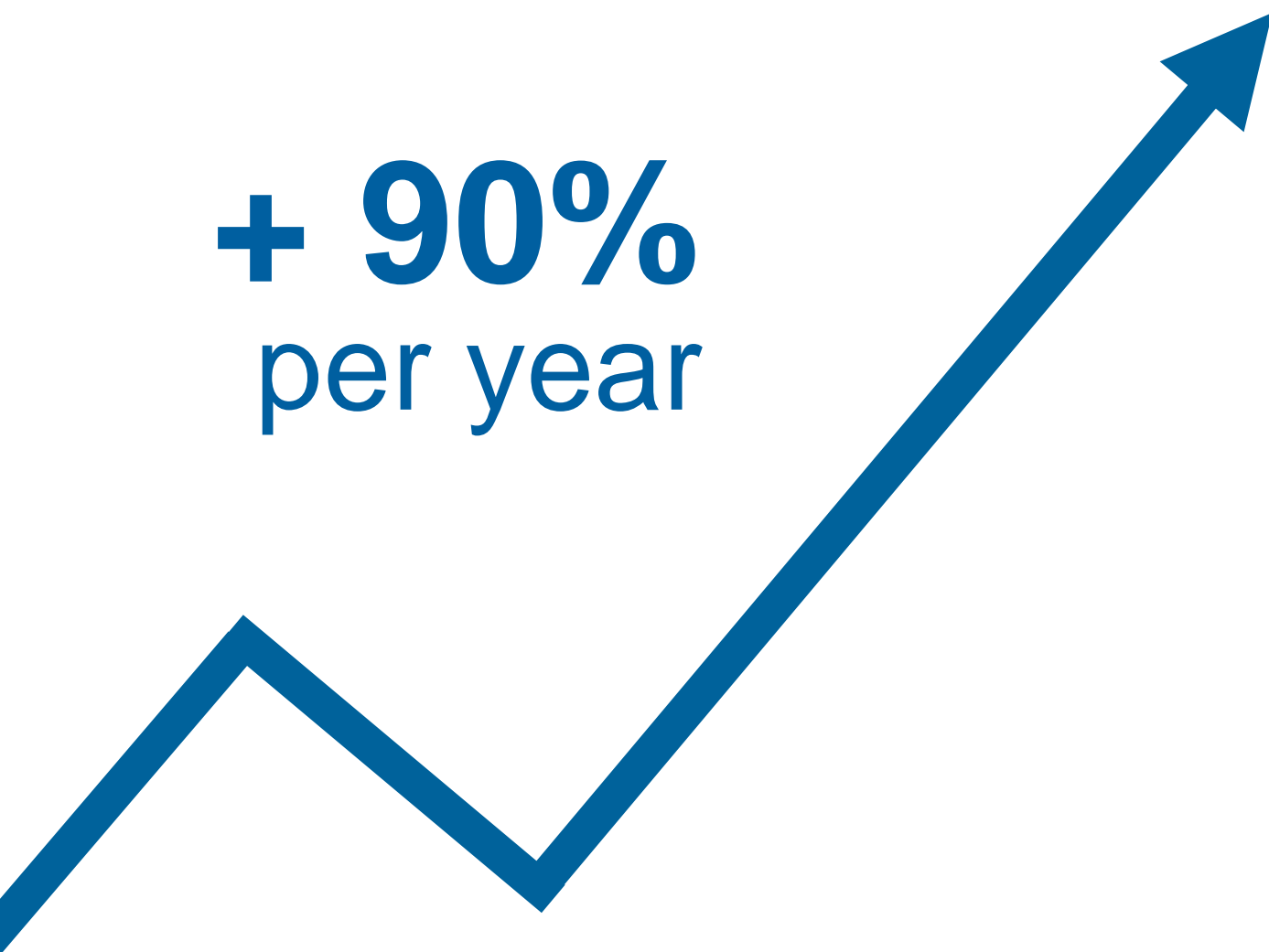


REWARD

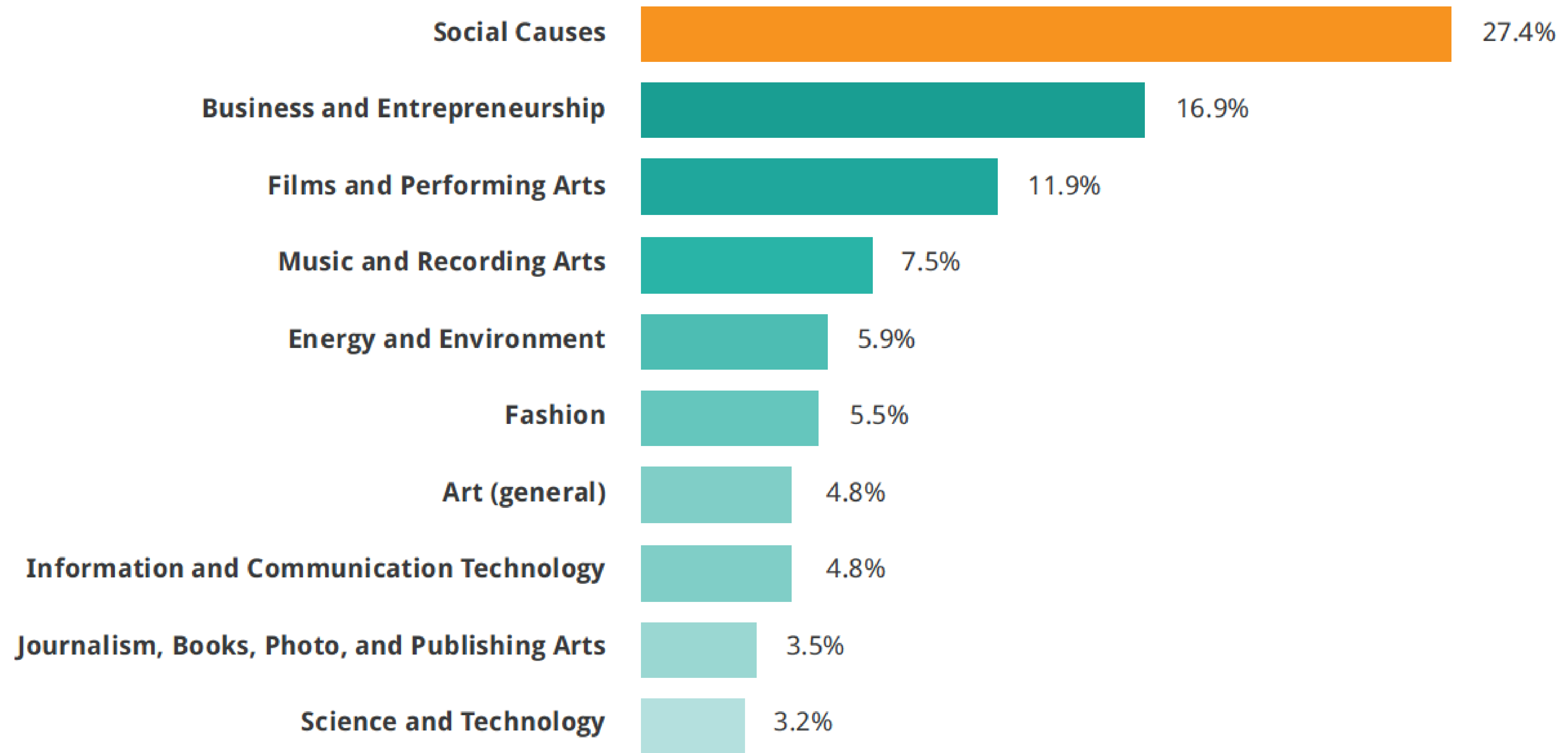


REWARD

**+ 90%**  
per year



## Crowdfunding platform activity across the 10 most active categories



# ABOUT STARTEED

We are a young and dynamic startup deeply involved in the crowdfunding world. Starteed was founded in 2011 as the first crowdfunding portal royalty-based in Europe, and is now able to develop **customized solutions for the crowdfunding Industry**.

With Starteed | Platform solutions, creating a crowdfunding website has never been so quick and easy. You are able to customize your platform in all aspects, **forgetting about technology**, saving on development **costs** and being **quickly operative** with an ever up-to-date infrastructure.

Create a crowdfunding platform means establishing a strong involvement with its members. It is a very **powerful marketing tool** which allows you to **create value around the initiatives** and your **brand**. We can simplify the design and the development of any kind of platform, from **rewards-based to equity-based** models, through online donations and dedicated solutions for do-it-yourself campaigns.

Starteed takes advantage of the **best collaborations** in strategic communications and legal consulting, offering complete and turnkey solutions.



# ACHIEVEMENTS

**L'oro**  
108% Raccolti

**TONKI**  
118% Raccolti | € 5 Raccolti

**LOCAL JOB**  
104% Raccolti | € 2.082 Raccolti | 0 Giorni Restanti  
Finanziato

**+800K**  
EURO  
TRANSACTION

**+10.000**  
DONATIONS

**+150**  
PROJECTS





perugia, italy | 30 april - 4 may 2014 | VIII edition | free entry

# #jf<sup>14</sup> international journalism festival

## Raccolti 115.420 €

115%  
Raccolti

0  
Giorni Restanti





# CIVIC CROWDFUNDING

NOTHING NEW...

- + 1884
- + \$ 100.000
- + 5 MONTH
- + 120.000 DONATIONS



# MY PRIORITY FOR THE URBAN SOCIAL INNOVATION AGENDA

According to my experience, the agenda of European cities should include this priority:

Introducing a common legislation regarding crowdfunding among European states which recognize a tax abatement for donors