


TAKING
COOPERATION
FORWARD

 Verona, 12 Aprile 2019

 Le regole del Crowdfunding

 Angelo Rindone



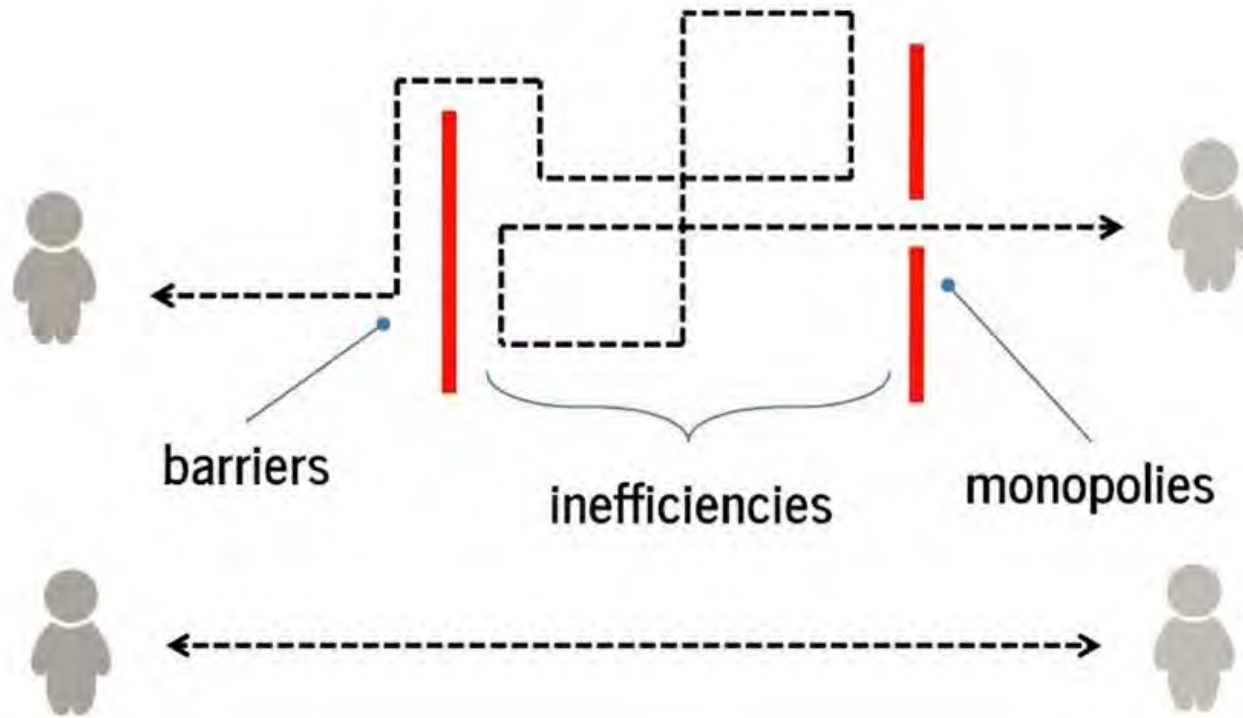
CROWDFUNDING LE REGOLE DEL GIOCO



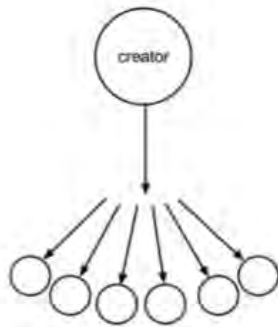
IL GIOCO



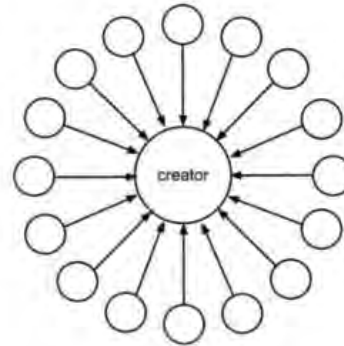
LA DISINTERMEDIAZIONE



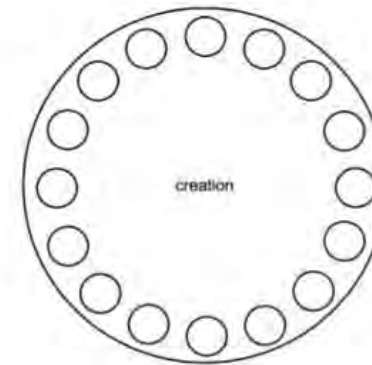
IL PARADIGMA



mass
production



Crowd
Funding



Crowd
Sourcing



CROWD...

FUNDING

DONATION / REWARD



INVESTING

EQUITY / LENDING

ATTORI DEL CROWDFUNDING

donation/reward



ASSOCIAZIONI,
UNIVERSITA', SCUOLE,
STARTUP, PRIVATI



DONATORI, SOSENITORI



PROGETTI, IDEE, INIZIATIVE
RICERCA, INNOVAZIONE



ENTI e FONDAZIONI



AZIENDE CO-FINANZIATRICI
(CSR, OPEN INNOVATION)

PIATTAFORME

NUMERI DEL CROWDFUNDING

donation/reward

50

PIATTAFORME

PROGETTI FINANZIATI

12.000

€ 51.000.000

FONDI RACCOLTI

RACCOLTA MEDIA PER PROGETTO

€ 4/5.000

800.000

DONATORI
STIMATI



LE REGOLE



SETUP

- CHI SEI
- COSA VUOI FARE
- QUANTO TI SERVE
- IN QUANTO TEMPO
- COSA DAI IN CAMBIO

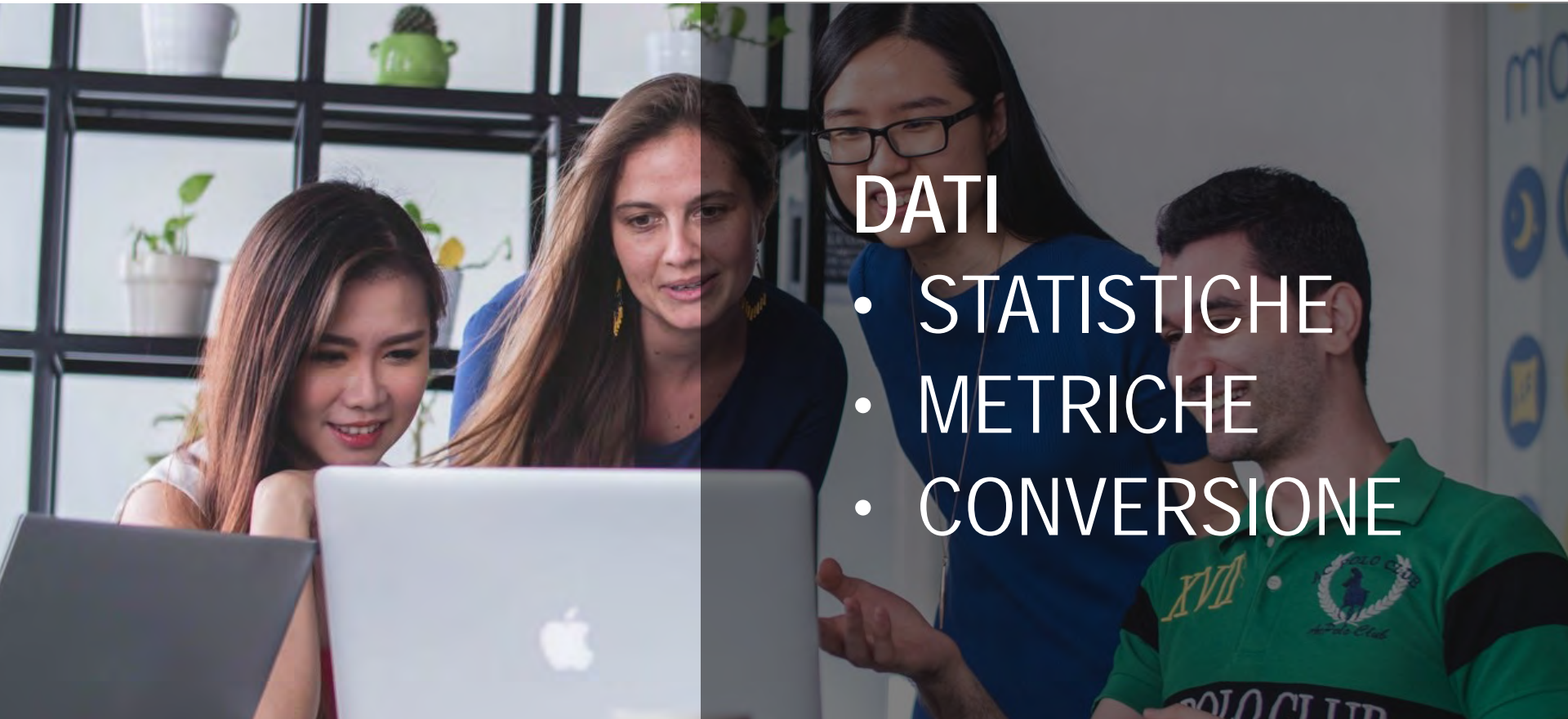




COMUNICAZIONE

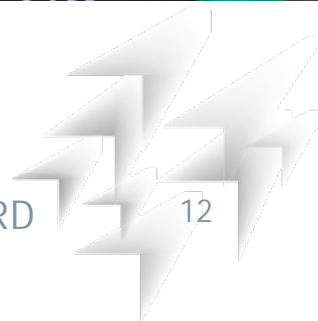
- DIRETTA
- ONLINE/OFFLINE
- SOCIAL
- CREATIVA





DATI

- STATISTICHE
- METRICHE
- CONVERSIONE



GRAZIE!

