

# Фінансування проектів

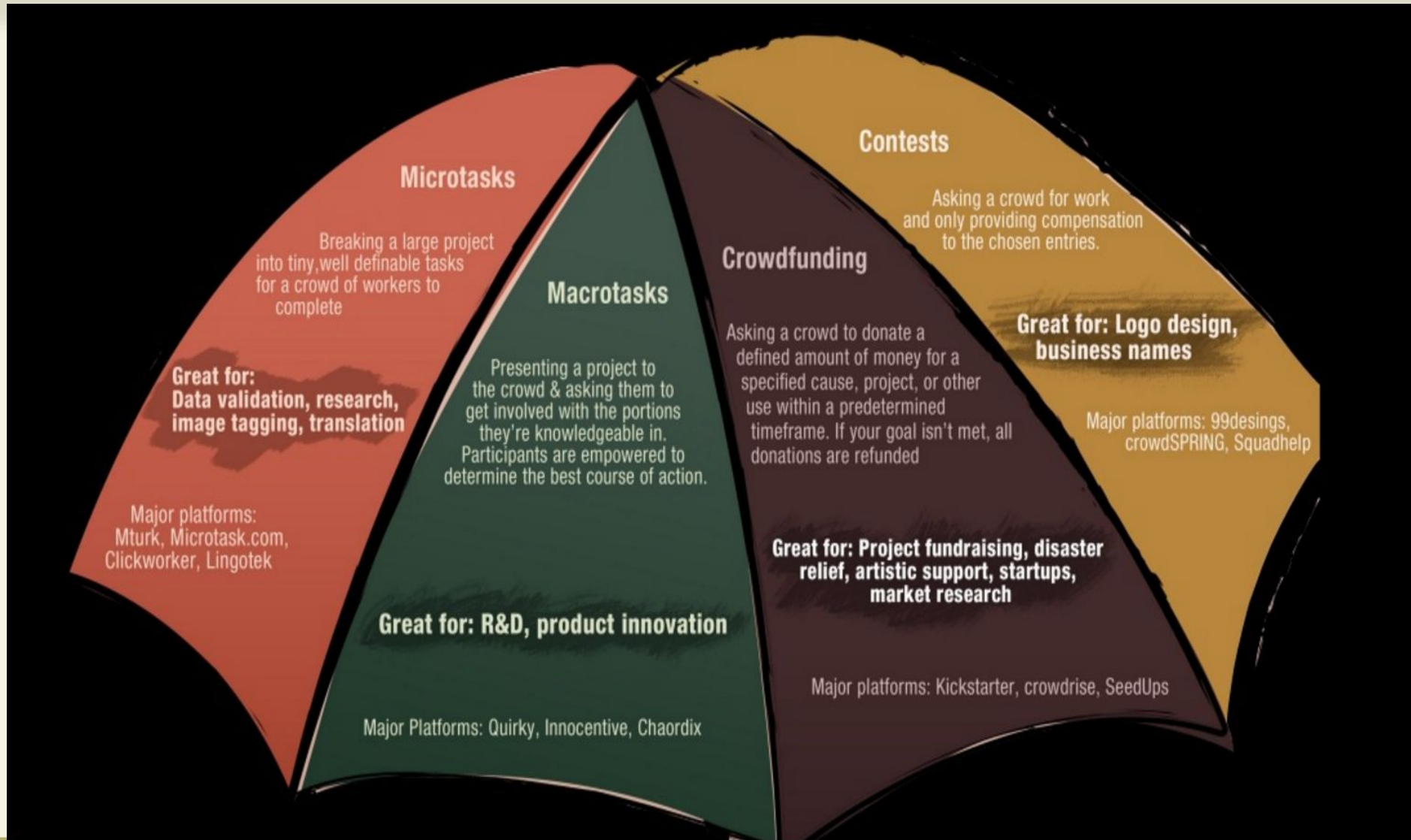
*Краудфандинг, венчурне  
інвестування та ангели*



# Краудсорсинг



# Види краудсорсингу



# Wikipedia

New features  Log in / create account

Article Discussion Read Edit View history  

Please read:  
A personal appeal from  
Wikipedia founder Jimmy Wales



## Fundraising

From Wikipedia, the free encyclopedia

*"Contributions" redirects here. For information about the Wikipedia user contributions log, see [Help:User contributions](#).*

**Fundraising** or **fund raising** (also **development**) is the process of soliciting and gathering [contributions](#) as [money](#) or other [resources](#), by requesting donations from individuals, businesses, charitable foundations, or governmental agencies (see also [crowd funding](#)). Although fundraising typically refers to efforts to gather money for non-profit organizations, it is sometimes used to refer to the identification and solicitation of investors or other sources of capital for for-profit enterprises.



# Перспективи



**\$3.3Tn**

Alternative Finance  
Immediately Addressable  
Market Opportunity<sup>1</sup>



**\$300Bn**

Value of the Early  
Stage Investment  
Market<sup>2</sup>



**\$65Bn**

Estimated Revenue  
Crowdfunding Added to the  
Global Economy in 2014<sup>3</sup>



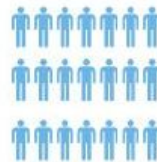
**1,250**

Number of  
Crowdfunding  
Platforms Worldwide<sup>4</sup>



**410%**

Equity crowdfunding  
average growth rate  
2012-2014<sup>5</sup>



**270,000**

Number of jobs  
crowdfunding  
created in 2014<sup>3</sup>



**100M+**

Unaccredited  
investors in the U.S.

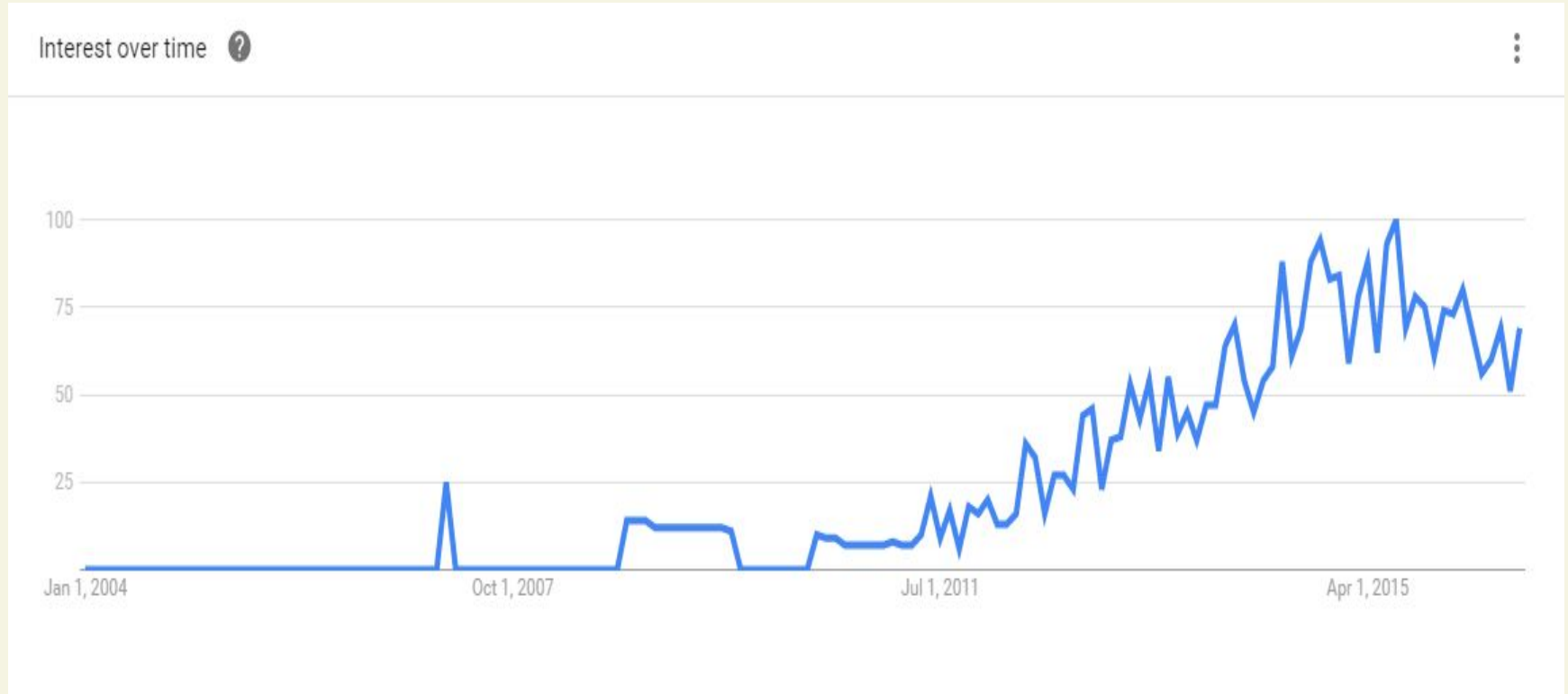


**351%**

Increase in quarterly  
revenue post equity  
crowdfunding

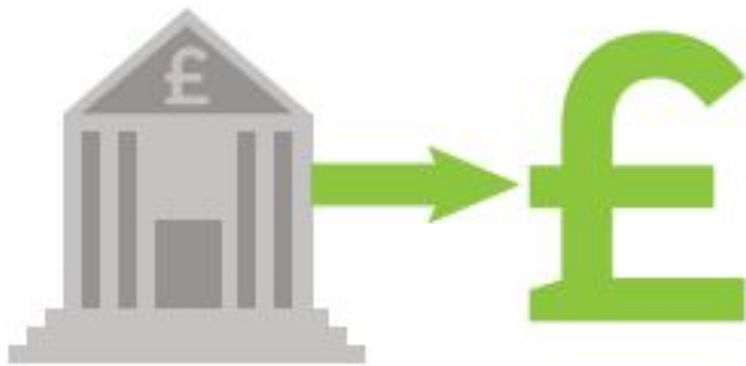


# Google Trends



# CROWDFUNDING

Financing of projects based on **large** number of **small** financial contributions in form of **donation**, **loan** or **investment**



Bank loan



Crowdfunding

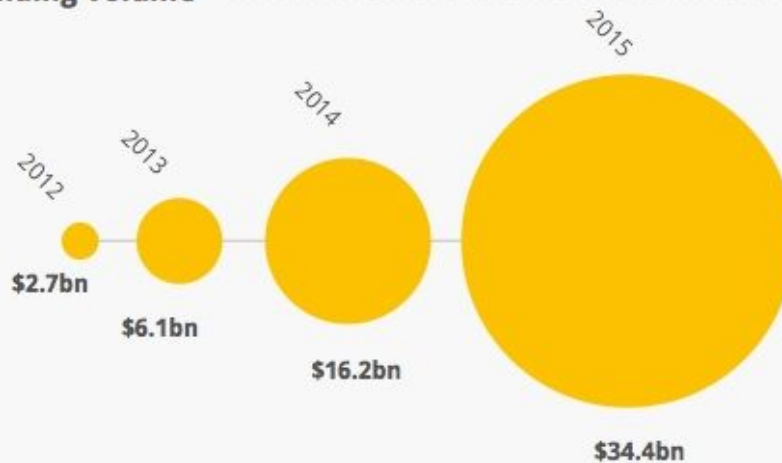






# Обсяги залучених коштів

## Total Funding Volume



## Total Funding Volume: 2015

**\$34.44bn**



Source: Massolution 2015CF

Growth by crowdfunding model prediction for 2015 in millions of USD (research based estimate).



# Регіональний розподіл



Growth by crowdfunding region prediction for 2015 in millions of USD (research based estimate)

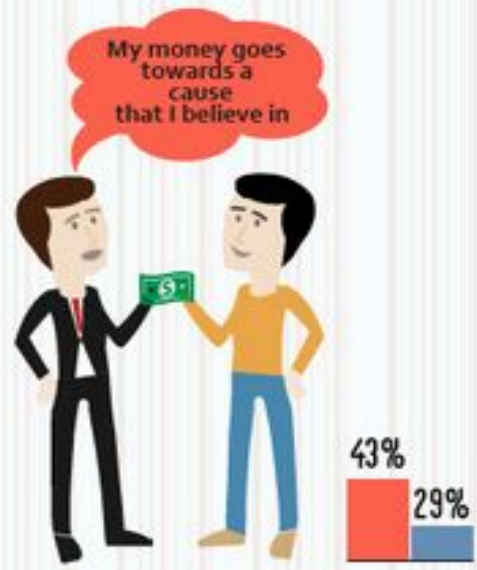


INDUSTRY SHARE

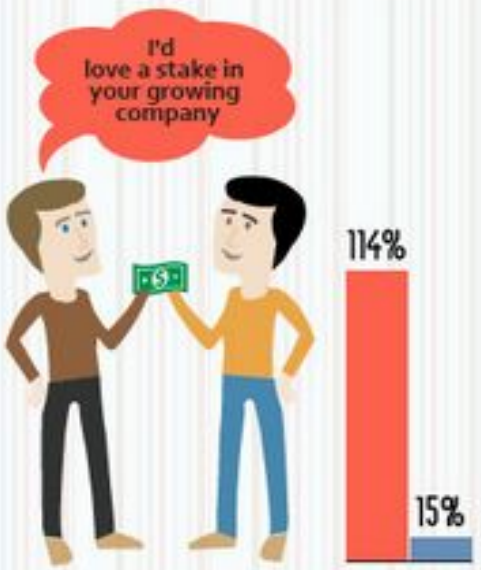
GROWTH



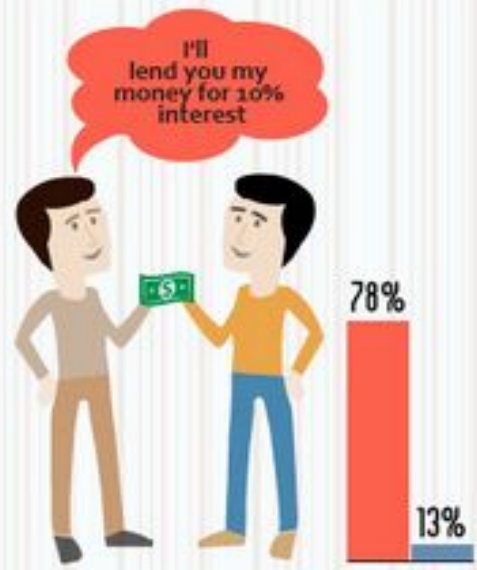
REWARD BASED



DONATION BASED



EQUITY BASED



LENDING BASED

# Crowdfunding types



# CROWDFUNDING PLATFORMS



# Types of Crowdfunding

**Donations-Based:**



**Equity:**



**Lending:**



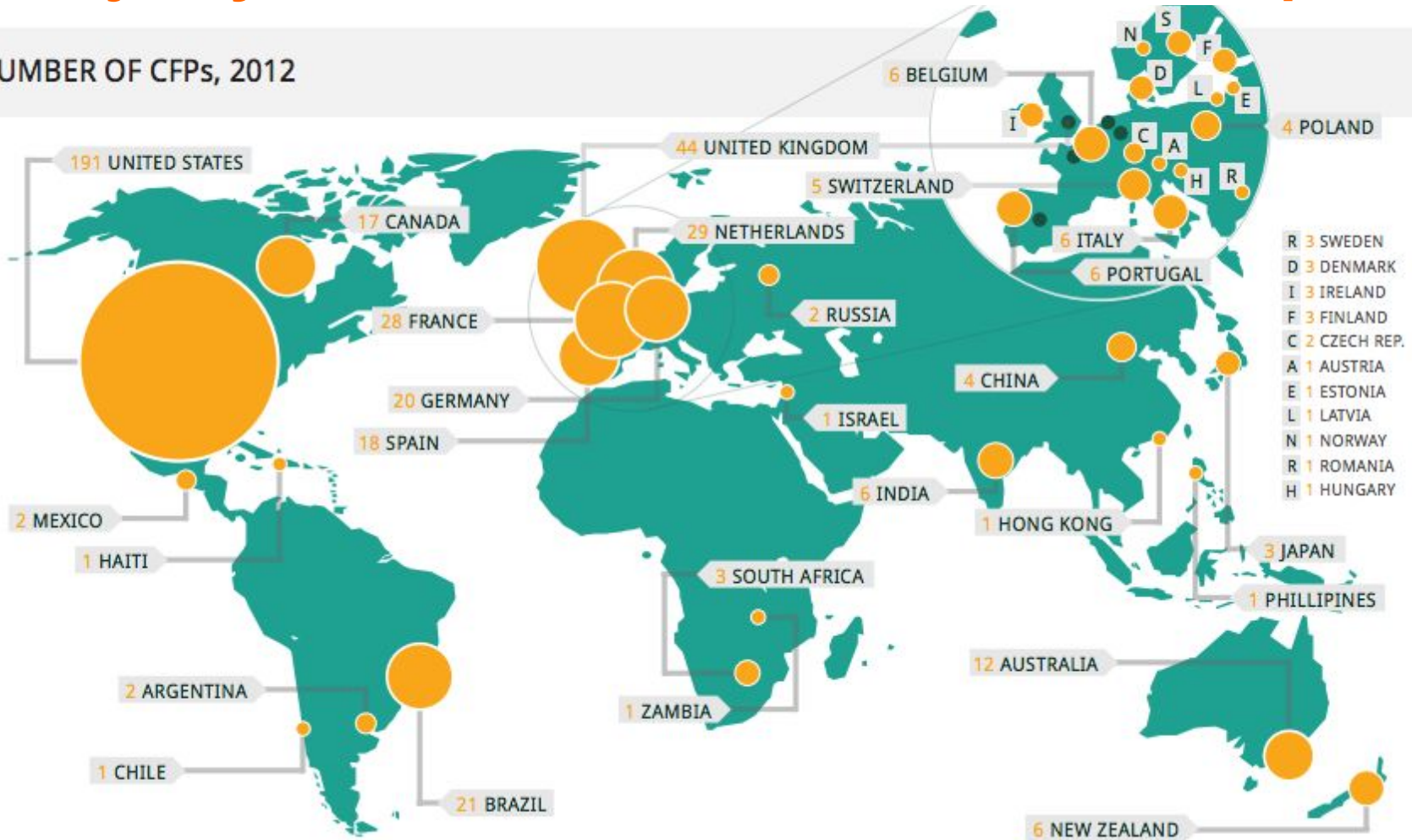
**Rewards-Based:**

**KICKSTARTER**



# More than 450 CFPs are active worldwide; the majority based in North America and Europe

NUMBER OF CFPs, 2012



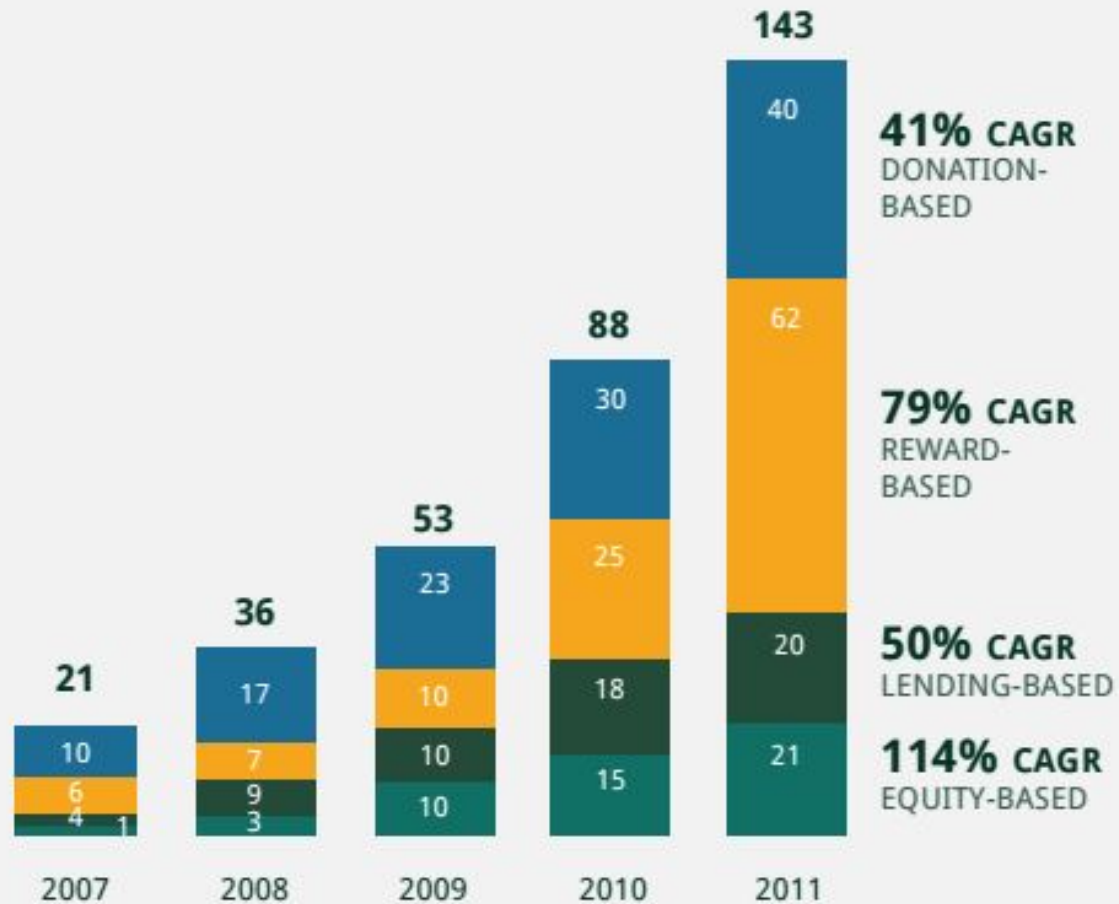
Source: Based on Crowdsourcing.org Directory of Sites as of April 2012

**Most of these are reward based (43% in 2011)**

Source: crowdsourcing.org, Crowdfunding industry report, 2012

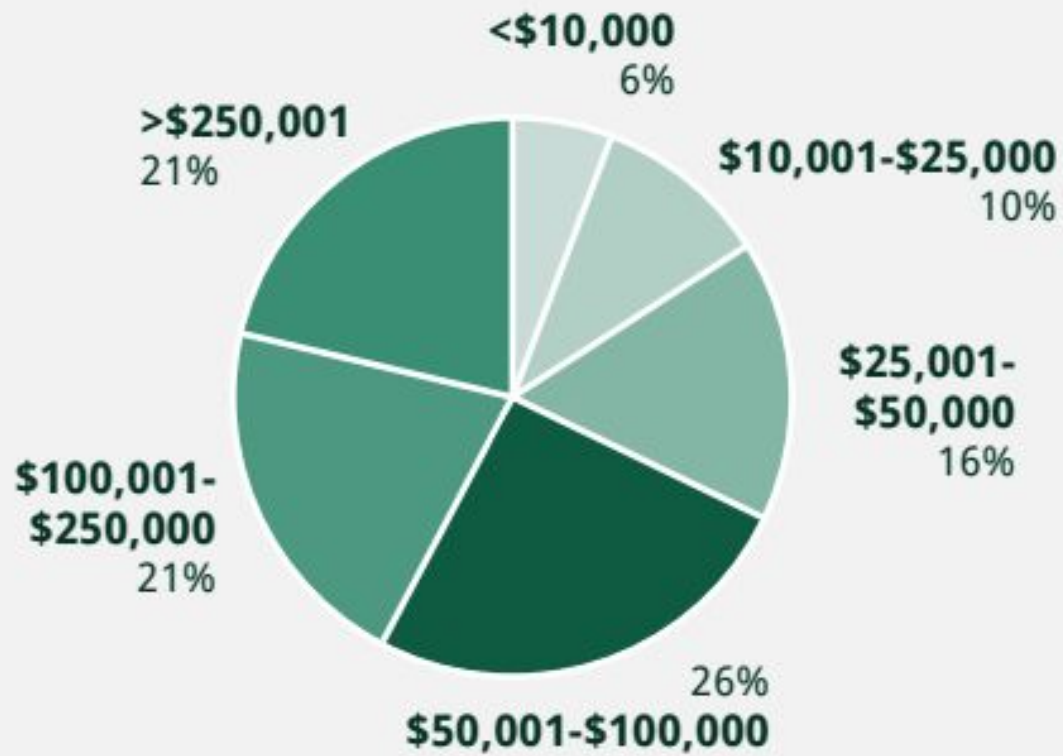
# GROWTH IN NUMBER OF CFPs BY CATEGORY

Based on a sample of 143 CFPs



# FUNDS PAID OUT PER EQUITY-BASED PROJECT

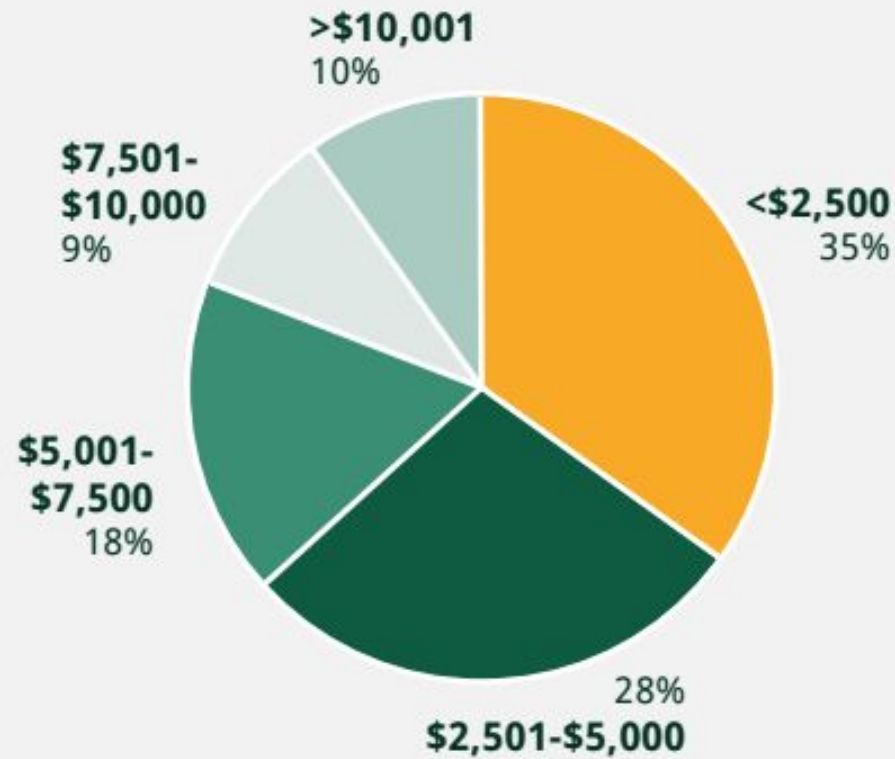
Percentage, based on sample of 10 CFPs, 2011





# FUNDS PAID OUT PER PROJECT FOR DONATION-BASED AND REWARD-BASED PROJECTS

Percentage, based on a sample of 25 CFPs, 2011



Source: Massolution



# Kickstarter

**\$2,572,748,699**

total dollars pledged to Kickstarter projects

**111,264**

Successfully funded projects

**11,460,780**

Total backers

**3,610,378**

Repeat backers

**32,448,318**

Total pledges



Category	Successfully Funded Projects	Less than \$1,000 Raised	\$1,000 to \$9,999 Raised	\$10,000 to \$19,999 Raised	\$20,000 to \$99,999 Raised	\$100 K to \$999,999 Raised	\$1 M Raised
<b>All</b>	<b>111,264</b>	<b>13,350</b>	<b>64,025</b>	<b>15,825</b>	<b>14,759</b>	<b>3,117</b>	<b>188</b>
Music	23,743	2,323	17,098	3,039	1,225	57	1
Film & Video	21,274	2,383	12,147	3,359	3,058	321	6
Publishing	9,732	1,453	6,144	1,252	823	60	0
Art	9,385	2,050	5,953	851	491	38	2
Games	8,616	663	3,375	1,576	2,234	698	70
Design	7,332	474	2,514	1,312	2,247	749	36
Theater	5,886	821	4,308	483	257	17	0
Food	5,073	558	2,120	1,198	1,136	55	6
Technology	4,716	305	1,336	648	1,466	897	64
Comics	4,193	520	2,604	549	454	65	1
Fashion	4,043	415	1,888	751	850	137	2
Photography	2,792	511	1,606	394	268	13	0
Dance	2,064	193	1,631	183	56	1	0
Crafts	1,567	528	830	126	80	3	0
Journalism	848	153	471	104	114	6	0



ВСЕ ПРОЕКТЫ

МУЗЫКА

# АКВАРИУМ / БГ: запись и издание новых песен

< КОД ПРОЕКТА >



Поделились 90

УСПЕШНО СОБРАНО СРЕДСТВ, РУБ

**7 303 803**

ЦЕЛЬ ПРОЕКТА

**3 000 000 Р**

КУПЛЕНО

**5 118 акций**

ПРОЕКТ ЗАВЕРШЕН

**21 декабря 2015**

Место реализации: Санкт-Петербург

Проект успешно завершен!



# 10 проєктів зараз чекають твоєї підтримки

- Економіка
- Література
- Музика
- Діти
- Здоров'я
- Відео
- Екологія
- Інтернет
- Соціальний бізнес
- Технології
- Місто
- Дизайн
- Кіно
- Театр
- Мистецтво
- Професійна подорож
- Медіа
- Освіта
- Права людини
- Транспорт
- Нові**



## "Казки Херсонщини"

Видання першої книги сучасних дитячих оповідань "Казки Херсонщини" з любов'ю до рідного краю!

Юлія Ситник

2

98

днів

550

грн



## Хоспіс для опіки над покинутими літніми людьми

Зробіть свій вклад у підтримку волонтерського хоспісу для самотніх літніх людей. Наша мета – подарувати покинутим стареньким достойну старість

Ira Datsenko

88

80

днів

23.9k

грн



## OpenWorld

Соціальний проєкт, спрямований на допомогу незрячим людям та людям з вадами зору. Ми розробляємо комплекс (маячки, сайт, мобільний додаток), який вирішує проблему навігації в інфраструктурі міста.

Ivan Seleznov

15

79

днів

3.3k

грн



## Перший повний онлайн курс "Історія України"

Перший повний онлайн курс "Історія України" на платформі online.zno.ua для учнів 1-11 класів.



## Центр соціальних ініціатив

Центр соціальних ініціатив (ЦСИ) – це місце, де громадські активісти та волонтери зможуть пройти спеціальний курс тренінгів, отримати



## Фільм "ТССС"

"ТССС" - це сучасний документальний фільм про лікарів-реаніматологів, які щодня рятують життя бійців АТО завдяки невідомим раніше в Україні

# AoN VS KiA

- All or Nothing
- Keep it All



# Pebble



Backers – 68, 929

Funding received - \$ 10,266,845

Pledged initial – \$ 100,000

Pebble is a customizable watch with downloadable watchfaces and useful internet-connected applications. Pebble connects to iPhone and Android smart phones using Bluetooth, alerting you with a silent vibration to incoming calls, emails and messages. The current prototype of Pebble is now close to entering the production phase and we may see the product on people's wrists very soon.



<http://www.kickstarter.com/projects/597507018/pebble-e-paper-watch-for-iphone-and-android?ref=most-funded>

# Oculus Rift



Backers – 9522

Funding received - \$ 2,437,429

Pledged initial – \$ 250,000

Oculus Rift is a new virtual reality (VR) headset designed specifically for video games. With an incredibly wide field of view, high-resolution display, and ultra-low latency head tracking, the Rift provides a truly immersive experience that allows you to step inside your favorite game and explore new worlds like never before. Designed by gamers for gamers, the Rift takes 3D gaming to the next level.



<http://www.kickstarter.com/projects/1523379957/oculus-rift-step-into-the-game?ref=category>





# Petcube



Backers – 824

Funding received - \$ 102,899

Pledged initial – \$ 100,000

Petcube brings people closer to their loved pets. Petcube is a 4 x 4 x 4 inches gadget consisting of extruded aluminum casing, front glass, wide angle camera, 2 servo motors, low intensity laser, microphone and speakers, circuit board, notification LED and mini-USB port. The device is plugged into the wall with a mini-USB power adapter and is connected to your home Wi-Fi. You can check your pets via your smartphone from anywhere across the globe. The in-built speakers & microphone enables you to have conversations with your pet.



# Real Estate Crowdfunding

- В 2015 обсяг ринку склав \$484 млн
- Це в 3 рази більше, ніж в 2014



- **Pledge \$10,000**
- The Ultimate Pledge Pack. We really want to thank you for your generous pledge in person. You will receive an INVITE TO THE OBSIDIAN PROJECT ETERNITY DEVELOPER LAUNCH PARTY + AN INVITE TO COME PLAY A GAME AT OBSIDIAN. You and a buddy get to party with the game developers at Obsidian and get a behind the scenes tour of the Obsidian office. You get to have a once in a lifetime opportunity to play a board or pen and paper game of your choice with Chris Avellone, Tim Cain, Josh Sawyer, and Feargus Urquhart! You must be able to pay for travel and accommodations to the Obsidian office in Irvine, California for the party and game day. You will receive everything else: The Complete Kickstarter Obsidian Pack (\$500 reward tier) + 10 EXTRA DIGITAL DOWNLOADABLE COPIES OF PROJECT ETERNITY to gift your friends and family + DESIGN AND NAME AN NPC + DESIGN AN EPIC WEAPON + CUSTOM PORTRAIT. You also get the top tier WATCHER FORUM BADGE.
- **5 backers**



# **BENEFITS OF CROWDFUNDING**

**More Efficient than Traditional Methods**

**Gives a Social Exposure**

**Marketing opportunity**

**Risk Minimization**

**Proof of Concept**

**Reaching Investors Far and Wide**

# More Efficient than Traditional Methods

- Compared to traditional fundraising, setting up a successful crowdfunding campaign on a crowdfunding platform is far more efficient and effective in getting your message out to the right people.
- Everything in one centralized location where potential backers can find you.



# Gives a Social Exposure

- A strong, highly visible crowdfunding campaign can provide validation and social proof that's vital in charting your path forward.



# Marketing Opportunity

- Funders provide introductions to entrepreneurs that provide valuable market opportunities.
- A well-planned and properly executed crowdfunding campaign can serve as a vehicle to reach stakeholders.



# Risk Minimization

- Starting a company is risky, but securing funding doesn't have to be. Crowdfunding allows entrepreneurs to leverage the collective assets of their network, which gives them the opportunity to raise capital without giving up company equity.





# Proof of Concept

- A successful crowdfunding campaign answers the question and shows there are others who believe in the project. So when it's time to explain your business to traditional funders you have already had an opportunity to vet the process.



# Reaching Investors Far and Wide

- Startups that raise capital on crowdfunding sites can share their deals with a widespread accredited investor base without relying on expensive and time-consuming travel.



# Why crowdfund?

- Difficulty in raising funds from traditional sources
- Test market or establish user base
- Marketing & publicity for your product or service
- Faster time to market
- Funding (may not be large amount of money though)
- Screening device for investors
- Access greater pool of investors: further afield or people without right “connections”
- Skills, connections, and other resources?



# Ризики

- Проект не реалізовано
- Асиметрія інформації
- Moral hazard
- Ризик ліквідності (відсутній або не розвинений вторинний ринок)
- Крах платформи
- Отримано недостатньо коштів
- Шахрайство
- Розмиття пакетів акцій





# PRESIDENT OBAMA SIGNS THE JOBS ACT

APRIL 5, 2012



# WHAT IS THE JOBS ACT?

## Key provisions of the JOBS Act:

A company  
can raise  
as much as

**\$1**  
million

a year from  
individual  
investors



Investors whose net worth  
or annual income is

**< \$100,000**

can invest a max of

**\$2,000**

or **5%** of their  
income

(whichever is greater)

Investors whose net worth  
or annual income is

**> \$100,000**

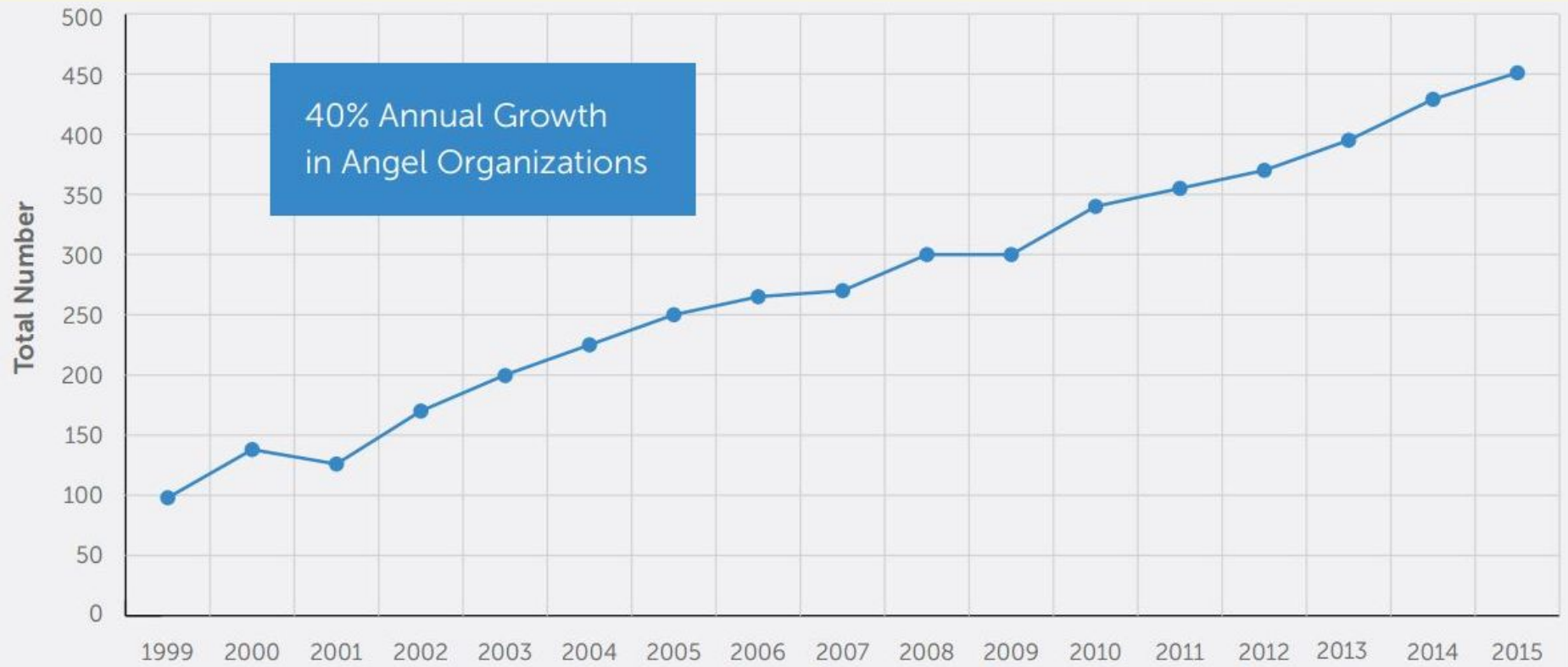
can give

**10%**

of their annual  
income

# Business Angels



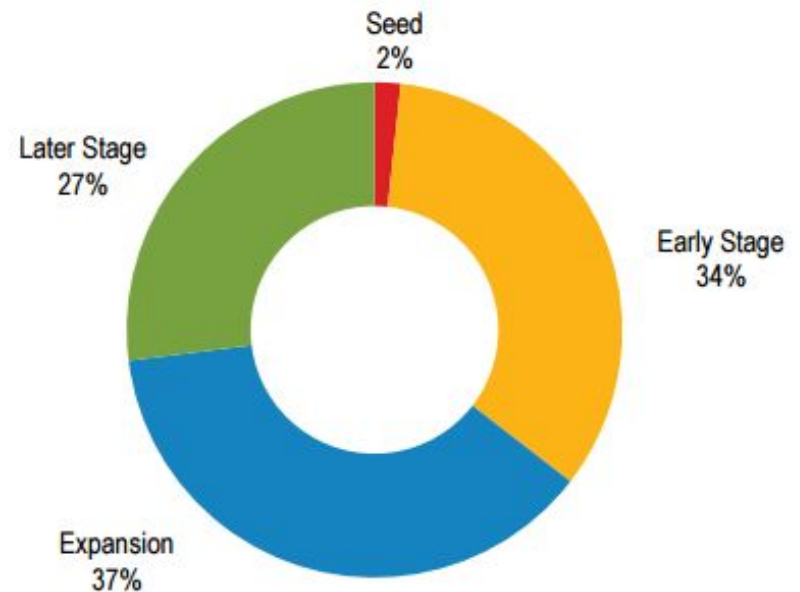




# Venture funding

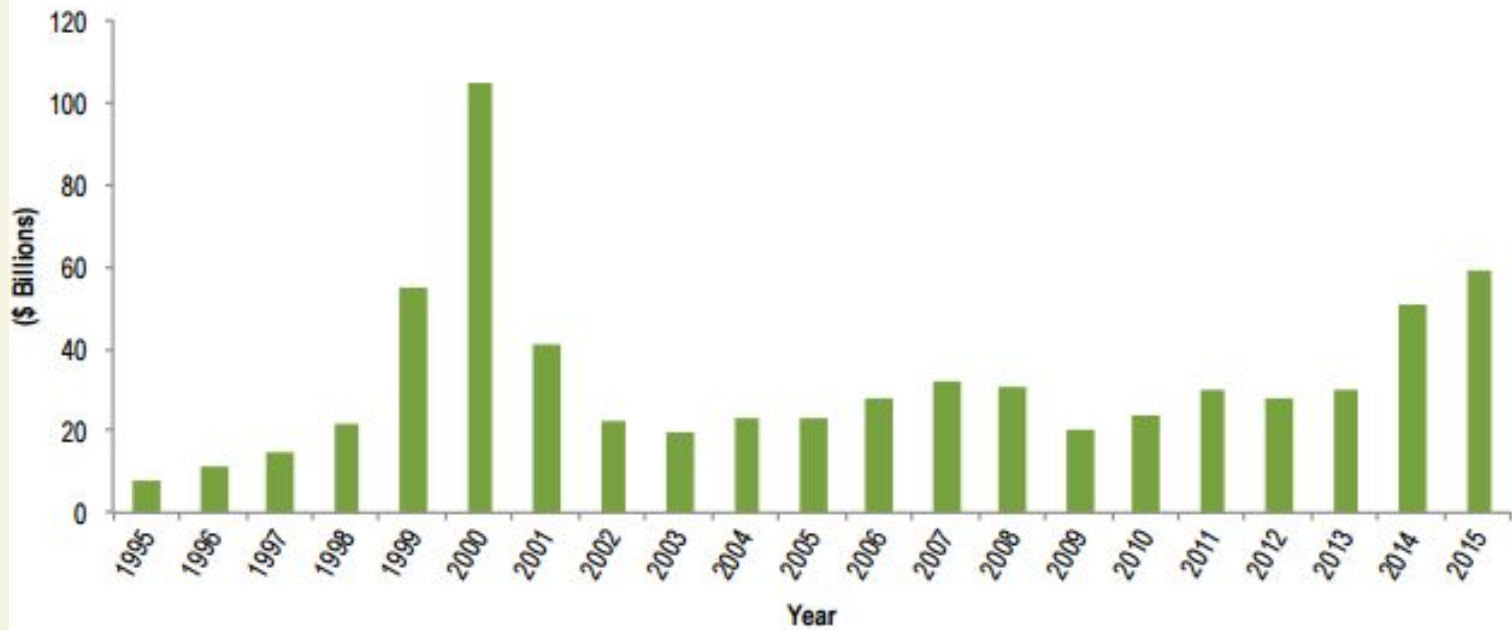
Stage at which investment made	Risk of loss
Seed-stage	66.2%
Start-up stage	53.0%
Second stage	33.7%
Third stage	20.1%
Bridge/pre-IPO stage	20.9%

Figure 6.0  
Venture Capital Investments in 2015  
By Stage (% of Dollars Invested)



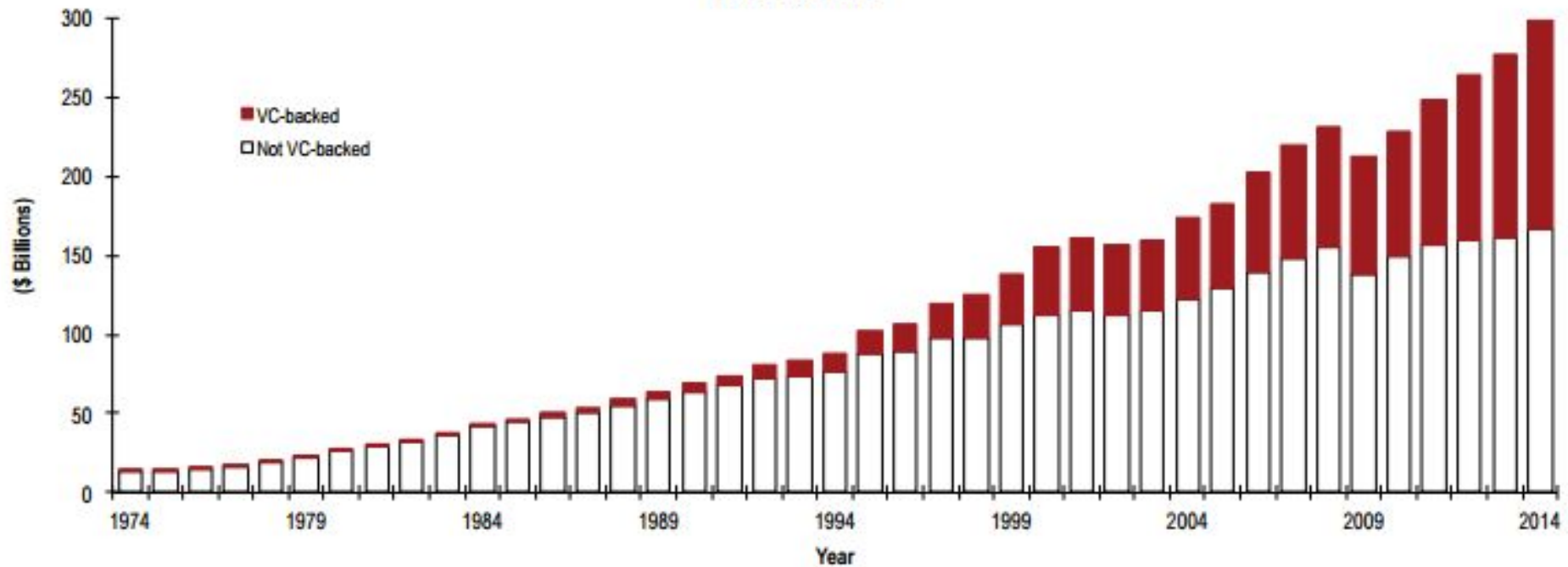
# Обсяги фінансування

Figure 4.0  
Venture Capital Investments (\$ Billions)  
1995 to 2015



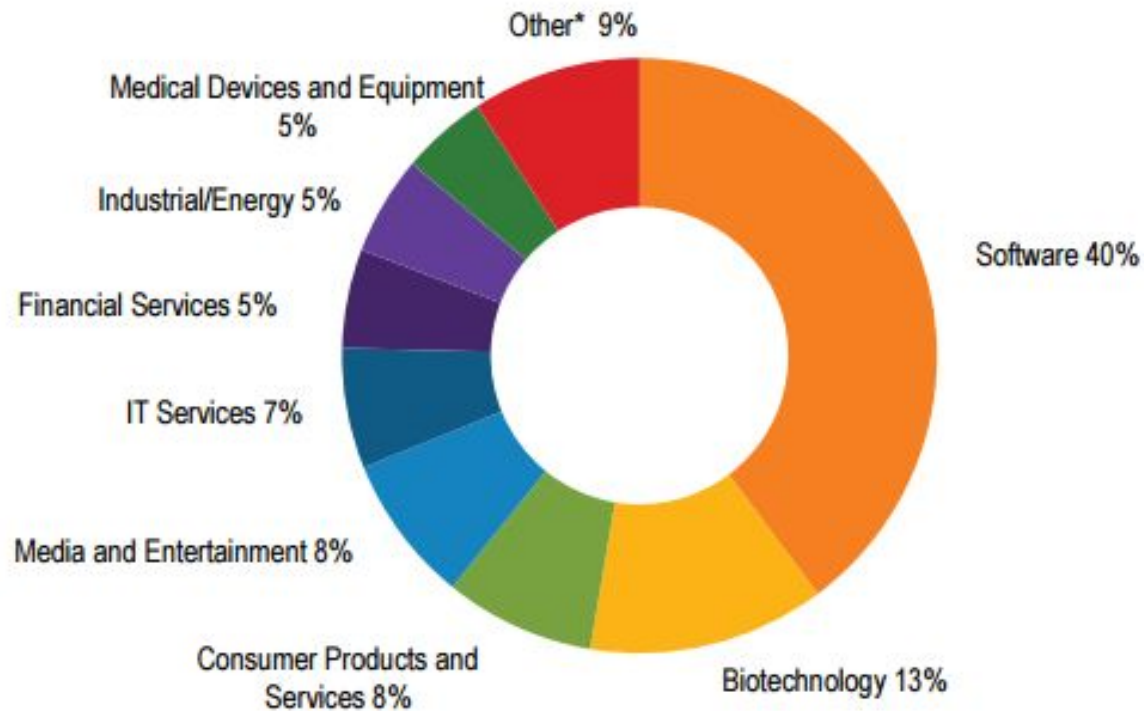
# R & D

Research & Development Spending by Venture-backed Public Companies<sup>1</sup>  
1974 to 2014



# Куди йдуть гроші?

**Figure 7.0**  
**Venture Capital Investments in 2015 By Industry Sector**  
(% of Dollars Invested)



**Дякую за  
увагу!**

