

The Economics Of Crowdfunding Startups Portals And Investor Behavior

New products are the major driver of revenue growth in today's dynamic business environment. In this Handbook, the world's foremost experts on new product development bring together the latest thinking on this vitally important topic. These thought-leading authors organize knowledge into useful and insightful frameworks covering all aspects of new product development: companies, collaborators, customers, context, markets, and performance. Managers will benefit from the handbook by expanding their knowledge of new product development and researchers will learn about opportunities to continue expanding on this body of knowledge.

This handbook provides the first comprehensive overview of the fast-evolving alternative finance space and makes a timely and in-depth contribution to the literature in this area. Bringing together expert contributions in the field from both practitioners and academics, in one of the most dynamic parts of the financial sector, it provides a solid reference for this exciting discipline. Divided into six parts, Section 1 presents a high-level overview of the technologically-enabled finance space. It also offers a historical perspective on technological finance models and outlines different business models. Section 2 analyses digital currencies including guides to bitcoins, other cryptocurrencies, and blockchains. Section 3 addresses alternative payment systems such as digital money and asset tokenization. Section 4 deals with crowdfunding models from both a theoretical perspective and from a regulatory perspective. Section 5 discusses data-driven business models and includes a discussion of neural networks and deep learning. Finally, Section 6 discusses welfare implications of the technological finance revolution. This collection highlights the most current developments to date and the state-of-the-art in alternative finance, while also indicating areas of further potential. Acting as a roadmap for future research in this innovative and promising area of finance, this handbook is a solid reference work for academics and students whilst also appealing to industry practitioners, businesses and policy-makers.

This book responds to the growing demand for a scientific approach to the concept of startups, which are a manifestation of the digital revolution and an innovation-driven economy. With a focus on digital enterprises, the author presents empirical research carried out over 4 years in collaboration with the Startup Poland Foundation, and provides a developed universal definition of a startup. This book highlights the necessity of a clear definition, in order for startups to be treated as a permanent economic phenomenon, rather than a temporary whim. Addressing the crucial need for an effective startup management methodology and more education on this form of entrepreneurship, *Digital Startups in Transition Economies* offers guidance for those researching entrepreneurship and innovation, as well as entrepreneurs, public institutions, startup accelerators and technology transfer centres.

This book aims to take stock and systemize existing knowledge on crowdfunding while providing overview of the industry, its regulatory environment and advancing the insight into the role of crowdfunding in the startup lifecycle. It is adopting an exploratory and phenomenon-based approach which is deemed appropriate when investigating rather new phenomena. Furthermore, the research combines survey and interview methodologies to assess the opinion and real-world behavior of different stakeholders in crowdfunding marketplace and identify gaps requiring further academic consideration. Empirical data was gathered using multiple interactive web-based questionnaires distributed to different stakeholders and "informed general public" mainly through the social networks (LinkedIn, Facebook and Twitter) and direct solicitation of entrepreneurial associations, networks and online communities. The study conducted relies on both qualitative and quantitative analysis in attempt to find data patterns useful in future research and establish some managerial and policymaker recommendations based on limited evidence collected. The work adds value to this field through a 3-fold contribution: Taking a look at crowdfunding through the prism of SWOT analysis of the practice itself and Porter's 5 forces analysis of crowdfunding platforms industry. Providing evidence in favor of implementing various degrees of regulation based on different crowdfunding categories, using the Italian case of equity-based crowdfunding regulation as a model. Finally, it yields some interesting findings on relevance of crowdfunding in the venture startup while pointing out key motivators which make entrepreneurs consider this fundraising option. In addition, related policymaker/managerial implications are exposed and academic literature updated with reference to contemporary developments in this dynamic field.

The Economics of Crowdfunding Startups, Portals and Investor Behavior Palgrave Macmillan

This open access book presents a comprehensive and up-to-date collection of knowledge on the state of crowdfunding research and practice. It considers crowdfunding models and their different manifestations across a variety of geographies and sectors, and explores the perspectives of fundraisers, backers, platforms, and regulators. Gathering insights from a wide range of influential researchers in the field, the book balances concepts, theory, and case studies. Going beyond previous research on crowdfunding, the contributors also investigate issues of community, sustainability, education, and ethics. A vital resource for anyone researching crowdfunding, this book offers readers a deep understanding of the characteristics, business models, user-relations, and behavioural patterns of crowdfunding.

Our world is experiencing increasingly complex social and environmental challenges. The prevailing business models and, to some extent, capitalism per se, are frequently blamed for these problems due to their neglect of social and environmental values in favour of financial returns. Within this context, social finance has attracted the attention of governments, organizations, entrepreneurs, and researchers as a means of mobilizing resources and innovation with the goal of establishing effective long-term solutions. This edited collection summarizes, discusses, and analyzes new innovative trends in social finance. It features contributions that aim to highlight emerging trends (products, tools, and processes) in social finance, present a series of case studies related to the development, deployment, and scaling of social finance innovations, offer an understanding of how non-economic externalities are being incorporated, managed, and assessed in recent innovations, reveal the disruptive potential of social finance innovations by analyzing how they are redefining mainstream finance, analyze the scales of operation and impact of different innovations, and explore the complex relationship between social finance and social innovation. Featuring contributions from both the research and practitioner community as well as policy actors, the book provides more than a snapshot of the current social finance field by specifically highlighting the major challenges and difficulties that require the urgent attention of policymakers and social entrepreneurs. Thomas Walker is a full professor of finance at Concordia University in Montreal, Canada. He previously served as an associate dean, department chair, and director of Concordia's David O'Brien Centre for Sustainable Enterprise. Prior to his academic career, he worked for firms such as Mercedes Benz, KPMG, and Utility Consultants International. He has published over 70 journal articles and books. Jane McGaughey is an associate professor of diaspora studies at Concordia University's School of Irish Studies, holding a PhD in Irish history from the University of London. Her research focuses on the intersections of historical and contemporary migration, gender, and ethnic discrimination. Sherif Goubran is an instructor in the Department of Architecture (School of Sciences and Engineering) at the American University in Cairo. He is currently a PhD candidate in the Individualized Program (INDI) at Concordia University, where he is conducting interdisciplinary research on sustainability in the built environment within the fields of design, building engineering, and real estate finance. Nadra Wagdy is an associate consultant at CID Consulting in Egypt. She is contributing to the development and scaling of an Extended Producer Responsibility program, working with the informal waste sector. She has extensive experience supporting cooperatives and not-for-profit organizations across their development phases: starting from validating their business plan and governance model to scaling-up their operations.

The great and fastening strides of the Fintech revolution continuously transform once-static traditional financial industry and provision of credit in particular. Blockchain innovation has led to creation of new industry of raising funds without the need for financial intermediaries such as venture capital or banks. In this book we build up a holistic picture of the token sales or initial coin offerings (ICOs) from their inception in 2013 to our days. We analyze the initial phases of the industry's development, collecting information on all campaigns or ICO attempts in this

period, providing a thorough quantitative analysis of the phenomenon. We also provide a detailed account of token sales mechanics and overview all the main actors in this new ecosystem of blockchain-based financing. By leveraging the open data on token sales contributions, we study the behavior of token sales investors and find out that recurrent investors do not succeed in selecting better ICO projects but bigger investors do. In the last part of the book, we study crypto tokens as investments and overview their functionality and risks involved, as well as look at the alternative methods of creating and distributing tokens and compare them to token sales.

Artificial intelligence and related technologies are changing both the law and the legal profession. In particular, technological advances in fields ranging from machine learning to more advanced robots, including sensors, virtual realities, algorithms, bots, drones, self-driving cars, and more sophisticated “human-like” robots are creating new and previously unimagined challenges for regulators. These advances also give rise to new opportunities for legal professionals to make efficiency gains in the delivery of legal services. With the exponential growth of such technologies, radical disruption seems likely to accelerate in the near future. This collection brings together a series of contributions by leading scholars in the newly emerging field of artificial intelligence, robotics, and the law. The aim of the book is to enrich legal debates on the social meaning and impact of this type of technology. The distinctive feature of the contributions presented in this edition is that they address the impact of these technological developments in a number of different fields of law and from the perspective of diverse jurisdictions. Moreover, the authors utilize insights from multiple related disciplines, in particular social theory and philosophy, in order to better understand and address the legal challenges created by AI. Therefore, the book will contribute to interdisciplinary debates on disruptive new AI technologies and the law.

This comprehensive Research Handbook provides an in-depth analysis of the different financial law approaches, legal systems and trends throughout Asia. It considers how reforms following the crises have been critical for the development and growth of the region and explores a broad range of post-crisis financial regulatory issues. This timely book also examines how inconsistent and divergent approaches to financial market regulation are curtailing the region’s potential. Crowdfunding is a hot topic and this Handbook provides a service to the research community by codifying, discussing and examining research in this area. It will be a starting point for researchers seeking high quality research in this new and important area.

This book gathers selected papers presented at the 2020 World Conference on Information Systems and Technologies (WorldCIST’20), held in Budva, Montenegro, from April 7 to 10, 2020. WorldCIST provides a global forum for researchers and practitioners to present and discuss recent results and innovations, current trends, professional experiences with and challenges regarding various aspects of modern information systems and technologies. The main topics covered are A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human–Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.

Financial technology is rapidly changing and shaping financial services and markets. These changes are considered making the future of finance a digital one. This Handbook analyses developments in the financial services, products and markets that are being reshaped by technologically driven changes with a view to their policy, regulatory, supervisory and other legal implications. The Handbook aims to illustrate the crucial role the law has to play in tackling the revolutionary developments in the financial sector by offering a framework of legally enforceable principles and values in which such innovations might take place without threatening the acquis of financial markets law and more generally the rule of law and basic human rights. With contributions from international leading experts, topics will include: Policy, High-level Principles, Trends and Perspectives Fintech and Lending Fintech and Payment Services Fintech, Investment and Insurance Services Fintech, Financial Inclusion and Sustainable Finance Cryptocurrencies and Cryptoassets Markets and Trading Regtech and Suptech This Handbook will be of great relevance for practitioners and students alike, and a first reference point for academics researching in the fields of banking and financial markets law.

The second edition of this book shows how full implementation of the Jumpstart Our Business Startups (JOBS) Act by the SEC in 2016 enables entrepreneurs and SME executives to leverage crowdfunding platforms to raise significant amounts of capital for their startups and small-to-medium-sized businesses. The unprecedented fundraising opportunities contained in the hundreds of pages of new SEC rules have generated tremendous excitement in the startup, small business, angel investing, and venture capital worlds—tempered by uncertainty about the correct interpretation of the rules and the compliance risks implicit in them. In *The JOBS Act: Crowdfunding Guide for Small Businesses and Startups*, 2nd Edition, crowdfunding pioneer William Michael Cunningham trawls the hundreds of pages of new rules for the essential takeaways and practical tips on successfully tapping the new crowdfunding sources that the JOBS Act opens up to small businesses and startups, while complying with new SEC regulations in the least burdensome way. The 2nd edition of *The JOBS Act* delivers the following new material: Updates and augments the 1st edition with description, analysis, and discussion of post-2012 SEC rules and forms implementing the JOBS Act Focuses on the final SEC rules that implement Title III (“Regulation Crowdfunding”) and Title IV (“Regulation A+”) to make the JOBS Act a practical fundraising vehicle for small business and startups Presents case studies of successful JOBS Act-compliant crowdfunding campaigns Tips readers to the opportunities, loopholes, and hazards in the hundreds of pages of new SEC rules that crowdfunders need know to maximize their fundraising success and avoid inadvertent non-compliance Deploys new graphical analysis tools and financial models summarizing and comparing characteristics of various equity-based and donation-based crowdfunding campaigns Reviews and describes significant Title III offerings

and highlights relevant Title IV offerings Lists all SEC/FINRA-approved equity crowdfunding platforms (“funding portals”) Describes Title VII and provides crowdfunding-pertinent information on the new Offices of Women and Minority Inclusion at twenty-nine federal agencies Who This Book Is For Entrepreneurs and small business owners who wish to leverage the JOBS Act to crowdfund their enterprises. The secondary readerships are investors, angels, venture capitalists, securities lawyers, community development specialists, and visitors to crowdfunding platforms, which are required under the JOBS Act to demonstrate to the SEC and FINRA that they are proactively providing educational resources to potential crowdfunders.

Volume compiles studies of the production and reproduction of market-supporting social infrastructures through the prism of knowledge commons.

Crowdfunding could represent a fundamental transformation in the way that startups, micro-enterprises and small and medium-sized enterprises (SMEs) access funding. It can be thought of as a no-strings attached version of the typical financial transaction and is underpinned in the notion that there is wisdom in a crowd. With crowdfunding, wishful entrepreneurs can seek out people who are interested in their project and offer them a strategic value proposition in exchange for their financial or non-financial support. This approach helps support out-of-the-box ideas which, in turn, leads many to proclaim that crowdfunding encourages experimentation and innovation, the latter being a critical driver of economic growth.

Leading economists discuss how economic policy can stimulate technological innovation.

Seminar paper from the year 2015 in the subject Business economics - Investment and Finance, grade: 1,3, The FOM University of Applied Sciences, Hamburg, language: English, abstract: In the past years the number of startups increased continuously. Often it is the case that a startup doesn't have the financial power to realize a business and if an investor or a financial institute refuses to support the startup many good ideas can fail already at the beginning. Therefore it is necessary for startups to find new ways for financing the business ideas. Crowdfunding is one method for financing and investing which nowadays reaches a high popularity and growth among innovative people, groups and companies. To get a better understanding of the whole context this term paper investigates the different perspectives and actors of crowdfunding to give an answer to the actual aim. The aim is to analyze whether crowdfunding is an appropriate way of gaining funds for startups or not. In the first part the theoretical information is provided. This includes definitions and differentiations of used basic terms like crowdfunding and crowdinvesting as well as the different forms of crowdfunding. Also in the same part the functionality and the historical development of crowdfunding will be shown. In chapter 3 the actors of crowdfunding – the startups, the investors and the platforms – will be described. This part will focus on the different reasons, aims and other important aspects for each of the actors. An overview of advantages and risks for startups and investors will be given in the fourth chapter. To have a better impression about the different crowdfunding forms, levels and scales, the fifth chapter will show some examples of successful crowdfunding campaigns. Based on all researched and derived information, the last chapter will give a summary and conclusion to the aim of this term paper.

Entrepreneurship is now unanimously considered a major engine for socio-economic development, mainly because it creates jobs and innovation. Governments around the world pay special attention to removing entrepreneurial barriers in order to support development via different policies, especially entrepreneurial finance. Developing, emerging and transition economies (DETEs) significantly differ from industrialized countries because of their specific conditions: institutions, infrastructure facilities, and bureaucratic procedures within the administrative system. Thus, firms and their entrepreneurs in and from DETEs may behave differently, particularly in terms of their financial strategies. Therefore, contextualizing is critical to better understand the relationship between entrepreneurial finance, innovation, and development in DETEs. This book provides a systematic and profound understanding of how finance, entrepreneurship, innovation, and their interactions contribute to economic development in DETEs, which cover a large number of countries in Asia, Central and Eastern Europe, Latin America, and Africa. The book mainly includes empirical studies and is divided into four parts. Part A includes four chapters which adopt a multinational approach to examine different sources and types of finance for entrepreneurship and small business in different groups of countries classified as DETEs. Part B also includes four chapters and focuses on entrepreneurial finance in specific countries belonging to the DETEs. Part C goes beyond the business scope of entrepreneurial finance and includes three chapters concerned with the relationship between finance, women's entrepreneurship, and poverty. Part D includes three chapters focusing on the comparison within developing countries as well as between developing and developed countries. This essential and comprehensive resource will find an audience amongst academics, students, educators, and practitioners, as well as policymakers and regulators.

This book focuses on market developments of crowdfunding, crowdinvesting, crowdlending, social trading, robo-advice, personal financial management, online payment and mobile payment in Germany. FinTech companies are an important driver of innovation in the financial industry. By making financial transactions more user-friendly and transparent, these firms potentially contribute to financial stability and economic growth. The authors define and categorize the different market segments that have emerged. They further provide an assessment of current market volumes and make forecasts for the next 5, 10 and 20 years. Particular attention is given to the empirical findings resulting from scholarly research. Furthermore, the authors evaluate how the German FinTech market ranks relative to international standards. This book will appeal to finance and entrepreneurship researchers as well as practitioners from banking and tech industries. “This book offers a fresh and fascinating look at the FinTech market. The authors provide a rigorous economic analysis of the FinTech market in Germany and offer many insights that are of interest to practitioners, academics, and policymakers alike.” –Professor Douglas Cumming, Schulich School of Business “Germany is one of the fastest growing FinTech markets in Europe. This book not only provides a comprehensive and systematic overview on the developments and actors, but undertakes a visionary outlook on the forthcoming decades based on scientific methods.” –Dr. Thomas Puschmann, Head of Swiss FinTech Innovation Lab

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The literature surveys presented in this edited volume provide readers with up-to-date reviews on eleven contemporary topics in finance. Topics include unconventional monetary policy, implicit bank guarantees, and financial fraud - all linked to the exceptional event of the Global Financial Crisis Explores how recent studies on inflation risk premia and finance and productivity have benefitted from new empirical methods and the availability of relevant data Demonstrates how angel investing, venture capital, relationship lending and microfinance have benefitted from increased research as they have become more seasoned Investigates

crowdfunding and crypto-currencies which have both arisen from recent technological developments

Financial technology (FinTech) and its related products are considered a major disruptive innovation in financial services, substantially elevating financial solutions and new business models. Resulting from the fusion of finance and smart mobile technology, this innovative technology requires additional investigation into its adoption, challenges, opportunities, and future directions so that we may understand and develop the technology to its full potential. FinTech Development for Financial Inclusiveness moves beyond the theoretical areas of FinTech to comprehensively explore the recent FinTech initiative scenarios with respect to processes, strategies, challenges, lessons learned, and outcomes within economic development as well as trade and investment. Covering a range of topics such as decentralized finance and global electronic commerce, it is ideal for industry professionals, business owners, consultants, practitioners, instructors, researchers, academicians, and students.

Financing Entrepreneurship and Innovation in Emerging Markets offers an original perspective on the links between macro data on innovation, data on micro-entrepreneurial processes and venture capital supply. The authors synthesize two disparate fields of research and thinking—innovation and entrepreneurship and economics—to illuminate how domestic companies compete and the business environment in which entrepreneurial firms operate. Its broad scope and firm linkages between processes at different levels leapfrogs research topics. For those investigating entrepreneurship and innovation in the early stages of economic development, this book demonstrates how micro and macro foundations of productivity, and hence economic growth and development, are inextricably intertwined. Combines macro and micro perspectives on innovation processes Reveals how economic growth and development are inextricably intertwined Uses case studies to portray the entrepreneurial firm and its role in accelerating the speed of innovation and dissemination of new technologies Identifies common flaws undermining public venture programs, including poor design, a lack of understanding for the entrepreneurial process and implementation problems

This edited book explores the digital challenge for cultural-creative organizations and industries, and its impact on production, meaning-making, consumption and valuation of cultural-creative products and experiences. Discussing digital changes such as user-generated content, social media, business model innovation and product development, the chapters challenge deep-seated definitions of creative individuals, organizations and industries, offering insights into how this creative aspect is argued and legitimized. Placing an emphasis on research that deals with the digital challenge, this collection theorizes its significance for the nature and dynamics of creative industries as well as its impact on the mediation of experiences and the creation and consumption of cultural-creative products.

We are in an era of massive disruptions in markets, media, management approaches and business models. These disruptions are being caused by rapid technological changes on the one hand and tectonic shifts in customer preferences and societal behaviour on the other. Marketing knowledge and practices have to advance at a significantly higher pace to address the changing context of market behaviour. Handbook of Advances in Marketing in an Era of Disruptions is meant to share ideas and new knowledge that are relevant to this world of disruptions. Leading scholars from around the world, who have keenly observed the changing market environment, business policies, parameters, theories, methods and practices, have put forth their theses on how marketing thinking needs to evolve to keep pace with the market reality. This book is dedicated to Professor Jagdish N. Sheth and honours his sustained contribution as a management thinker, scholar, academician and corporate adviser in an illustrious career spanning over five decades.

The book is informative, apt details for both beginners and experienced Fundraisers. This book covers the basic idea of Reward Based Crowdfunding and Donation Based Crowdfunding. The main headlines of this book are:-

- Reward-based crowdfunding: This type of Crowdfunding is also known as the non-equity way of funding your project. It has been widely used for funding campaigns like supporting a free development of software, promotion of motion pictures, aiding scientific research and development of inventions, etc. The people who are funding are hopeful of returns from the project.
- Donation-based Crowdfunding: The best example for this would be raising funds from individuals to support personal or social causes.

Applications Of Crowdfunding

1. Crowdfunding for personal & Individual Use
2. Crowdfunding for real estate
3. Crowdfunding for startups
4. Crowdfunding for businesses
5. Crowdfunding loans
6. Crowdfunding college debt

In recent years, crowdfunding has become important and it has been enthusiastically used not only by commercial organizations but also by the public sector. This alternative source of financing in times of constrained government budgets enables citizens to vote with their dollars online to bring ideas into reality. This book sheds light on the developing concept of crowdfunding in the public sector, with an overview of current academic discussions and best practices on crowdfunding in the public sector. The volume approaches crowdfunding in the public sector from an integrated perspective, addressing the dearth of publications on the subject. The book gathers a wealth of theoretical information, ideas, best practices and lessons learned in the context of executing concrete crowdfunding projects, and assess methodological approaches to integrating the topic of crowdfunding in public organizations curricula. The book provides definitions, insights and examples of this managerial perspective resulting in a theoretical framework of crowdfunding in the public sector. The contributors also explore different crowdfunding applications in public sectors such as local government, higher education, schools, arts & culture organizations, healthcare, energy sector, and police services, which are presented in several case studies. This is a unique book in the field that points the way forward both for policymakers and for the research community in terms of thinking about crowdfunding in the public sector and the complex issues surrounding its development.

This book discusses the concepts, types, models, and patterns of crowdfunding to provide a comprehensive portrait of this newly developed market-based financial tool. In addition, it examines a number of economic theories to help readers understand the proliferation of crowdfunding, reviews empirical works to find gaps in the literature, and outlines future research directions. A unique feature of this book is that it discusses Japan's crowdfunding approach, which is somewhat different from that of the Western countries, by highlighting a specific crowdfunding platform (Music Securities) and a crowdfund-backed firm (SABAR restaurant). Further, it explores the suitability of Japan's crowdfunding approach for addressing the financial needs of SMEs in developing countries, using Bangladesh as a representative case. Finally, the book identifies some lessons learned from crowd funding so as to advance research into this phenomenon, and to make it efficient and sustainable. As such, the book will benefit novices, academics, researchers, and policymakers interested in crowdfunding technology.

On April 5, 2012, President Barack Obama signed the Jumpstart Our Business Startups Act, better known as the JOBS Act. The act is designed to "reopen American capital markets to small companies," defined in the act as Emerging Growth Companies. This is one of the most significant legislative initiatives in finance since the Securities and Exchange Acts of 1933 and 1934, and it opens up funding to a slew of companies previously shut out of the capital markets. Here's the good news: Small businesses and startups will be able to raise up to \$1 million in equity (or debt) funding online via what are called Crowdfunding Platforms—online communities and websites. Imagine an eBay-like site that allows you to post your idea for a commercial venture online and then allows investors to purchase equity shares or stakes in it. As one journalist put it, it's "social media meets venture capital." How can you get in on the new funding opportunities? That's what The JOBS Act: Crowdfunding for Small Businesses and Startups is all about. Investment expert William Michael Cunningham shows how the new law

will enable you to use the internet to raise significant amounts of capital funding for your startup. After discussing briefly the development and implementation of the law, what it means, and how it will impact the business startup marketplace, he delivers the nuts and bolts of how to take advantage of the JOBS Act to access new sources of capital for your small business or startup. As you'll see, the act has the power to unleash a new wave of innovation, increase employment, and set many more average entrepreneurs and investors on the road to wealth. Not just for entrepreneurs, The JOBS Act: Crowdfunding for Small Businesses and Startups will benefit investors, securities lawyers, community development specialists, educators, venture capitalists, and those offering services in the new crowdfunding arena. It is, simply, the most current and most comprehensive compendium of information on the law and its impact on this new market.

This book reveals: * Where to find investors and the best approaches to win their support * What investors are really looking for but won't tell you * How to persuade banks, business angels, VCs and public funders * Insider tips for compiling material that satisfies investors * Little-known strategies that will boost your success

FinTech is encouraging various new practices, such as diminishing the use of cash in different countries, increasing rate of mobile payments, and introducing new algorithms for high-frequency trading across national boundaries. It is paving the way for new technologies emerging in the information technology scene that allow financial service firms to automate existing business processes and offer new products, including crowdfunding or peer-to-peer insurance. These new products cater to hybrid client interaction and customer self-services, changing the ecosystem by increasing outsourcing for focused specialization by resizing and leading to new ecosystems and new regulations for encouraging FinTech. However, such new ecosystems are also accompanied by new challenges. Innovative Strategies for Implementing FinTech in Banking provides emerging research exploring the theoretical and practical aspects of technology inclusion in the financial sector and applications within global financing. It provides a clear direction for the effective implementation of FinTech initiatives/programs for improving banking financial processes, financial organizational learning, and performance excellence. Featuring coverage on a broad range of topics such as artificial intelligence, social financing, and customer satisfaction, this book encourages the management of the financial industry to take a proactive attitude toward FinTech, resulting in a better decision-making capability that will support financial organizations in their journey towards becoming FinTech-based organizations. As such, this book is ideally designed for financial analysts, finance managers, finance administrators, banking professionals, IT consultants, researchers, academics, students, and practitioners.

Crowdfunding is becoming an increasingly popular method to finance projects of every kind and scale. This contributed volume is one of the earliest books presenting scientific and research-based perspectives of crowdfunding, its development, and future. The European Crowdfunding Network (ECN) and its scientific work group, together with FGF e.V., invited both researchers and practitioners to contribute to this first state-of-the-art edited volume on crowdfunding in Europe. This book contributes to a better comprehension of crowdfunding, encourages further fundamental research and contributes to a systematization of this new field of research. The book also features expert contributions by practitioners to enhance and complement the scientific perspective. This book can be used as a guideline and shall advance classification in an emerging research field.

With today's current problems, including forced migrations, inadequate education and healthcare systems, environmental threats, economic crises, poverty, etc., it has become evident that systemic social change is needed. Unfortunately, creating, maintaining, and fostering sustainable social value is not easy. In this respect, social entrepreneurs can act as change agents with their social missions. Yet, the role of social entrepreneurship in creating sustainable social value is still in an embryonic state. Creating Social Value Through Social Entrepreneurship contains expert research that links social entrepreneurship and social value in order to further understand the role of social entrepreneurship in creating social value and to highlight the importance of social entrepreneurs in emerging economies. While covering topics that include crowdfunding, social enterprise, social entrepreneurship ecosystems, and the triggers and challenges of social entrepreneurship, this book seeks to extend the social entrepreneurship contribution to social impact. The book is of value to entrepreneurs, managers, academicians, researchers, and students in various fields that include economics, management, and entrepreneurship.

This book focuses on various types of crowdfunding and the lessons learned from academic research. Crowdfunding, a new and important source of financing for entrepreneurs, fills a funding gap that was traditionally difficult to close. Chapters from expert contributors define and carefully evaluate the various market segments: donation-based and reward-based crowdfunding, crowdinvesting and crowdlending. They further provide an assessment of startups, market structure, as well as backers and investors for each segment. Attention is given to the theoretical and empirical findings from the recent economics and finance literature. Furthermore, the authors evaluate relevant regulatory efforts in several jurisdictions. This book will appeal to finance, entrepreneurship and legal scholars as well as entrepreneurs and platform operators.

Seminar paper from the year 2015 in the subject Business economics - Investment and Finance, grade: 1,3, The FOM University of Applied Sciences, Hamburg, language: English, abstract: In the past years the number of startups increased continuously. Often it is the case that a startup doesn't have the financial power to realize a business and if an investor or a financial institute refuses to support the startup many good ideas can fail already at the beginning. Therefore it is necessary for startups to find new ways for financing the business ideas.

Crowdfunding is one method for financing and investing which nowadays reaches a high popularity and growth among innovative people, groups and companies. To get a better understanding of the whole context this term paper investigates the different perspectives and actors of crowdfunding to give an answer to the actual aim. The aim is to analyze whether crowdfunding is an appropriate way of gaining funds for startups or not. In the first part the theoretical information is provided. This includes definitions and differentiations of used basic terms like crowdfunding and crowdinvesting as well as the different forms of crowdfunding. Also in the same part the functionality and the historical development of crowdfunding will be shown. In chapter 3 the actors of crowdfunding - the startups, the investors and the platforms - will be described. This part will focus on the different reasons, aims and other important aspects for each of the actors. An overview of advantages and risks for startups and investors will be given in the fourth chapter. To have a better impression about the different crowdfunding forms, levels and scales, the fifth chapter will show some examples of successful crowdfunding campaigns. Based on all researched and derived information, the last chapter will give a summary and conclusion to the aim of this term paper.

This user-friendly text book provides an engaging introduction to digital marketing to help you understand of the impact of digital channels on marketing operations. It introduces the essential terms, and practices of digital marketing and applies theory to explain the rationale for choosing to use a specific approach in a given context.

An emerging area of study in today's society is the increasing number of crowdfunding platforms across the world. Crowdfunding plays an integral role in global economic development as they are continuing to multiply throughout various professional disciplines. Empirical research is needed that covers the recent growth of crowdfunding projects and assists researchers and experts in providing knowledge on the economic impact of this trend. Multidisciplinary Approaches to Crowdfunding Platforms is a pivotal reference source that provides vital research on the emerging programs of crowdfunding in the global digital economy and its numerous applications in professional industries. While highlighting topics such as digital entrepreneurship, business intelligence, and e-commerce, this publication explores the latest findings as well as the risks and limitations of crowdfunding. This book is ideally designed for researchers, managers, practitioners, economists, academicians, instructors, sociologists, developers, consultants, policymakers, and students seeking developing research on crowdfunding platforms and the latest trends in various disciplines.

This book examines the adverse effects of complexity, information asymmetries, transaction costs, and uncertainty on investors' decision

making. It suggests mitigating those effects using appropriate and matching signals, and analyzes a sample of 903 German startups to quantitatively highlight the distinct financing patterns and characteristics of high-tech startups. It then investigates the reasons for these patterns on the basis of a qualitative study that includes 34 interviews with investors and entrepreneurs in the US and Germany and an international expert panel. Lastly, it presents a framework that matches complexity factors with appropriate productive signals.

Organizational collaboration has played an important role in the field of strategic management in recent decades, including influential works on joint ventures, networks, and social capital. Likewise, the field of entrepreneurship has long recognized the value of collaboration, since young ventures often don't have the latitude to own or control all of the resources they need. Rather, the conditions of uncertainty and resource scarcity inherent in entrepreneurship push these ventures to creatively access resources, often through partnerships and collaborations that vary in formality. Though the importance of collaboration to entrepreneurship might seem apparent, research on it is distributed across multiple contexts, theoretical perspectives, and units of analysis. The Oxford Handbook of Entrepreneurship and Collaboration is a comprehensive volume that addresses the most important topics related to collaboration and connects them to unique challenges and opportunities related to entrepreneurship. Bringing together leading scholars from both areas, the volume takes stock of the current literature and aims to advance this body of research by highlighting the role that collaboration plays in value creation, resource acquisition, and the development of entrepreneurial ventures.

Bachelor Thesis from the year 2018 in the subject Business economics - Investment and Finance, grade: 1,0, University of Mannheim (Chair of Strategic and International Management, Prof. Dr. Matthias Brauer), language: English, abstract: The landscape of entrepreneurial finance is currently subject to a process of transformation, driven by globalization, technological advancements, regulatory adjustments, and the emergence of winner-take-all markets. These factors jointly pave the way for new forms of financing, which differ significantly from traditional forms in terms of investor structure, experience, and behavior. To analyze how startups can ensure financial coverage in the light of these changing conditions, this review compares strategies of attracting traditional and new types of investors from a signaling perspective. In business practice, this topic is highly relevant, as many young startups require substantial amounts of external capital to grow, but often have no objective firm data to provide to investors. Thus, the selection of effective "soft" signals about startup quality, preferably aligned with the preferences of the respective investor group, can decide about short-term survival and long-term performance. Findings include that the most promising signaling strategies for traditional forms of financing are based on startup characteristics, i.e. what a firm is. In contrast, the most effective signals for new forms of financing are based on startup actions, i.e. what a firm does. Moreover, while personal networks have been found to be highly relevant for traditional forms, online networks increase the funding prospects for new forms of financing. Through a consolidation and analysis of the current state of research in leading management, entrepreneurship, and finance journals, this review aims at providing a comprehensive overview of the issue and identifying avenues for future research.

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