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Based on desk research done by June 2017

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1 Introduction

The following document represents Deliverable 3.1.1 Regional Market Analysis on Crowdfunding. It includes information on identification, description and evaluation on relevance of all crowdfunding activities and relevant stakeholders in each partner region. The given information is completed by success stories and lessons learnt therefrom regarding the status quo of crowdfunding market deployment at local level.

2 Crowdfunding activities and relevant stakeholders

This chapter includes information based on a desk research conducted by June 2017. All partners received a common template including relevant stakeholders such as Crowdfunding (CF) platforms, finance and public actors as well as intermediaries.

CF platform: Crowdfunding platforms active in the region were identified. Each partner analysed the CF model the platform implements (donation-, reward-, loan-, equity-based). Further information on geographical coverage of campaigns, target groups, successful campaigns, amount of investment, quality standards as well as reference projects were included.

Finance stakeholders: This table includes relevant financing institutes, business angels & investment companies and public authorities involved in innovation finance.

Public and intermediaries: This table includes funding institutes, incubators & accelerators, business support agencies and chambers / associations and other intermediary organisations within the regional innovation system.

CF platforms

Basic information				Additional information									
Name of the platform	Homepage	Head office	Founding year	Donation-based	Reward-based	Loan-based	Equity-based	Geographical coverage of CF campaigns	Topics / Target groups	Total number of successful CF campaigns on the platform up to 4/2017	Total CF investments on the platform up to 4/2017	Average investment per CF campaign	Information on quality standards
CONDA Crowdinvesting	www.conda.eu	Vienna	2013		x	x	x	AT / DE / SI / SK	Finance, IT, food & beverage, sport, construction, clothing etc.	76	15,18 million euro		Yes (ACC crowdinvesting)
Dagobertinvest	www.dagobertinvest.at	Vienna	2016			x		AT	company and real estates projects, no start-ups	15	2,84 million euro	1.645 euro	Yes (ACC crowdinvesting)
dasErtragReich (Crowdinvesting: qualifizierte Nachrangdarlehen)	www.dasertragreich.at	Vienna	2014			x		AT	Investments in existing local companies (real estates, restaurant, food, fashion, music)	12	1 million euro	*	Yes (ACC crowdinvesting)
evercrowd funding & investing gmbh	www.evercrowd.com	Villach-Landskron	2016				x	DE, AT	social, health, pharma	2			Yes (ACC crowdinvesting)
Finnest GmbH (Vermittlung nachrangiger Darlehen)	www.finnest.com	Vienna	2014			x		AT, DE	healthcare, tourism, food&beverage, recycling	7	7 million euro	7.000 euro	no
GREEN ROCKET GmbH	www.greenrocket.com	Graz	2013				x	AT, DE	start-ups, sustainability, energy, nature, mobility, health	31	13,78 million euro (total on Rocket Crowd)	1,27 million euro (Rocket crowd)	Yes (ACC crowdinvesting; österreichisches Gütesiegel E-commerce, european Trust Mark EMOTA; Lemonway)
HOME ROCKET GmbH	www.homerocket.com	Graz	2015				x	AT, DE	real estate projects	10	13,78 million euro (total on Rocket Crowd)	1,27 million euro (Rocket crowd)	Yes (ACC crowdinvesting; European Trust Mark EMOTA; Lemonway)

<http://www.interreg-danube.eu/approved-projects/crowdstream>

Name of the platform	Homepage	Head office	Founding year	Donation-based	Reward-based	Loan-based	Equity-based	Geographical coverage of CF campaigns	Topics / Target groups	Total number of successful CF campaigns on the platform up to 4/2017	Total CF investments on the platform up to 4/2017	Average investment per CF campaign	Information on quality standards
Lion rocket	www.lionrocket.com	Graz	2016		x			AT, DE	investment in SMEs	3	13,78 million euro (total on Rocket Crowd)	1,27 million euro (Rocket crowd)	Yes (ACC crowdinvesting; European Trust Mark EMOTA; Lemonway)
regionalfunding.at.gmbh	www.regionalfunding.at	Gars am Kamp	2013			x	x	AT, DE	investment in SMEs, regional funding	1	*	*	Yes (ACC crowdinvesting)
Rendity GmbH	www.rendity.com	Wien	2015			x		AT, DE	real estate projects	4	*	*	no
1000x1000 Crowdbusiness GmbH	www.1000x1000.at	Graz	2014		x	x	x	AT	innovative start-ups, SMEs	8	*	*	no
primeCROWD	www.prime-crowd.com	Wien	2016					AT, Europa	innovative start-ups, SMEs	*	*	*	no
Mit einander Voralberg (Raiffeisen)	https://mit.einander.at	Bregenz	2015	x				AT	social, creative	24	*	*	no
Companisto	https://www.companisto.de	Berlin (DE)	2012			x	x	DE, AT, CH	start-ups, growing companies	41 (2015)	102,92 million euro	*	yes, but not for crowdinvesting (TUV geprüfter Online-Portal, Bundesverband Deutsch Strat-ups, SSI Secure Global Sign)

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Startnext	www.startnext.com	Dresden (DE)	2010	x	x			AT, DE, CH	creative and sustainable ideas, start-ups: education, food, fashion,	4 537	38,99 million Euro	*	no
Kickstarter	www.kickstarter.com	Brooklyn (USA)	2009		x			global	creative, culture, art	120 967	2,9 billion dollar	*	no
Indiegogo	www.indiegogo.com	San Francisco (USA)	2008	x	x		x	global	creative	*	over 1 billion dollar	*	no
wemakeit	https://wemakeit.com/	Zürich (CH)	2012	x	x			Europe	creative, innovative products	2263	20.9 million euro	*	no
Fundraizer	www.fundraizer.at	Wien (AT)	2013		x			AT	creative, IT, social	*	*	*	no
Respekt.net Verein	http://www.respekt.net/	Wien	2010	x	x			AT	start-ups, social	36	0,75 million euro	*	yes (Spendengütesiegel, EU Bürgerpreis)
Es geht! BAWAG P.S.K.	https://www.crowdfundin	Vienna	2014	x	x			AT	culture, social, children, education, start-ups	20			no

<http://www.interreg-danube.eu/approved-projects/crowdstream>

Name of the platform	Homepage	Head office	Founding Year	Donation-based	Reward-based	Loan-based	Equity-based	Geographical coverage of CF campaigns	Topics / Target groups	Total number of successful CF campaigns on the platform up to 4/2017	Total CF investments on the platform up to 4/2017	Average investment per CF campaign	Information on quality standards
Crowd4Climate	www.crowd4climate.org	Wien	2016			x		developing countries	climate/energy projects	*	*	*	Yes (ÖGUT, Energy Changes, BMFLUW)
Firstcap (Crowdinvesting)	https://www.firstcap.eu	Linz	2016			x		AT, DE	financing for innovative companies	4			Yes (ACC Code of Conduct, Landesregeln/Finanzdienstleister)
Inject-Power e.U.	http://www.inject-power.at/	Rum	2012	x					research projects				
Bank für Gemeinwohl	https://www.mitgruendend.at/crowdfunding	Gumpoldskirchen/ Wien	2017						public welfare projects and companies; start-ups				
Lendico	https://www.lendico.at/	Berlin	2013			x		AT, DE, CH, NL, Brasil	P2P credit				

Finance stakeholders

Name	Homepage	Head office	Short description
Financing Institutes			
OeKB – Oesterreichische Kontrollbank Aktiengesellschaft, Kapitalmarkt Services	http://www.oekb.at	Vienna	Oesterreichische Kontrollbank Aktiengesellschaft (OeKB) is Austria's main provider of financial and information services to the export industry and the capital market.
Erste Bank - GründerCenter	http://www.gruender.at/	Vienna	Planning, funding and financing (alternative financing instruments: e.g. mezzanin capital)
Business Angel Institute	www.businessangelinstitute.org	Vienna	Research institute supporting business Angels through workshops, certificates
3TS Capital Partners	www.3tscapital.com	Helsinki (FI)	3TS provides expansion capital and buyout funding for small and medium-sized businesses in growth sectors including Technology & Internet, Media & Communications and Technology-Enabled Services. Investors in the current and past 3TS funds totaling over €300 million include EIF, EBRD, Cisco, OTP, Stria, 3i and KfW among others.
Constantia Industries	https://www.ciag-cmb.at/	Vienna	Corporate Venturing, Constantia New Business is the corporate venturing arm of Constantia Industries, a conglomerate, headquartered in Vienna, Austria. The group is privately owned and run, with a strong sense for diversification and international outlook. The group companies sell amongst others to the construction, aviation, sports, electronics and energy industries. They are interested in companies headquartered in Europe, addressing a B2B market in the area of performance materials, advanced manufacturing, information technology, social business.
Cudos Capital	www.cudos-group.com	Vienna	Investors providing funds and expertise to small- and medium-sized companies in Central Europe.
Fiedler Capital	www.fiedlercapital.com	Vienna	Seed and early stage venture capital company focused on start-ups from Austria, CEE& Baltic region. It has preference for B2B platforms, SaaS business models and data analytics.
FSP Ventures	www.fspventures.com	Vienna	FSP Ventures is an independent venture capital fund focused on investments in innovative, technology-oriented companies in the cleantech sector
Gamma Capital Partners	www.gamma-capital.com	Vienna	GCP provides advisory and management services for Alternative Investment Funds (AIF) which focus on Equity for Growth. Its main interest are fast-growing technology companies in Austria, Switzerland and CEE region (bordering Austria).
i4g Investment GmbH	www.i4g.at	Vienna	private equity investor (http://www.unternehmensfinanzierung.at/expansion/private-equity/partner/i4g-investment-gmbh/)
Lilo Ventures – the entrepreneurboutique	http://www.lilovenures.com	Vienna	Business angels; entrepreneurial boutique providing consulting on mergers & acquisitions
Media4Equity Invest	http://www.media4equity.com/	Vienna	Seed and early stage investor combining cash and media investments. It provides advertising space and marketing services. Focus: Information & Communication Technologies (ICT), New Media, Internet of Things etc. Region: Austria, Germany, Switzerland, CEE
Jadeberg partners	http://jadeberg-partners.ch	Baar, CH	Cleantech investment company. Region: Austria, Germany, Switzerland, Nordic Countries
Netidee	www.netidee.at	Vienna	Funding programme of the Internet Foundation Austria (IPA) for innovative internet projects
Next March	www.nextmarch.com	Vienna	Private investment company focusing on technology, internet and new media
Pontis Capital	www.pontiscapital.at	Vienna	Private investment company focusing on the German-speaking region and fast-growing SMEs in ICT, Cleantech and Medtech.
Venionaire Capital	https://www.venionaire.com/	Vienna	Venionaire is specialized in the fields of angel capital, venture capital, business development and corporate finance with a strong
Smart Capital GmbH	http://www.smart-capital.at/	Vienna	Smart Capital is a Corporate Finance firm focused on Venture and Private Equity to support SMEs across Europe with attention to Austria. Venture and Private Equity Investor
Speedinvest	speedinvest.com	Vienna	The first Austrian "suprangel fond": Focus: FinTech/InsurTech, DeepTech, ConsumerTech, region: CEE, possible investments outside the region depending on the deal
ÖNB	https://www.oenb.at/	Vienna	The Oesterreichische Nationalbank (OeNB) is the central bank of the Republic of Austria and as such an integral part of the European System of Central Banks (ESCB). The OeNB contributes, in the public interest, to monetary and economic policy decision-making in Austria and the euro area.
BMF	www.bmf.gv.at	Vienna	responsible for the alternative financing legislation of Austria (together with BMMWF)
BMMWF	www.bmmwf.gv.at	Vienna	The Federal Minister of Science, Research and Economy
FMA	https://www.fma.gv.at/	Vienna	As an integrated supervisory authority established in 2002, the Financial Market Authority brings together the supervision of all significant providers and functions under a single roof.
Public authorities			
Business angels & investment companies			

Public and intermediaries

Name	Homepage	Head office	Short description
FFG Funding Institutions	https://www.ffg.at/	Vienna	The Austrian Research Promotion Agency (FFG) is the national funding agency for industrial research and development in Austria. As a "one-stop shop" offering a diversified and targeted programme portfolio, the FFG gives Austrian businesses and research facilities quick and uncomplicated access to research funding.
IZ – Die Börse für Business Angels der Austria Wirtschaftsservice Gesellschaft mbH AplusB - Academia plus Business (FFG)	www.iz.at https://www.ffg.at/en/apusb-academia-plus-business	Vienna	The Austria Wirtschaftsservice Gesellschaft (aws) is an Austrian federal development and financing bank for the promotion and financing of companies. AplusB is an incubator program, which supports innovative, technology-oriented spin-offs from the academic sector. The programme funds the so-called AplusB-Centres that are providing professional support for scientists in the difficult process of turning a good idea into a viable business. This involves both: not only counselling and assistance during the actual start-up phase and but also establishing the idea of entrepreneurship more firmly in academic theory and practice. There are seven AplusB-Centres in which start-ups are qualified, counselled and coached. Target groups: Single researchers, Start-up. Topic: Information technology, Human resources, Life sciences, Materials and production, Mobility, Security, Environment and energy, Further issues, Space
INITIS	www.initis.at	Vienna	INITIS is a business incubator designed to improve the rate of startup success in Vienna by helping young innovative entrepreneurs conceive, launch and grow the next great company. During this intensive incubation program, startups receive hands-on support, resources, a network and an office space to bring them to the next level. In 2014 INITIS was selected as one of the "Global Top 25" university incubators by the Swedish Research Initiative UBI Index. INITIS ranked as No. 11 worldwide and No. 3 in Europe.
accent Gründerservice GmbH	http://www.accent.at/	Wr. Neustadt	INITIS, the Viennese center of the AplusB program of the Ministry of Infrastructure, is a company of the Vienna Business Agency, University of Vienna and the Technical University of Vienna.
build! Gründerzentrum	http://build.or.at/	Klagenfurt	The incubator of Lower Austria offering 18-24 month programmes to technology and innovative spin-off from the academic sector, AplusB programme The incubator of Carinthia offering accelerator programmes to innovative spin-off from the academic sector, AplusB programme
CAST	https://www.cast-tyrol.com/en.html	Innsbruck	Center for Academic Spin-offs in Tyrol providing advice on financing, industrial property rights or cooperations, AplusB programme
SPG Science Park Graz	http://sciencepark.at	Graz	Science Park in Styria providing counselling, coaching, infrastructure and financing in the early stages of innovative spin-offs from the academia sector, AplusB programme
tech2be Gründerzentrum	http://www.tech2b.at/	Linz	An incubator in Upper Austria supporting technology start-ups/spin-offs from the academia sector, AplusB programme
ZAT Zentrum für angewandte Technologie	https://www.zat.co.at	Leoben	It supports innovative high-tech start-ups through counselling, coaching, infrastructure, financing, networks and know-how, AplusB programme
Innovation Incubation Center - TU Wien	https://ic.tuwien.ac.at/	Vienna	University accelerator with a comprehensive incubator programme. The tailor-made TUW Incubator program helps TUW scientists and students to either bring disruptive research or promising early-stage projects to market. It facilitates funding through the aws Jumpstart initiative, fundraising through the TU network, access to personalized trainings, mentorship, an EIR program, well-equipped work spaces and meeting rooms in TU FounderSpace, as well as strong inter-/national network.
v-start Kompetenzzentrum für Unternehmensgründung	http://www.v-start.at/ https://www.wisto.at/en	Dornbirn	It supports innovative technology and knowledge-based start-ups through counselling, coaching, infrastructure, funding, and networks. It is based in Vorarlberg.
Ludwig Boltzmann-Stiftung Wien	http://www.lbg.ac.at	Vienna	The Ludwig Boltzmann Gesellschaft (LBG) is Austria's independent research incubator with an emphasis on the health sciences

<http://www.interreg-danube.eu/approved-projects/crowdstream>

Name	Homepage	Head office	Short description
Private Immipreneurs of Austria	http://www.immipreneurs.eu/About-US/	Vienna	Immipreneurs® of Austria is an initiative to help young ethnic / minority enterprises, 'immico', located in Austria by providing support and financing. It offers in particular; - General consulting & support - Funding to cover working capital, capital assets & specific operating expenses
5Starts	www.5starts.io	Vienna	5Starts is the Incubator/Accelerator of Sektor5. It provides a five-month "scholarship" for early stage start-ups.
A1 Startup Campus	www.a1startup.net	Vienna	The Campus provides selected young and innovative start-ups office space, infrastructure, know-how and support in media activities.
AGRO INNOVATION LAB	www.agroinnovationlab.com	Vienna	The Agro Innovation Lab is an innovation platform of BayWa & RWA and the Raiffeisen Lagerhaus cooperatives. It was founded in January 2016 and it is a joint subsidiary of BayWa & RWA. RWA is the wholesale and service company in Austria and holds participations in Central and Eastern Europe. RWA offers startups the unique opportunity to cooperate directly with BayWa & RWA, to enter into contact with selected partners and investors and to receive individual mentoring and coaching. This allows them access to the global market, decades of experience, pool of expertise and international networks.
Alps ventures	www.alpsventures.com	Singapore	Incubator based in Austria and Singapore with an emphasis on IT start-ups.
Blue Minds Company	www.blueminds-company.com	Vienna	An incubator working with a network of venture capitalists and funding institutions. The main focus are entrepreneurs, innovative, early-stage startups and already established companies in the fields of Clean Tech, Big Data and Internet of Things. Blue-minds company provides experience and know-how, international network of industry-mentors, experts, marketing-gurus, seed investors and business angels and in further consequence venture capital.
epiphanic.innovation	http://www.epiphanic.in/	Vienna	epiphanic is an Austria based Innovation Agency. It develops and executes acceleration programs and innovation strategies for corporates and governmental organisations. Its main activity is to provide innovation intelligence and deal sourcing services for partners. It identifies future markets, analyses the potential of innovations and matches bright minds with its network members.
Frequentis - Start-up Centre / Gründerzentrum	http://www.frequentis.com/en/ai/group/0/offices-and-locations/start-up-centre/	Vienna	Frequentis is one of the leading Austrian high-tech companies and offers an incubator with an emphasis on IT, mobile, engineer and technical services.
HK Incube (Herbst Kinsky Rechtsanwälte GmbH)	http://hkincube.at	Vienna	18-month incubator programme by Herbst Kinsky Office. It supports young companies by providing legal advice, experience, broad network and mentoring.
iO2 HUB	http://www.io2hub.com/incubator-accelerator-program/	Vienna	6 to 12-month incubator / accelerator program for startups in the area of Internet of Things, Smart Tech, Retail or Logistic solution
iSinvest	http://isinvest.com/	Vienna	Incubator with an emphasis on web and mobile start-ups, IT and technology sector, international markets and the USA
Impact Hub Vienna	http://vienna.impacthub.net/about-us/	Vienna	The Impact Hub Vienna community is made up of social businesses addressing challenges both locally and globally. It offers an accelerator and scaling programs for social entrepreneurs.
Impact Hub Vienna (Accelerate Programm)	http://vienna.impacthub.net/program/accelerate-program/	Vienna	4-month accelerator program providing workshops, labs, and meetings with top-notch experts and investors with the aim to incubate and accelerate ideas to action and impact.
Impact Hub Vienna (Scaling Programm)	http://vienna.impacthub.net/program/scaling-program/	Vienna	scaling program for social entrepreneurs
Impact Hub Vienna (Investment Ready Programm)	http://investment-ready.org/	Vienna	The Investment Ready Program is an accelerator program for social entrepreneurs from Central and Eastern Europe (CEE) and aims to advance social entrepreneurship through capacity building and catalyzing investment into the sector.
StartupLeitner Axelerator	http://startupleitner.com/	Vienna	4-month accelerator program SLAX which connects innovative startups with mentors is provided by auditor office Leitner Leitner.
StartupLive	http://www.startuplive.org/	Vienna	3-day workshop connecting mentors and young talents aiming at developing their business plan.
XOn accelerator	https://www.x-on.io/	Vienna	This 6-month accelerator program provides intensive management coaching, networks, support for start-up with cash, and individual services of for specific needs.
i21 association	http://i21associates.com/	Vienna	Business Development; The team offers new service creation and markets in the new digital content space. Full cycle management from idea generation to product launch via accelerated development processes; revolutionary partnerships, business models and go-to-market strategies.

Incubators & Accelerators

<http://www.interreg-danube.eu/approved-projects/crowdstream>

Name	Homepage	Head office	Short description
Wirtschaftsagentur Wien	https://wirtschaftsagentur.at/	Vienna	The Vienna Business Agency is the first point of contact for national and international companies. It offers financial support, real estate and urban development incentives as well as free service and advice.
Wirtschaftsagentur Wien / Technologiezentrum Seestadt	https://wirtschaftsagentur.at/immobilien/technologiezentrum-seestadt/	Vienna	Modern infrastructure for research and developing start-ups and university-related institutions in the area of sustainable technology development.
Social Entrepreneurship Forum	http://www.socialentrepreneurshipforum.org/about/sef/	Vienna	The Social Entrepreneurship Forum Vienna, SEF, is an initiative providing an event and information platform for social entrepreneurs (to be) and other people interested in the field. SEF is based in Vienna, Austria and focuses its aims on the students of Vienna.
Vienna Film Commission	http://www.vienna.film.commission.at/Fourderungen	Vienna	This organisation belongs to the City of Vienna and supports national and international film productions when shooting in Vienna. The service is free of charge for documentaries, student films, advertisement and tv productions. It provides information on federal funding and federal incentives in Austria as well as regional funding in Vienna on its website.
icons	www.icons.at	Vienna	Student company offering support and consultancy for companies
uniforce consulting	www.uniforce.at	Vienna	Uniforce is a student company offering support to young companies in establishing and developing their business.
WU Gründungszentrum	https://www.wu.ac.at/gruenden/	Vienna	The WU Entrepreneurship Center's program is aimed at all members of the WU (students, alumni, faculty). All activities are basically structured according to the four dimensions "Awareness", "Imparting of Entrepreneurial Competences", "Networking" and "Founder's Support". The Entrepreneurship Center tries to direct attention to "Entrepreneurship" as a viable career option for students.
sicl - Students' Innovation Center	http://www.sicl-vienna.at	Vienna	[sic!] – students' innovation centre is a student organisation offering counselling, events, office space and network possibilities for students and members of the University for natural resources and life science. This non-profit association has as members students and staff members from the University of Natural Resources and Life Science, the University of Vienna, Vienna University of Economics and Business, working on a voluntary basis. Focus: projects with environmental and social impact.
AIESEC	http://aiesec.at/youth/global-entrepreneur/	Vienna	AIESEC is the biggest student-for-student organisation worldwide. In this programme it is engaged in university activities supporting start-ups and entrepreneurship. Global Entrepreneur strives to develop entrepreneurial leadership through practical experience in a start-up abroad.
WKO	www.wko.at	Vienna	The Austrian Economic Chambers represent more than 450,000 member companies. As the voice of Austrian business, it is committed to forward-looking policies which benefit the economy e.g. tax relief, cutting red tape, subsidies.
AVCO – Austrian Private Equity and Venture Capital Organisation	http://www.avco.at/	Vienna	Austrian Private Equity and Venture Capital Organisation providing membership to a Code of Conduct
Arbeiterkammer Wien	https://wien.arbeiterkammer.at/	Vienna	The Chamber of Labour represents the interests of 3.4 million employees and consumers in Austria.
Junge Wirtschaft (JW)	http://www.jungewirtschaft.at	Vienna	"Junge Wirtschaft" is with 37,000 members the largest representative of interests of young entrepreneurs between 18-40.
Vereinigung der Österreichischen Industrie	https://www.vi.at/en/federation-austrian-industries	Vienna	The Federation of Austrian Industries (VI) is a voluntary representative of the interests of Austrian industry. Currently, VI has approximately 4,200 members.
European Crowdfunding Network (associated partner)	http://eurocrowd.org	Vienna	The European Crowdfunding Network AISB (ECN) is a professional network promoting adequate transparency, (self) regulation and governance while offering a combined voice in policy discussion and public opinion building.

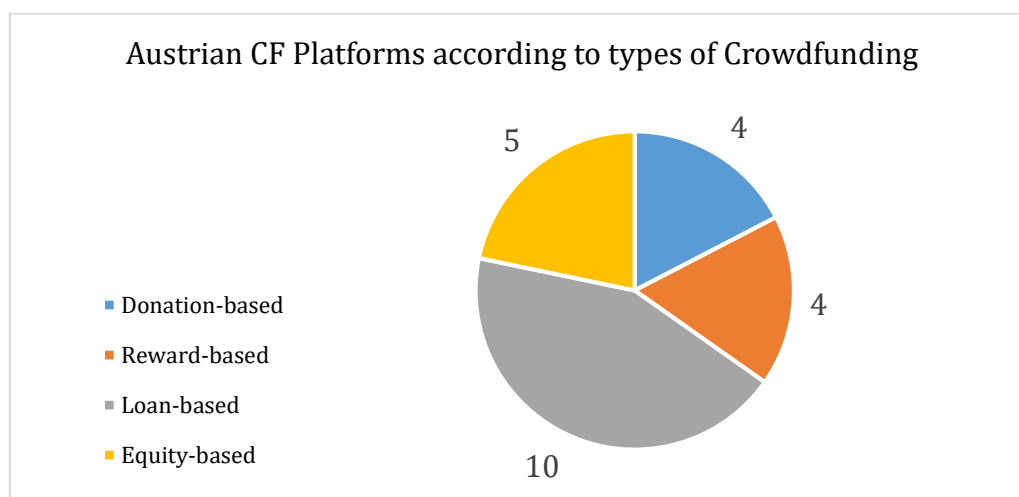
3 Status quo of crowdfunding activities and networks

CF actors (platforms, initiatives, intermediaries etc.)

CF platforms

Alongside international CF platforms (e.g. *Kickstarter, Indiegogo, Wemakeit, Companisto, Startnext*), 20 Austrian-based platforms were identified as of April 2017. While some of them act primarily on the Austrian market (e.g. *1000x1000, Dagobertinvest, dasErtragReich, Fundraizer, Respekt.net*), other try expanding to German-speaking countries (Germany and Switzerland). Such examples are *Greenrocket/ Home rocket/ Lion rocket, primeCROWD, Rendity, regionalfunding.at* and *Finnest*. An interesting fact is that some banks have their own CF platforms: BAWAG P.S.K. (*Es geht!*) and Raiffeisenlandesbank Vorarlberg (*Mit einander Vorarlberg*). *Bank für Gemeinwohl* (Public welfare bank) has set the goal of financing and promoting ethical, social and environmentally oriented projects and company.

The local platforms cover various topics e.g. innovative SMEs and start-ups, real estate projects, food and beverage, social and creative projects as well as climate and energy ones. All four types of Crowdfunding are present in Austria. While there are just a few platforms, which specialize in just one type of Crowdfunding, most of the platforms expand their services and offer more than one type. Out of 20 local platforms, 4 have donation- and reward-based CF projects, 5 of them equity-based ones and 10 loan-based ones.



Source: Austrian Stakeholder mapping, CrowdStream

Finance

Important stakeholders here are state institutions such as *ministries, the National Bank and the Financial Market Supervision*. 19 business angels and investment companies support start-ups and SMEs in different areas such as innovation, ICT, Cleantech and Medtech.

Public & Intermediaries

Austria has a vast range of public and private incubators and accelerators. Some of them are: *AplusB, INiTS, Innovation Incubation Center – TU Wien, Ludwig Boltzman-Stiftung Wien, Immipreneurs of Austria, A1 Startup Campus, Alps ventures, Frequentis – Start-up centre, Impact Hub Vienna and Blue Minds Company*. Among state-funded innovation / business support agencies such as *Wirtschaftsagentur Wien*, there are some other, which focus on support for students (e.g. *Social Entrepreneurship Forum Vienna, WU Gründungszenrum and [sic!] at the University for Natural Resources and Life Science*).

The *Economic Chamber* (Wirtschaftskammer / Fachverband Finanzdienstleister), which represents the interests of Austrian companies, has created a specialized expert group on Crowdfunding platforms. Other relevant stakeholders are *Arbeiterkammer (Chamber of Labour), Junge Wirtschaft, Vereinigung der Österreichischen Industrie and European Crowdfunding Network*.

Available types of CF

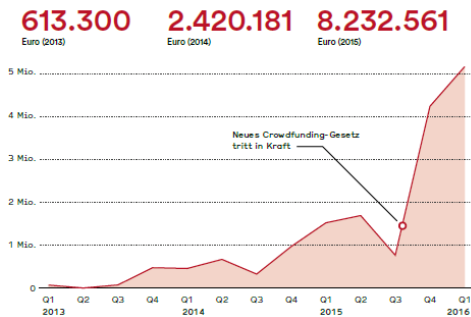
The desk-based research in the framework of CrowdStream project (stakeholder mapping) showed that all four types of crowdfunding are available on the alternative finance market in Austria (2017).

Some of first CF platforms connected to financial return models appeared on the Austrian market in 2012/2013 and since then their number has increased. While there are national platforms providing this service (e.g. Dogobertinvest, Dasertragsreich, 1000x1000), there are transregional platforms acting on the German-speaking market (AT, DE, CH) or Europe-wide (e.g. Greenrocket, Startnext, Wemakeit).

The topics and target groups have a wide range: from start-up, finance, credits, technology and innovation sector to food and beverage, social, creative and healthcare.

According to the Economic Chamber in Austria (WKO (2016) the amount of successful project investments in Austria increased rapidly between 2013 and 2016. The financing volume reached EUR 13,55 million in the first half of 2016, which is by EUR 4,8 million higher compared to 2015. Since the Federal Law on Alternative Financing entered into force (September, 2015), the amount of such financing has increased three times. 106 projects were financed and 17 didn't reach the funding threshold since Austrian platforms exist. The total sum for the financed projects is EUR 25,29 million.

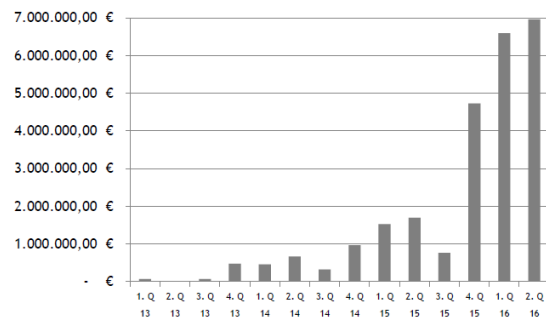
Crowdfunding in Austria (Raised amount of money)



Source: BMFWF (2016b)

**The point in Q3, 2015 indicates the moment when Federal Law on Alternative Financing entered into force*

Project volume of successful funding (quarterly)



Source: WKO (2016)

4 Success stories

Each CrowdStream partner region has tried to identify some typical examples of successful crowdfunding campaigns that reflect the status of development of alternative finance mechanisms at local level, as indicated below:

Box 1

Mycoplasma Biosafety Services

- **Company:** Mycoplasma Biosafety Services GmbH
- **CF platform used:** www.greenrocket.com
- **Topic:** health / pharmaceutical
- **Amount of money raised:** EUR 153.100



Source: www.greenrocket.com

Short description

The project will support mycoplasma testing. According to international regulations, the absence of mycoplasma bacteria has to be confirmed in a large number of medicines as their presence could affect the medicine production and the health of humans and animals. The project aims at development, production and distribution of specific products for the tests.

Mycoplasma Biosafety is a bio-tech company and a supplier mycoplasma testing and related services and products. Its combination of scientific knowledge and industrial usable products promise development and expansion potential.

Recent influence

Pharmaceutical industries use the know-how of the company. Company expansion and science development.

Box 2

Matt Bee Honey

- **Company:** Matt Bee Honey
- **CF platform used:** www.startnext.com
- **Topic:** environment / food
- **Amount of money raised:** EUR 2,226



Source: www.mattbee.at

Short description

It connects the idea for a cooperative agriculture with crowdfunding. The investment aims at increase in the number of bee colonies of the company and the investors receive natural bio honey produced by the company.

Recent influence

Increase of the bee population in the region; example of a shared economy

Box 3

Neovoltaic

- **Company:** Neovoltaic AG
- **CF platform used:** www.conda.eu
- **Topic:** energy / renewables
- **Amount of money raised:** EUR 680,600



Source: www.conda.eu

Short description

An all-in one solution for the private power supply: the customer becomes a prosumer and generates the energy one needs and spends for him or herself. Neovoltaic offers 4 different product packages together with expert advice on this topic.

Recent influence

Increase in the use of renewables

Box 4

Schlossalm neu

- **Company:** Gasteiner Bergbahnen AG
- **CF platform used:** www.1000x1000.at
- **Topic:** construction / leisure
- **Amount of money raised:**
EUR 1.6 million



Source: www.1000x1000.at

Short description

Modernization of ski lift and tracks in the ski area of Schlossalm. Investors receive discounts on vouchers for the ski lift use during the winter and summer season.

Recent influence

Supporting the company development and attracting tourists in the region.

Box 5

Arena Baumeister

- **Company:** FK Austria Wien AG
- **CF platform used:** www.violacrowd.at
- **Topic:** construction / sport / leisure
- **Amount of money raised:**
EUR 274.614



Source: www.violacrowd.at

Short description

Stadium modernization belonging to an Austrian football club. Investor receive, for example, their name shield in the stadium, special tickets and special tours.

Recent influence

Supporting the company development and attracting tourists in the region.

5 Lessons learnt

The stakeholder mapping results (see sections 2 and 3) together with the analysis of local good practice examples of successful crowdfunding campaigns give a first picture of the achievements and challenges and market readiness for alternative finance mechanisms in the project partner region:

- The Austrian crowdfunding market has experienced a strong development in recent years, specifically upon since the Alternative Finance Law has come into force.
- A growing number of successful crowdfunding campaigns using different types of CF show the relevance of the CF approach in different sectors and for different target groups (start-ups, SME, non-profit organisations, etc.)
- Still, there is a growing demand for financing innovative projects of local scope and the need to educate interested project owners and potential CF backers about the necessary prerequisites and realistic expectations on which successful crowd campaigning must be based.