
Crowdfunding: Beyond the Hype

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Different Forms of Crowdfunding by Type of Compensation

- Non-financial:
 - Donations
 - Reward/“Pre-Ordering” (e.g., Kickstarter (USA, international))
- Financial:
 - Participation in Revenues or Profits (e.g., Sandawe (BEL), MyMajorCompany (FRA))
 - Loan (e.g., CrowdAboutNow (NEL))
 - Securities issuance (e.g., equity, bond, participating notes) => crowdfinancing (e.g., Anaxago (FRA), WiSEED (FRA), SeedMatch (GER))

ÜBERSICHT

BUSINESSPLAN

UPDATES + FRAGEN

INVESTOREN



WEITERSAGEN



Heizen mit Servern: AoTerra versorgt Immobilien mit Heizenergie & Warmwasser durch Nutzung der Abwärme von Servern. Und baut so eine leistungsstarke, dezentrale, grüne Cloudlösung – hosted in Germany.

SEEDLEVEL



Fundinglimit erreicht

1.000.000 €

Fundingschwelle: 100.000 €

Fundinglimit: 1.000.000 €⁺

Investoren: 883

Abgeschlossen am: 14.06.2013

Renditechance: Beispielrechnung⁺

Mindestbeteiligungsdauer: 31.12.2017

Beteiligungsart: Partiarisches
Nachrangdarlehen⁺

Exitbeteiligung: ja ([mehr Info](#))

Unternehmensbewertung: 12.500.000 €

Tags: AoTerra, AoHeat, AoCloud, Heizung,
Energieeffizienz

Unternehmensphase: Startup⁺

Umsatz 2012: 122.000 €

Umsatz 2013 (Plan): 1.687.000 €

Umsatz 2014 (Plan): 10.272.000 €



The Special Case of Crowdfunding

- Relies on exemptions in the Prospectus Regulation in order to issue securities without prospectus, either
 - total offer of issue (often < €100k, but NEL €2.5M, FRA soon €1M, BEL soon €300k, AUT €250k, UK €5M, GER €100k)
 - number of offers made (<150 offers, per member state)
- Platforms = standardization of mechanisms
- Platforms use various business models: **securities sold – pooled/direct – voting rights – participating crowd – platform regulation – co-investment – ...**
- Ongoing reforms in different countries, with different approaches used