

# Equity and revenue crowd funding International regulation, platforms and markets 2014

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## Abstracts

Equity crowd funding is a fast emerging market that disrupts and changes the current financial models of investments. Equity crowd funding is a model that not only increases investments but also caters for cross-border investments and attracts a global audience. This is only the beginning and it will take an even bigger stake out of the investment market. Within the sector are real estate, solar and revenue platforms.

The legal position of equity and revenue crowd funding is not clear in many countries and while some countries seek to legalize and encourage it, regulators in some places have tried to kill it, even though it may be legal.

In the last few months France, Italy, India, New Zealand, Japan, the UK and 14 US states have brought in new regulations to encourage equity crowd funding.

Countries planning regulation to help the movement include USA, Australia, Canada, China, Singapore, Spain. Sweden and Switzerland.

Countries trying to hold back the concept include Austria, Belgium, Chile, Greece and Israel.

Actively watching to decide which way to jump are Denmark, Dubai, Finland, Germany, Guernsey, Hong Kong, Hungary, Ireland, Jersey, Mexico, Norway, Portugal, Poland, Russia, South Africa, South Korea and the Netherlands.

According to the World Bank, crowd funding generated \$5.1 billion in funding transactions in 2013 and will surpass \$300 billion in funding transactions by 2025. Not all platforms succeed, with failures in China, USA, UK and EU countries. Over the next

decade it will grow rapidly. The European Commission sees great potential in crowd funding. Crowd funding could expand the population of potential investors from 2 million to over 50 million investors.

Equity and revenue crowd funding are an increasingly popular way of financing projects, business ideas, and real estate projects through small contributions from a large number of individuals.

New aspects such as solar, franchising, comparison sites and crowd funding television channels are ignored by other reports on this sector. In 2014, \$100 million of real estate projects will be financed by US platforms.

There are hundreds of platforms and several have gone multi-country. By 2020 it will be common for businesses and individual to connect with businesses via websites and market wide platforms. It allows for investment while bypassing traditional banks and finance houses. Returns are financial, but investors also have the benefit of having contributed to the success of an idea they believe in.

Each of the 60 country profiles includes regulators, regulations, upcoming changes to regulations, first platform, other platforms, and failed platforms. Plus details of research and trade associations, and where available- market size.

Ian Youngman is a writer and researcher specializing in financial services. He writes regularly for a variety of magazines, newsletters, and on-line services. He publishes a range of market reports.

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