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UK equity and revenue crowd funding-facts and figures 2015

https://marketpublishers.com/r/U8402369882EN.html
Date: December 2014
Pages: 250
Price: US$ 1,250.00 (Single User License)
ID: U8402369882EN

Abstracts

British equity and revenue crowd funding platforms are leading the world in ideas, diversity, and taking the concept to other countries.

Crowd funding is an increasingly popular way of financing projects, business ideas, charity and loans through small contributions from a large number of individuals. Even the government has recognized this with the launch of venture funding hubs and joint finance ventures with equity platforms; not forgetting the introduction of regulation in 2014.

By 2020 it will be common for businesses and individuals to connect with businesses via equity and revenue platforms. Returns are financial, but investors also have the benefit of having contributed to the success of an idea they believe in. For investors, there is a risk that the business could make money, but they see little or no return as the deal was badly structured.

Crowd funding is a way of raising funds via specialist online platforms in a climate where raising funds for projects, loans and business ideas through business angels or traditional lending from banks is hard. There are concerns on regulation, investment losses, scams and fraud that need to be watched.2015 will see local venture fund advice centres, but with such a new industry, who is qualified to give advice to potential investors and business users? MPs ruled a similar service for individuals as ' not fit for purpose' -twice.

Equity and revenue crowd funding in the UK is worth £ 90 million now and could reach £ a billion by 2016.Most of the investors and businesses using it are new to investment, and many of the employees of platforms are new to the finance sector.

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Author Ian Youngman comments," Equity gets the most media coverage, but the dark horse that could outshine equity is the often forgotten revenue sector. Many platforms are open, but the majority are reluctant to reveal how much they have raised, or whether their rapidly increasing high salary costs are outstripping revenue. There will be winners and losers and this business is a lot more complex than it is shown to be. The " simple power of the crowd" is far from the reality."

UK equity and revenue crowd funding facts and figures 2015 provides an up to date analysis of the industry, the variations, platforms and the future. It is an essential read for anybody thinking of setting up a platform, or a financial group considering links with platforms. This is a truly independent- warts and all- look at this new sector and the platforms in it.

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Contents

GLOBAL FIGURES

EUROPE FIGURES

UK FIGURES

NUMBER OF PLATFORMS

GLOBAL RESEARCH

EUROPEAN RESEARCH

UK RESEARCH

REGULATION

Advertising Standards Authority
Bank of England
Competition and Markets Authority
European Commission
Financial Conduct Authority
FCA and consumer credit regulation
FCA and regulation
FCA and equity platform regulation
FCA and qualified investors
FCA and new platforms
FCA and public offers
FCA and regulation-the impact
FCA- planned regulation changes
FCA-promotions
FCA- social media
Financial Policy Committee
Financial Services Act
Financial Services Compensation Scheme
Innovation Hub
Peer-to-Peer Finance Association lending rules
Prudential Regulation Authority

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Small Business, Enterprise and Employment Bill 2014-15
Treasury

TRADE ASSOCIATIONS

Confederation of British Industry
European Crowdfunding Network
European Crowdfunding Stakeholders Forum
European Equity Crowdfunding Association
Federation of Small Businesses
International Crowd Funding Association
UK Crowdfunding Association
World Crowdfund Federation

ORGANISATIONS

alternativebusinessfunding
British Business Bank
Business Agent
Crowdbox
Crowdfunding Exchange
Crowdfunding Hub
Crowdnetic
Crowdsurfer
London Co-Investment Fund
NurtureMoney
Plymouth University
Prince’s Trust
Venture funding hubs

HISTORY

History of crowd funding

TYPES OF CROWD FUNDING

Donation
Reward
Equity

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Debt
Revenue share

HOW IT WORKS

Basics
Donation and reward
Investment and equity
Revenue sharing
Cross border

HOW PLATFORMS MAKE MONEY

Basics
All or nothing
Target market
Direct crowd funding

WHY IT HAS RISEN

The need
Austerity
Benefits

BUSINESSES AND OTHER USERS

The need
Benefits
How businesses can use crowd funding
Why crowd funding is better than a bank loan
Crowd funding versus angel investment
Crowd funding and venture capital
Perils of crowd funding for business ideas
Why reward funding can be best for entrepreneurs
Biotech
Solar
Social enterprises
Fashion
Franchising

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Women
Carbon offsetting
Civic projects
IP protection

INVESTORS

Investors and due diligence
Who can be an investor?
Why investors use it
Risks for investors
Risks for investors in equity crowdfunding
Business angels
Scams
The consultancy circus
Equity crowd funding- a scandal waiting to happen?

UK LINKS OVERSEAS

Australia
Brazil
Dubai
France
Germany
India
Mexico
New Zealand
Poland
Spain
Sweden

USA

PLATFORMS

Abundance Generation
AngelsDen Crowdfunding
Bank On Dave
BankToTheFuture

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Business Agent
Buzzbnk
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Carlton
CivilizedMoney
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Crowdbnk
Crowdcube
Crowdcure
Crowd For Angels
Crowdfunder
Crowdfunding Exchange
CrowdLords
CrowdMission
Crowd Mortgage
CrowdPatch
Crowd Racing
CrowdShed
Crowdsurfer
Crowd Valley
Ecopropagator
Entrepreneur country
Enterprise Den
Fireflock
Funding Planet
Funding Tree
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GrowthFunders
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Hybrid Funding
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