

# UK equity and revenue crowd funding-facts and figures 2015

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## 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.

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.

## 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

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

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

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

BloomVC  
Business Agent  
Buzzbnk  
Capitalise Invest  
Carlton  
CivilizedMoney  
Crowd2Fund  
CrowdAhead  
CrowdAHouse  
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  
FundTheGap  
GamCrowd  
Gen Community  
GrowthFundors  
House Crowd  
Hybrid Funding  
Ice Dragons  
InvestingZone  
Launchpad  
Microgenius

Patronomy  
Pitchforit  
PrimaryBid  
Propagator  
Property Crowd  
Property Moose  
Ray's Fund  
Scottish Funding  
Seedrs  
Seedups UK  
ShareIn  
Skipso  
Spacehive  
SquareKnot  
Symbid  
SyndicateRoom  
ThrillCapita;  
Trillion Fund  
Unbound  
Up and Funding  
VentureFounders  
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