

**Interreg**  
*Mediterranean*



**BLUE**  
**CROWDFUNDING**

Capacity Building of  
**BLUE Economy Stakeholders**  
to effectively use **Crowdfunding**

**> RISK & MITIGATION**  
**NUGGETS FACTSHEETS <**

# For whom are these infosheets?

## - Players & Roles -

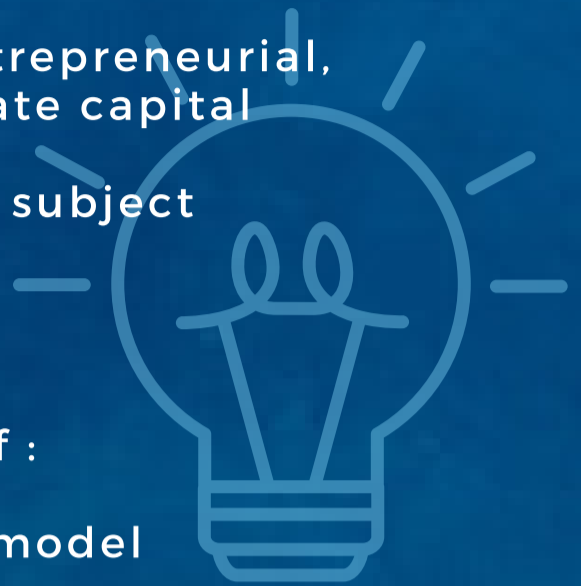
### Project Owner

Anyone who has an entrepreneurial, innovative idea but lacks adequate capital to bring it into practice.

The realization of this venture is subject to the contribution and support from a wider audience, via the crowdfunding campaign.

The project owner is in charge of :

- the project identity
- choice of financing/business model
- relations with the supporters

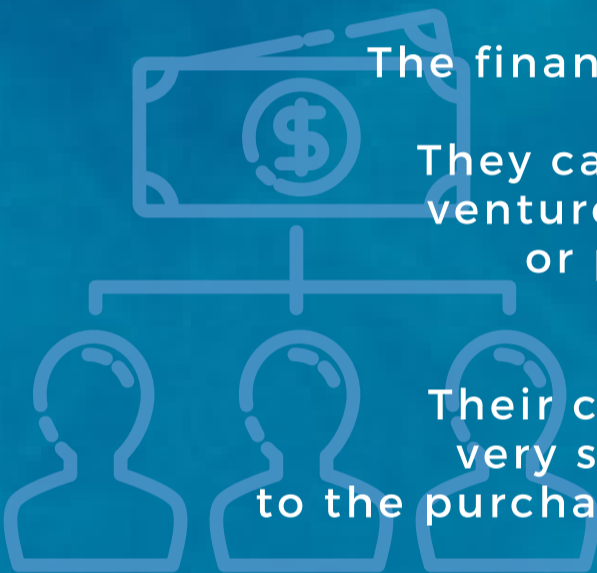


### Supporter

The financial participant and external contributor to the project.

They can be individuals, companies, venture capitals or business angels, or public /financial institutions.

They form the “crowd”. Their contributions vary from being very small, i.e. “micro-transactions” to the purchase of firm’s shares and quota in the form of investments.



### Public Authority

Particular actor who can activate and combine the funds from the crowd with public budget, also in line with a defined political agenda.

Its participation or provision of co-funding generates the so-called “civic crowdfunding” and “match-funding” dynamics.

Its role vary:

- Sponsor
- Manager
- Curator
- Facilitator



### Platform

The internet-based intermediary that facilitates financial contributions between supporters and project owner.

It selects and supports the most promising initiatives to be upheld on its spaces for contributions. In this sense, it acts as “gatekeeper”, filtering the projects per content, location, sector, objective.

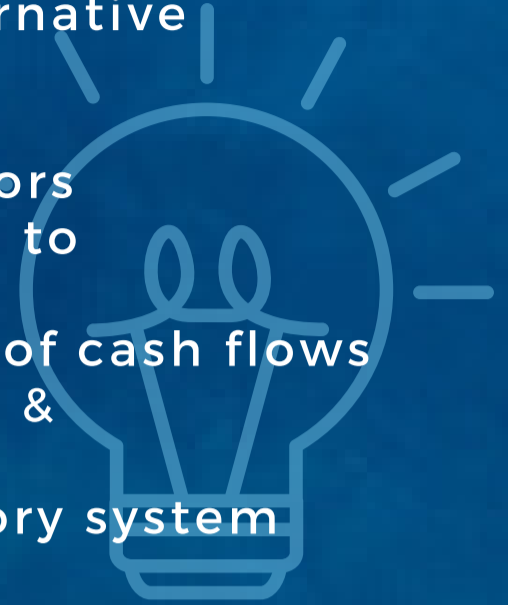
Its profit derives from different fee structures, depending on the business model.



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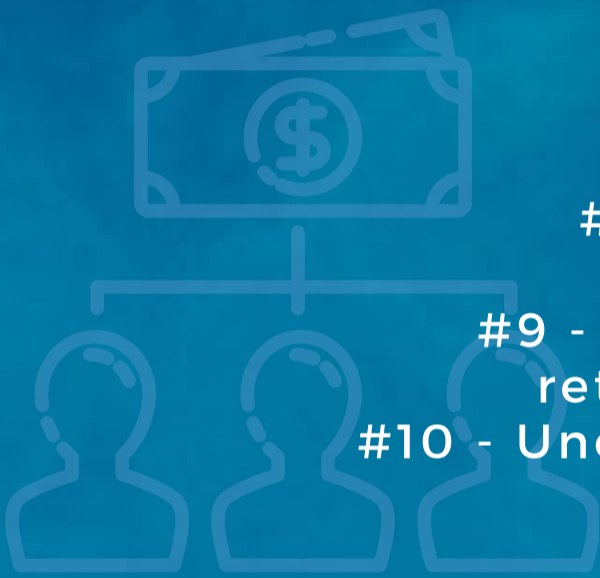
## Project Owner

- #1 - Limited knowledge on alternative finance
- #2 - Underestimation of costs
- #3 - Unpredictable market factors
- #4 - Reputational damages due to unfulfillment
- #5 - Exit strategy & fluctuation of cash flows
- #6 - Intellectual Property Right & Copyright infringement
- #7 - Uneven or unclear regulatory system



## Supporter

- #8 - Limited knowledge on alternative finance
- #9 - Illiquidity of capitals, late returns & increase in default
- #10 - Uneven or unclear regulatory system



## Public Authority

- #11 - Limited knowledge on alternative finance
- #12 - Declined if its institutional role
- #13 - Low engagement of stakeholders & community
- #14 - Regional / National diversified legislation



## Platform

- #15 - Lack of transparency & low accountability
- #16 - Inaccessibility for certain categories
- #17 - Cyber-security attacks & digital protection
- #18 - Uneven and unstable profit-making
- #19 - Diversified regulatory system & legal framework

