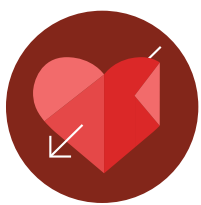




CROWD FUNDING

Financing in the Digital World

Definitionen



CROWD DONATING is where supporters donate to social, cultural and charity projects. The donors do not usually receive anything in return, so there is no personal financial benefit for the donors.



CROWD SUPPORTING is where supporters make a financial contribution to a project. They receive a pre-agreed non-monetary return for the donation (tangible or intangible assets).

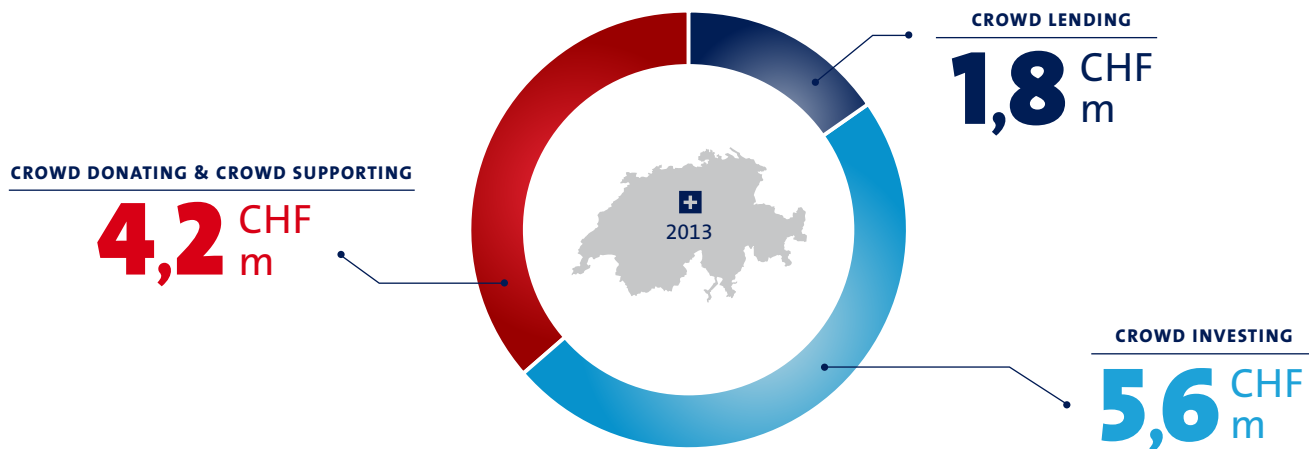


CROWD LENDING is where supporters provide a fixed amount of financing to companies or private individuals for a predefined period in the form of a loan. In return, the lenders are paid interest and get their money back at the end of the loan term.

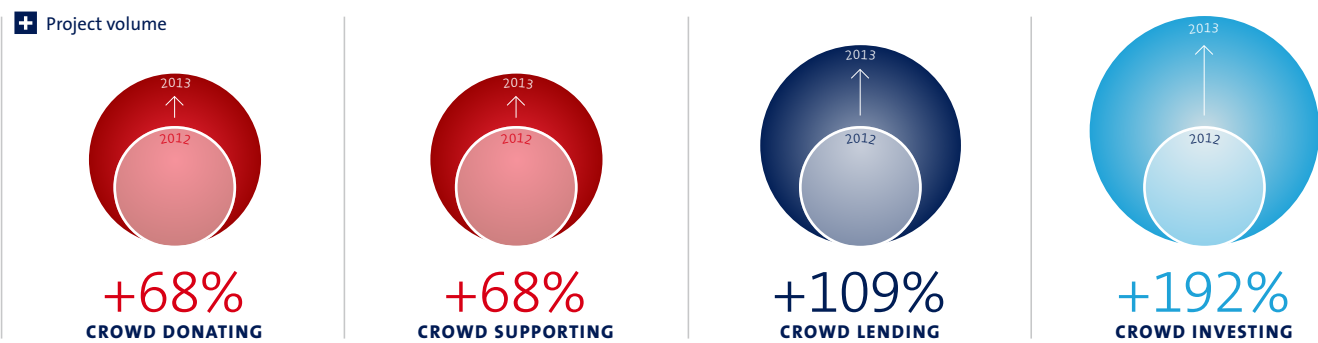


CROWD INVESTING is where supporters provide money to finance a start-up company. In return, the donors receive a predefined interest in the company.

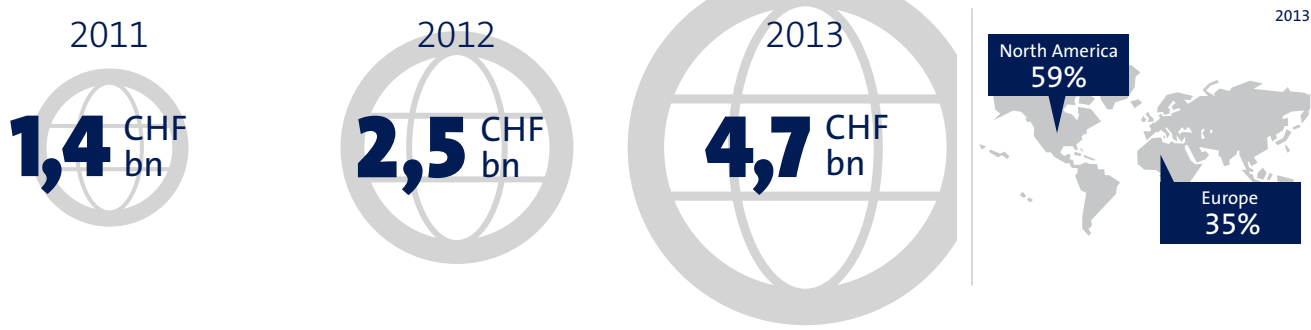
Project volume – Switzerland



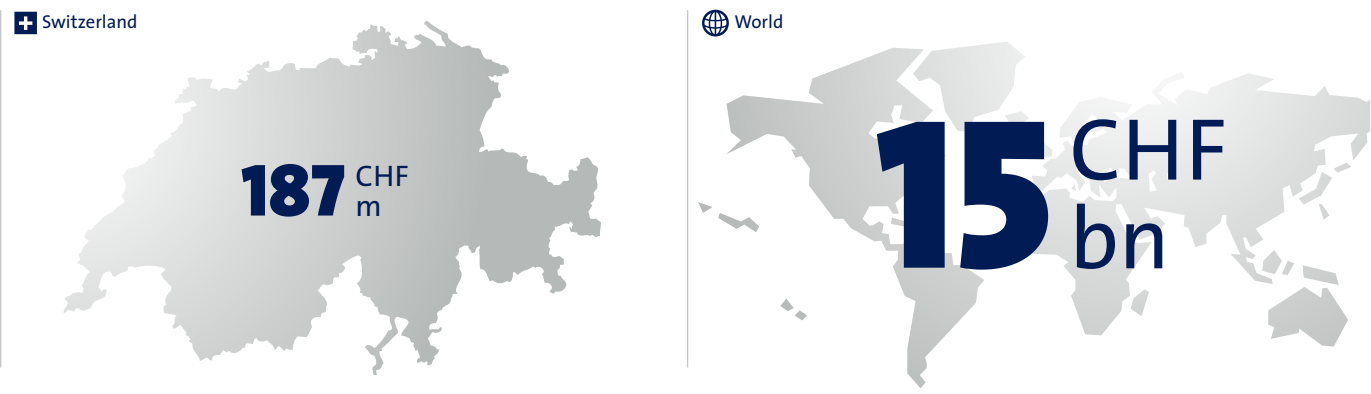
Growth in Switzerland 2012–2013



Project volume – world



Forecast 2015



Factors for success

