

# Crowdfunding

## Smart Money for great Ideas

Transnational Workshop on Innovative Financing Instruments  
for Eco-Innovation in Central Europe

Dr. Reinhard Willfort  
Berlin, 3 June 2014

# Agenda

---

- Innovationmanagement @ ISN
- The Crowd – how does it work?
- From Crowdsourcing to Crowdfunding
- Crowdfunding – what comes next?



Neurovation.net  
Deine Ideenplattform



1000x1000.at  
Zur Förderung der Innovationskultur

# Ideation, Conception, Testing, ...



# Example Woodworker: Product Innovation „Zirbenliebe“

- differentiation through innovation – [www.Zirbenliebe.at](http://www.Zirbenliebe.at)
- 150y old trunks + 25y experience woodworking + industrial design



## ...SO DUFTET INNOVATION

Das Holz der Zirbe bewahrt über Jahrhunderte hinweg seinen wohltuenden Duft.

Nach 200 Jahren in der Natur, begleitet und umgibt Sie die Zirbe in Ihrem persönlichen Lebensraum – ein Leben lang.

## ...NATUR

In den Alpen zwischen 1.400 bis 2.600 m Seehöhe wächst der Rohstoff  
für unsere Produktinnovationen – die steirische Zirbe.

## ...HANDWERK

Kein Baum gleicht dem anderen und jedes Ergebnis ist ein Unikat. Aus einem Stück aus dem Zirbenstamm entnommen und mit  
Liebe zum Detail bearbeitet. Inmitten der natürlichen Lebensader des Baumes schlägt das Herz des Besitzers.

## ...DESIGN

Design macht Produkte nicht nur schöner.  
Design verbessert unser Leben auf ästhetische, funktionale,  
emotionale und praktische Art und Weise.

## ...WOHLBEFINDEN

Zirbe verringert die Herzfrequenz und beschleunigt den  
Erholungsprozess (Joanneum Research).  
Pilze und Bakterien haben aufgrund des enthaltenen  
Stoffes Pinosylvin wenig Chance (Universität Salzburg).



ZIRBENLIEBE

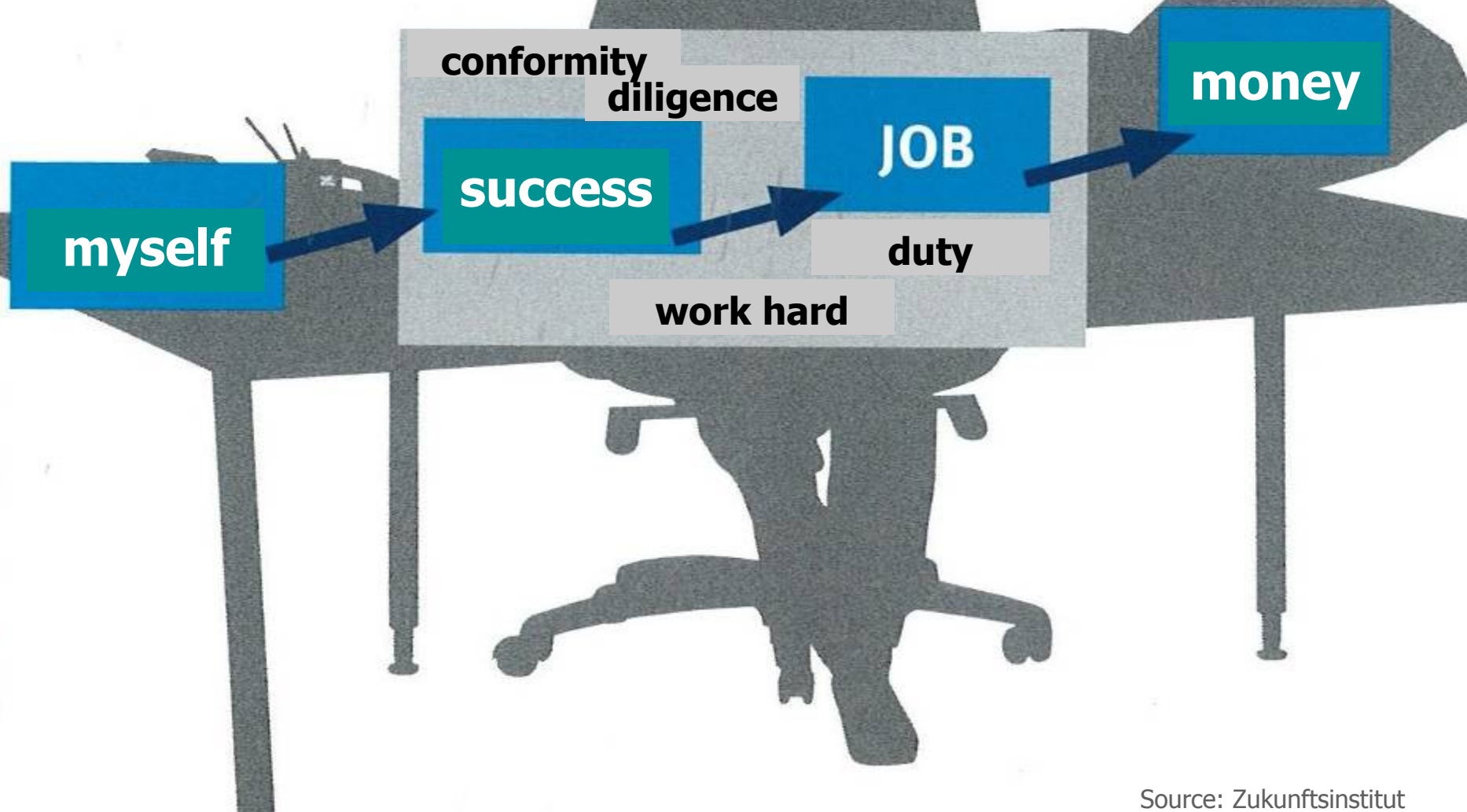


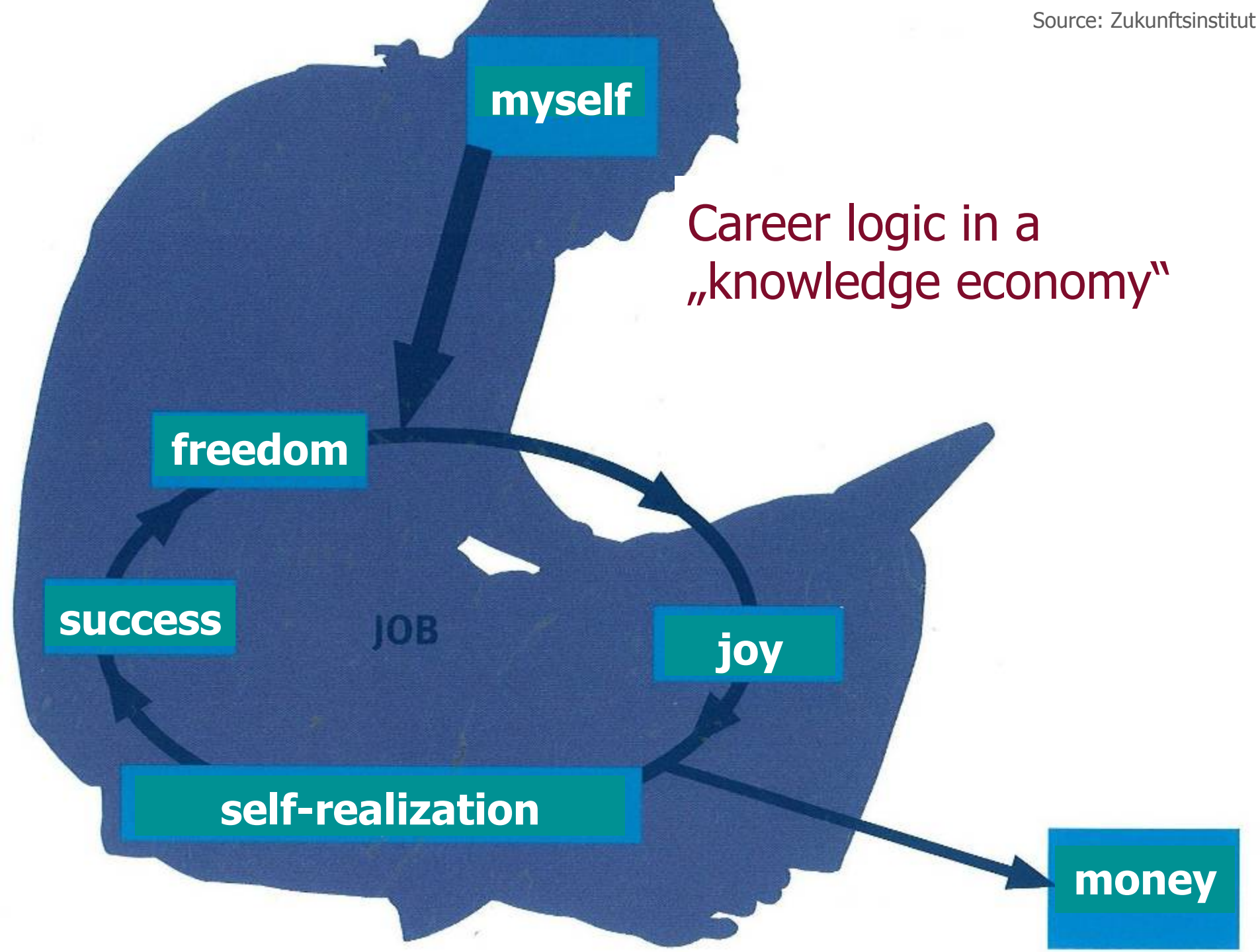
<http://vimeo.com/79593887>

**„That will  
never work“**



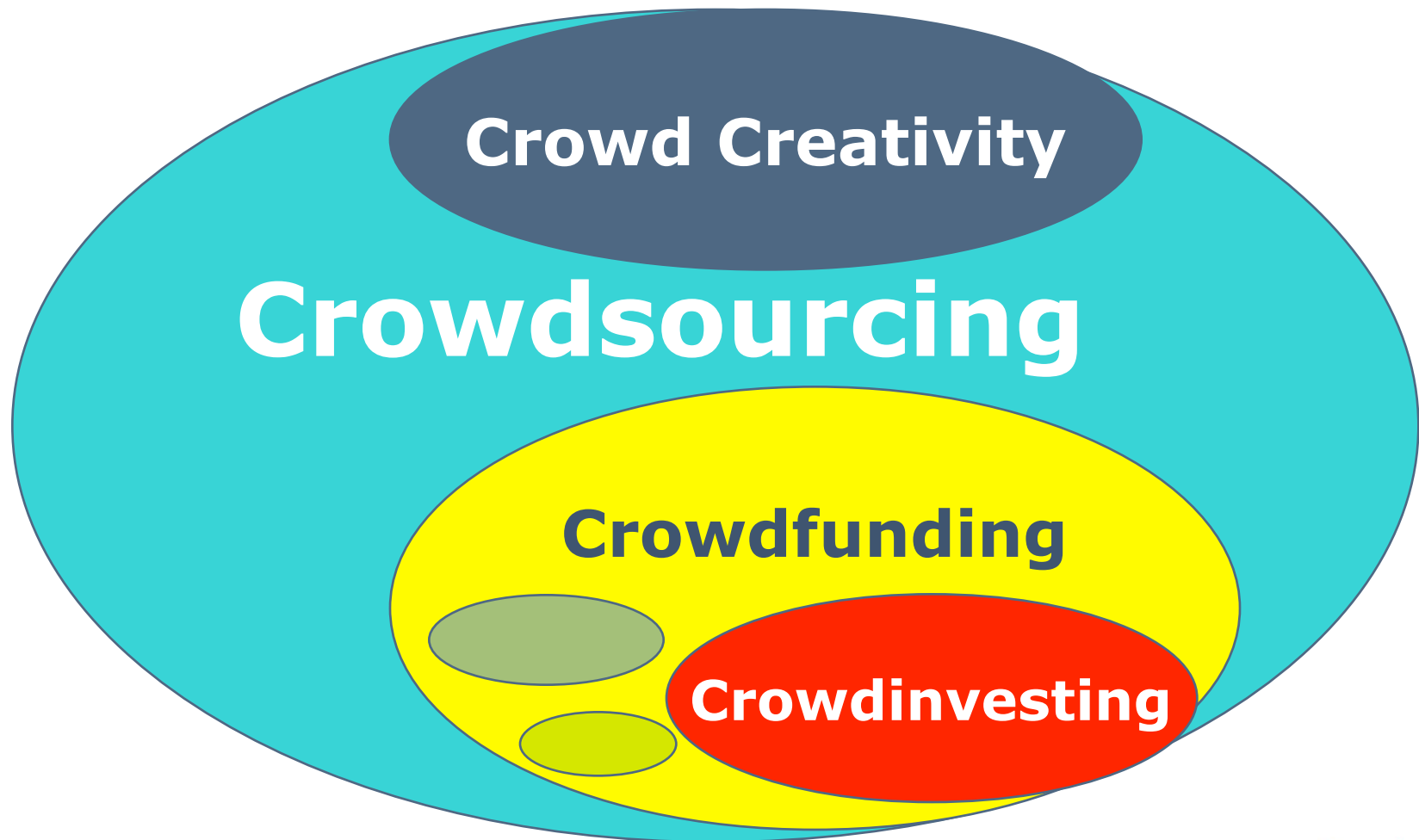
# Past: „Industrial career logic“





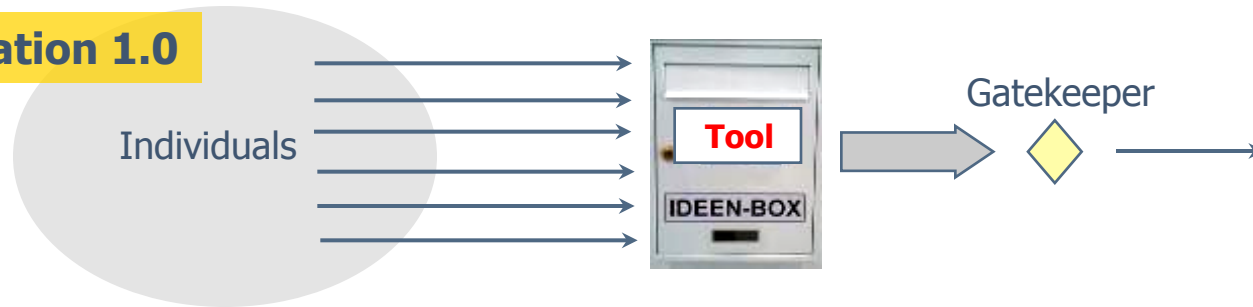
# „The Rise of Crowdsourcing“

[Jeff Howe 2006, wired]

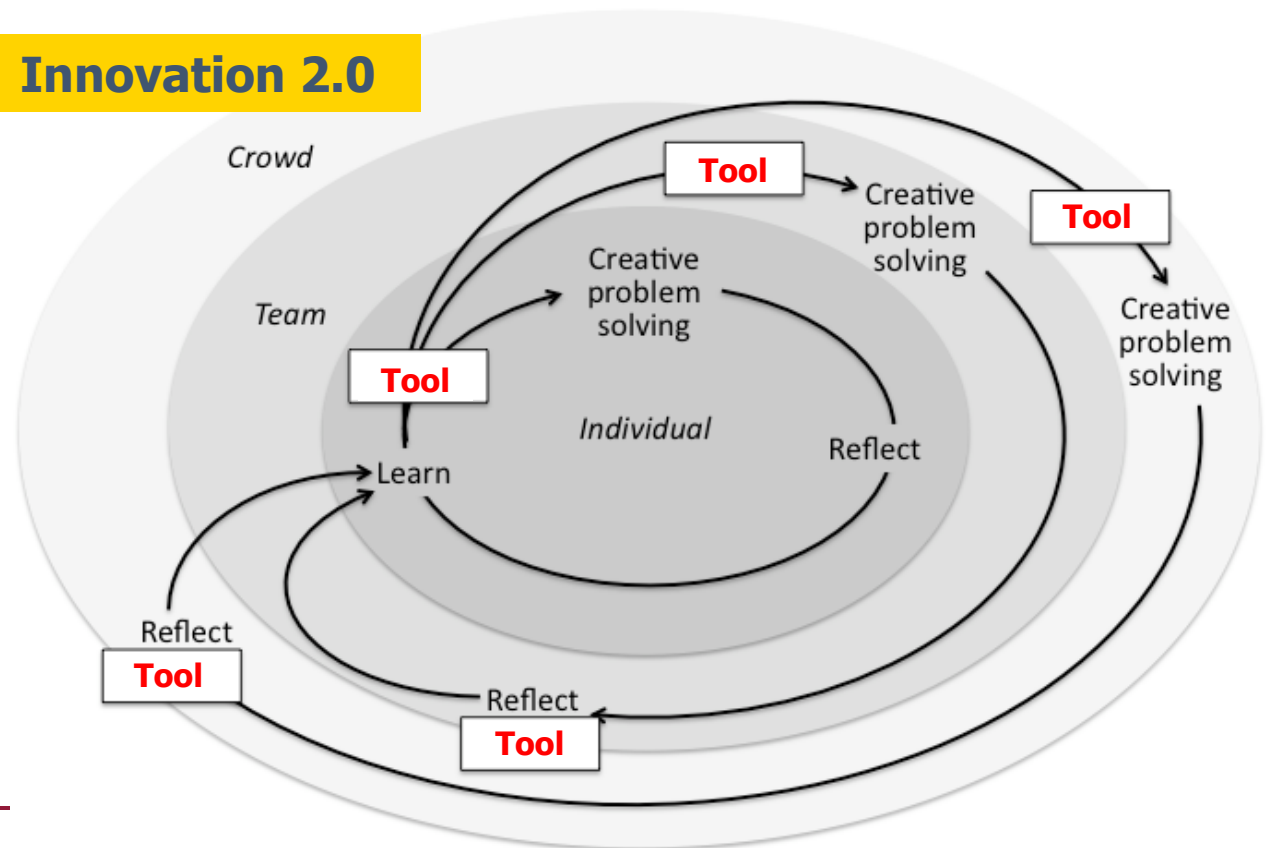


# Trend: Smart Innovation Tools

## Innovation 1.0



## Innovation 2.0



# Crowdsourcing Plattform-Technologie

The image displays three overlapping mobile application interfaces for crowdsourcing technology.

**Left Interface (austrian mobile power):** Features a blue header with a pixelated logo and the text "austrian mobile power The e-mobility". Below the header, there are navigation icons for home, projects, and challenges. The main content area shows a list of ideas, including "Was kann...", "Geistes...", "Ideen v...", "Ge...", "Ide...", "Erfahre m...", and "Zufällige Ideen". There is also a section for "Random Ideas" with a small image of a car.

**Middle Interface (AVL GREAT IDEAS):** Features a blue header with the AVL logo and the text "GREAT IDEAS". Below the header, there are navigation icons for home, challenge, ideapool, community, and arena. The main content area shows an "Active Challenge" with the text "AVL GREAT IDEAS Be creative!" and "Initiative of AVL ITS". There is also a section for "Newest Ideas" with a small image of a car and a section for "Active Challenge" with a small image of a lightbulb.

**Right Interface (AVL GREAT IDEAS):** Features a blue header with the AVL logo and the text "GREAT IDEAS". Below the header, there are navigation icons for home, challenge, ideapool, community, and arena. The main content area shows an "Active Challenge" with the text "AVL GREAT IDEAS Be creative!" and "Initiative of AVL ITS". There is also a section for "Newest Ideas" with a small image of a car and a section for "Active Challenge" with a small image of a lightbulb.



EUROPEAN  
COMMISSION

Brussels, 27.3.2014  
COM(2014) 172 final

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN  
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL  
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

**Unleashing the potential of Crowdfunding in the European Union**

# Different types of Crowdfunding

- **Donation** based Crowdfunding
- **Reward** based Crowdfunding
- **Lending** based Crowdfunding
- **Equity** based Crowdfunding

[www.crowdfundingframework.eu](http://www.crowdfundingframework.eu)





- **Oliver Gajda, Germany (Chairman & Executive Director)**
- **Suzanne Huiskes, Pifworld, Netherlands**
- **Ronald Kleverlaan, Webclusive, Netherlands**
- **Sissy Mueller, GreenCrowding, Germany & Belgium**
- **Femke Mussels, Angel.me, Belgium**
- **Alex Raguet, Lumo, France (Treasurer)**
- **Lionel Slusny, Loft Solutions, France (Secretary)**
- **Reinhard Willfort, 1000x1000.at, Austria**



# 1000x1000.at

Zur Förderung der Innovationskultur

Mitglied des European Crowdfunding Networks (ECN)

[Registrieren](#)

[Neues Passwort anfordern](#)

[Anmelden](#)

[News](#) ▶ [Investieren](#) ▶ [Unterstützen](#) ▶ [Zukünftige Projekte](#) [Wie funktioniert das?](#) ▶ [Presse](#) ▶



Ideen

## Investoren, Innovatoren und Servicepartner führen eine Idee zum Erfolg.

€ 9.021.992 verfügbares Risikokapital

7520 Jahre Erfahrung

1011 Investoren



Sie haben **Ideen**, die sie  
umsetzen möchten?

Sie möchten in gute  
Ideen **investieren**?





# 1000x1000.at

Zur Förderung der Innovationskultur

Mitglied des European Crowdfunding Networks (ECN)

[Registrieren](#)

[Neues Passwort anfordern](#)

[Anmelden](#)

[News](#) ▶ [Investieren](#) ▶ [Unterstützen](#) ▶ [Wie funktioniert das?](#) ▶ [Presse](#) ▶

## Woodero - das edle, funktionale Tablet Case aus Holz



Woodero – das edle, funktionale Tablet Case aus Holz

## Stand der Finanzierung

169 %

€ Equity-based Funding Projekt ?

€ 33.700 finanziert, Finanzierungsstart ab € 20.000

38 Investoren mit durchschnittlich € 887

[Investieren](#)

[f Share](#)

591

[t Tweet](#)

33

[✉ Email](#)

9

Stockbrief



# Ubuntu Edge

The Ubuntu Edge is the next generation of personal computing: smartphone and desktop PC in one state-of-the-art device.

Technologie – London, United Kingdom

[Startseite](#)
[Updates / 4](#)
[Kommentare / 5719](#)
[Unterstützer / 15853](#)
[Galerie / 14](#)

Ubuntu Edge: introducing the hardware



Get the Ubuntu Edge now, only at [igg.me/at/ubuntuedge](http://igg.me/at/ubuntuedge)

## \$7,310,355



des \$32,000,000 Ziels erreicht

 **23** Tage



Fester Zielbetrag

**JETZT UNTERSTÜTZEN ▶**

Diese Kampagne wird nur  
Gelder erhalten, falls  
mindestens \$32,000,000 bis zum  
Mi 21 Aug 11:59PM PT  
gesammelt worden sind.

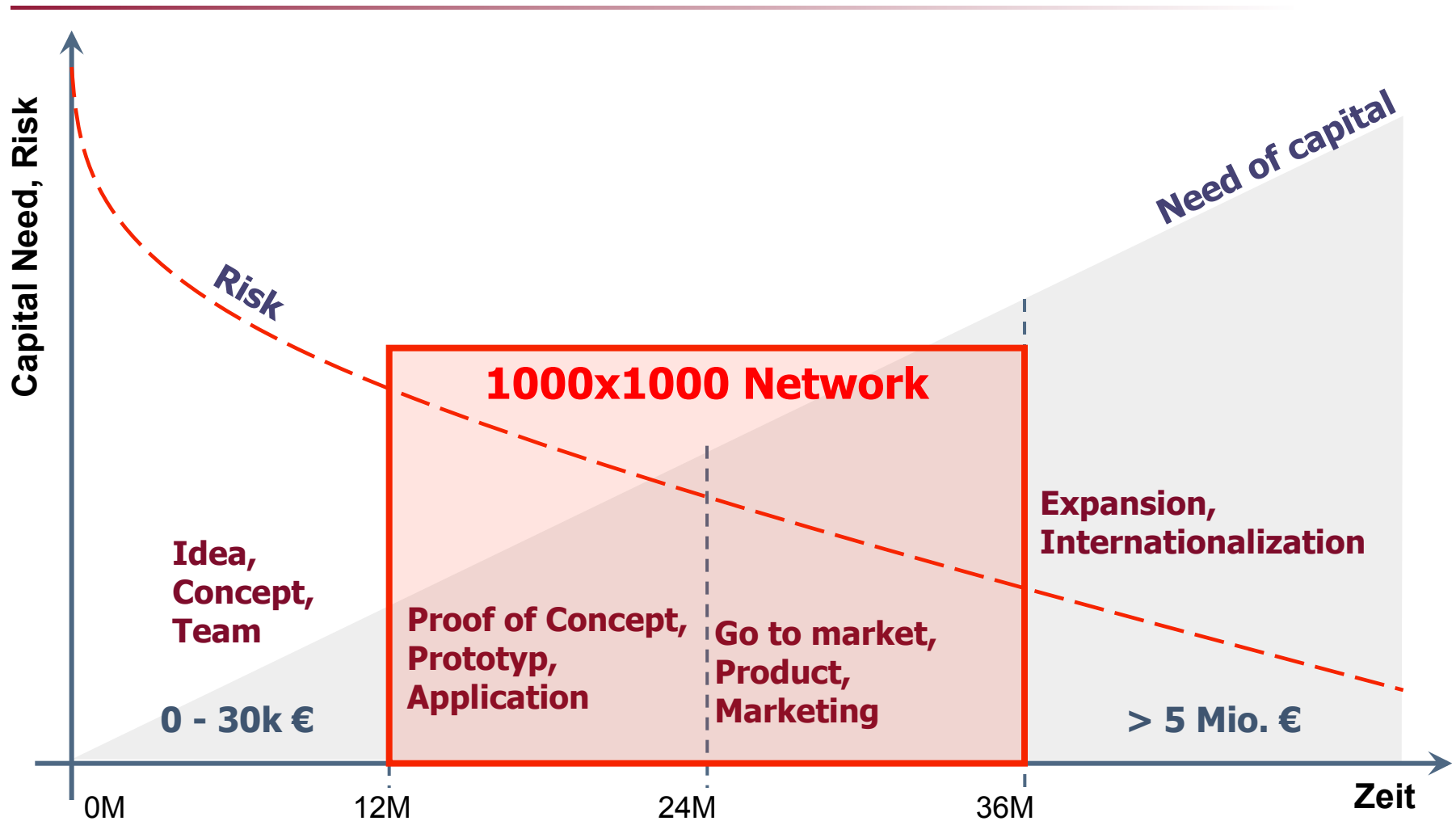
Wähle einen Perk

# Ubuntu Edge – “Don't Call it a Smartphone”

---

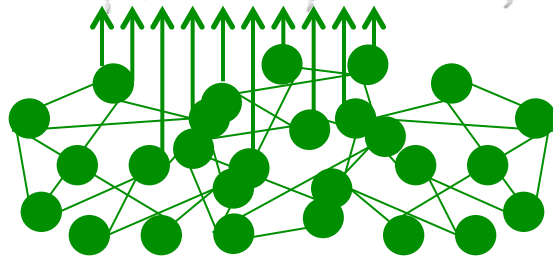
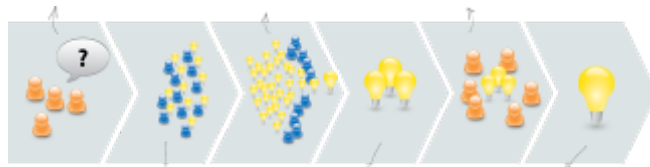
- First, it raised \$135,483 in its first hour — an Indiegogo record
- Receiving nearly 3.7 contributions per minute, Ubuntu hit \$1 million in about four hours
- It passed \$2 million just after 4pm PST (in 8 hours),
- crossed through \$3 million - 12 hours after launching
- and hit \$4 million in 45 hours.

# Focus of 1000x1000 Crowdfunding platform



# Platform for „Lean Entrepreneurship“

## Crowdcreativity

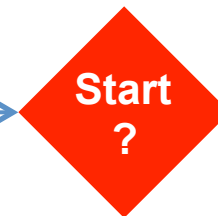


**Kreative, Gründer, KMU**

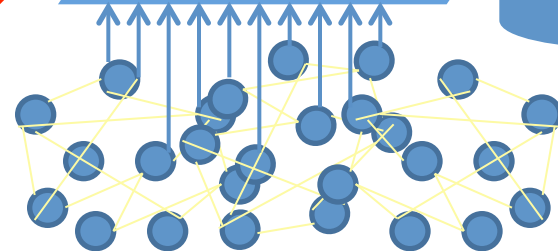
**Konzept**



## Crowdfunding



**Umsetzung**



**Investoren, Multiplikatoren**



# On the way to „Crowdbusiness“

---

## ■ **Crowdcreativity**

How to get early feedback from the market?

How to find partners for your entrepreneurship team?

## ■ **Crowdfunding**

How to raise money for financing your idea?

How to push your idea fast to the market?

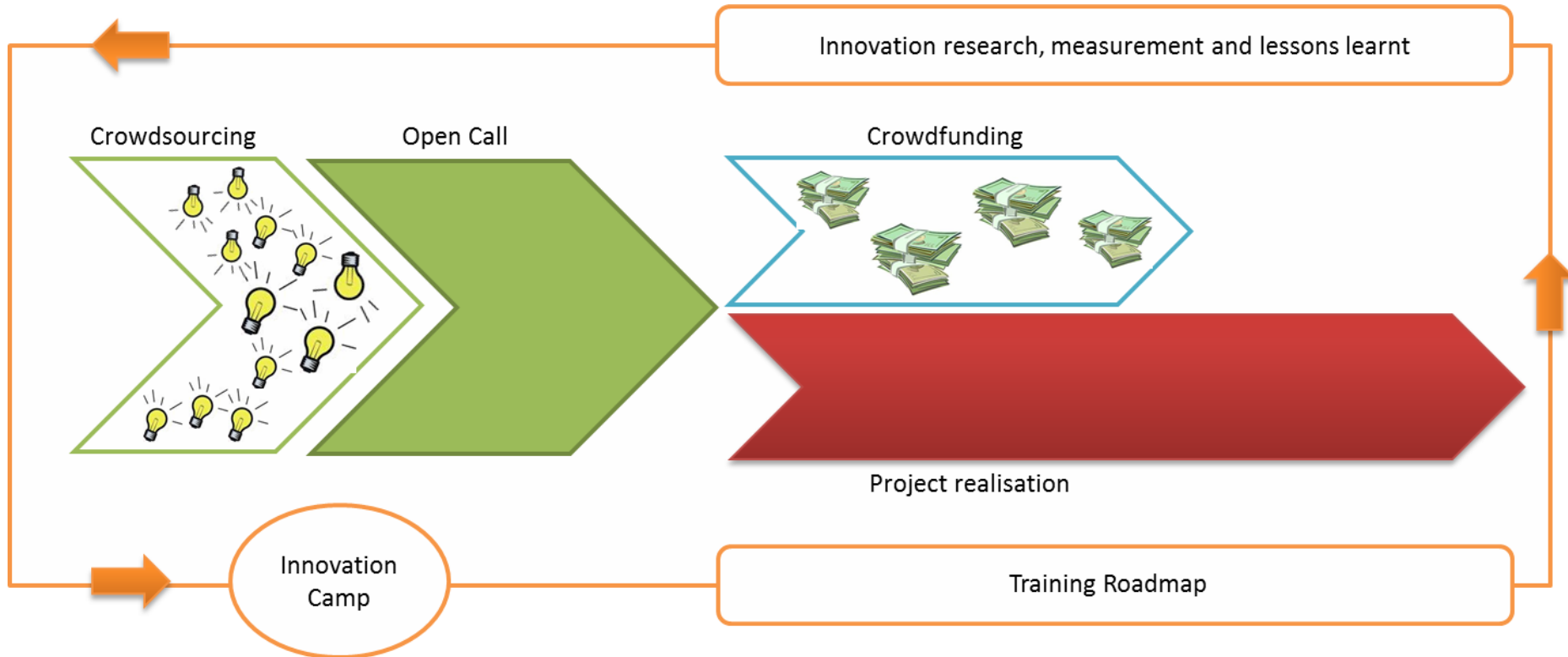
Finally: „**Business Model Innovation**“

# The new formula for Entrepreneurship

---

**Social  
Media**  
**(Idea x Capital)**

# Crowdpower concept for startups and SME





# 1000x1000.at

Zur Förderung der Innovationskultur

**Dipl.-Ing. Dr. Reinhard Willfort**

ISN – Innovation Service Network GmbH

reinhard.willfort@innovation.at

Tel. +43.316.919229-0

**www.innovation.at**

