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Slovenia

“Crowdfunding Visions” (D 3.2.2)

Introduction

Within the CrowdStream project, each partner region has undergone a process of analysis of local conditions and stakeholder involvement resulting in the definition of “Crowdfunding Visions” on the basis of the following inputs

(available on <http://www.interreg-danube.eu/approved-projects/crowdstream>):

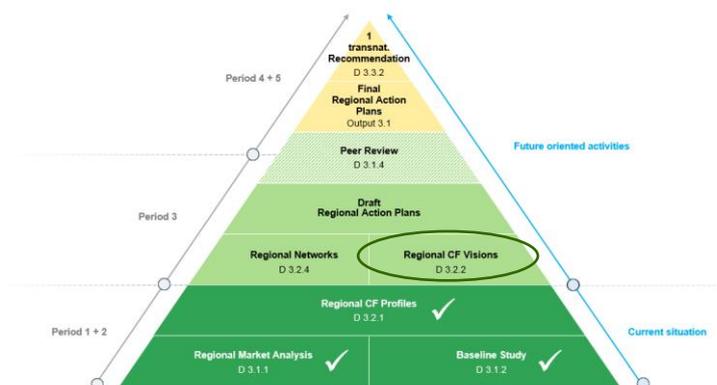
- Regional Market Analysis on Crowdfunding (D 3.1.1)
- Baseline study (D 3.1.2)
- Regional Profiles (D 3.2.1)
- Regional Stakeholder meetings (D 3.2.3)

The “Crowdfunding Vision” addresses the strategic development goals of a project partner region to improve local “crowdfunding environment” in a long-term perspective.

In the context of the CrowdStream project, the “Crowdfunding Visions” are based on existing research results and targeted at the needs of the project target groups.

Building upon these strategic goals each partner region will draft innovation support measures and policy recommendations for the respective region in the field of Crowdfunding, which will aim at improving the access to alternative finance for innovative businesses incl. social and creative entrepreneurs.

Thus, the “Crowdfunding Vision” as presented below will serve as a starting point for drafting and piloting the Regional Action Plan for the relevant partner region and will help to align these plans in a strategic way.



How to define your Vision:

A Vision, in view of its long-term strategic relevance, serves as an overarching guidance towards a better future. This means that it cannot be fulfilled immediately at the moment of being defined.

A Vision should be understandable and credible as well as demanding and challenging at the same time.

Vision 1:

By the end of 2020, STP (together with its partners) shall represent one of the main hubs for crowdfunding support to startups and SMEs in Slovenia.

Explanation:

Based on the research and analysis performed within the CrowdStream project activities so far, it is clear that, on one side, there is a strong need for a systematic support for crowdfunding projects in Slovenia, while on the other side the needed support is not organized in such a way at the moment.

Although in Slovenia there are many successful entrepreneurs who are willing to share (and are already sharing) their knowledge with those individuals/startups/SMEs who are interested in CF campaigning, the process of know-how transfer is not organized systematically, but rather as occasional and sporadic activity, performed by enthusiasts who have been through the CF campaigns and are sharing their experience with the interested parties according to their time/resources availability in the given occasion.

In order to assure a continuous efficient support activities oriented to the interested individuals/startups/SMEs on the subjects related to crowdfunding, STP decided to engage its available resources to the extent, that will enable a continuum in the awareness raising, specific training/mentoring activities and know-how transfer activities, in order to improve the awareness of the wider population about crowdfunding on one hand, and to improve the participation rate and the success rate of Slovenian crowdfunding projects on the other.

Vision 2:

Please express your long-term target in one clear sentence, as concrete as possible.

E.g. "Until 2020, each university graduate from XXX will be informed about the basic concept and the main mechanisms of Crowdfunding."

By the end of 2020, business support organizations (especially business incubators and technology parks) in Slovenia will accept and promote crowdfunding as one of the most important alternative financial mechanisms for innovative startups and SMEs.

Explanation:

Please explain the reasoning behind your vision, referring e.g. to the analyses done earlier during CrowdStream implementation (D 3.1.1 Regional Market Analysis on CF, D 3.1.2 Baseline study, D 3.2.1 Regional Profiles and SWOT analysis, D 3.2.3 Summary of Regional Stakeholder meetings, etc.)

The lack of knowledge among business support organizations on the subjects related to crowdfunding leads to less intensive support for startups/SMEs in this field. With improving their own knowledge and skills about crowdfunding, business support organizations will become empowered to offer efficient support the potential campaigners according to their needs.

Although specific support activities for crowdfunding campaigners will be provided by specialized experts within the CF hubs, there will still be a need to obtain basic information from business support organizations which basically represent the first contact for startups/SMEs when it comes to business support, as well as the one-stop-shop for all necessary information related to business development and growth. Besides offering general business support activities, the knowledge about propulsive area of alternative financing, such as crowdfunding, will add substantial value to their services and additionally boost development of startups/SMEs.