

# Examination of RES Crowdfunding

## Findings from 8 Case Studies

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# Agenda

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- Summary of project
- Summary of findings
- Key challenges
- Key data points

# Summary

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- 5 Case studies from Abundance
- 1 Case study from Lumo, Oneplanetcrowd and Green Crowding / Bettervest
- Case studies considered:
  - Core areas of success
  - Challenges
  - Data
  - Policy Asks

# Core Areas of Consideration

Lessons from Case Studies

# Instruments

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- Tendency on crowdfunding platforms is to use debt (Bonds or Loans)
- Long term periods (in relation to other crowdfunding sectors)

# Onboarding / client DD

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- No active marketing for borrowing clients
- Extensive onboarding and borrower DD
  - All platforms conduct:
    - Technical
    - Legal
    - Financial

# Regulation

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- **Regulation is a key driver of success on platforms:**
  - UK / Dutch felt to be the most supportive regulatory regime – balances investor protection with platform flexibility.
  - Germany good
  - French platforms felt to be limited by their regulatory framework
- **Key areas of consideration:**
  - Cross boarder limited by inconsistent application of regulation
  - Secondary market (French crowdfunding and MiFID limitation)

# After sales

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- Ongoing “asset management” a feature across platforms
- Provision of ongoing information to clients regarding investment performance
- Deliver or have to desire to deliver a secondary market.



# Marketing & other features

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- Various marketing techniques used
  - Social Media
  - Local campaigns
  - Utilizing network based marketing
  - Running traditional advertising based marketing.
- Technology

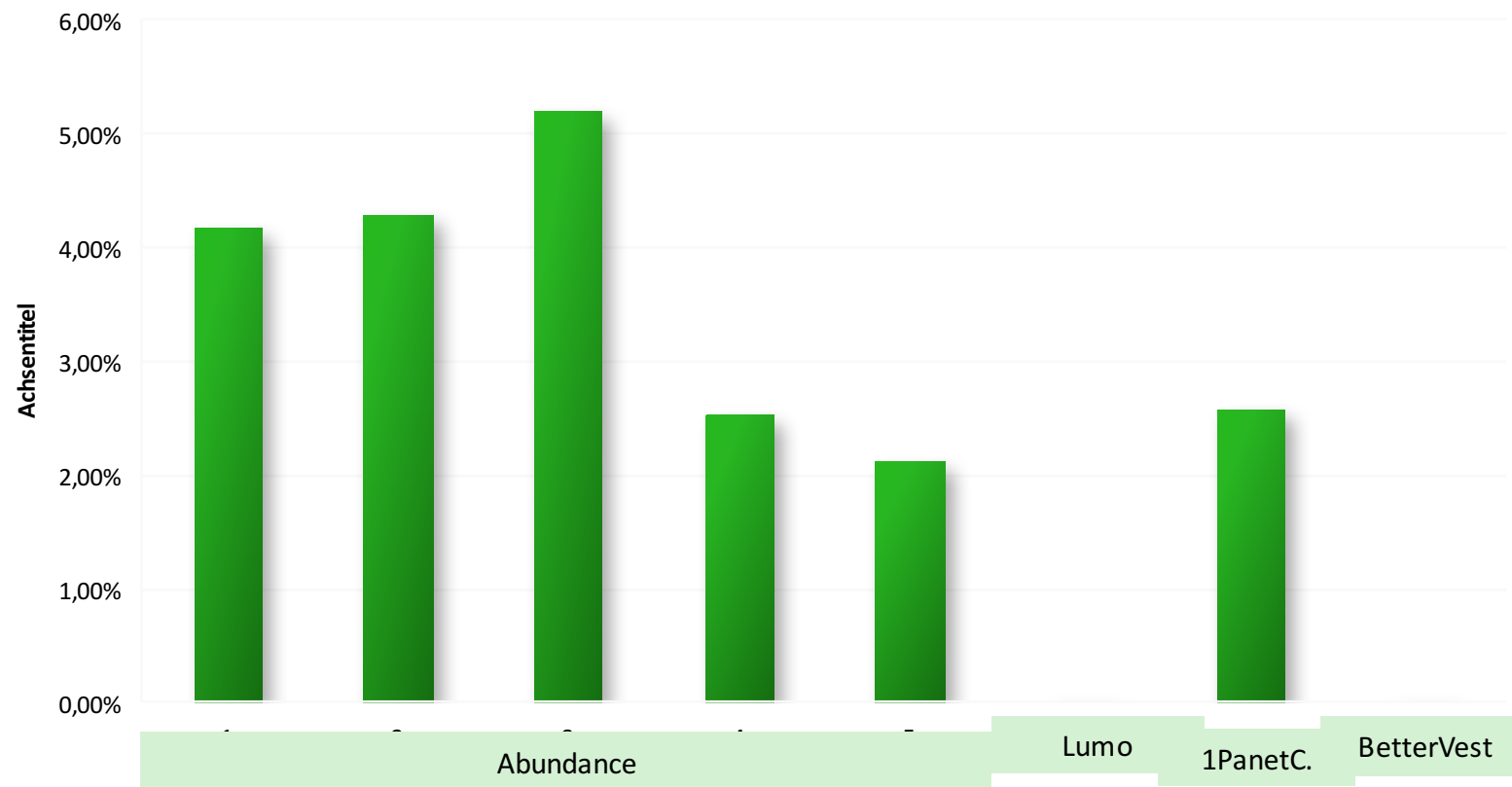
# Key challenges

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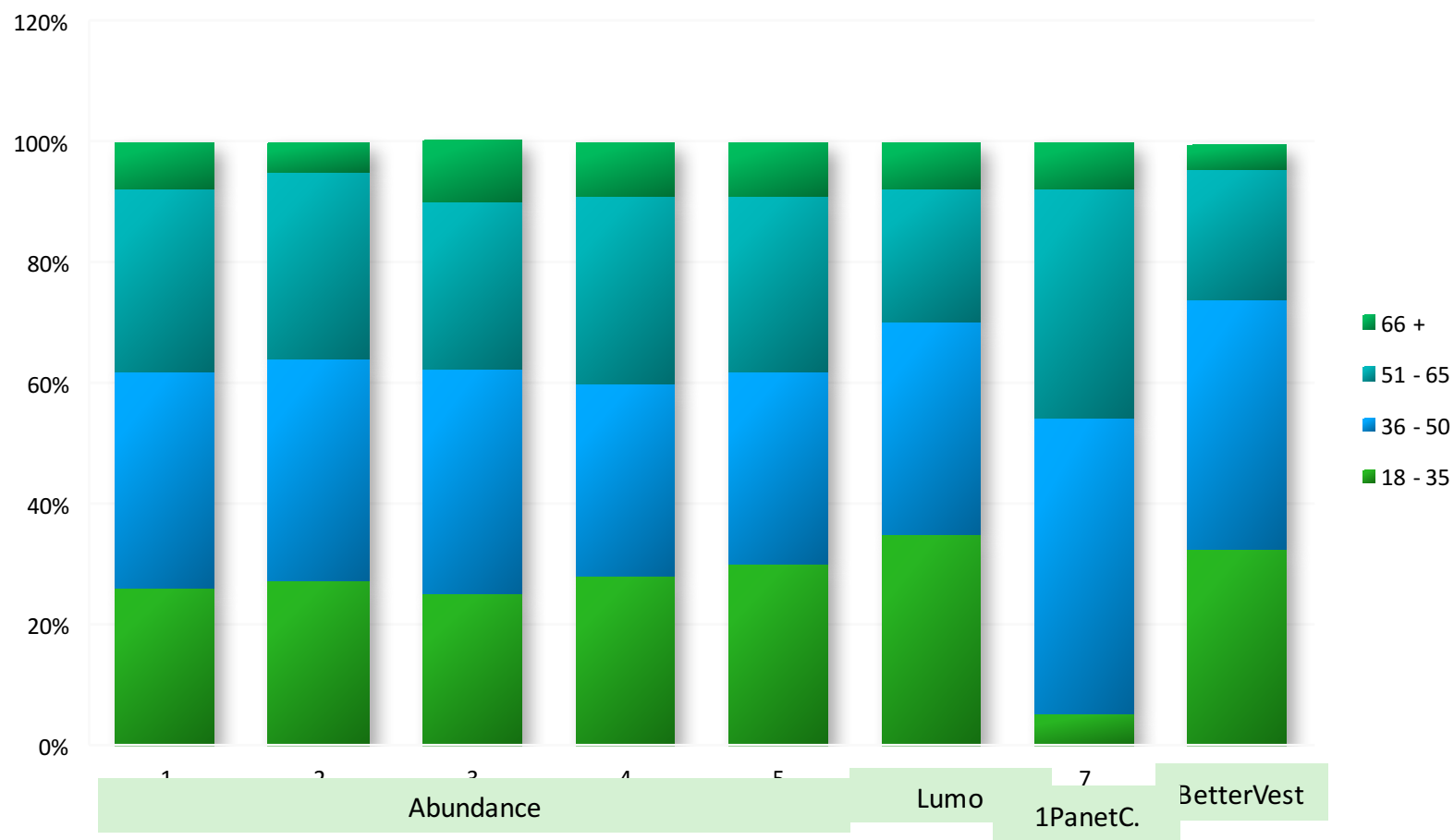
- Scaling investor numbers on platform
- Policy risk (renewable and financial services)
- Ensuring supportive financial services regulation
- Consistency of regulation across EU.

# Data from case studies

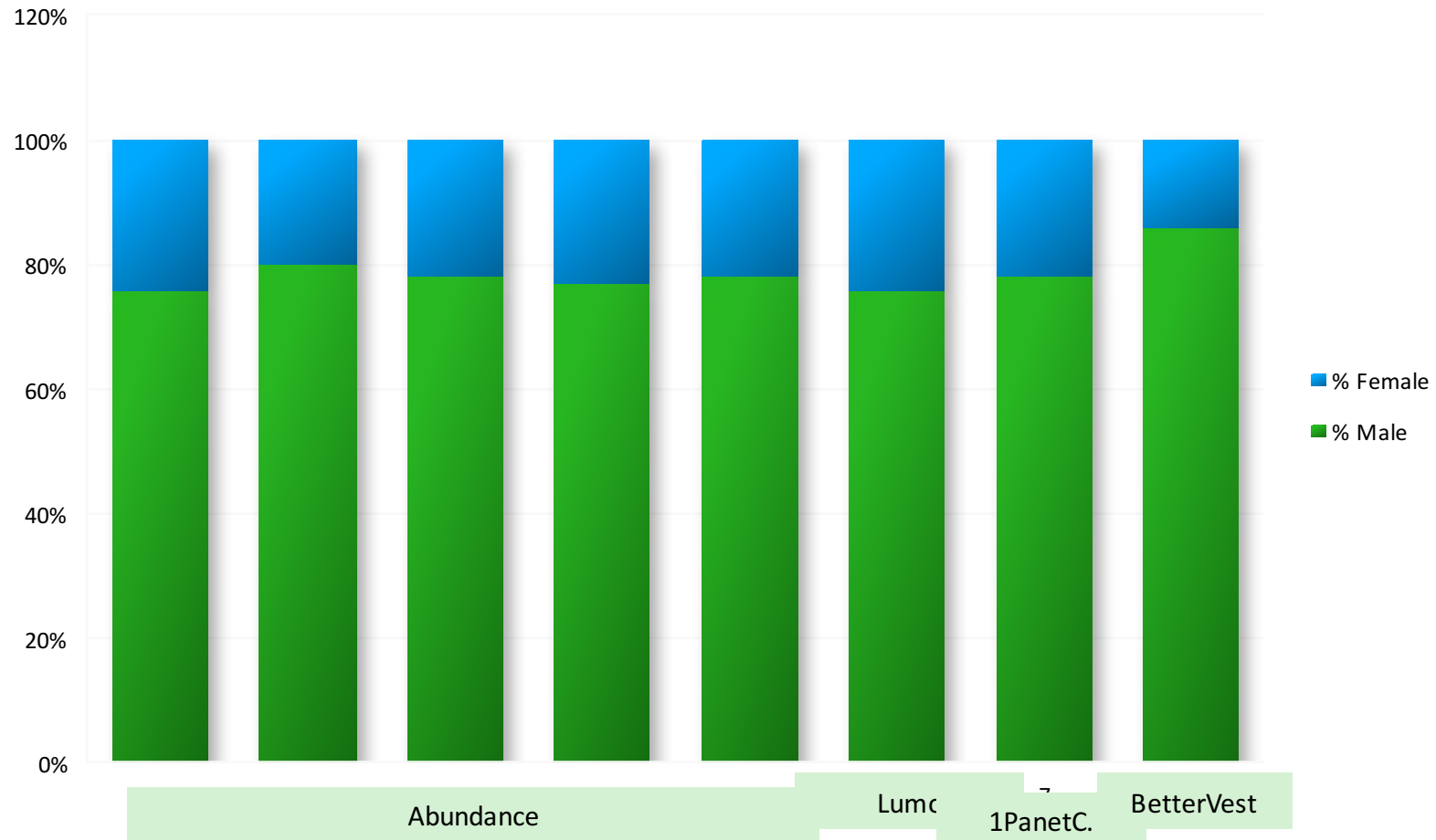
# Non Domicile Investors



# Age Distribution



# Gender Comparison



# Mean Investment

