<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early 1990s</td>
<td>Open source movement</td>
</tr>
<tr>
<td>1997</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>Crowdsourcing</td>
</tr>
<tr>
<td>2006</td>
<td>Crowdfunding</td>
</tr>
</tbody>
</table>

**Open source movement**

- [The Cathedral & The Bazaar](https://en.wikipedia.org/wiki/The_Cathedral_%26_The_Bazaar)

**Crowdsourcing**

- Propellerhead
- *Crowdsourcing*
- [Wired](https://www.wired.com/)

**Crowdfunding**

- Sellaband
- Massolution
**CROWDFUNDING: INCREASING (ECONOMIC) IMPACT**

**Doubling volumes**

<table>
<thead>
<tr>
<th>Type</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>€ 2.000 million</td>
<td>€ 3.700 million</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>€ 605 million</td>
<td>€ 1.155 million</td>
<td>€ 1.967 million</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>€ 14 million</td>
<td>€ 32 million</td>
<td>€ 60 million</td>
</tr>
</tbody>
</table>

**Platforms multiplying like wildfire**

<table>
<thead>
<tr>
<th>Type</th>
<th>2012</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>&gt; 450</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>119</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>44</td>
<td>87</td>
</tr>
<tr>
<td>The Netherlands</td>
<td>29</td>
<td>81</td>
</tr>
</tbody>
</table>
Economic crisis result in reduced
• Financing SME projects up to € 250.000 (e.g Wakkee & Van der Sijde 2013)
• Financing innovation projects (EIM 2012)
• Subsidies for cultural sector (Raad voor Cultuur 2012) or social developments

In addition
• Banks and other traditional financing parties lacking trust
• Investors/donros aim to have a more direct influence on spending of funds
“Crowdfunding involves an open call, essentially through the internet, for the provision of financial resources either in the form of donation or in exchange for some form of reward and/or voting rights in order to support initiatives for specific purposes”

(Lambert & Schwienbacher, 2010)
NON-HOMOGENEOUS

Although sharing two main characteristics...

- Large numbers of funders, small amounts per funder
- Social networks and social media used to interact with the crowd

...a variety of manifestations can be observed

- Variety of incentives: no, small reward, product, financial return (Griffin 2012)
- Using crowdfunding platform versus individual crowdfunding practices (Belleflamme et al 2013)
- External crowdfunding versus integrated into existing enterprises (Muller et al 2013)
- Return rule (all-or-nothing) versus direct donation (Wash & Solomon 2014)
- Public good versus non-public good financing (Burtch et al 2013, Belleflamme et al 2013)
## TYPES OF CROWDFUNDING

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount per crowdfunder¹</th>
<th>Total funds paid out²</th>
<th>Launch to completion²</th>
<th>First and last 25% milestones</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation-based</td>
<td>Less than €100</td>
<td>75% &lt; $5,000</td>
<td>10.2 weeks</td>
<td>3.6 – 3.3 weeks</td>
</tr>
<tr>
<td>Reward-based</td>
<td>Less than €100</td>
<td>75% &lt; $5,000</td>
<td>10.0 weeks</td>
<td>2.9 – 3.6 weeks</td>
</tr>
<tr>
<td>Lending-based</td>
<td>€100 - €300</td>
<td>80% &gt; $25,000</td>
<td>4.8 weeks</td>
<td>2.3 – 2.6 weeks</td>
</tr>
<tr>
<td>Equity-based</td>
<td>€100 - €300</td>
<td>80% &gt; $25,000</td>
<td>8.2 weeks</td>
<td>3.1 – 2.5 weeks</td>
</tr>
</tbody>
</table>

1. Estimates Douw&Koren  
2. Crowdfunding industry report; market trends, composition and crowdfunding platforms. May 2012
MULTIFACETED RESEARCH

Organizational science

Innovation management

Philanthropy

Information systems

Entrepreneurial finance

Psychology

(Social) network analysis

Regulation & policy

Linguistic studies

Development studies
Publishes research agendas:
- Lehner 2013
- Gerber et al 2014

Topics of personal interest:
- Sustaining crowdfunding
- Managing large, chaotic and perhaps unprofessional crowds
- Motivations of crowdfunders to social ventures
- Empowerment & disempowerment of finance seekers
- Enterprise crowdfunding
- Market validation