Crowd funding research
CF research - E&I perspective

- Identify Theoretical embedding, Research questions, Methodologies, that E&I community need to research
- Stakeholders
  - Platforms (Web shop + payment system…)
  - Entrepreneurs
  - Donors / investors
- Will CF evolve to become part of the financial industry?
- Will equity CF change the industry?
- CF impact on entrepreneurial entry – Will CF change the entrepreneurial ecosystem?
- What Make CF campaign successful?
- Does successful CF campaign imply successful product / venture?
- CF as marketing, market entry strategy

- CF science / research

- CF in China

- Cooperation with Berkeley (Richard Swart) global CF project

- As usual, the industry evolves faster than research
Current projects at the E&I group

- Exploring the space with
  - 10 M.Sc. Projects
  - One PhD project
  - Cooperation with Berkeley’s global CF project