



How wise is the crowd?

i3 Webinar on Crowdfunding in the Media Sector

The i3 project (Impact, Innovate, Invest) offers an open invite to a webinar on ***Crowdfunding in the Media Sector***.

Crowdfunding offers a startup, an alternative means of finding finance and of increasing the opportunity for investment by attracting the interest of a wide range of people in ways beyond conventional lending channels, sidestepping the traditional fundraising process and negotiations over pre-money valuations and contract terms.

Crowdfunding is becoming increasingly popular: there are approximately 450 crowdfunding platforms active worldwide, which have raised almost \$16.2 billion in 2014 (Europe \$3.26 billion). Business and entrepreneurship remain the most popular crowdfunding categories, collecting \$6.7 billion in 2014, which represents 41.3 per cent of total crowdfunding volume. Social causes (\$3.06 billion), films and performing arts (\$1.97), real estate (\$1.01 billion), and music and recording arts (\$736 million) rounded out the top five categories.

Join us to explore the opportunities and potential pitfalls of the Crowdfunding model. Explore practical applications of crowdfunding revenue models. Get expert advice and pose your questions to our subject matter expert - **Francesco Bellini and Zenel Batagelj**.

The event is open to all interested parties, and would be of particular interest to projects and technologies planning to raise funds and those interested in the crowdfunding model.

Subject matter experts

Francesco Bellini: Research director and founder of Eurokleis he trained as an economist (Degree in Economics, MAs in Economics and Management of Technological Change, PhD in Innovation Management). He is professor of Finance at the International Telematic University UNINETTUNO and Technology Management professor and research fellow at the Department of Management of University of Rome La Sapienza. He is responsible of the Research & Innovation in Eurokleis and he is scientific consultant for a number of private and public bodies. During his professional career, he worked in more than 30 EC projects coordinating 4 of them (MIRACLES FP5-GRD1-2001-40047, MTM FP5-IST 1999-11100, MIETTA FP4-LE4-8343 and MAXICULTURE FP7-ICT 601070). He is author of 3 books and about 70 publications. He has an extensive experience in project management and coordination, business and financial modelling of innovation and impact assessment.

Zenel Batagelj: Zenel is enthusiastic entrepreneur with a deep knowledge of blockchain mechanics. Zenel stands behind several biggest European ICOs – ICONOMI, Cofound.it and is currently working on ambitious project connecting blockchain and new GDPR law in EU, making it one of the most exciting startups innovating in data and social media fields. Zenel will share his knowledge about the recent boom of ICOs as well as how do they actually work here in Europe.

AGENDA

- What is it and why?
- Exploration of Crowdfunding revenue models
- Advantages and opportunities: the wisdom of the crowd
- Challenges: mobilising your crowd, regulation and ICOs
- Q&A session