



**Supporting Service Specialisation: the role of  
incubators, accelerators, and S&T  
Parks in delivering sector specific support**

**16th October 2019**

**Belgrade, Serbia**



**CROWDSTREAM:  
From crowdfunding strategies to pilot actions  
in Western Balkan partner regions**

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# Brigitte HATVAN

- Partner / Head of Business & Innovation consultancy team
- Master degrees in international communication management, business management and organisational development
- 15+ years of public consulting in the frame of regional innovation systems and innovation support policies



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## **CrowdStream project**

12/2016 - 5/2019

## **Consortium**

10 partner organisations

## **Main objective**

To improve the effectiveness of public/private business support for innovative SME, start-ups and social enterprises to access alternative finance (crowdfunding)

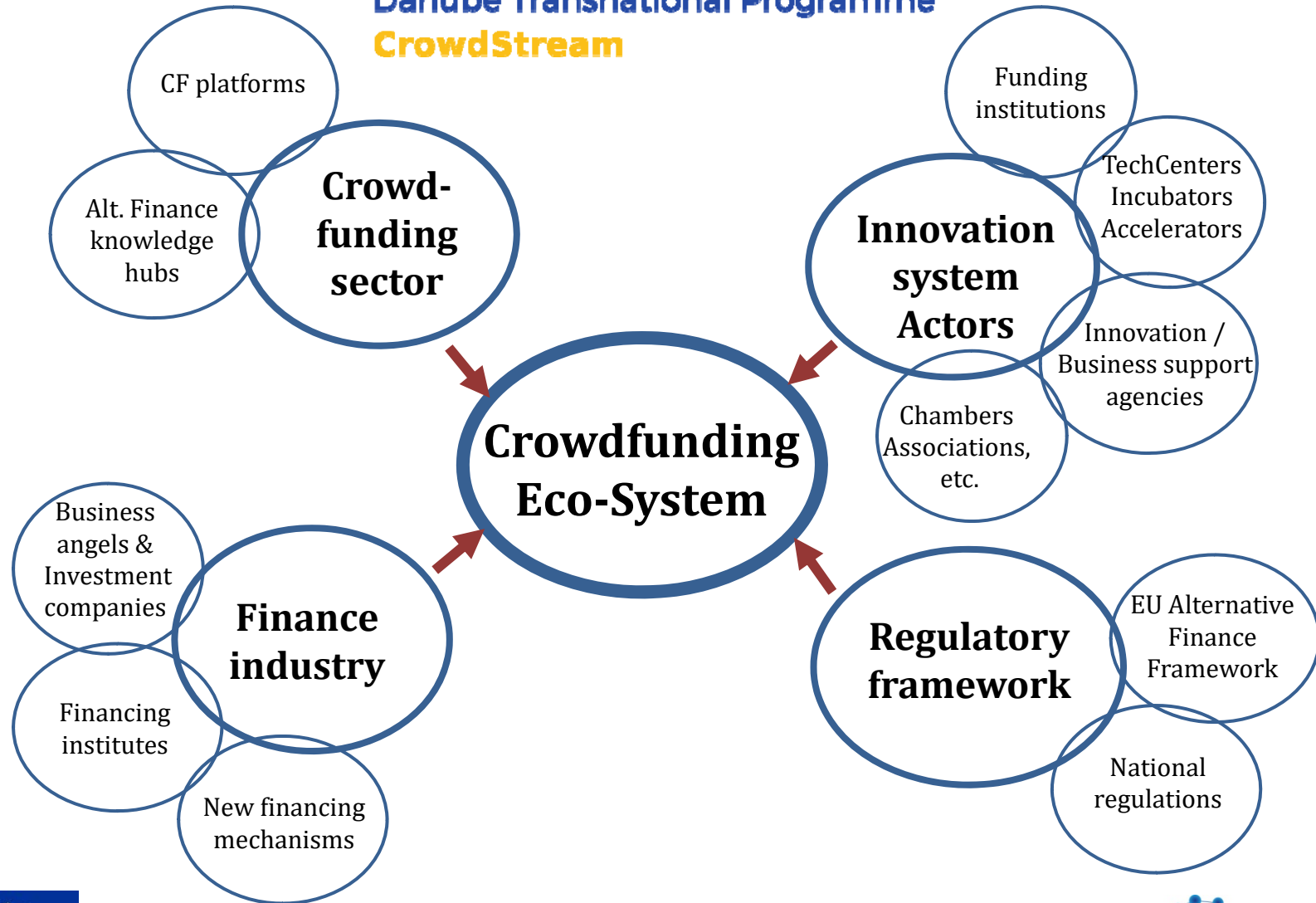


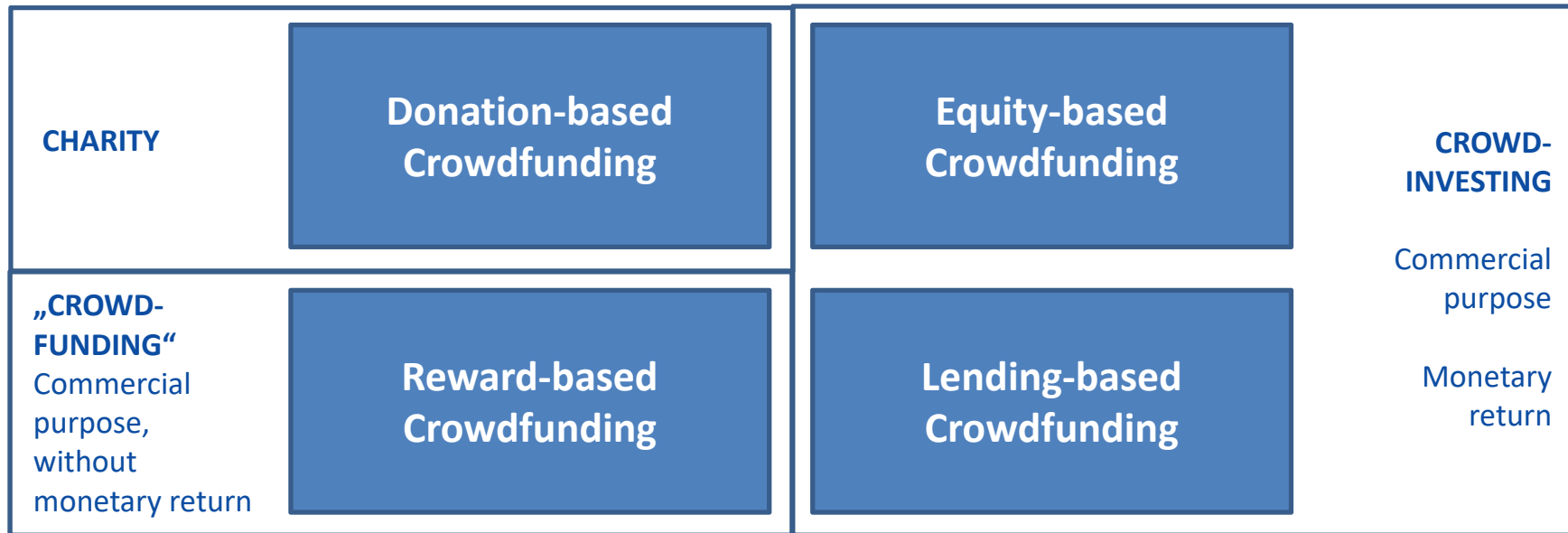
<http://www.interreg-danube.eu/approved-projects/crowdstream>



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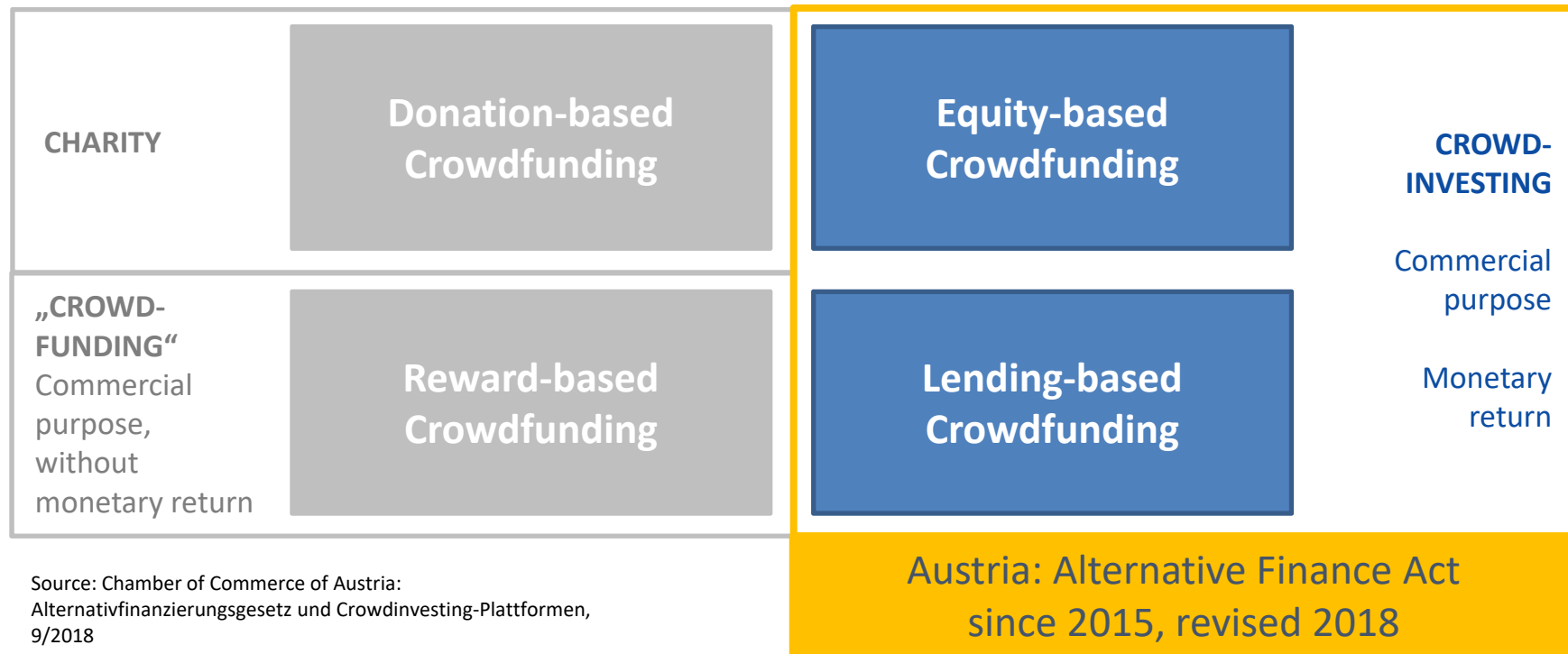


Source: Chamber of Commerce of Austria:  
 Alternativfinanzierungsgesetz und Crowdinvesting-Plattformen,  
 9/2018

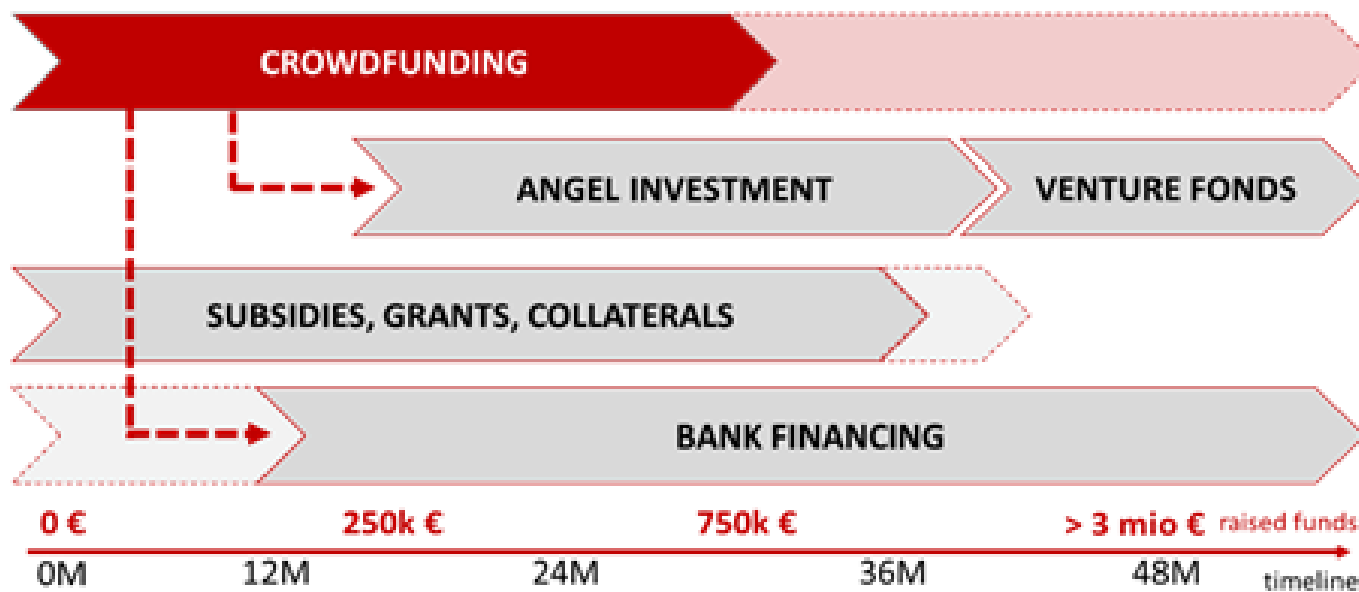


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**CROWDFUNDING AS A COMPLEMENTARY INSTRUMENT  
 IN THE INNOVATION FINANCE MIX**



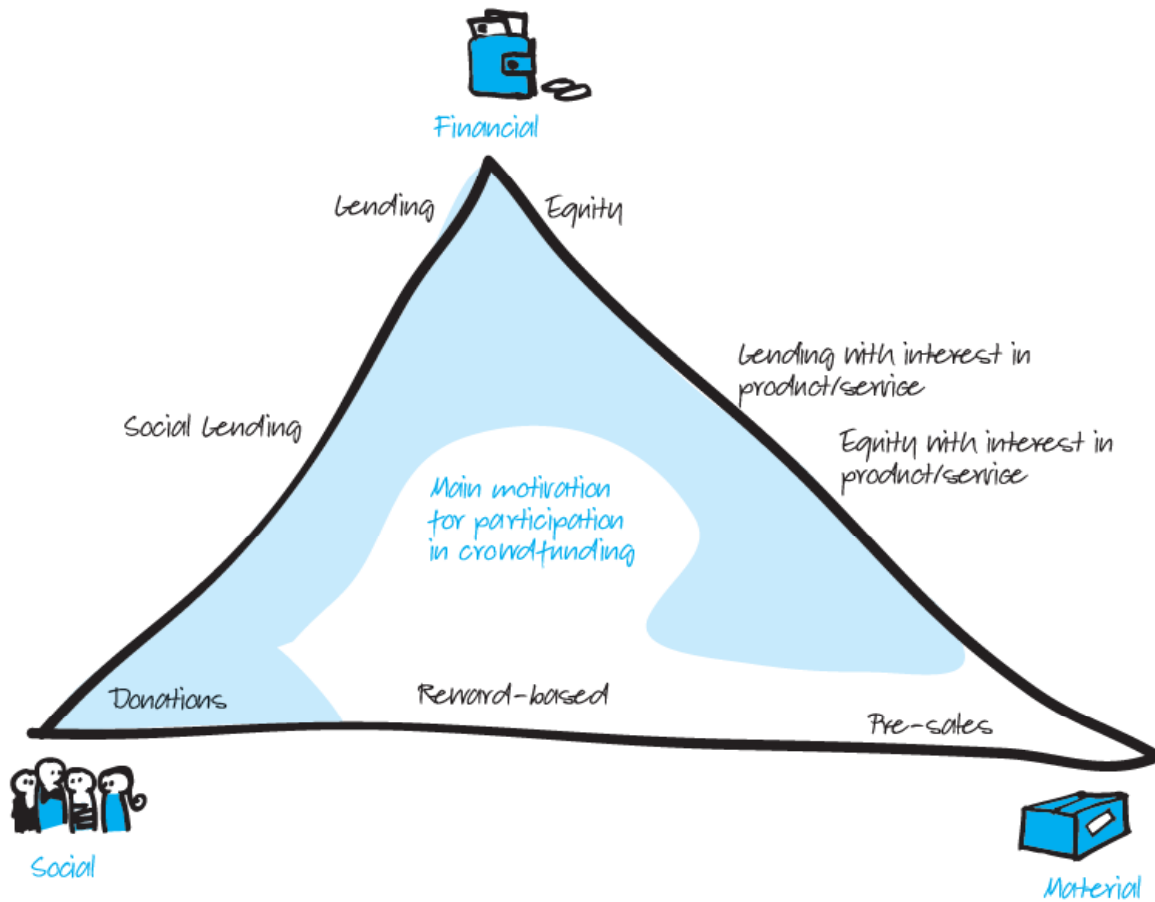
Source: ISN – innovation service network GmbH



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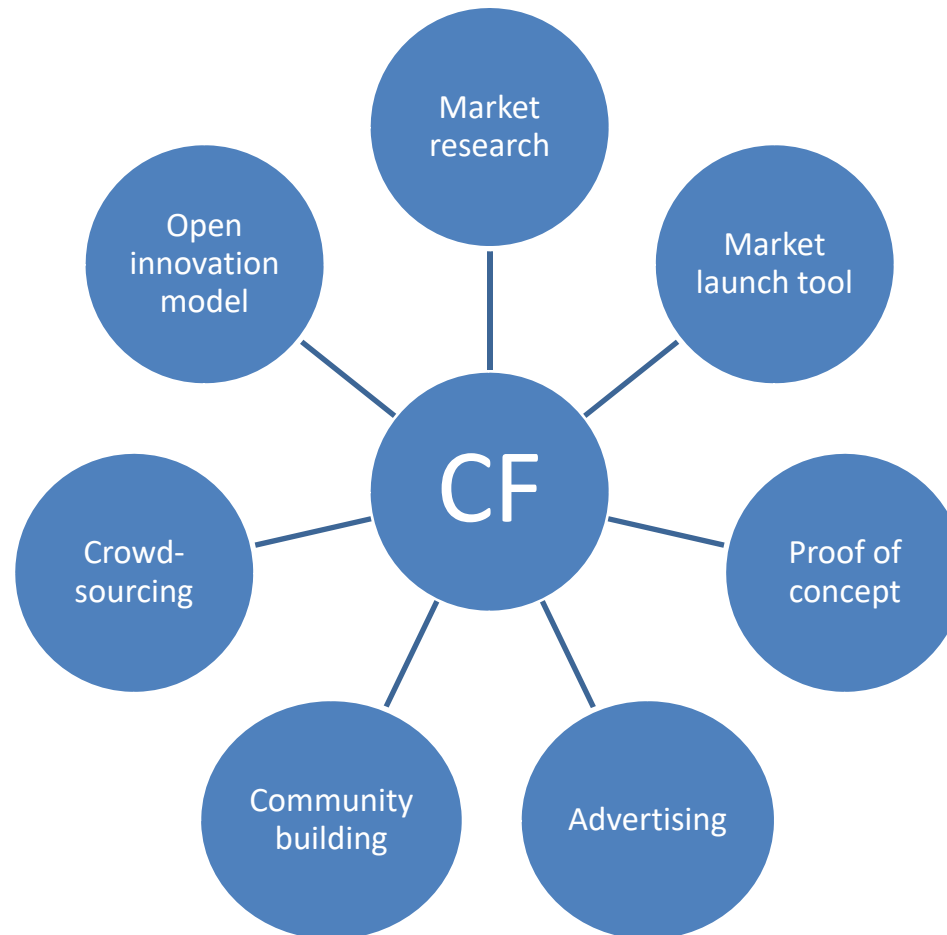


A FRAMEWORK FOR EUROPEAN CROWDFUNDING | KRISTOF DE BUYSERE, OLIVER GAJDA, RONALD KLEVERLAAN, DAN MAROM | 2012

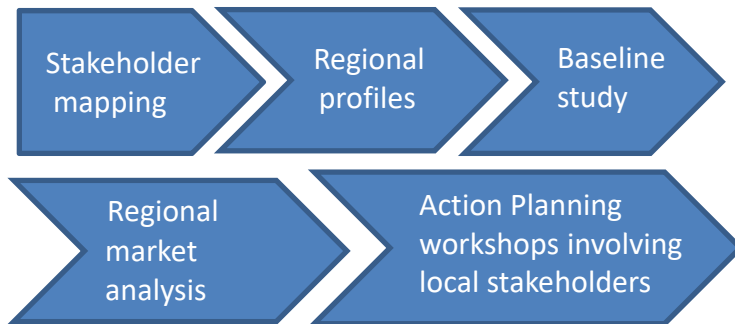


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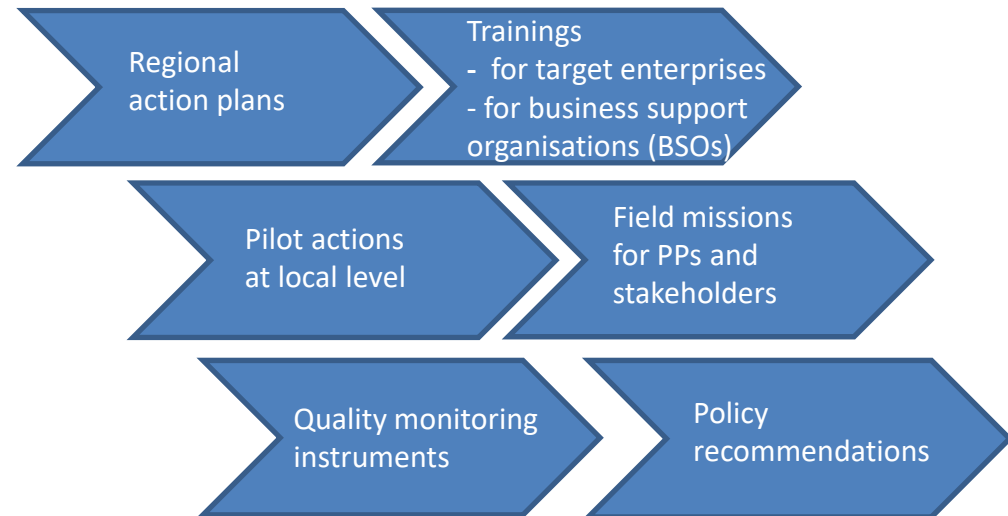


**12/2016 – 2018**



<http://www.interreg-danube.eu/approved-projects/crowdstream>

**2018 – 5/2019**



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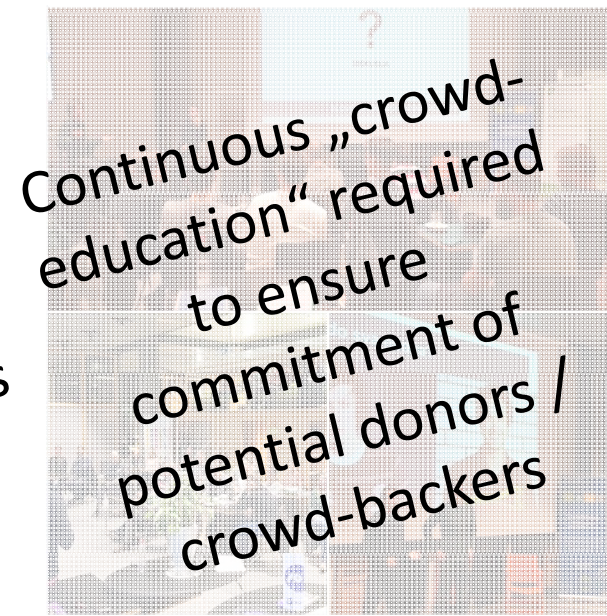


# Impressions from Trainings and Pilot Action activities





## Main Lessons Learnt



## Support service development in business-support organisations

### PHASE 1

Assessment of local CF market environment & existing service offers

### PHASE 2

Basic support activities to develop CF awareness & educate CF target groups

### PHASE 3

Developing crowd communities: services for potential campaigners & backers

### PHASE 4

Developing BSO-managed financial support mechanisms

### PHASE 5

Institutionalisation of CF-related BSO services at RIS level





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