

INVESTMED Access to Finance

Workshop 1: Crowdfunding as a Source of Finance

10th May 2023 14:00-16:15 CET

Crowdfunding is increasingly recognised as a source of finance for MSMEs and startups and can be successful regardless of location. MSMEs in the Southern Mediterranean are able to take advantage of this flexibility and raise funds from mass sources.

This session aims to present crowdfunding as an avenue for accessing finance for MSMEs. It will demonstrate the basic idea of crowdfunding and then dive deeper into the best practices for MSMEs in the CCI, blue, and green economic sectors. The session invites three experts from these sectors who will give practical guidance to launching a successful crowdfunding campaign, using their platforms as examples. The technical requirements for launching a crowdfunding campaign will also be discussed.

Agenda

14:00-14:10	Welcome and Introduction
14:10-14:20	Importance and potential of crowdfunding in Europe and beyond - Francesca Passeri, Deputy Director, EuroCrowd
14:20-14:35	Crowdfunding for CCI MSMEs - Jonàs Sala, Co-founder and Partner, Verkami
14:35-14:50	Crowdfunding for green and blue MSMEs - Douja Gharbi, CEO and Cofounder, RedStart Tunisie
14:50-15:10	Q+A
15:10-16:10	Breakout session: elevator pitches and feedback
16:10-16:15	Conclusions and closing remarks

Logistics

The workshop will be held online on Teams. Participants have been sent a link to register and connect via email.