

Tko sudjeluje u procesu skupnog financiranja?

- Inicijator projekta
 - Inovator
 - Poduzeće
 - Poduzetnik
 - Udruga
- Investitor
 - Pojedinac
 - Skupina
 - Organizacija
- Posrednik
 - Online platforma za skupno financiranje

Inicijator ---> PROJEKT

- Predstavlja projekt/proizvod
- Iznosi:
 - Osnovne informacije
 - Priču o projektu
 - Fotografije
 - Promotivne videoe
- Zna koliko mu je novca potrebno
- Održava razinu zainteresiranosti
- Razumije psihologiju potrošača
- Cilj inicijatora: zainteresirati što veću skupinu pojedinaca za projekt

Zašto biti inicijator projekta?

- Oblik financiranja pogodan za:
 - mlade poduzetnike s inovativnim idejama i projektima
 - uspijevaju izaći na tržište,
 - svladati početničke korake,
 - privući pozornost ozbiljnijih investitora i ostvariti daljnji rast.

Investitor ---> PODRŽAVATELJI

- Skupine ljudi koje se mogu povezati s projektom
- Dolaze na posredničko (online) mjesto
 - Platforma skupnog financiranja
- Neki ljudi su potaknuti na podržavanje projekta samom njegovom idejom, a neki nagradama

Posrednik ---> PLATFORMA

- Pronaći najbolju platformu koja odgovara projektnoj ideji

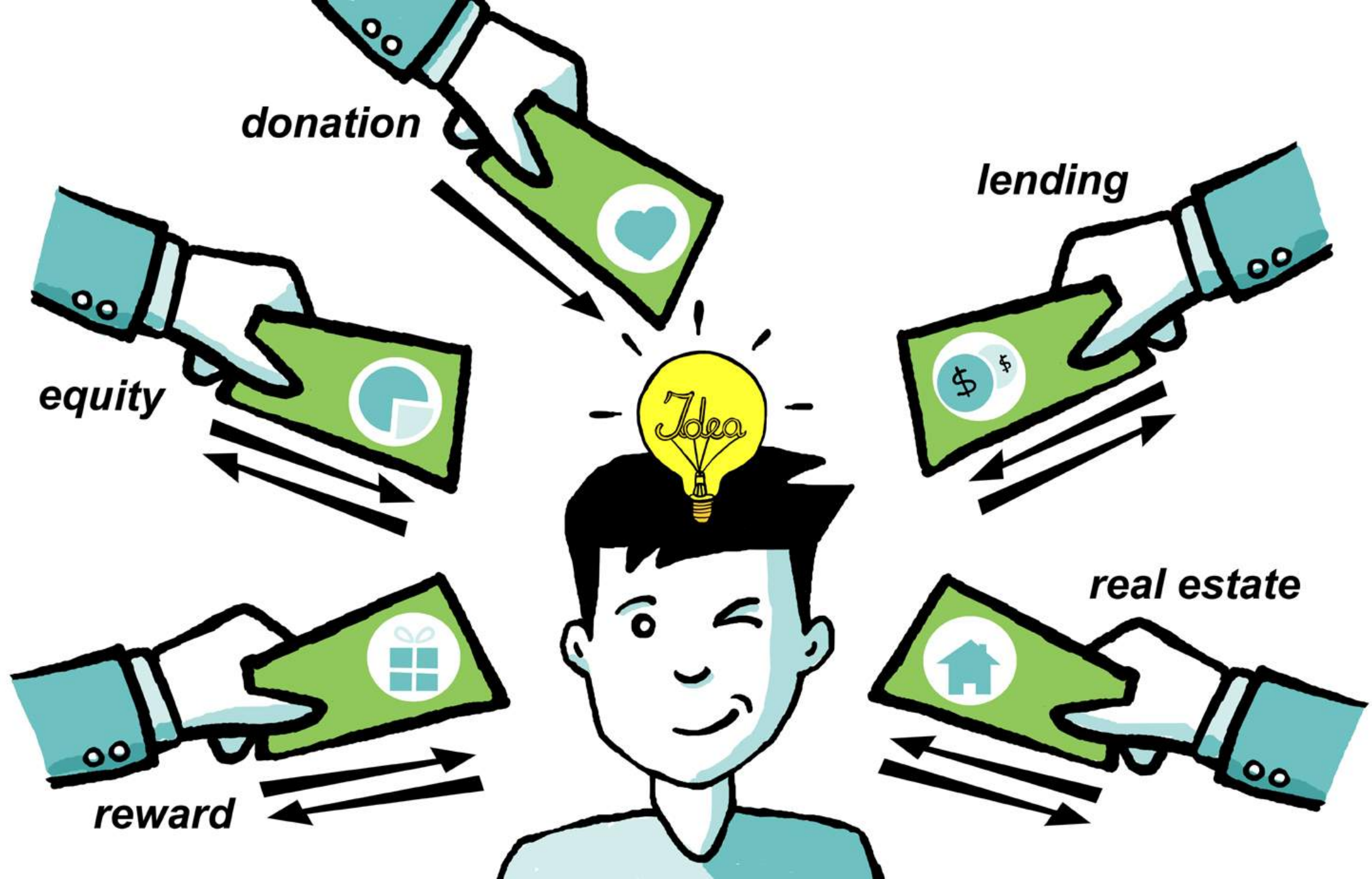
The infographic is titled "The 40+ Best Crowdfunding Websites" in large white text on a dark blue background. Below the title, four lines of text list the types of campaigns: "Raise Money For Life Events", "Raise Money For Nonprofit Causes", "Raise Money For Creative Projects", and "Raise Money with a Crowdfunding Campaign". A light blue button at the bottom left says "Start Your Crowdfunding Campaign Today".

To the right, under the heading "Our Top Picks" in orange script, there is a grid of eight white circles, each containing a platform logo and a category label above it. The categories and platforms are:

Best for Individuals	Best for Creative Projects	Best for Nonprofits	Best for Equity
FUNDLY	KICKSTARTER	Double the Donation	crowdfunder
Best for Products	Best for Lending	Best for Real Estate	Best for Churches
BONFIRE	LendingClub	FUNDRISE	GiveSendGo

Vrste Skupnog financiranja

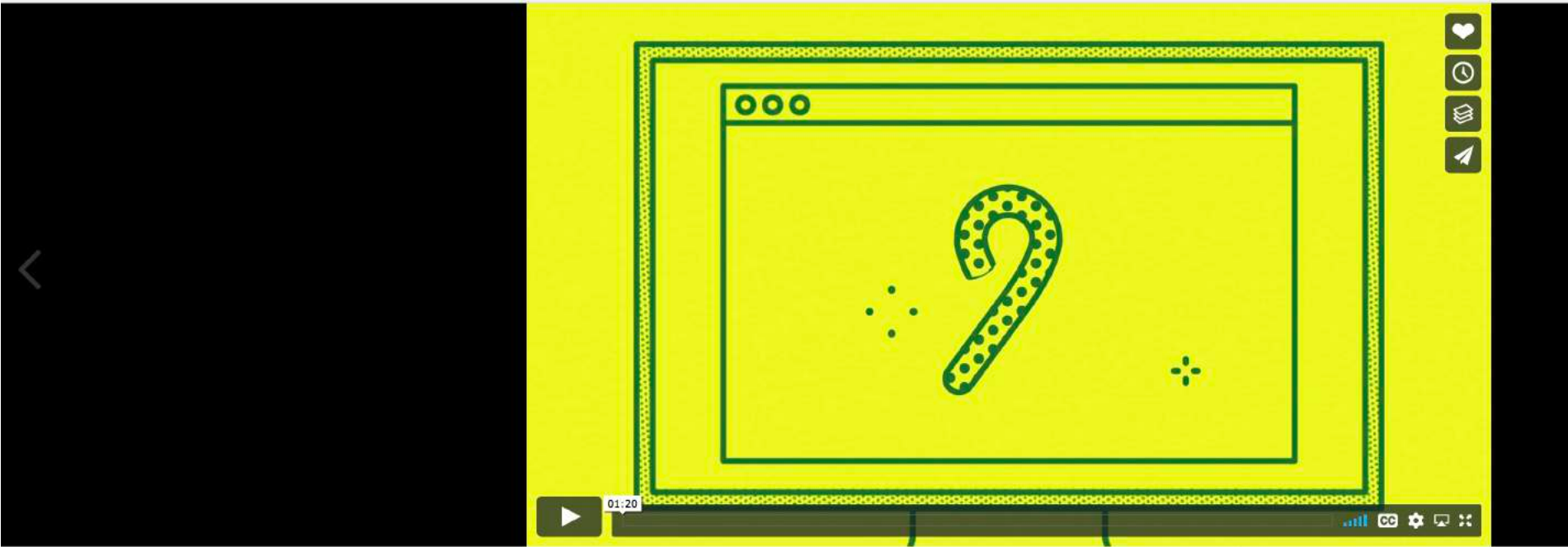




Što je Skupno financiranje?



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What is crowdfunding?

8 months ago | [More](#)

 **Nesta UK** PRO [+ Follow](#)

More from Nesta UK

☒ Autoplay next video

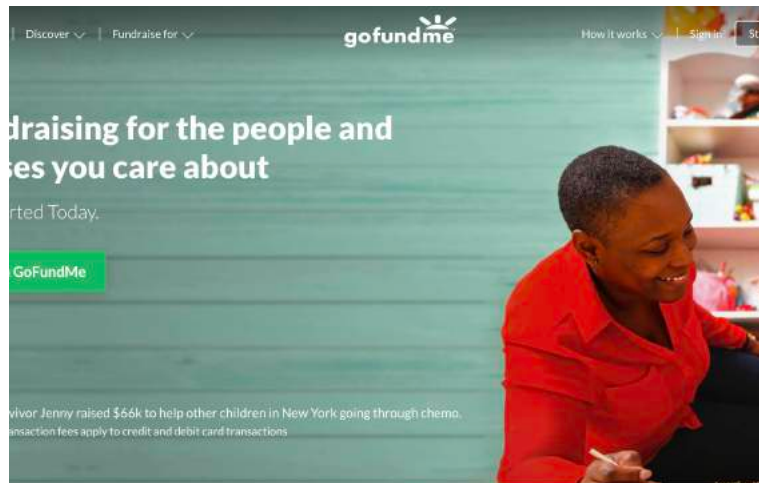
 **What is crowdfun...**
Nesta UK



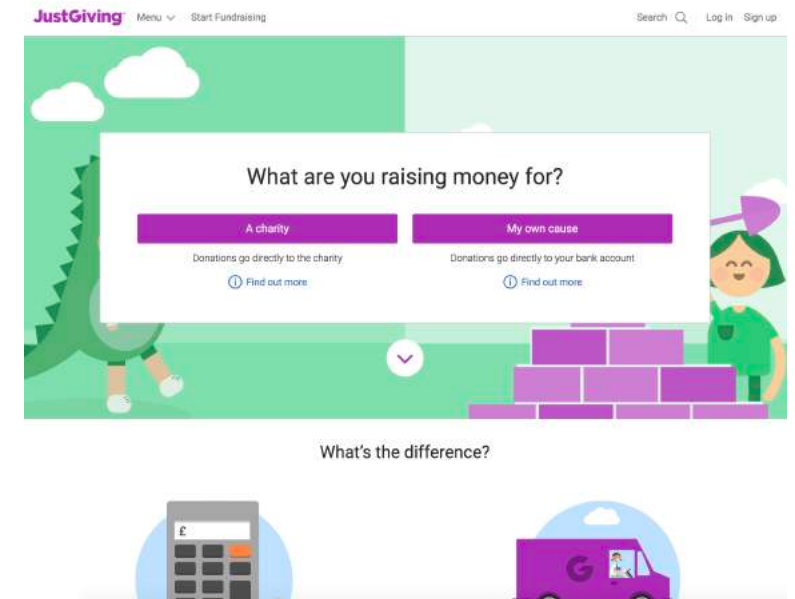
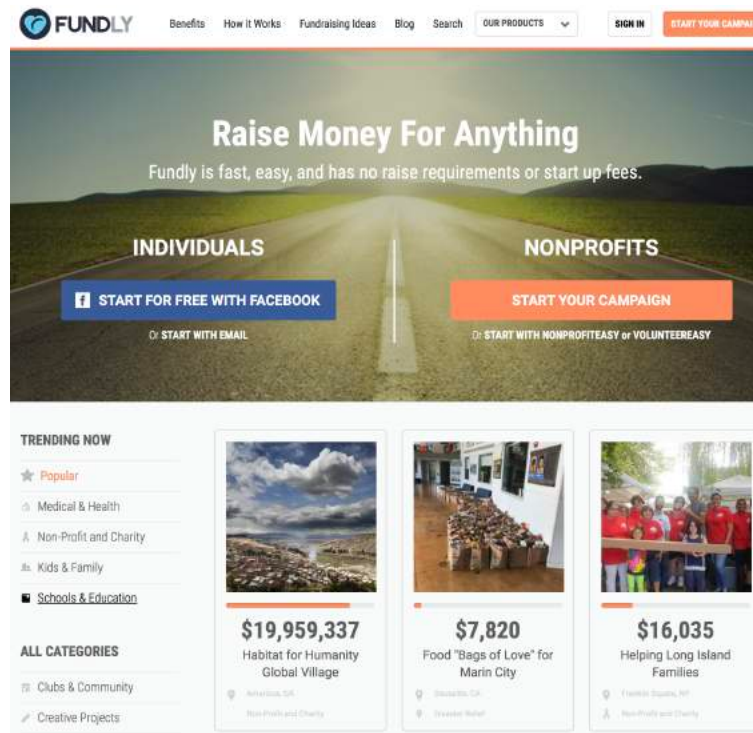
1. Skupno financiranje temeljeno na donacijama

- Doniranje finansijskih sredstava podražavatelja kampanje
- Podražavatelji (investitori) ne ostvaruju finansijsku ili materijalnu korist
 - Osobno zadovoljstvo donatora (filantropija)
 - Upotreba novca za dobru svrhu
- Često se odnose na dobrotvorne i humanitarne projekte

Primjeri platformi



Top fundraisers



Zagreb Earthquake Relief



TEAM FUNDRAISER

Anja Herceg and 4 others are organizing this fundraiser.

€172,926 raised

The organizer has currently disabled new donations to this fundraiser.



Anonymous

€100 • 11 hrs



Branko Prskalo

€100 • 12 hrs



Anonymous

€50 • 13 hrs



Krisztián Somló

€50 • 13 hrs



Anonymous

€15 • 14 hrs

Više o kampanjama: [Zagreb Earthquake](#)

ATHLETES FOR ZAGREB

Fundraising campaign by **BLANKA VLASIC**

Fundraising Team

dates **1**

Backers & Comments **71**

Followers **31**

♥ Follow this Campaign



BLANKA VLASIC

Campaign Owner

Split, HR

[send a message](#)



Tihana Sedlar

Campaign manager

Zagreb, HR

[send a message](#)



Ivana Brkljacic

Campaign manager

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Iva Majoli

Campaign manager

Zagreb, HR

[send a message](#)



#athletesforzagreb

74

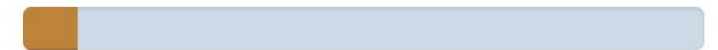
Backers

€16,938

Donated of €200,000.00

7

Days to go



8% Funded

DONATE NOW

Hrvatska može bolje



Doniraj za prosvjed

CLOSED

Podrška prosvjedu: Hrvatska može bolje

Uplatom pomažeš prosvjedu za obrazovnu reformu!

**Ivana Zanze**

5 Campaigns | Zagreb, Croatia

26.663 HRK

168 backers

109% of 24.423 HRK **Flexible Goal** FOLLOW

Help us find Bourbon Rhode Crew lost in the Atlantic.

Fundraising campaign by **Bourbon Rhode Rescue**

Story

Updates **0**

Backers & Comments **3632**

Followers **1579**

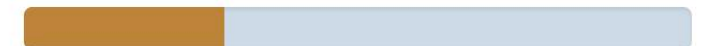


3632

Backers

€90,398

Donated of €300,000.00



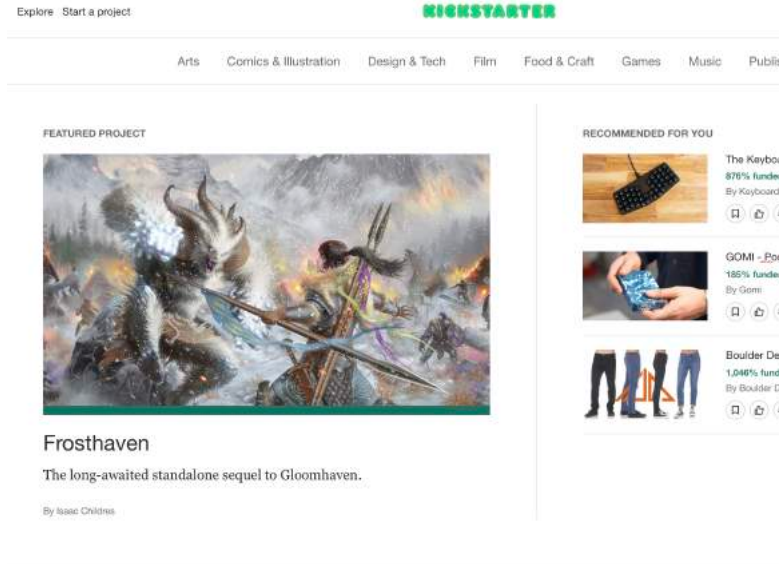
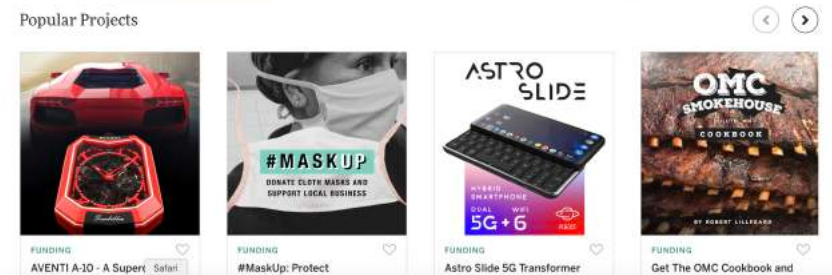
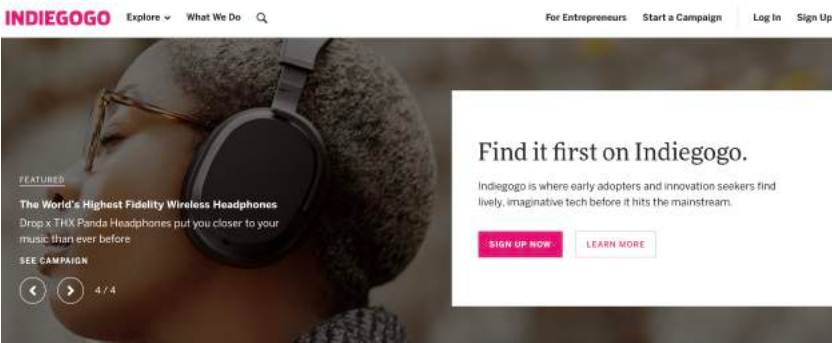
30% Funded

Funding Expired

2. Skupno financiranje temeljeno na nagradi

- Uplata financijskih sredstava podražavatelja za projektnu ideju
 - Podražavatelji u zamjenu za sudjelovanje dobivaju nagrade (eng. Perk)
- Inicijator projekta nudi materijalne i nematerijalne nagrade
- Npr.
 - Primjerak proizvoda
 - Prototip proizvoda prije ostale javnosti
- Platforme ne preuzimaju odgovornost za isporuku obećanih nagrada
- Indikator buduće potražnje





Primjer platformi



Primjeri kampanja

Osječki projekt

INDIEGOGO

Explore ▾

What We Do



For Entrepreneurs

Start a Campaign

Log In

Sign Up



CLOSED

ReArt festival 2019. - The Guide to the Galaxy

Arts and crafts festival from Osijek is celebrating it's 5th birthday!



Valentina Grubačević

1 Campaign | Osijek, Croatia

3.218 HRK

11 backers

4% of 69.796 HRK **Flexible Goal**

♡ FOLLOW



STORY

FAQ

UPDATES 2

COMMENTS 0

Overview

For the fifth consecutive year, a group of friends will turn Osijek into one of the most interesting literary works! So far we've been wandering through the Wonderland, had a Journey to the Center of the Earth, told the NeverEnding Story and hung out with Regoć while learning about Slavic mythology. This year we lift our thumbs up and Hitchhike our way to the Galaxy! Help us by supporting our idea :)

Who are we?

Select a perk

S Spacey Meal

56 HRK

You decided to be a little star in our galaxy and your name will proudly flaunt on our flag of fame! It will land on the ReArt moon at the beginning of the festival and after that it will be on the ReArt festival poster for the next year!

Muzej



CLOSED

Image of War - Spremimo rat u muzej!

Rat pripada u muzej! / War belongs in a museum!



Image of War
1 Campaign | Zagreb, Croatia

58.754 HRK

97 backers

105% of 55.837 HRK Flexible Goal

♡ FOLLOW



STORY FAQ UPDATES 6 COMMENTS 0

Overview

Image of War je muzej ratne fotografije u misiji izgradnje mirnije budućnosti! Svoja će vrata uz vašu pomoć otvoriti u Zagrebu ovog srpnja, a dio prihoda bit će namijenjen žrtvama ratova danas. Pridružite nam se - spremimo zajedno rat u muzej!

Select a perk



KULTURA — Art

Art Film i televizija Književnost Glazba Arhitektura Kazalište Gaming PROfilm Days

RATNE FOTOGRAFIJE

CROWDFUNDING KAMPANJA Muzej Image of War prikupio više od 50.000 kuna u 15 dana, vrata otvara u srpnju

AUTOR: [Hina](#) OBJAVLJENO: 20.06.2018. u 14:15



← Google oglasi
Prijavite taj oglas
Zašto ovaj oglas? ⓘ

2. Skupno financiranje temeljeno na nagradi

- Definirati:
 - Vrijeme (uobičajeno od 30 do 60 dana)
 - Cilj
 - Maksimum financijskih sredstava
 - Multimedijske sadržaje
 - Fotografije, video poruka, i sl.
 - Posebnost projekta
 - Po čemu ste drugačiji od drugih
 - Nagradni model
 - Nagrade ovise o visini uplate
 - Rok

\$15 USD

Save \$15



Smart Charger × 1

107 HRK ~~212~~ (49% OFF)

Estimated Shipping

June 2020

107 claimed

P Doctor
eable blood pressure watch

YHE BP Doctor Wearable Blood Pressure Smartwatch
True wearable blood pressure monitor with medical accuracy, HRV + SpO2 analysis monitor continuously

YHE Official
1 Campaign | California, United States

2,462,438 HRK by 1,210 backers
2,120,995 HRK by 1,037 backers on Mar 21, 2020

FOLLOW

FAQ | UPDATES 39 | COMMENTS 97

hts
kegogo Team Favorites

Select a perk

BP DOCTOR PRO

~~\$499~~
\$339 USD
Save \$160



Blood Pressure



Fitness Tracker



Heart Rate Variability



Sleep Analysis



Blood Oxygen



Smartwatch App

EARLY BIRD

~~\$459~~

\$289 USD

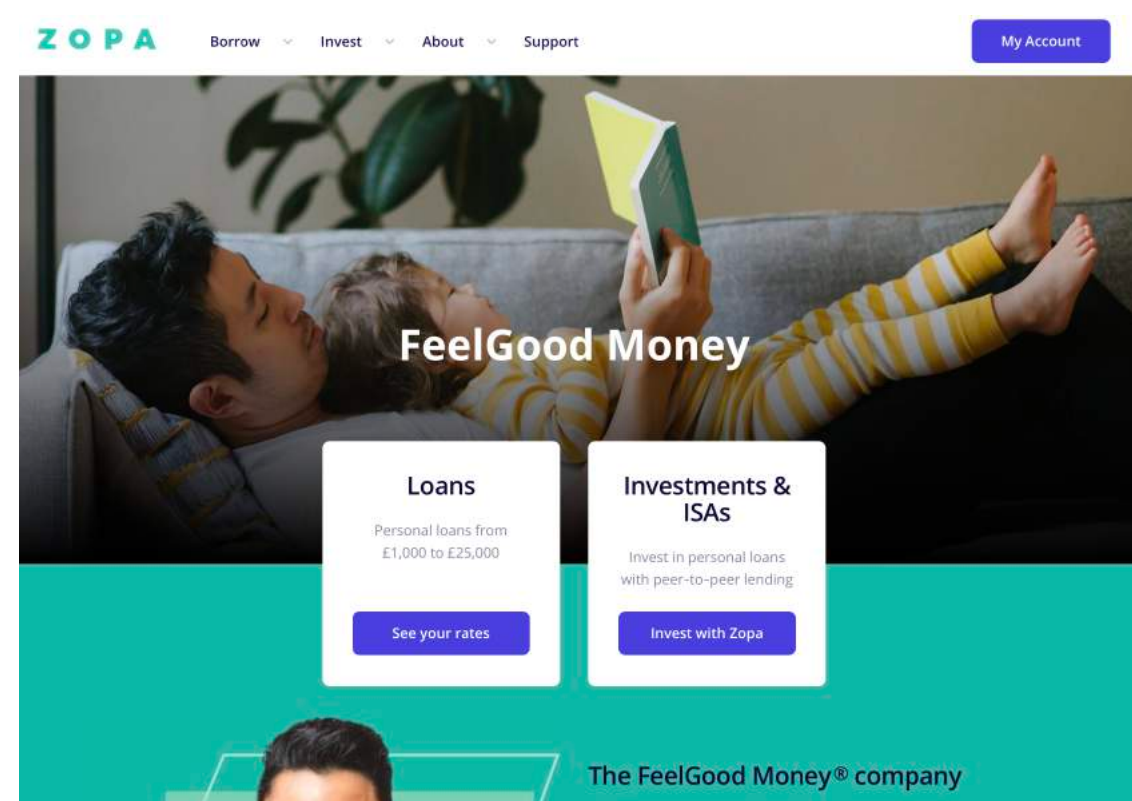
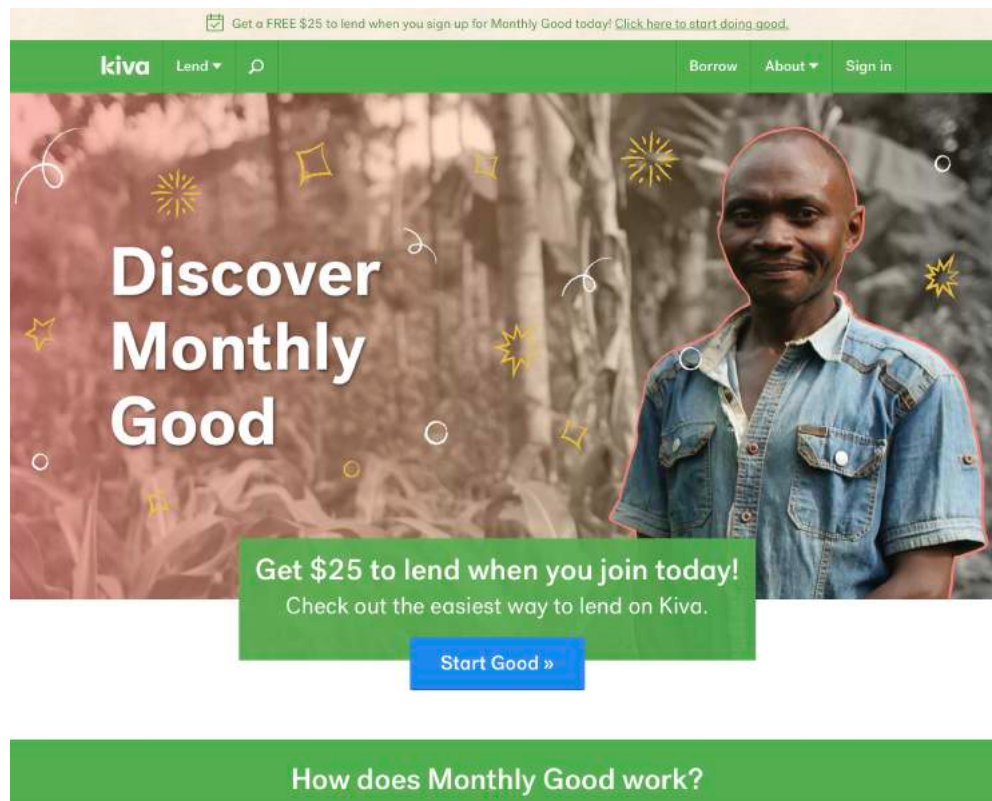
Save \$170



Primjeri nagrada

3. Skupno financiranje temeljeno na zajmovima

- Mikro zajmovi
- Podržavatelji (investitori) pozajmljuju novac trgovačkom društvu uz dogovoreno vrijeme vraćanja pozajmice (s minimalnim kamatama)
- Zbog nedostatka podataka i informacija o novo poduzeću/proizvodu te zbog visoke rizičnosti projekta teško se dolazi do tradicionalnih izvora financiranja
 - Npr. banke ne žele preuzeti cjelokupni kreditni rizik na sebe
- Rizik je raspršen na veliki broj investitora



Primjeri platformi

4. Skupno financiranje temeljeno na vlasničkim udjelima

- Investitorima se prodaju udjeli u poduzeću u zamjenu za njihovo ulaganje
- Samo za pravne osobe
- Primjereno za financiranje brzorastućih poduzeća i poduzeća u početnim fazama razvoja
 - rizična ulaganja

Primjeri platformi

Know an entrepreneur in need of funding? Refer them & receive \$1,000! [Learn More](#)

start engine

Start Investing Get Funding Blog Sign In

Mr. Wonderful Joins StartEngine

Renowned businessman and investor Kevin O'Leary has joined StartEngine as a Strategic Advisor and is encouraging companies to raise capital on StartEngine, the largest equity crowdfunding platform in the US.

[Get Funding](#) [Learn More](#)



Current Offerings [See all](#)

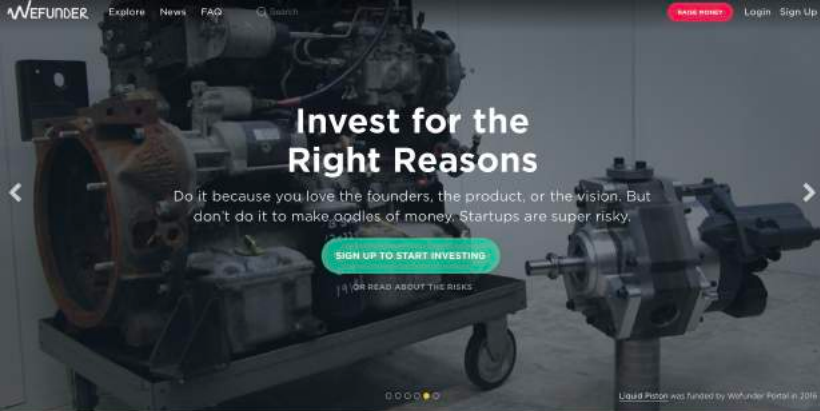
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Invest for the Right Reasons

Do it because you love the founders, the product, or the vision. But don't do it to make apples of money. Startups are super risky.

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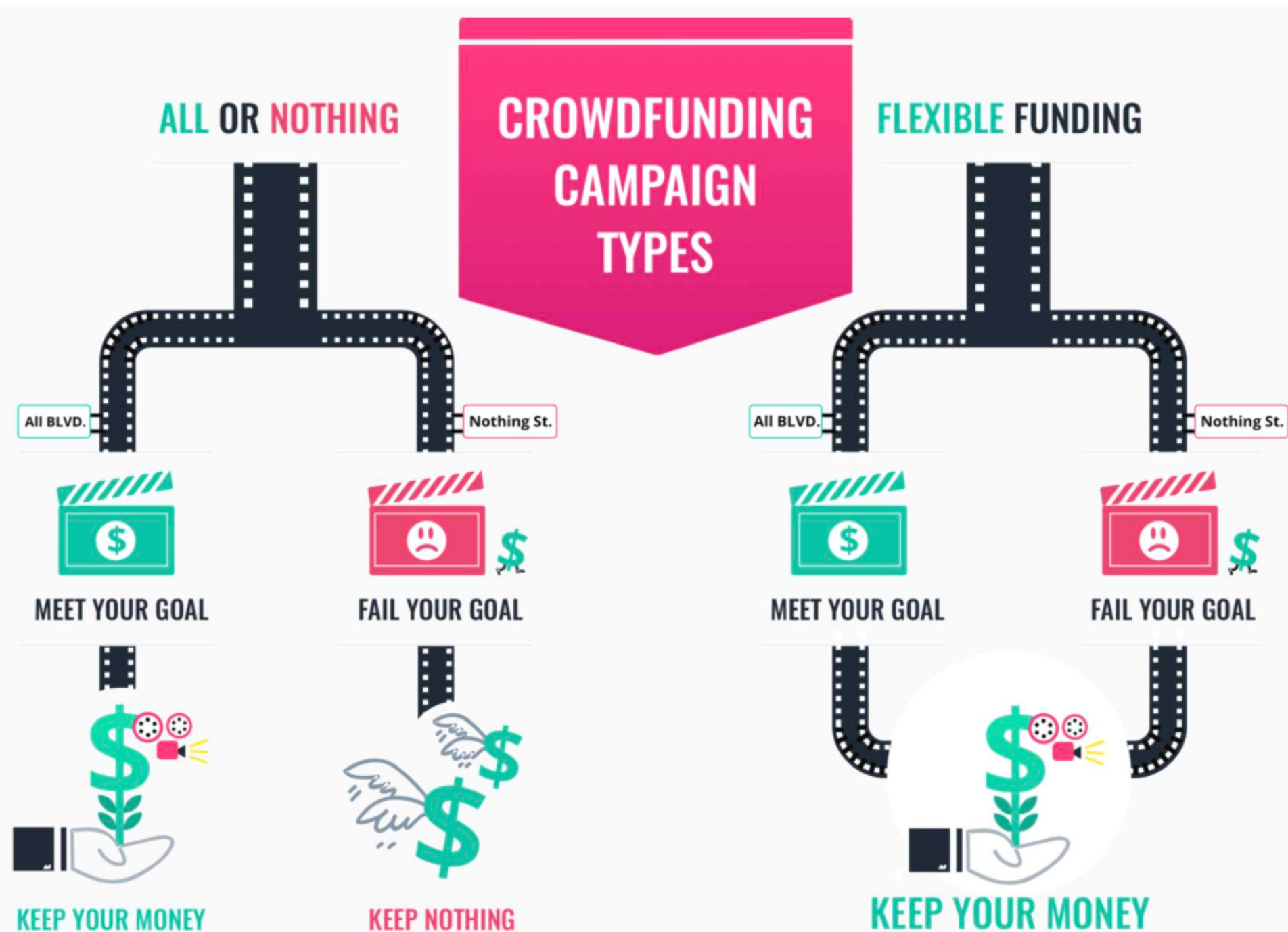
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Why MicroVentures?

\$220m+ Invested	400+ Investment Opportunities	110k+ Investors
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Modeli financiranja



Najvažnije razlike

- Fleksibilan model
 - Inicijator projekta zadržava sva sredstva neovisno o postavljenom financijskom cilju
- "sve ili ništa" model
 - Fiksni model
 - Inicijator projekta zadržava sredstva samo u slučaju ostvarenog postavljenog financijskog cilja
 - Veća sigurnost za podržavatelja

Sažetak: Karakteristike Skupnog financiranja

- Projekti su marketinške kampanje kojima se provod ideja pokretača
- Motivirati druge za uplatu u vaš projektni prijedlog
- Potiče kreativnu, poduzetničku i društvenu inicijativu
- [Inovativan projekt](#)
- Predstavljanje posebnih i vjerodostojnih projekata
- Testiranje potencijalne isplativosti projektne ideje
- Globalna dostupnost i vidljivost
- Nema ispunjavanja birokratskih obrazaca