

## StrateCrowd

### Portfolio in SPAIN

#### The crowdfunding status in Spain

The participatory finance is growing in Spain with a good rhythm achieving the amount of 200.800.000 euros in 2019, representing a significant increase of 25,7% in a year. .

This increment is explained by the increase of crowdlending platforms (almosto 50% of the total amount of fundings) , followed by equity platforms (25%). In terms of percentages and types of platforms, it is observed a movement from reward crowdfunding to investment crowdfunding platforms. Moreover, this is an interesting point because the rewards crowdfunding platforms boosted the crowdfunding development in Spain in the past. Mainly, the rewards crowdfunding sector has become one of the most important finance instruments for the cultural, music and video games sector.

However, it has been observed that, like in other european countries, the reward crowdfunding started to be used by entrepreneurs and corporations to launch and test new products and services in the market.

[Source: Universo Crowdfunding \(info@universocrowdfunding.com\)](mailto:info@universocrowdfunding.com)

#### Main relevant crowdfunding platforms in Spain (focus on social entrepreneurship)

Platform	Types of Campaigns	Focus/Sector	Payment model
<a href="#">Kickstarter</a>	Is one the most important global rewards crowdfunding platforms, created in 2009. Es uno de los gigantes del crowdfunding.	Focus on the creative sector: art, comics, dance, cinema, games, music, photography, drama, technology.	5% of the total amount fundraised
<a href="#">Indiegogo</a>	Popular collective crowdfunding platform supported by \$ 15 millones Serie A funds. Funded by entrepreneurs	Home, mobile, trips, health, wellbeing.	4% of the total amount fundraised in the campaign if you reach objective and 9% if you do not reach objective
<a href="#">Lanzanos</a>	A spanish crowdfunding platform of rewards with alternative options to validate your idea and looking for funding.	Cultural, social, entrepreneurships, environment, tech and food.	5% of commission of total amount obtained.
<a href="#">Ulule</a>	A french crowdfunding platform created in 201, with focus on boosting positive	Ideas or projects with positive impact.	8% of the total amount obtained if it is pyed by credit card and a lower

	impact projects. It is a rewards crowdfunding platform and they also offer support in the process of creating the campaign.		percentage if the user chooses other alternatives of payment.
<a href="#">GOTEO</a>	It is a donation crowdfunding platform. It is spanish and it is also a foundation.	Citizens initiatives, social projects, cultural technological and education sector focus.	5% of the total amount obtained + taxes.
<a href="#">GoFundme</a>	It is an international platform but with a strong presence in Spain. It is very versatile and it allows campaigns in favour of organizaciones and people.	Social projects and solidarity causes.	It does not have any cost for the user who creates the campaign. The funders or supporters who donate pays 2.9% of each donation as a payment of the service.
<a href="#">Crowdants</a>	It is a spanish platform that allows the user to create their own crowdfunding platform. It is also a crowdsourcing platform and manages the events related to your crowdfunding platform. It is like a "with the label crowdfunding platform"	Social projects	Licensing model. 3 license models: basic, corporation and multiplatform. Since 39 euros to 344 per month + between the 5% and 2.5% of the total amount obtained in the campaign.

### 1) Crowdfunding training

Best practices on existing training for crowdfunding (2 interviews for each partner) - Interview to Sonia Perez, PM of Creative Business Studio Program.

<b>General Information:</b>	<a href="https://madrid.creativebusiness.studio/">https://madrid.creativebusiness.studio/</a>
<b>1. Name of the practice</b>	<b>Creative Business Studio</b>
<b>2. Organization and country</b>	<b>Impact Hub, Spain</b>
<b>3. Learners group /Target group / Participants' group</b>	People from 16 to 30 years old who have a creative or artistic project from Italy, Portugal, Spain and Romania.
age	16 to30 years old
general/specific branch	Specific branch: creative industry

students / VET teachers / employees ...	students and employees (team from Impact Hub)
<b>4. Context / Learning environment</b>	
formal or non-formal education	Non-formal education
<b>5. Need to be covered by the good practice</b>	Complement the business capabilities and skills of young creative artists
<b>6. Learning goals</b>	Help young artists to develop a business plan, to move from an idea to a business in the creative industry. Train them in skills to design and implement a crowdfunding campaign
Knowledge?	-Improve their knowledge about how to create a sustainable business model -Increase their knowledge of trainers in business design and crowdfunding tools
Skills?	Effective communication- to present the idea or project Result- oriented- to plan milestones of the project and set up priorities Collaboration -to learn from peers and understand the types of supports needed by the projects
Behaviours?	N/A
attitudes?	N/A
<b>7. Methods – Approach/ Types of activity (f.e. workshop).</b>	Open call to submit your idea or project, 1 week Academy with specific training in Value Proposition, Clients and Market, Financial Sustainability, Creating a Crowdfunding Campaign. Mentoring and Coaching sessions, International Bootcamp for 10 projects focus on peer to peer learning approach. 3 projects selected to design and implement their crowdfunding campaigns with the support of Ulule (crowdfunding platform)
<b>8. Materials: are there specific materials that are needed?</b>	The project team developed a train of trainers guide because it has been identified as a need for the lack of knowledge and skills of trainers or educators in business models and crowdfunding. Moreover, in the

	context of the programme, it has been develop a manual to design a crowdfunding campaign
<b>9. Evaluation and description</b>	
What kind of reflection is included in the practice?	The reflection is that you need to dedicate time to validate your idea and think how to make it sustainable and impactful
how are the learning outcomes evaluated in this best practice?	Most young participants learn the relevant capabilities to build a solid project. The crowdfunding campaigns help them to understand the resources they need to implement their idea and also to validate it. They created a sense of belonging to a community of young artists entrepreneurs
what kind of feedback do the learners receive?	They were surprised about the potential of crowdfunding and they recognized that it was a useful tool for them to continue developing the project. Young people prefer shorter trainings and incubations processes than being part of programs that demands lot of hours and months of commitment
<b>10. Transferability potential/Variations</b>	<p>Solid partnership built with a crowdfunding platform.</p> <p>3 crowdfunding campaign launched and objective achieved</p> <p>Development of intergenerational mentorship</p> <p>Acquired business capabilities by young people</p> <p>1 Crowdfunding guide developed</p>

<b>General Information:</b>	<a href="https://www.adrformacion.com/cursos/crowdfund/crowdfund.html">https://www.adrformacion.com/cursos/crowdfund/crowdfund.html</a>
<b>1. Name of the practice</b>	<b>Crowdfuding online course</b>
<b>2. Organization and country</b>	<b>Universo crowdfunding, Spain</b>
<b>3. Learners group /Target group / Participants' group</b>	Entrepreneurs, people who are an advisor in the entrepreneurship ecosystem, tutors and mentors, public servants who work in the cultural sector.

age	without specifications
general/specific branch	General Crowdfunding
students / VET teachers / employees ...	entrepreneurs and employees
<b>4. Context / Learning environment</b>	
formal or non-formal education	Non-formal education in 20 hours of online training
<b>5. Need to be covered by the good practice</b>	Share knowledge and good practices of new alternatives of funding projects
<b>6. Learning goals</b>	<ul style="list-style-type: none"> <li>- Learn how to choose a crowdfunding strategy</li> <li>- Learn how design an effective campaign</li> </ul>
Knowledge?	- Increase their knowledge about the different types of crowdfunding and legal aspects related to the the campaigns
Skills?	<ul style="list-style-type: none"> <li>- Effective communication- to present the idea or project</li> <li>How to plan an effective marketing strategy for your campaign</li> <li>- Creating a community: how to develop a community connected with your campaign</li> </ul>
Behaviours?	N/A
attitudes?	N/A
<b>7. Methods – Approach/ Types of activity (f.e. workshop).</b>	It is a 20 online course divided into 9 modules with subtematics. At the end of each module there is a “We learnt” section to recap the main topics learnt during the module and exchange learnings. There are 2 alternatives for doing the course, with tutor or with out tutor
<b>8. Materials: are there specific materials that are needed?</b>	Computer and access to internet
<b>9. Evaluation and description</b>	

What kind of reflection is included in the practice?	N/A
how are the learning outcomes evaluated in this best practice?	N/A
what kind of feedback do the learners receive?	N/A
<b>10. Transferability potential/Variations</b>	

In the research, we did not find any specific training in crowdfunding focused on young people. There are no additional formal and non-formal specific training courses or programmes dedicated to improve crowdfunding knowledge and skills.

## 2) Project innovation toolkit/games (2 experiences for each partner)

Existing innovative tools for teaching or guiding through:

- How to design a Business plan
- Storytelling for communicating the idea behind the crowdfunding campaign
- Project design

<b>General Information:</b>	<a href="https://learningbyhelping.com">https://learningbyhelping.com</a>
<b>1. Name of the practice</b>	<b>Creating Social Impact Projects Course</b>
<b>2. Organization and country</b>	Learning by Helping, Barcelona Spain Interview with Tomas Magno, LEARNING BY HELPING CO-FOUNDER
<b>3. Aims of the tool</b>	Creating sustainable models of impact, developing skills from a doing by learning perspective  To learn to fail and adapt to change
<b>4. Methods – Approach/ Types of activity</b>	Young people with a social interest that have attended or are attending university. Focus in Spain and iberoamerican countries for their online programmes  Design Thinking, Learn Startup, Learning by Helping. 4 modules with 5 topics each one, Output: impact project design and integration in a doers community.

	<p>The team of Learning by Helping took many methodologies used to design business models and keep with the most useful elements of each. In addition, the complement these tools with impact projects design tools and the result was the creation of their own methodologies to integrate impact to business models</p>
<p><b>5. Materials: are there specific materials that are needed?</b></p>	<p>Computer, access to internet In case the training could be done physically, attend class. The trainers provide flipcharts, post-its and markers.</p>
<p><b>6. Evaluation and description</b></p>	
<p>what kind of reflection is included in the practice?</p>	<p>The team learnt that if the focus of the training is young people they needed to simplify concepts and adapt to young people language. They also needed to find many practical models, case studies and experiences around the world to illustrate the concepts. 95% of the course participants were young people from 18 to 25 years old.</p>
<p>how are the learning outcomes evaluated in this best practice?</p>	<p>Knowledge: methodologies and tools to create projects.  Attitudes: learning by helping methodology focused on exploring social and environmental challenges going through a creative process.  Skills: empathy, active listening, ideation, testing and prototyping</p> <p>Learning by helping implement the evaluation process to understand during the learning process is working and what is not working. All the learning processes end with testing the ideas and the prototypes.</p> <p>Team building is a key element in the learning process as a skill to develop projects. This is a skill we need to improve the way we teach it, and is key to become an entrepreneur or lead an entrepreneurial project.</p>
<p>what kind of feedback do the learners receive?</p>	<p>From a young people perspective it is really important to have a space (online and offline) to collaborate and cowork all together. It was also important to count with mentos that could guide them through the learning process. They challenge the young learners what is the training and learning process they would like to experience and adapt it to their insights.</p>

<b>7. Transferability potential/Variations</b>	
--	--

<b>General Information:</b>	<a href="https://bridgeforbillions.org/">https://bridgeforbillions.org/</a>
<b>1. Name of the practice</b>	<b>Bridge 4 Billions Incubation Platform</b>
<b>2. Organization and country</b>	Bridge 4 Billions, Madrid Spain
<b>3. Aims of the tool</b>	<p>Offer an incubation process to ideas or projects to create their business model and elaborate a business plan.</p> <p>Guide the entrepreneurs in the process, step by step to design their business models</p> <p>Put in contact mentors and entrepreneurs to collaborate in the mentorship process as part of the incubation tool</p>
<b>4. Methods – Approach/ Types of activity</b>	<p>B4B has a 8 steps methodology to develop your business plan. Their key steps are:value proposition, competitors map, key partnerships map, sales and key activities, pricing and business model, growth plan, financial projections, social impact projections.</p> <p>They offer a license so the user can complete the process in 3, 6 or 9 months.</p> <p>The also has a channel to boost the communication with the tutor/mentor and the user.</p> <p>B4B offers tangible and real examples in each step and concept explanation in order to demonstrate to the user how they can put into practice the learning process in their own design of their business model.</p>
<b>5. Materials: are there specific materials that are needed?</b>	It is needed a computer and good connection to internet
<b>6. Evaluation and description</b>	



<p>what kind of reflection is included in the practice?</p>	<p>Depending on the target (rural women, vulnerable young people, among others) the level of digital literacy could be different. Sometimes it takes time to the users to get in contact with the platform and learn how it works.</p> <p>The reflection included is that for designing a project or a business model you need to plan different aspects that are central. You can fail and take your time to do it.</p>
<p>how are the learning outcomes evaluated in this best practice?</p>	<ul style="list-style-type: none"> <li>- In order to move forward in a learning process you need someone who can guide you, as the role of the mentor in this practice.</li> <li>- In addition it is necessary to be motivated and creative to go through the process. the mentor has a key role in keep motivated the mentee during the process, but the platform included a community space where the users can connect with other entrepreneurs or exchange learnings</li> <li>- The most challenging thematic of the learning process is the financial dimension, where the user has to plan incomes and expenses taking into account some variables.</li> </ul>
<p>what kind of feedback do the learners receive?</p>	<p>N/A</p>
<p><b>7. Transferability potential/Variations</b></p>	

- 3) Successful crowdfunding campaigns in social entrepreneurship (2 experiences for each partner)

### Interview with Antonio Pipoan, Co-Founder WATS

<b>General Information:</b>	
<b>1. Name of the practice</b>	<b>WATS #SportWithValues</b>
<b>2. Organization and country</b>	- <b>WATS #SportWithValues</b> - Social Entrepreneurship - Spain-Bizkaia a service that offers training of trainers to educate in sports with values in order to eradicate violence in sports.
<b>3. Description of the campaign</b>	<p>The campaign has been boosted by <a href="#">BIZKAIA Crowdfunding</a>, a crowdfunding platform that connects entrepreneurial projects with investors (equity crowdfunding platform). According to Antonio Pipoan, WATS Co-founder, the campaign organized by WATS was the pilot campaign of Bizkaia platform. WATS was the first campaign launched by BIZKAIA Crowdfunding platform. They set up an initial objective that was 50.000€. However, due to the innovative component of the project, the final amount collected was 61.680€, a higher result than the expected 24%.</p> <p>WATS as an entrepreneurship was in a moment of expansion and growth. Participating as a pilot of the crowdfunding platform was stressful for the WATS team and they invested more time to produce and launch the campaign than they expected.</p> <p>Campaign Video:</p>

	<a href="https://blog.crowdfundingbizkaia.com/emprendedores/ejemplos-de-crowdfunding/">https://blog.crowdfundingbizkaia.com/emprendedores/ejemplos-de-crowdfunding/</a>
<b>4. Lessons learned</b>	<p>-Equity crowdfunding is not a mature concept so it was a challenge to communicate the message of the campaign. For the WATS team it was difficult that the potential supporters could understand what they were looking for.</p> <ul style="list-style-type: none"> <li>- To be constant and determined about why are you implementing a crowdfunding campaign</li> <li>- Offer an interesting and attractive reward connected to your idea or project ( in this case was equity)</li> <li>- Dedicate time and resources to produce visual material (video and photos) to include in your communication actions</li> <li>- Do not put all your eggs in the same basket. Online marketing is not the only strategy you need to implement to look for supporters of your campaign, it is also important to plan offline actions, such as events and meetings with potential investors.</li> <li>-Before launching your campaign ask some friends and family to support it, because it is more attractive for supporters if they get in touch with the campaign and it has already been supported (and the money raised is not 0).</li> <li>- Test the platform before deciding which is the final you're going to use.</li> <li>- Be thoughtful about the message of the campaign. Plan and elaborate concise and precise messages to avoid over expectations.</li> </ul>

<b>General Information:</b>	
<b>1. Name of the practice</b>	Mimi
<b>2. Organization and country</b>	Mimi Diabetes from Irene Abarca, Spain <a href="http://ireneabarca.com/portfolio-items/mimi-mochila/">http://ireneabarca.com/portfolio-items/mimi-mochila/</a>
<b>3. Description of the campaign</b>	<p>Irene created the Mimi projects two years ago, when she designed a small bag for children from 0 to 8 years old who suffered diabetes and needed to take with them the essential elements to take care of the chronic pathology such as bombs, needles and glucometer). With the main objective of increasing the level of adherence to the treatment of children she designed a bag with the form of a special “monster” that takes care of them and defends them from their illness.</p> <p>In 2019 Mini was incubated by the international program, Creative Business Studio, focused on supporting creative industries ideas and projects. In that context, Irena received Ulule’s support (one of the main relevant crowdfunding platforms in Spain) to design and implement Mimi’s first crowdfunding campaign.</p> <p>The objective of the campaign was to collect money to produce 50 bags. Due to the high success of the campaign and because Mimi achieved the objective in two weeks, she doubled the objective, and she got the money to produce 100 bags. It was a rewarding crowdfunding campaign, so it worked as a pre sales campaign.</p> <p>To complement Mimi’s financial objective of the campaign, Irene decided to launch communications actions to increase the awareness about the suffering of children with diabetes and the importance to help them to accept the treatment.</p> <p><a href="https://es.ulule.com/mimi-diabetes/">https://es.ulule.com/mimi-diabetes/</a></p>
<b>4. Lessons learned</b>	<ul style="list-style-type: none"> <li>-Dedicate big part of the efforts in communication actions to promote the campaign</li> <li>- To be patient and have a capacity of adaptation to the upcoming obstacles that can appear during the campaign</li> <li>- Be transparent with the supporters of the campaign about your idea or project’s impact and what type of outcomes you want to create.</li> </ul>