



*Author:*

<i>Croatia</i>	<i>Development Agency Zagreb – TPZ Ltd. , Croatia</i>
----------------	---

*April 2018*

**Disclaimer**

Responsibility for the information and views set out in these publication lies entirely with the authors. These publications do not necessarily reflect the opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein. While these publications have been prepared with care, the authors and their employers provide no warranty with regards to the content and shall not be liable for any direct, incidental or consequential damages that may result from the use of the information or the data contained therein. The online versions of these publications may include hyperlinks to other websites which are not under our control. The use of such hyperlinks is fully at your own risk. Reproduction is authorised provided the source is acknowledged.

# Croatia

## “Crowdfunding Visions” (D 3.2.2)

### Introduction

Within the CrowdStream project, each partner region has undergone a process of analysis of local conditions and stakeholder involvement resulting in the definition of “Crowdfunding Visions” on the basis of the following inputs

(available on <http://www.interreg-danube.eu/approved-projects/crowdstream>):

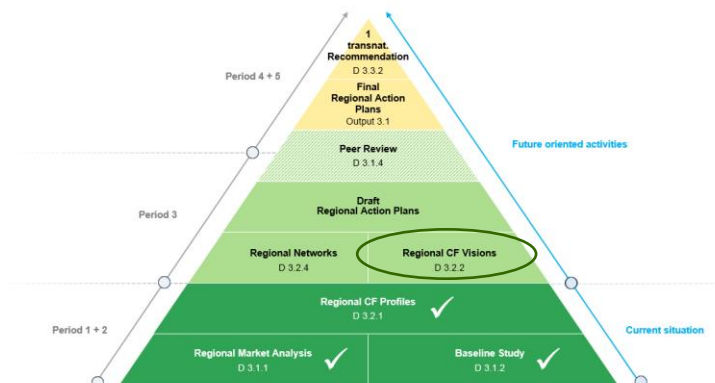
- Regional Market Analysis on Crowdfunding (D 3.1.1)
- Baseline study (D 3.1.2)
- Regional Profiles (D 3.2.1)
- Regional Stakeholder meetings (D 3.2.3)

The “Crowdfunding Vision” addresses the strategic development goals of a project partner region to improve local “crowdfunding environment” in a long-term perspective.

In the context of the CrowdStream project, the “Crowdfunding Visions” are based on existing research results and targeted at the needs of the project target groups.

Building upon these strategic goals each partner region will draft innovation support measures and policy recommendations for the respective region in the field of Crowdfunding, which will aim at improving the access to alternative finance for innovative businesses incl. social and creative entrepreneurs.

Thus, the “Crowdfunding Vision” as presented below will serve as a starting point for drafting and piloting the Regional Action Plan for the relevant partner region and will help to align these plans in a strategic way.



*A Vision, in view of its long-term strategic relevance, serves as an overarching guidance towards a better future. This means that it cannot be fulfilled immediately at the moment of being defined.*

*A Vision should be understandable and credible as well as demanding and challenging at the same time.*

## **Vision 1**

**By the year 2021. Development Agency Zagreb – TPZ Ltd. will become central regional Crowdfunding point for start-ups and social entrepreneurs.**

### **Explanation:**

Some of the most important barriers recognized during the stakeholders meeting, related to access to alternative financial mechanisms (Crowdfunding) by Croatian start-ups are:

- Lack of knowledge in terms of CF and of access to proper education/mentoring
- Lack of support of local and regional government, especially from business support organizations
- Absence of quality CF service providers
- Inadequate product and business development

Development Agency Zagreb – TPZ d.o.o. as a public business support organization of the Capital City, with by far the largest business incubator in Croatia and with extensive experience in business development, counselling, education and mentorship, has a potential to become a CF promotor and to provide comprehensive educational and advisory services to start-ups.

In addition, Development Agency Zagreb – TPZ Ltd. cooperates broadly with many universities (e.g. Faculty of Electrical Engineering and Computing, Faculty of Economics and Business) and with the business community, thus supporting university spin-offs development.

## **Vision 2**

**By the year 2023. Crowdfunding will become dominant alternative financial mechanism for innovative start-ups in business incubators.**

### **Explanation:**

Limited access to finance represents the strongest barrier in business development for start-ups and social entrepreneurs with innovative products & services. Commercial banks perceives start-ups as a risk investment and ESI funds will most probably become unavailable for SMEs after the 2014-2020 programming period.

Such conditions will turn startups and social entrepreneurs to seek financing within available alternative financial mechanisms.

Development Agency Zagreb – TPZ Ltd. with the broad community of associates (universities, other BSOs, business community, regional and national government) will promote crowdfunding and, in line with the 1<sup>st</sup> vision, provide comprehensive services to innovative start-ups and social entrepreneurs related crowdfunding financing.