**DRAFT AGENDA**

**CROWDfunding to mainSTREAM innovation**

**INTERNATIONAL CONFERENCE**

**Varna, Bulgaria**

**28 May 2019**

**Venue: Graffit Gallery Hotel (**[**http://graffithotel.com/en**](http://graffithotel.com/en)**) , 65, Knyaz Boris I blvd., Varna, Bulgaria**

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| Day 0 | **27.05.2019 ( Monday)** |  | Arrival of participants  |
| **Day 1** | **28.05.2019 ( Tuesday)****STRATEGY SESSION****Session moderator Mariana Ivanova, UBBSLA** |  | 09:30-17:30 |
| 09:30 – 10:00 | **Get Together, Welcome coffee** |  | all PPs and participants |
| 10:00 – 10:10 | **Welcome and introduction of the agenda** |  |  |
| 10:10 – 10:35 | **EUSDR presentation** |  | EUSDR PA10Claudia Singer |
| 10:35 – 11:00 | **Interreg DTP presentation** |  | Interreg DTP,Marius Niculae |
| 11:00 - 11:15 | **CrowdStream – Main Strategy contributions** (RAPs/Transnational Policy Recommendations) |  | CPUBrigitte Hatvan |
| **11:15 – 11:45** | **COFFEE Break** **SESSION on QUALITY FRAMEWORK FOR ALTERNATIVE FINANCE****Session moderator Dragan Kovacevic, AEI** |  |  |
| 11:45 – 12:10 | **Overview of CrowdStream project work**(introduction to the following sessions) |  | AEI,Dragan Kovacevic |
| 12:10 – 12:35 | **Ensuring high quality for cross border crowdfunding – building and sustaining the trust in the alternative finance industry**(quality label - assurance of CF in the Danube region) |  | DAZ-TPZ,  Marko Helfrih |
| 12:35 – 13:00 | **PROJECT AWARDING CEREMONY** |  | DAZ-TPZ (ZICER) + PBN |
| **13:00 – 14:30** | **LUNCH at “Red Canape” Restaurant** **followed by SESSION on CAPACITY BUILDING / TRAINING for different target groups****Session moderator – Matjaz Friz , STP** |  |  |
| 13:30 – 14:00 | **Increasing knowledge & capacity of relevant actors on qualitative Crowdfunding**Pilot trainings for SMEs, entrepreneurs, start-ups |  | STPTanja Senekovic |
| 14:00 – 14:10 | **Digital training course** |  | PBN |
| 14:10 – 14:45 | **Innovative financial instruments as support for the social economy**.( IFISE project) |  | Susanna Longo |
| 14:45 – 15:00 | **Hype of ICO’s and cryptocurrencies vs. Crowd Funding** |  | PBN |
| 15:00 - 15:20 | **Field missions, learning from stakeholders**Pilot capacity building activities for BSOs |  | JAIPJan Jares |
| 15:20 – 15:30 | **Impressions from CrowdStream Pilot Trainings and Field missions**(Statistics, video, Slide Show, etc.) |  | JAIPJan Jares |
| **15:30 – 16:00** | **COFFEE Break****Final Session – Innovation frameworks and next steps to follow-up with CrowdStream results****Session moderator – M. Ivanova, UBBSLA** |  |  |
|  16:00 – 16:20 | **Business Pre-Accelerator of the North-East of Bulgaria – innovative services provider**  |  | Silvia Shtumpf, Business Agency - Varna |
|  16:20 – 16:40 | **EEA and Norway Grants for start-ups and Green Industry** |  | Venceslava Yanchovska-Ivanova, Innovation Norway |
| 16:40 – 17:00 | **Business in action, how to start successful business -> Bridging to excursion day** |  | Petko Georgiev, ICT cluster - Burgas |
| 17:00 – 17:20 | **Review of the Day / Conclusions of the Conference** |  | Mariana Ivanova, UBBSLA |
| 18:00 – 19:00 | **“100 years in 60 minutes”, Guided tour around Varna city center** | Meeting point at the lobby of Graffit Gallery Hotel |  |
| **20:00**  | **Working Dinner at Varna Port**  |  |  |
| **Day 2** | **29.05.2019 ( Wednesday)**  |  | 09:30-17:30 |
| 09:30 – 17:30 | **Field visit to ICT Cluster - Burgas** |  | All CS project partners |

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**Crowdfunding is an established form of alternative finance for start-ups, small and medium enterprises (SMEs), real estate and renewable energy. It represents intermediation through a digital platform matching fundraisers with prospective investors, irrespective of whether that funding leads to a loan agreement, equity stake or to another transferable security-based stake.**

**WHY SHOULD YOU ATTEND?**

**1. Join the discussion on how to shape the European Crowdfunding**

**2. Get to grip of how crowdfunding and online lending will change online access to finance**

**3. Meet policymakers and stakeholders and contribute shaping the future of alternative finance**

**WHAT WILL YOU LEARN?**

**1. Why crowdfunding will enable investing in securities, debt and loans as well as real estate and renewable energy beyond 2020**

**2. How the regulatory framework for crowdfunding and crowdlending is moving forward in Europe**

**3. Insights and opportunities for future investing in crowdfunding, alternative finance and digital assets**