

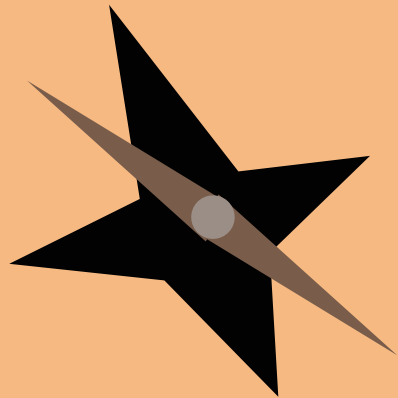


*Enhance and stimulate trust
while exploring new forms
of Entrepreneurship*

*A reference tool for entrepreneurs
to enhance the efficiency and
effectiveness of their financials*

Primitive is the central theme of the project, craftsmanship, a world connected to raw materials and the primordial ability to transform them. Because of the “practical” function of the two volumes: that of providing immediate and easy-to-understand tools for trainers for the development and performance of the workshops described. Starting from the two founding qualities of the project, its iconographic world develops around the imagery suggested by the payoff itself: “Enhance and stimulate trust while exploring new forms of Entrepreneurship Modules”.

The graphic elements, based on new elementary forms, are the tools that explorers used to complete their discoveries a few centuries ago: a telescope, a compass and the observation of the constellations.



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Written with the contribution of all the partners, assembled by I. Hasani and V. Orgiano.

0.0

INDEX

1. introduction	4
1.1 Who is this tool for	5
1.2 About the project	6
1.2 The partnership	7
1.3 The Erasmus + Programme	7
2. craft & enterprise	10
2.1 Introduction	11
2.2 How to use this catalogue	12
3. fundraising	14
3.1 Introduction	15
3.2 Financing tools at European Level	17
3.3 Small and medium-sized enterprises	21
3.4 Financing tools per country	22
> France	24
> Spain	35
> Portugal	46
> Italy	64
4. crowdfunding	78
4.1 Introduction	79
4.2 How to be successful on your Crowdfunding project?	82
4.3 Glossary	87
> France	88
> Spain	91
> Portugal	95
> Italy	101

1. introduction

1.1

Who is this tool for?

This Publication has been thought to serve as a comprehensive guide of the ESTEEM project, providing an overview of the general framework, the organizations part of the consortium, the main aim, and the specific objectives of the project.

This guide will help your entrepreneurial idea/enterprise to come closer to donors and available financial support.

The guide outlines a step-by-step approach to scaling up your financial potential and focuses on the key issues surrounding access to funding.

The guide assumes a general knowledge of fundraising. It recognises that there is a wealth of existing financial tools to support businesses based on various indicators such as gender, age, experience on the market, the field of the business, the scope of work, inclusion of disadvantaged groups and much more.

It focuses on the specific issues around the target groups with whom the ESTEEM partnership works with, as well as the local/regional/national context of the involved countries in the project (France, Italy, Spain, and Portugal).

Through this Publication we aim to:

- Present you the main principles of how fundraising works;
- Give inspiration for new pathways that you could follow in your enterprise;
- Share concrete tools at local (France, Italy, Spain and Portugal) and international levels which can help you build/improve your financial capacities.

The Catalogue may also be a good tool for any other entity and organization in terms of financial education where the aim is to generate support for future or established entrepreneurs.

Notes

The information that you will find within the publication is updated until its date of publication (September 2022). Therefore, in the future, there might be changes in the functionality of the financial tools hereby mentioned.

We as a partnership, are fully committed to keeping up with the work towards editing, enriching, and improving this instrument.

With the hope that you will find this Tool helpful, we wish you a nice reading.

1.2

About the project

This document has been created and written thanks to the project ESTEEM- Enhance and Stimulate Trust while Exploring new forms of Entrepreneurship Modules, a 24 months' project co-financed by the Erasmus + programme and approved by the National Authority in France.

Its aim is to support female entrepreneurship by encouraging trust and by exploring and developing new forms of entrepreneurship modules. The project is led by the Chamber of Craft Lyon Rhône (France), in collaboration with the Spanish association APECVA, the Portuguese university institute ISCTE and the Italian association TDM 2000 International.

The project has 4 main activities:

1. To study the psychosocial codes and cognitive aspects of a business influencing the entrepreneur' profile of men and women.
2. To allow female managers to enhance their skills on confidence and self-esteem consideration, through the design and experimentation of innovative modules around female leadership.
3. To encourage collaborative exchanges and peer support between female managers, by the implementing of good analysis practices among business leaders
4. To facilitate the access of female entrepreneurs to financing solutions, by developing a tool to identify and explore different financing solutions.

This document is the result of the work carried out for the 4th Intellectual Output, led by the experts of TDM 2000 International with the support of the project partners.

1.3

The partnership

The ESTEEM partnership is composed of four partners, connecting a Chamber of Commerce based in France, with non-profit and academic organisations based in Spain, Portugal, and Italy specialized in entrepreneurship, education and female empowerment.

COORDINATOR: CMA – Chambre de Métiers et de l'Artisanat Auvergne Rhône Alpes

PARTNERS: TDM 2000 International, APECVA – Associaci de Psicologia de l'Esport de la Comunitat Valenciana, ISCTE – Instituto Universitario De Lisboa.

1.4

The Erasmus + Programme

Erasmus+ is the EU's programme aimed at supporting education, training, youth, and sport in Europe.

Within the 2014-2020 framework, it provides opportunities for Europeans to study, train, gain experience, and volunteer abroad.

Erasmus+ has opportunities for people of all ages and targets a range of organisations, helping them to develop and share knowledge and experience in different countries.

The aim of the Programme is to contribute to the Europe 2020 strategy for growth, jobs, social equity, and inclusion, as well as the aims of the EU's strategic framework for education and training. In the field of youth, it also contributes to achieving the objectives of the EU Youth Strategy.

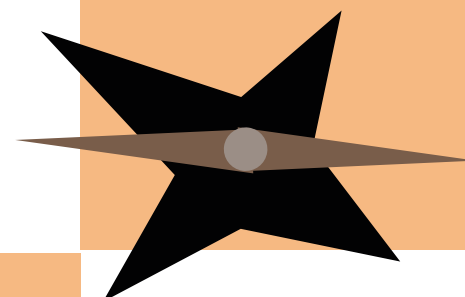
Specific issues tackled by the programme include:

- Reducing unemployment, especially

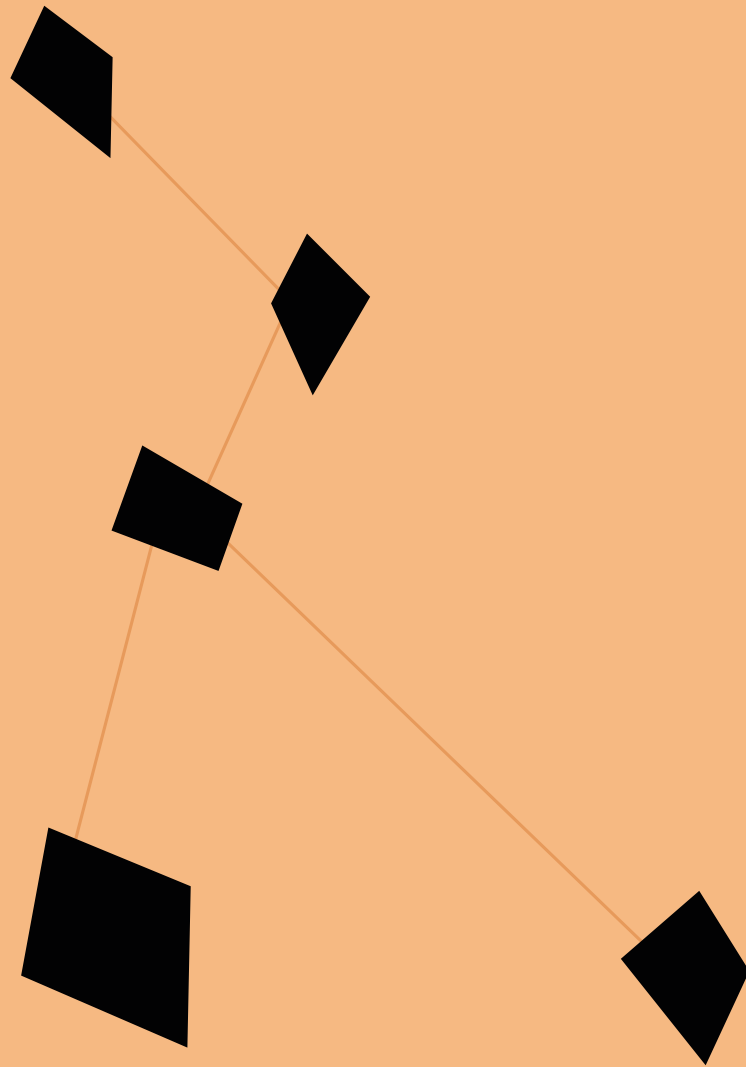
- among young people;
- Promoting adult learning, especially for new skills and skills required by the labor market;
- Encouraging young people to take part in European democracy;
- Supporting innovation, cooperation, and reform;
- Reducing early school leaving;
- Promoting cooperation and mobility with the EU's partner countries;

The project is financed under the Strategic Partnerships action, which aims to support the development, transfer, and/or implementation of innovative practices as well as the implementation of joint initiatives promoting cooperation, peer learning, and exchanges of experience at the European level.

Strategic Partnerships are open to any type of organisation active in any field of education, training, youth, or other socio-economic sectors as well as to organisations carrying out activities that are transversal to different fields.



2. craft & enterprise



2.1

Introduction

The craft sector is a major player in the economy, through traditions, techniques, and culture it has brought and made evolved. It is a dynamic and growing sector, whose contribution to the dynamism of the territories is well established. These Very Small Enterprises link all the countries and carry strong values of transmission, excellence, know-how, short circuits, proximity or even sustainable development

...In recent years, there has been a new attraction for crafts by people with a first professional experience, wishing to give a new meaning to their life and choosing crafts to retrain.

However, the craft sector still suffers from a degraded image in the eyes of the general public, which too often considers that the crafts they represent are painful and offer a limited future. This negative image also persists due to a lack of gender mix in many activities. In fact, the volume of women managers only

reaches 25%. The vast majority work in services and caring professions (hairstylist, esthetician) or in production activities related to traditional crafts (jeweler, upholsterer, textile manufacturing, etc.); few of them represent such sectors as mechanics and building.

Mixed jobs, professional equality between women and men, and female entrepreneurship are therefore priority issues for the craft sector!

• State of Art

Entrepreneurship experts assume that women start fewer businesses than men because they face more obstacles (financial, time, and even self-confidence). **48% OF WOMEN THINK IT IS MORE DIFFICULT TO BE A MANAGER THAN AN EMPLOYEE AND THAT TO BE SUCCESSFUL, THE CATCHWORD MUST BE "COMPETE TO WIN, HAVE A RELATIONSHIP, HAVE CHARACTER";.**

• Objectives

- 1. Study biopsychological criteria influencing entrepreneurs’ profile
- 2. Allow managers to enhance their skills on confidence and self-esteem consideration
- 3. Encourage collaborative exchanges between managers
- 4. Facilitate access to entrepreneurship financing solutions

• Impact

The project will have a direct impact at a national and European level, benefiting from the participation of the 4 committed countries to the different activities.

The project will contribute in particular at:

- 1. Encouraging, developing and optimizing a training offer, based on an innovative approach
- 2. Boosting professional organizations to modernize traditional trades and promote growth
- 3. Convincing Politicians to support the craft sector, its economic and social value, and its employment

2.2

How to use this cataogue

Developing an enterprise, like starting any new business, is an exciting and active process. It involves a lot of hard work but equally, it should be a rewarding and enjoyable experience. This guide is designed to facilitate your access to finance tools to search for funding opportunities that could suit your business: loans, microfinance, guarantees, and venture capital supported by various local and International entities.

It will help you create a business plan that describes what you intend to do. Our aim for the guide is that it is a self-help tool for you and your organisation. The guide is designed as a reference for you. It may be that as you move through the process of accessing funding opportunities you identify that you need additional support or training.

To help you facilitate access to financing solutions the guide will:

- Introduce general concepts of

fundraising and guide you choose the best path for your project/entrepreneurial idea.

- Provide you with a Catalogue of various financial tools and crowdfunding platforms identified at the National Level (France, Italy, Spain, and Portugal) and European level.
- Summarise and identify the key aspects of various financial tools useful for an entrepreneur.
- Provide you with some top tips on how to apply
- Signpost you to additional sources of help and advice in the Resource Section.

The financial solutions come with their own jargon and terminology. Where practical we have attempted to explain the jargon throughout the guide.

Explanation of the structure of the Catalogue

TITLE: The name of the financial tool described.

TYPE OF THE TOOL: Kind of financial support.

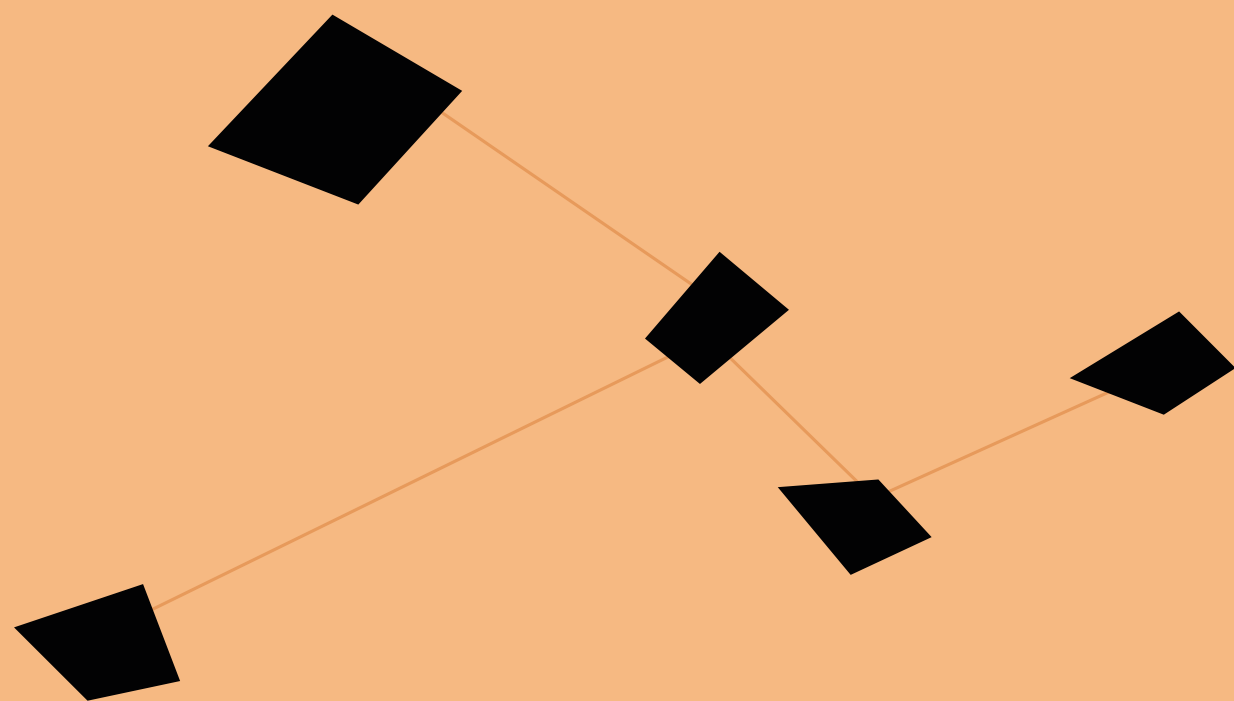
RESPONSIBLE MANAGING ENTITY: Who is implementing it?

SHORT DESCRIPTION: Detailed description of the tool gathering information about the major aspects of how it works, main features, and results.

TIPS TO APPLY: tips for the entrepreneur/future entrepreneur on how to apply for funding.

REFERENCE: External Link that directs you to browse more information.

3. fundraising



3.1

Introduction

Securing funding can be a daunting prospect for business owners. Many see debt as a last resort, to be taken on only when a company is in dire straits. And with plenty of financial companies looking to take advantage of businesses on the brink, it's little wonder there are some negative connotations surrounding funding.

However, in the right circumstances, securing funding is not only a positive thing, it can be crucial to the growth and success of your business. Reasons can be hiring staff, purchasing new equipment, moving or refurbishing premises, launching a new product, improving your cash flow, and more.

This section will take you through some of the most important funding solutions for your project/entrepreneurial idea. It gives you a general overview of some of the mechanisms to facilitate access to funding for entrepreneurs/businesses in Europe.

Desk research was held by the partnership for the identification of tools at the local/regional and national levels in France, Italy, Portugal, and Spain.

Please note, that these are offered as guidelines only. You might find each step more or less complicated, depending on your project, the size of your team, and the amount of time you are able to commit.

THE LANDSCAPE OF FUNDING TOOLS

This note summarises some of the tools which can be used by governments, agencies, investment organisations and foundations, to provide funding for entrepreneurs. These range across the continuum from pure grants designed to achieve the public benefit, to very commercial investments primarily designed to achieve a private return.s

FUNDING TOOL	DESCRIPTION	ADVANTAGES	CHALLENGES
<i>Grant</i>	Gift of money, is usually linked to commitments on activities, outputs or outcomes.	<ul style="list-style-type: none"> Simple, established. 	How intensively managed can drive dependency. No return to the funder.
GRANTS/EQUITY IN ACCELERATORS IN STAGE-GATE	Grants plus small equity shares for new companies, are often linked to non-financial help.	<ul style="list-style-type: none"> Higher success rate for startups. 	Intensive input needed to achieve successes.
MATCH CROWDFUNDING	Committing money on the condition that matched funding is raised through crowdfunding platforms.	<ul style="list-style-type: none"> Encourages mobilisation of public money and commitment. 	Skews to high-income audiences; sums are generally quite small.
LOANS	Money lent to be repaid with interest over the agreed timescale.	<ul style="list-style-type: none"> Recycles money Straightforward offer to recipients (no cession of control or ownership) Easy to value cost and likely return. 	Managing loan book, risk assessment, security, and seniority. Many firms can get loans from other sources.
PROJECT-SPECIFIC LOANS	Loans linked to specific projects, e.g. in technology, are repaid only if the project succeeds.	<ul style="list-style-type: none"> Recycle money. Straightforward offer to recipients (no cession of control or ownership). <ul style="list-style-type: none"> Attractive to recipient as do not need to be repaid if project fails. 	Less secure than loans secured against the firm as a whole (see above). Need to monitor project success to see if the loan needs to be repaid (this can be gamed).
SERVICES CONTRACT TO SUPPORT INNOVATIONS	Procurement of services from small firms, charities, or social enterprises as a way of helping them grow or innovate.	<ul style="list-style-type: none"> Use procurement process to support small innovative entities. 	Reliance on the relatively untried service provider.

3.2

Financing Tools at European Level

Getting funding in Europe

EU funding programmes:

The EU has several different funding programmes that you may be able to apply for, depending on the nature of your business or project. There are two different types: direct funding and indirect funding.

Direct funding

The allocation of direct funding capital is managed by the European Institutions.

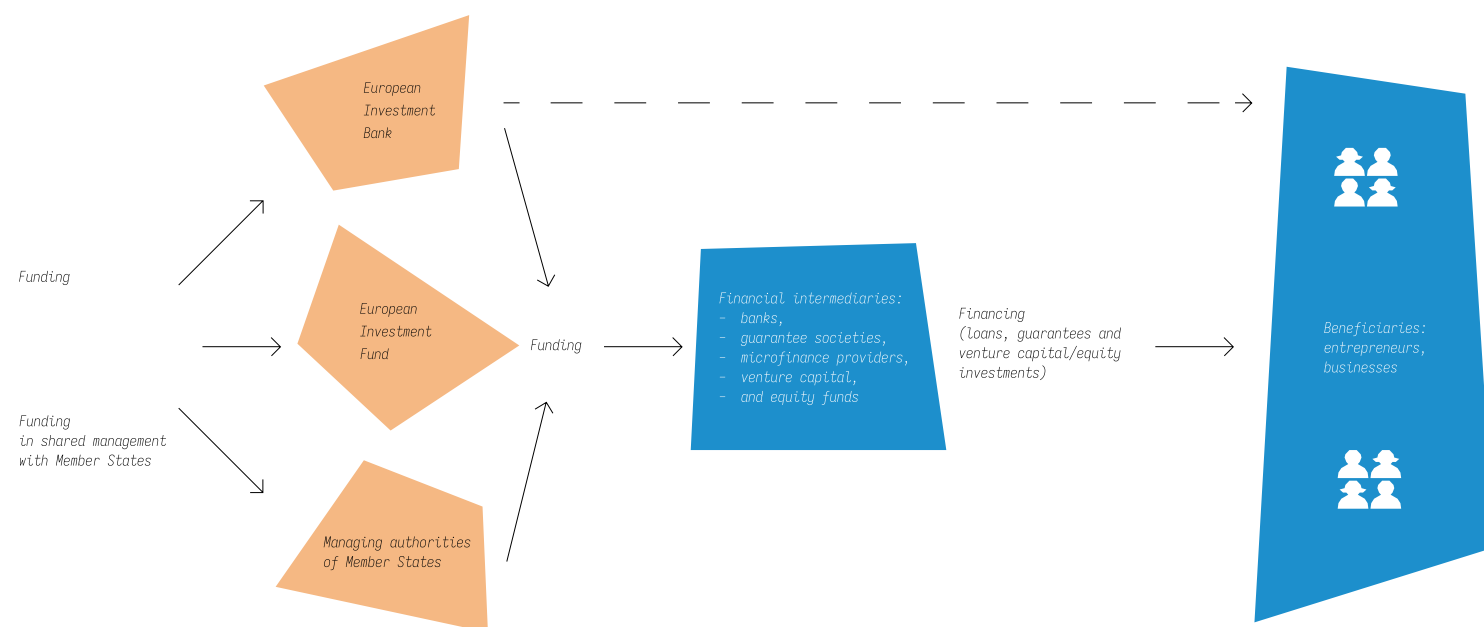
All the programmes funded by the EU budget fall under one of three types of implementation modes depending on the nature of the funding concerned:

- direct management: EU funding is managed directly by the European Commission
- shared management: The European Commission and national authorities jointly manage the
- funding

- indirect management: funding is managed by partner organisations or other authorities inside or
- outside the EU

Therefore, while the EU provides the funding for a specific programme or project, it is not always directly involved in the day-to-day management. However, whereas the Member States are in charge of the implementation of the majority of the EU budget, it is the Commission that has the ultimate responsibility for its execution.

There are two types of funding available: grants and contracts. You can apply for grants and contracts managed by the European Commission on the [Funding and Tenders portal](#).



Picture 1: Image of the scheme of how the EU budget dedicated to entrepreneur businesses works

Grants

Grants are given to specific projects that relate to EU policies, usually following a public announcement known as a **call for proposals**.

Who is eligible?

You may apply for a grant if you run a business or a related organisation (business associations, business support providers, consultants, etc.) that runs projects that further the interests of the EU, or if you

contribute to the implementation of an EU programme or policy.

Contracts

Contracts are issued by EU institutions to buy services, goods or works that they need for their operations – such as studies, training, conference organisation or IT equipment.

Indirect funding

Indirect funding is managed by national and regional authorities and comprises

nearly 80% of the EU budget, mainly through 5 big funds that come under the umbrella of the **European Structural and Investment Funds**.

The funds are:

- European Regional Development Fund – regional and urban development
- European Social Fund – social inclusion and good governance
- Cohesion Fund – economic convergence by less-developed regions
- European Agricultural Fund for Rural Development
- European Maritime and Fisheries Fund
- Single Market Programme (SMP) (2021-2027) – to help the single market reach its full potential and ensure Europe's recovery from the **COVID-19 pandemic**.

Apply for funding

To access EU grants, you should apply via the relevant regional or national authorities (known as managing authorities) in the member state where you are registered. For example the Ministry of Agriculture in your country is responsible for funding for the European Agricultural Fund for Rural Development or in order to apply for funding for the European Maritime

Fisheries Fund, you should contact the national contact points.

- Access to finance

Find out which EU funding programmes you can apply for. See what you have to do to apply for EU funding, which company types and sectors are eligible, and the types of financing available.

Use the access to finance tool to search for funding opportunities that could suit your business: loans, microfinance, guarantees, and venture capital supported by the European Union.

How does it work?

EU Funding is available for all types of companies of any size and sector including entrepreneurs, start-ups, micro companies, small and medium-sized enterprises, and larger businesses. A wide range of financing is available: business loans, microfinance, guarantees, and venture capital. Every year the EU supports more than 200 000 businesses.

The **decision** to provide EU financing will be **made by local financial institutions** such as banks, venture capitalists, or angel investors. Thanks to the EU support the local financial

institutions can provide additional financing to businesses. The exact financing conditions – the amount, duration, interest rates, and fees – are determined by these financial institutions. You can **contact one of over 1000 financial institutions** to find out more.

The “access to finance” site will help you to apply for loans and venture capital supported by the European Union.

Select your country to search for financial opportunities.

Do you have questions on operating a business cross-border, for example exporting or expanding to another EU country? If so, the Enterprise Europe Network can give you free advice.

Picture 2: Image of the results of the research for access to funding in Europe (e.x. France)
(Source: <https://europa.eu/youreurope/business/finance-funding/getting-funding/access-finance/search/en>)

Your Europe > Business > Finance and funding > Getting funding > Access to finance

Life and travel

Running a businessTaxationSelling in the EUHuman resourcesProduct requirementsFinance and fundingDealing with customers

Select regionFRANCEAnyCompany categoryShow allAmount of financeShow all

Type of financeLoan/ GuaranteeEquity/ Venture capitalInvestment focusChoose some optionsSources of financeChoose some optionsKeyword search

SearchPDF

Displaying 194 results

Financial intermediaries	Region Of Activity	Type Of Finance	Amount Of Finance	Investment Focus	Additional Information	Sources Of Finance
	LANGUEDOC-	Loan/ Guarantee		All sectors/ general	Focus: Liberal professions, crafts,	Structural Funds - National

3.3

Small and medium-sized enterprises

Small and medium-sized enterprises (SMEs) are the backbone of Europe’s economy. They represent 99% of all businesses in the EU. They employ around 100 million people, account for more than half of Europe’s GDP and play a key role in adding value in every sector of the economy. SMEs bring innovative solutions to challenges like climate change, resource efficiency and social cohesion and help spread this innovation throughout Europe’s regions. They are therefore central to the EU’s twin transitions to a sustainable and digital economy. They are essential to Europe’s competitiveness and prosperity, industrial ecosystems, economic and technological sovereignty, and resilience to external shocks.

Access to finance is one of the most pressing issues for many small enterprises. The Commission works on improving the financing environment for SMEs and provides information on funding.

The EU has several different funding programmes that you may be able to apply for, depending on the nature of your business or project. There are two different types: direct funding and indirect funding.

Provides key support, networks and information for SMEs

- The Your Europe Business Portal is a practical guide to doing business in Europe. It provides entrepreneurs with information and interactive services that help them expand their business abroad.
- The Enterprise Europe Network helps SMEs and entrepreneurs access market information, overcome legal obstacles, and find potential business partners across Europe.
- The SME Internationalisation support page provides information on foreign markets and helps European business internationalise their activities.
- The European Cluster Collaboration Platform offers dynamic mapping of over 1000 profiled cluster

20

21

organisations worldwide or supports the emergence of new value chains through cross-sectorial cooperation.

- COSME, the EU Programme for the Competitiveness of Enterprises and SMEs, supports SMEs in accessing finance, markets and creates a business-friendly environment.
- The SME Assembly, the most significant event for SMEs in Europe, presents different approaches to promoting SME entrepreneurship.

entrepreneurs running small businesses in other countries and it lasts up to 6 months.

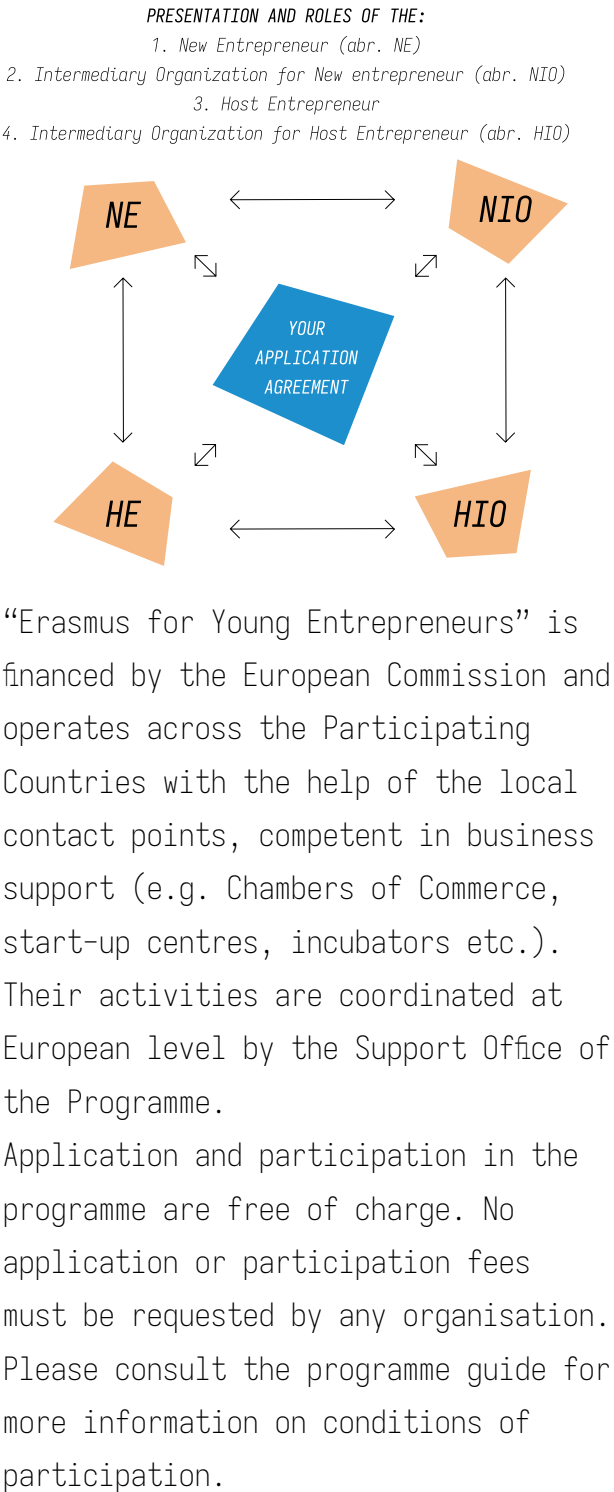
The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm. The host benefits from fresh perspectives on his/her business and gets the opportunities to cooperate with foreign partners or learn about new markets.

Who can participate?

You can participate in the programme as a New entrepreneur if you are firmly planning to start a business, based on a viable business plan or if you have started your own business within the last 3 years. Last but not least you have to be a permanent resident in one of the Participating Countries.

The relationship between the involved subjects is described in the following picture:

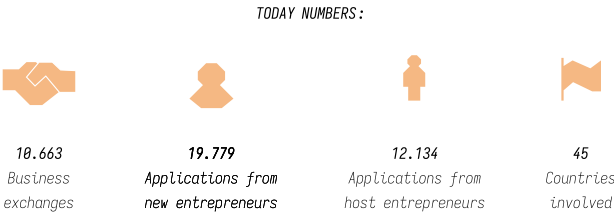
Erasmus for Young Entrepreneurs is a cross-border exchange programme that gives new or aspiring entrepreneurs the chance to learn from experienced



Picture 3: Image of the roles in the EYE Programme

3.4

Erasmus for Young Entrepreneurs



Picture 3: Image of the roles in the EYE Programme

> France



Catalogue of Financial Tool

> type of the tool /what is it?	Fiscal
> name/title	Interest-free loan
> responsible managing entity	Réseau initiative et Réseau entreprendre Localisation : France / International Legal form : Associative
> short description	<p>Description: Entrepreneurs and company buyers are likely to present a strong business plan, with persuasive elements on the reality of the market they run for. Company leaders also can request an « interest-free loan », if they plan to develop their business activity.</p> <p>This loan is given to you, and not to the company you have just created. That's what makes the interest-free loan that particular, compared to a « repayable advance ».</p> <p>Steps:</p> <ol style="list-style-type: none"> 1. to contact the structure 2. to fill the necessary documents tied to the financial forecast and the financial demands

3. to work on the creation of the case with a project manager
4. to defend the project in front of a committee

What is necessary to get access to this help:

- A completed business plan
- The need of a professional loan with a bank
- For further information

(The admissibility criterias can change from a structure to another)

Results:

Réseau Initiative : 207 associations / 61 532 project holders welcomed and oriented in 2021 / 90% of the supported companies still exist after 3 years / 371 000 supported companies since the creation of this network.

Réseau entreprendre: 65 associations / spread in 10 countries / 14 000 supported companies since the creation of this network.

> tips to apply

- After completing the business plan (business model + financial forecast)
- After identifying and validating every funding needs
- After contacting a bank for the major loan

> link if applicable (references)

- <https://initiative-france.fr/>
- <https://www.reseau-entreprendre.org/fr/accueil/>
- <https://bpifrance-creation.fr/encyclopedie/financements/financement-fonds-propres/pretdhonneur>

> type of the tool /what is it?	Fiscal
> name/title	Craftman loan and merchant loan
> responsible managing entity	CMA (for the craftman loan) et CCI (for the merchant loan) Localisation : France Structure type : Consular chamber
> short description	<p>Description: This 0% interest rate loan is dedicated to craftmans and merchants who can contract it to the Banque Populaire Auvergne-Rhône-Alpes bank : <i>Amount</i> : from 3000 to 20 000 € : represents 20 % of the fundings bank has provided, <i>Duration</i> : 5 years with 1 year capital franchise possibility, Subject : Creation, transmission, retake and development (tangible, intangible, commercial and process) <i>Distribution</i> : by the Banque Populaire Auvergne-Rhône-Alpes, and the last 80 % with a complementary loan, with fixed interest rate in any other bank establishment.</p> <p>Stages: 1) to contact a bank 2) to contact a consular chamber 3) to work on building the case with a project manager 4) the project manager sends the case to the bank adviser</p>

	<p>What is necessary to benefit this help :</p> <ul style="list-style-type: none"> • A completed business plan • Have an agreement for a professional loan with a bank • To have confirmed every financial element of the project and to have other documents and estimations to justify the 75 % • left needs.
> tips to apply	<ul style="list-style-type: none"> • Get close to a bank to build the project with it • To solicit a craftman loan /merchant loan and an interest-free loan. • To ask for estimations to justify and confirm funding needs.
> link if applicable (references)	<ul style="list-style-type: none"> • https://www.cma-auvergnerhonealpes.fr/gererfinancements • https://www.lyon-metropole.cci.fr/upload/docs/application/pdf/2021-06/flyer-pret-commercant.pdf • https://ambitioneco.auvergnerhonealpes.fr/aideEco/130/319-pret-artisan-et-commercant-region-auvergne-rhone-alpes.htm

> <i>type of the tool /what is it?</i>	Fiscal
> <i>name/title</i>	Micro loan
> <i>responsible managing entity</i>	Adie Localisation : France Structure type : Association
> <i>short description</i>	<p>Description: Loan to solicitate if there are only a few chances that banks accept to lend you money. The maximum need for the company project is capped at 12 000 €.</p> <p>A person from my surroundings (family, friends, etc.) who believes in my project, is ready to vouch for my loan, up to 50 % of the amount lendet.</p> <p>Steps : 1) to work on the business plan 2) to get closer to the structure 3) to work on the case building with a project manager</p> <p>What is necessary to benefit this help :</p> <ul style="list-style-type: none"> - To have funding needs up to maximum 12 000 € - To have a person in my surroundings who is ready to vouch for my loan, up to 50 % of the lendet amount. <p>Results : 400 reception points / 87 % of the funded</p>

	and accompanied companies still exist 2 years after their creation.
> <i>tips to apply</i>	<ul style="list-style-type: none"> • To work on the business plan • To confirm the funding needs
> <i>link if applicable (references)</i>	<ul style="list-style-type: none"> • https://www.adie.org/

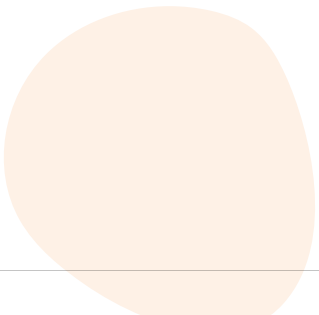
> type of the tool /what is it?	Grant
> name/title	Grant for people with disabilities
> responsible managing entity	AGEFIPH (Association de gestion du fonds pour l'insertion professionnelle des personnes handicapées / Association of fund management for helping people with disabilities to find an occupational integration) Localisation : France Structure type : Public service organism for parity
> short description	<p>Description : Allocation of 6 000 € for the company creators and retakers, with disabilities.</p> <p>Steps : 1) to work on the business plan with an expert in company creation 2) to work on the case creation with a project manager (the CMA is a service provider for the region Auvergne-Rhône-Alpes).</p> <p>What is necessary to benefit this help :</p> <ul style="list-style-type: none"> • To have a need for investment of 7 500 € minimum • To personally bring 1 500 € into your project fundings • To have a disabling situation • The company must be the main job of the creator. • The applicant must own at least 50 % of the

	shares of the company
	Results : In 2020, the AGEFIPH have accompanied about 1 800 companies and funded 112 037.
> tips to apply	<ul style="list-style-type: none"> • To work on the business plan • To confirm the funding needs • To be accompanied and adviced by a structure to prepare the project
> link if applicable (references)	https://www.agefiph.fr/aides-handicap/aide-la-creation-dentreprise

> type of the tool /what is it?	Grant / Interest free loan
> name/title	Start-up & Go
> responsible managing entity	Region Auvergne-Rhône-Alpes
> short description	<p>Description : Start-Up & Go, a financial structure for young innovating companies in Auvergne-Rhône-Alpes, promotes the emergence and the development of the innovating companies on the regional territory, involving a large amount of financial and accompaniment partners in innovating entrepreneurship.</p> <p>There are 3 types of funding in this device : Emergence (before the creation of the business) / Creation (the beginning of the business) / Development (market growth)</p> <p>Steps : 1) Introduce your project and your funding needs to an approved support structure. 2) The approved supporter analyses your project with you and decides if it is eligible for Start-Up; Go. 3) You build your case with the help of the approved structure, who transfers it then to Start-Up & Go. 4) With you approved supporter, you present your project to the Financial Committee of Start-Up & Go. 5) The financial committee then decides if you are admissible, which type and what</p>



	<p>amount of your expenses they will recover.</p> <p>6) Start-Up & Go instructs you when they made their decision within 8 days, and what procedure you have to follow next to be able to get the financial aid.</p> <p>What is necessary to benefit this help :</p> <ul style="list-style-type: none"> • To have an innovating project. • To have identified what are the needs to fund. • To get in contact with an approved structure of support. <p>Results : Since 2010, Start-Up & Go supported almost 1 200 projects and engaged 29 M € for the creation of innovating young companies in the region Auvergne-Rhône-Alpes.</p>
> tips to apply	<ul style="list-style-type: none"> • Work your pitch • Identify and know how to defend your innovation • To be a good listener of the approved supporting structure
> link if applicable (references)	<p>https://startupandgo-auvergnerhonealpes.fr/soutien-financier-emergence/</p> <p>https://startupandgo-auvergnerhonealpes.fr/soutien-financier-creation/</p> <p>https://startupandgo-auvergnerhonealpes.fr/soutien-financier-developpement/</p> <p>https://startupandgo-auvergnerhonealpes.fr/mon-projet/</p> <p>https://startupandgo-auvergnerhonealpes.fr/trouvez-votre-interlocuteur/</p>



> <i>type of the tool /what is it?</i>	Grant / Interest free loan
> <i>name/title</i>	Start-up & Go
> <i>responsible managing entity</i>	Region Auvergne-Rhône-Alpes
> <i>short description</i>	<p>Description : Start-Up & Go, a financial structure for young innovating companies in Auvergne-Rhône-Alpes, promotes the emergence and the development of the innovating companies on the regional territory, involving a large amount of financial and accompaniment partners in innovating entrepreneurship.</p> <p>There are 3 types of funding in this device : Emergence (before the creation of the business) / Creation (the beginning of the business) / Development (market growth)</p> <p>Steps : 1) Introduce your project and your funding needs to an approved support structure. 2) The approved supporter analyses your project with you and decides if it is eligible for Start-Up; Go. 3) You build your case with the help of the approved structure, who transfers it then to Start-Up & Go. 4) With you approved supporter, you present your project to the Financial Committee of Start-Up & Go. 5) The financial committee then</p>

> Spain

Catalogue of Financial Tool



> <i>type of the tool /what is it?</i>	Access to finance/Grant/Mentoring
> <i>name/title</i>	ENISA
> <i>responsible managing entity</i>	PUBIC- Dirección General de Industria y de la Pequeña y Mediana Empresa, integrada, a su vez, en el Ministerio de Industria, Comercio y Turismo
> <i>short description</i>	<p>It consists of three lines of financing:</p> <ol style="list-style-type: none"> 1. Young entrepreneurs taking their first steps with their new company. 2. Entrepreneurs who are in the early stages of developing their company. 3. Well-established entrepreneurs who want to expand their business.
> <i>tips to apply</i>	<p>To apply for an Enisa loan you need:</p> <ol style="list-style-type: none"> 1. Being an SME domiciled in Spain 2. Have an innovative project

> link if applicable (references)	https://www.enisa.es/es/financia-tu-empresa/lineas-de-financiacion
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> type of the tool /what is it?	Grant
> name/title	NEOTEC
> responsible managing entity	PUBLIC- The CDTI-E.P.E. is a Public Business Entity, dependent on the Ministry of Science and Innovation
> short description	<p>The NEOTEC INITIATIVE aims to support the creation and consolidation of new technology-based companies in Spain.</p> <p>A technology-based company (EBT) is a company whose activity is focused on the exploitation of products or services that require the use of technologies or knowledge developed from research activity. EBTs base their business or activity strategy on the intensive domain of scientific and technical knowledge.</p> <p>The most relevant aspect in the proposals submitted to this line is the business strategy based on the development of technology (technology must be the company’s competitive differentiation factor), based on the creation of its own R&D lines. Companies whose business model is primarily based on services to third parties, without developing their own technology, are not suitable.</p> <p>These aids are included in the aid regime for young</p>



	and innovative companies, provided for in article 35 of Regulation (EC) No 800/2008 of the Commission, of August 6, 2008, which declares certain categories of aid compatible with the common market in application of articles 87 and 88 of the Treaty (General Exemption Regulation by categories. DOUE L 214, of 9.08.2008).
> tips to apply	<ul style="list-style-type: none">• “The beneficiary must be a small business with less than 6 years of existence at the time the aid is granted”• “The research and development costs of the beneficiary must represent a minimum of 15% of its total operating costs during at least one of the three years prior to the granting of the aid or, if it is a new company with no financial history , as audited for the current fiscal year, as certified by an external auditor”
> link if applicable (references)	https://www.cdti.es/

> type of the tool /what is it?	Mentoring/ Grant
> name/title	BUSINESS SUPPORT PROGRAM FOR WOMEN (PAEM) - Ministerio de Igualdad
> responsible managing entity	PUBLIC
> short description	<p>The PAEM is a national program promoted by the Women’s Institute and the Spanish Chamber of Commerce with co-financing from the European Social Fund. Its objective is to provide business advice to women with a business idea or project or with a modernization and expansion plan for an already created company.</p> <p>Attention is face-to-face in more than 50 chambers of commerce located throughout the national territory, as well as through the portal http://empresarias.camara.es/ It will open in a new window. , from where queries are answered in less than 48 hours.</p> <p>The PAEM offers:</p> <ul style="list-style-type: none">• Information, advice and business guidance• Development of an awareness and encouragement strategy to undertake• Obtaining a basic self-diagnosis to assess the viability of your business project

	<ul style="list-style-type: none"> • Support for the creation and consolidation of European and national networks • Information and advice on the possibility of applying for financing through a microcredit without guarantees of up to €25,000 (collaboration with MICROBANK) • “Wisdom of Women” project, which connects prestigious women with successful experiences (mentors) with entrepreneurs who need their support (mentees) • Regular information through newsletters on conferences, fairs, training activities, etc., prior subscription • The possibility of participating in a forum for cooperation and exchange of experiences
> <i>tips to apply</i>	PAEM is a program aimed at women: <ul style="list-style-type: none"> • With enterprising restlessness • With an idea or business project • With a modernization or expansion plan
> <i>link if applicable (references)</i>	https://empresarias.camara.es/conocenos/

> <i>type of the tool /what is it?</i>	Grant/Mentoring
> <i>name/title</i>	RURAL WOMEN CHALLENGE PROGRAM
> <i>responsible managing entity</i>	PUBLIC
> <i>short description</i>	<p>Rural Women’s Challenge is an initiative of the Women’s Institute, co-financed by the European Social Fund, which promotes entrepreneurship and the consolidation of companies of women living in rural areas, promoting innovation and promoting the competitiveness of their business projects.</p> <p>The program offers:</p> <ul style="list-style-type: none"> • Resolution of doubts, consultations and personalized advice throughout the process of starting up rural entrepreneurship projects, including support in the preparation of business plans or during the development of the improvement plan for existing companies or businesses. • Training in everything related to the start-up and management of entrepreneurial projects, such as: courses on the development of business models and plans, digital marketing, commercialization, finance, communication and innovation. • On-line shop. It makes a marketing platform available to female entrepreneurs in rural areas

- so that they can offer products and services.
- Information and resources for entrepreneurship, including references to grants and subsidies.
 - Creation of networks and contacts with other entrepreneurs and businesswomen at a national level.

> tips to apply

Women entrepreneurs living in rural areas

> link if applicable (references)

https://www.inmujeres.gob.es/areasTematicas_Emprendimiento/EmpFemMundoRural.htm

Contact: desafiomujerrural@inmujeres.es

> type of the tool /what is it?

Grant/Mentoring

> name/title

ISBA- CAIB 2022

> responsible managing entity

PUBLIC- Govern de les Illes Balears, cofinanciado por la Unión Europea.

> short description

A non-profit financial entity whose mission is to contribute to the development of the economy of the Balearic Islands.

We help to obtain and improve financing by granting guarantees endorsing the proposals before the main banks and savings banks, allowing entrepreneurs, self-employed workers, and SMEs access to financing in the best market conditions.

Do you have a good idea to set up your own company and need financing?

I
SBA can facilitate access to the necessary financing for the start-up of the company.

> tips to apply

Define the business model

The first step is to know exactly what you are going to offer to the market, that is, what your main activity will be and how you are going to define and differentiate your products or

services from the competition or who your customers will be.

Business plan

To have a more objective view of your business and to be able to determine its viability, it is essential to prepare a business plan. Through the iemprèn program you will be able to access the guidance service for new business projects in a personalized and comprehensive manner, advising you from the initial phase of the business idea to the processing of registration and start-up of the project.

Presentation of the project

In ISBA the business plan is analyzed in detail, together with all the documentation presented. Once analyzed, it is presented to the ISBA executive committee, so that it makes the final decision on the operation.
Study of the operation

The first step is to know exactly what you are going to offer to the market, that is, what your main activity will be and how you are going to define and differentiate your products or services from the competition or who your customers will be.

Approval of the operation

Once the operation is approved by the ISBA Executive Commission, the operation of the guarantee is formalized by means of a signature before a notary.

Economic conditions:

Cost of the guarantee: 1.25% per year (CAIB bonus 1.25% the first 5 years).
Study expenses: up to 0.75%.
Capital retention: 4% (to be returned upon cancellation of the loan).
Interest rates: Euribor + (1.50% – 2.50%) ((CAIB bonus 1.50% for the first 5 years).
Opening expenses: up to 0.75%.
Cancellation: exempt.

> *link if applicable (references)*

<https://www.isbasgr.es/es/productos-isbacaib>



Catalogue of Financial Tool

> type of the tool /what is it?	Access to finance/Grant/ Mentoring/Award
> name/title	IAPMEI
> responsible managing entity	PUBLIC AUTHORITIES
> short description	<p>Support available to start-up’s, entrepreneurs, and companies of any size, is channeled through local financing entities in several EU countries and can be granted in the form of loans, guarantees, and capital financing, among others. Makes available to Portuguese entrepreneurs a set of specific incentives and support programs, formulated based on three levels of development: Stand Up, Start Up e Scale Up.</p> <p>Stand Up: Aim-To promote the dynamism of the entrepreneurial spirit and the emergence of new ideas, new projects, and new talents.</p> <p>Start Up: Aim-Empower national talent to improve skills, with a view to developing innovative</p>



business projects, validating, and transferring technology and, consequently, enabling greater value creation, longer survival and better conditions for success. promote the development of business projects with the idea stage, promoted by young people aged between 18 and 35, through various support instruments made available over a period of up to 12 months of preparation of the business project. This measure is intended for projects that benefit the NUT II - North, Center and Alentejo or NUT II - Lisbon regions, allowing for actions outside these regions as long as they benefit the economy of those regions.

Scale Up: Aim- Make viable the existence of initiatives, measures and public policy instruments that guarantee new companies the necessary financing conditions for their development.

> tips

Start Up

- Scholarship - monthly amount of €691.70, awarded for the development of the business project and for a maximum period of 12 months. A maximum of two grants can be awarded per business project;
- Mentoring - access to a network of mentors who provide guidance to promoters;
- Monitoring of the project by an accredited entity;
- Intermediate evaluation prize - attribution of prizes in the amount of €1,500 to projects that

- obtain a positive interim evaluation depending on the fulfillment of the objectives of each phase;
- Implementation award - attribution of a prize in the amount of €2,000, for the realization of the business project through the creation of a company with the incorporation of a commercial company, provided that this occurs after the first 6 months of participation in the program and up to 6 months after the 12 months maximum duration of participation in the StartUP Voucher.

✓ **Startup Voucher:** support for developing projects in the ideas stage. This envisages the provision of various technical and financial tools to help 18 to 35-year-old entrepreneurs to set up new innovative companies.

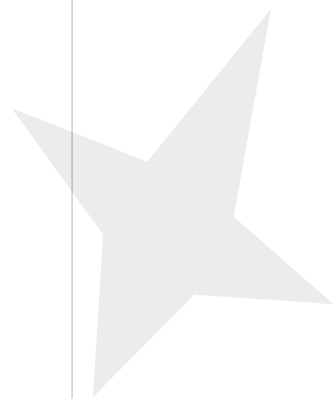
✓ **StartUP Visa** (to Entrepreneurs from all over the world who want to set up an innovative tech-based company will have quick access to a residence visa that allows them to create or move their startup enterprise to Portugal), is a residence visa for entrepreneurs which aims to attract investment, talent and innovation capacity to Portugal. By investing and creating qualified employment, entrepreneurs can integrate a startup incubator in Portugal and benefit from all the StartUP Portugal Program incentives and support. The program aims to strengthen the innovation ecosystem and to affirm Portugal as a country open to entrepreneurship and to all those who will use knowledge and innovation to invest in the Portuguese economy and build up the

national skilled workforce.

✓ **Incubation voucher** (to micro and small companies of any nature and under any legal form): support for simplified projects of companies with less than a year in entrepreneurship, through the hiring of incubation services provided by previously accredited business incubators. The services to support are:

- Management Services - Support in the definition/consolidation of the business model; monitoring the operational management of the business (including commercial management, financial planning and management control); and mentoring and management training;
- Marketing Services - Support in structuring the communication/marketing strategy; support in the dissemination of the activity, products and services; support in structuring/consolidating the internationalization process;
- Legal Advice Services - Legal advice and support;
- Development of products and services - Support for the digitalization of business processes; support for the protection/enhancement of intellectual property rights;
- Financing Services - Support for applications to entrepreneurship and innovation contests; support in contacting investors and financial institutions.

Non-Refundable Incentive (INR) 75% with a limit of €7,500 (except for the incentives to be granted



by the Lisbon Regional PO, which is calculated by applying, to eligible expenses, a maximum rate of 40% with a limit of €5,000).

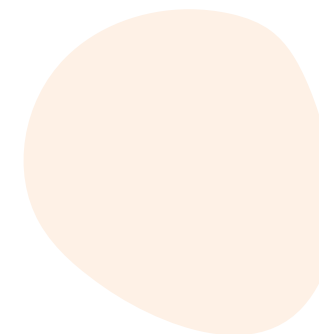
Scale Up

- **SI Empreendedorismo**, includes a support system with a non-refundable incentive component, associated with the measurement of achievement of results according to the objectives achieved, and another component with a refundable incentive (under the same conditions as the previous refundable incentive: capital reimbursement and exemption from fees). Incentive: Between 35 and 75% / Conditions: 50% of the total amount through a non-refundable subsidy, to be attributed within the scope of SI Empreendedorismo; 50% of the total amount through a refundable subsidy.
- **Tech Visa** is an accreditation program focused on providing Portuguese companies with a fast track to hiring and retains highly qualified non-Schengen professionals. IAPMEI is responsible for evaluating and accrediting companies in the Tech Visa program. A highly skilled worker and planning to work in Portugal, find the list of companies certified by Tech Visa here.

> link if
applicable
(references)

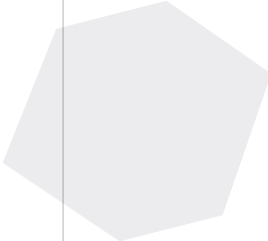
<https://www.iapmei.pt/PRODUTOS-E-SERVICOS/Empreendedorismo-Inovacao/Inovacao-e-Competitividade/Incentivos-e-financiamento/Access-to-Finance.aspx>
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> <i>type of the tool /what is it?</i>	?
> <i>name/title</i>	IEFP (Employment and Vocational Training Institute)
> <i>responsible managing entity</i>	PUBLIC
> <i>short description</i>	<p>Set of instruments to promote entrepreneurship through support for the creation of companies and self-employment, within the scope of the Program to Support Entrepreneurship and the Creation of Own Employment and within the scope of the Investe Jovem program.</p> <ul style="list-style-type: none"> • > Program to Support Entrepreneurship - to Beneficiaries of Unemployment Benefits - measure within the scope of the Program for Supporting Entrepreneurship and the Creation of Own Employment, which consists in the attribution of support to employment projects promoted by beneficiaries of unemployment benefits, through the anticipation of unemployment benefits, provided that they secure employment, full-time, of subsidized promoters. • > Business creation (Creation of Own Employment)- measure within the scope of the Program to Support Entrepreneurship and the Creation of Own Employment, which consists of attributing support to projects for the creation of small-scale

	<p>for-profit companies, including cooperatives, through access to credit lines with guarantee and bonus from the interest rate granted by banking institutions.</p> <ul style="list-style-type: none"> • Target: Registered with the employment services, in one of the following situations: <ol style="list-style-type: none"> 1. unemployed registered for 9 months or less, in a situation of involuntary unemployment or registered for more than 9 months, 2. regardless of the reason for registration- 3. young people between the ages of 18 and 35, aged between 18 and 35, with a minimum of complete secondary education or level 3 4. of qualification or attending a qualification process leading to obtaining that level of education or qualification, and who have not had 5. an indefinite employment contract 6. have never exercised a professional activity on behalf of others or on their own account 7. self-employed workers whose average monthly income, in the last year of activity, is lower than the guaranteed minimum monthly wage. • Type of support: Investment credit - Investment credit is granted by banking institutions, through 2 lines of credit, and benefits from a guarantee, within the framework of the mutual guarantee system, and interest rate subsidies. • Access conditions: The promoter of the business creation project must be at least 18 years of
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age on the date of the financing request, and not have a record of unjustified incidents in the banking system

At least half of the promoters must, cumulatively, be recipients of the program, create their respective full-time job, and jointly own more than 50% of the share capital and voting rights

The business creation project in its investment and job creation phase cannot involve:


- the creation of more than 10 jobs.
- a total investment of more than €200,000, considering expenditure on tangible and intangible fixed capital, interest during the investment phase and working capital.
- The project must present economic and financial viability.

The investment and the creation of jobs must be completed within one year from the date on which the credit is made available.

Note: (i) In the project that includes, in the investment to be carried out, the purchase of share capital or the transfer of an establishment, the company whose capital is acquired or the company passing over the establishment cannot be owned at 25% or more by the own person, by a spouse, de facto partner or family member of the promoter up to the 2nd degree in a straight or collateral line. The company cannot also be held in 25% or more by another company in which the referred subjects hold 25% or more of the respective capital.

(ii) The new company cannot be incorporated on the date of submission of the financing request, unless the project foresees, in the investment to be carried out, the acquisition of share capital.

> **Microcredit: National Microcredit Program** -



measure within the scope of the Program to Support Entrepreneurship and the Creation of Own Employment, which consists of supporting projects to create companies promoted by people who have special difficulties in accessing the labor market, through access to credit for projects with small investment and financing.

This measure is developed in partnership with the António Sérgio Cooperative for the Social Economy (CASES).

- **Target:** People with an entrepreneurial profile who have special difficulties in accessing the labor market and are at risk of social exclusion and who present viable projects to create jobs
- Micro-entities and cooperatives of up to 10 workers that present viable projects with net job creation, especially in the area of the social economy

Note: Priority is given in cases where the beneficiary or contractor is aged between 16 and 34 and has been unemployed and registered with the employment service for at least 4 months.

Type of support: Investment credit is granted by credit institutions or microcredit financial companies, through the MICROINVEST credit line, benefiting from interest rate subsidies and guarantees, within the framework of the mutual guarantee system.

- **Access conditions:** The promoter of the business creation project must be at least 16 years of

age at the time of application for funding
At least half of the promoters must,
cumulatively, be recipients of the program,
create their respective full-time job and
jointly own more than 50% of the share capital
and voting rights

The business creation project in its investment
and job creation phase cannot involve the
creation of more than 10 jobs

The project must present economic and financial
viability

The investment and the creation of jobs must
be completed within one year from the date on
which the credit is made available. Obtain
prior validation from the António Sérgio Social
Economy Cooperative (CASES)

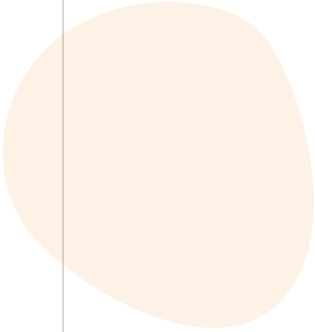
Notes: (i) Entities that have previously benefited from support under the
MICROINVEST or INVEST+ typologies cannot benefit from
the National Microcredit Program
(ii) In the project that includes, in the investment to be carried out, the
purchase of share capital or the transfer of an establishment, the company
whose capital is acquired or the company passing over the establishment cannot
be owned at 25% or more by the own person, by a spouse, de facto partner or
family member of the promoter up to the 2nd degree in a straight or collateral
line. The company cannot also be held in 25% or more by another company in
which the aforementioned subjects hold
25% or more of the respective capital.

> **Investe Jovem:** Program aimed at promoting the
creation of companies by unemployed young people,
through the following support modalities:
-Financial support for investment
-Financial support for the creation of the
promoters”; own employment
-Technical support in entrepreneurship to strengthen

skills and for the structuring and consolidation of
the project

Measure financed by the European Social Fund:

- **Target:** Young people aged 18 or over and under 30, registered as unemployed at the IEFP, and who have a viable business idea and adequate training for business development
- **Type of support:** Financial support up to 75% of the total eligible investment; This support can only finance the working capital indexed to the project up to 50% of the eligible investment, within the limit of 5 x IAS*; Promoters must ensure at least 10% of the total eligible investment, in equity; Financial support is granted in the form of an interest-free loan, repayable within 60 months
- **Access conditions:** New companies cannot have started their activity on the date of submission of the financing request. From the date on which the support is contracted and until the obligations associated with the execution of the project are extinguished, new companies must cumulatively meet the following requirements:
 - are regularly constituted and registered
 - have a license and other legal requirements required for the exercise of the activity or provide proof of having
 - started the applicable process
 - have their contributory situation regularized



before the tax administration and social security

- are not in default with regard to financial support granted by the IEFP
- have the situation in terms of refunds under the Structural Funds regularized
- have organized accounting in accordance with the law, when applicable.

> tips

N/A: not applicable.

> link if applicable (references)

<https://eportugal.gov.pt/inicio/espaco-empresa/guia-a-a-z/cid-2-faseneg-0-obter-financiamento-e-apoio>

> type of the tool /what is it?

A program to support cooperative entrepreneurship, aimed at supporting young people in the development of a business idea,facilitating the creation of their own employment, combining, for this purpose, the development of a culture of solidarity and cooperation.

> name/title

Coop jovem


> responsible managing entity

Cooperativa António Sérgio for the Social Economy- CASES. The COOPJOVEM measure is one of the measures of the National Plan for the Implementation of a Youth Guarantee.

> short description

Mission: Promote the strengthening of the social economy sector, deepening cooperation between the State and the organizations that integrate it, with a view to stimulating its potential at the service of promoting the socio-economic development of the Country, as well as the pursuit of policies in the area of volunteering.

Target: Young people with a business idea (any idea, in any area), with growth potential, sustainable and that can be implemented through the creation of a cooperative (between three and nine cooperators), or through the creation of a new section in existing agricultural cooperatives (with a maximum of ten workers).



Support:

- **COOPJOVEM scholarship:** the scholarship is intended to support young people during the development of the project. It is awarded for a period of up to six months and a maximum of nine grants are awarded per project.
- **Technical support:** technical support consists of mentoring sessions, training in different thematic areas and monitoring in the development of the business idea and project construction.
- **MICROINVEST credit line:** subsidized and guaranteed credit line, intended to support the implementation of projects, with a maximum funding limit of €20,000.
- **Support for the creation and installation of the cooperative:** financial support, non-refundable, for the creation and installation of the cooperative, up to €15,000. This amount is intended to support the implementation of projects that are economically and financially viable.

> tips

To access the Program, young people must submit an application using the appropriate form. Applications that meet the defined eligibility requirements and correctly fill in the application documents will be selected for the 1st phase.

1st phase: With a duration of two months, it aims to develop the business idea and includes the

attribution of a scholarship and technical support. At the end of the 1st phase, young people will have to submit a progress report. The validated projects will be able to start the 2nd phase.

2nd phase: Its objective is the structuring of the project and includes the additional allocation of four months of scholarship and technical support. At the end of the 2nd phase, the team will have to submit the business plan, the project description and other documents/elements required by the regulation. Young people may choose to use the MicroInvest credit line, funding that must be requested prior to setting up the cooperative. Projects validated at the end of the 2nd phase will be able to access the 3rd and final phase of the COOPJOVEM programme.

3rd phase: Lasting six months, it consists of supporting the creation and installation of the cooperative. The main objective of this last phase of the Program is to assist young people in the creation and implementation of the cooperative project, financing the start of the activity (financial support, up to 15 thousand euros, and technical support).

> link if applicable (references)

<https://www.cases.pt/programas/coopjovem/>

> <i>type of the tool /what is it?</i>	Investment Funds
> <i>name/title</i>	Invicta Angels
> <i>responsible managing entity</i>	Private investors
> <i>short description</i>	<p>It is an Association de Business Angels do Porto, a non-profit private entity, aims to bring together promoters of companies in the creation or growth phase with the Business Angels their associates, private and informal venture capital investors</p> <p>Investments made by business angels must comply with a set of criteria that allow us to frame projects within our scope of action and assess their risk and growth potential.</p> <p>Requirements analyzed: Entrepreneurs and Management Team (experience & technical knowledge, management capacity, etc.);</p> <p>Financial situation (Liquidity and Sustainability (present and future), Time horizon for break-even);</p> <p>Market Opportunities (Target market definition, Dimension, growth rate, Competitors, et.); Company Strategy (-Problem/need that the project aims to satisfy, Comparative advantages, Main Stakeholders, Means of communication and dissemination, Distribution channels, etc.); Technology used (State of development/maturity, Degree of</p>

	<p>innovation, Risk, “Time to market”); Proposed Investment Conditions (Amount, Pre- investment valuation, Post-investment valuation, Conditions); Intellectual property (Registered patents, Patent applications, Scope and strength of patent, Assured licenses)</p> <p>A Business Plan Template is provided by Invicta Angels.</p>
> <i>tips</i>	<p>Investment Funds:</p> <p>In 2010, forty business angels associated with Invicta Angels, in partnership with Caixa Capital – Sociedade de Capital de Risco, SA and Compete, created several investment funds aimed at investing in companies with high growth potential. The identification of the existing potential in the North Region determined the investment in strategic sectors, whose relevance the business angels recognized, directing their investments to the following areas:</p> <p>Agro-industries; Life Sciences; Energy and Environment; Sustainable Habitat; Creative Industries: Information, Communication and Electronics Technologies.</p>
> <i>link if applicable (references)</i>	https://www.cases.pt/programas/coopjovem/



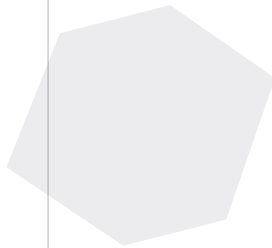
Catalogue of Financial Tool

> type of the tool /what is it?	Grant
> name/title	Resto al Sud
> responsible managing entity	Management of the Resto al Sud funding measure is entrusted to the Agenzia nazionale perl’attrazione degli investimenti e lo sviluppo d’impresa SpA, or Invitalia. (National Agency for Investment Attraction and Enterprise Development). The budget is given from public funding, specifically from the Ministry of Development.
> short description	<p>“Resto al Sud” is a financial incentive to support the establishment and development of new businesses or freelance activities in the regions of southern Italy (Abruzzo, Basilicata, Calabria, Campania, Molise, Puglia, Sardinia, Sicily) and in the earthquake crater areas of central Italy (Lazio, Marche, Umbria). Subjects of funding are:</p> <ul style="list-style-type: none">• productive activities in the sectors of industry, handicrafts, processing of agricultural products, fishing, and aquaculture;• provision of services to enterprises and persons;

- tourism;
- reelance activities.

Eligibility criteria

- Any person aged between 18 and 55 who wants to start a new business or freelance activity;
- is resident or moves to live in Abruzzo, Basilicata, Calabria, Campania, Molise, Apulia, Sardinia, Sicily, in the areas of Lazio, Marche, and Umbria affected by the 2016 earthquake, and in the minor lagoon and lake islands of central and northern Italy;
- do not have a permanent employment relationship for the entire duration of the financing;
- do not already own another business activity in operation;
- if they are self-employed, they are not holders of a VAT number, in the 12 months prior to submitting the application, for
- carrying out an activity similar to the one for which they are requesting the facilities
- they have not been beneficiaries, in the last 3 years, of other national measures in favor of self-entrepreneurship;
- have established or intend to establish sole proprietorships or companies, including cooperatives, with registered offices or operational headquarters in the territories targeted by the “Resto al Sud”. For companies already established, incorporation must have



taken place after 21 June 2017.

Evaluation of the application

Applications are assessed in chronological order of arrival within 60 days from the date of submission (unless additional documents are requested). There are no notices, deadlines, or rankings.

Invitalia verifies that the requirements are met and then examines the merit of the initiatives, including through an interview with the proposers.

Funding

Each beneficiary can receive up to a maximum of EUR 60,000 if he/she runs his/her business as an individual (with only one subject).

If, on the other hand, the business project is proposed by several subjects, it will be possible to apply for up to 50,000 euro per subject up to a maximum of €200,000.

The facilitation provided by Resto al Sud is divided into three instruments:

- Non-repayable contribution equal to 50 per cent of eligible expenses disbursed by Invitalia
- Bank financing is equal to 50% of eligible expenses with a duration of 8 years (of which 2 years of pre-amortisation).
- Guaranteed at 80% by the Fondo Centrale di Garanzia (Central Guarantee Fund) for SMEs - special section.

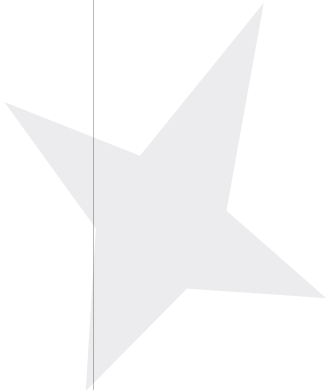
- Contribution to interest account to cover the interest on the bank loan paid by Invitalia, which will repay it directly to the client.

> tips

To participate in the incentive, the application is made exclusively online, through Invitalia's web platform. There are no announcements, deadlines or rankings. Applications are evaluated in chronological order of arrival within 60 days from the date of submission. You can download also the APP-Resto al Sud.

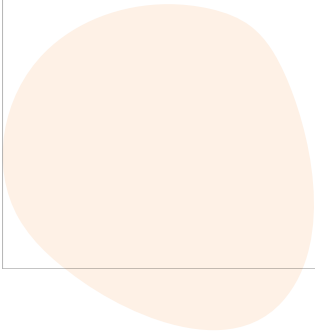
> link if applicable (references)

<https://www.restoalsud.eu/>



> <i>type of the tool /what is it?</i>	Voucher and Mobility
> <i>name/title</i>	TALENT UP- Entrepreneurship and Back
> <i>responsible managing entity</i>	Autonomous Region of Sardinia
> <i>short description</i>	<p>The Programme is aimed at Sardinian university graduates and students enrolled in university courses, with an innovative business idea, capable of introducing into the regional economic fabric new products and/or services, innovative organisational or production solutions, or improvements to existing products/services/organisations/processes.</p> <p>More specifically the Programme, intends to:</p> <ul style="list-style-type: none">• encourage the development of an enterprise culture among young Sardinians;• encourage the creation of start-ups based in Sardinia;• contribute to the modernisation of the local production system. <p>Talent Up guarantees selected participants unique and innovative training in Sardinia and at the international level divided into 3 different phases:</p> <p>Pre-treatment- lasting 4 weeks in Sardinia</p> <p>1. Aim: to offer knowledge and tools to better</p>

	<p>present their business idea and acquire useful tools and elements to support the subsequent selection for access to the Treatment.</p> <p>2. Treatment- at the International level (Europe and the rest of the world)</p> <p>Aim: To facilitate the development of the business idea and borrowing experiences and growth models from other international contexts. The topics covered by the training include:</p> <ul style="list-style-type: none">• understanding the critical success and failure factors of start-ups in their early stages;• development of communication techniques;• development of social networks and contacts with entrepreneurs and investors;• days and/or study visits to local companies, incubators or business accelerators. <p>3. Post-treatment- Returning to Sardinia.</p> <p>Aim: to provide technical support and consultancy in creating your innovative enterprise, including directing towards the most suitable financial instruments available in favor of their entrepreneurial plan.</p> <p>Funding</p> <p>At the end of the Pre-treatment, a voucher will be provided for participants who will be selected to enter the training phase abroad.</p> <p>The voucher is intended to cover travel, food, and accommodation. Each voucher will be worth a maximum lump sum of:</p>
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	<ul style="list-style-type: none">• € 8,700.00 in the event that Phase A takes place in North America and Australia• 5,500.00 if phase A takes place in Europe• 5,000.00 if phase A takes place in Asia and the Far East
> tips	Prepare a solid Business Plan. Make sure to tell your story in a compelling way, with easily understandable descriptions of your product or service and the financials.
> link if applicable (references)	https://goparity.com/pt-pt

> type of the tool /what is it?	Mixed, subsidy for new enterprises and b) incentives for existing enterprises.
> name/title	Fondo Impresa Donna-Women's Enterprise Fund
> responsible managing entity	Invitalia which is the National Development Agency, owned by the Ministry of the Economy.
> short description	<p>The Women's enterprise fund is a financial support introduced to promote the start-up and strengthening of female entrepreneurship, the dissemination of the values of entrepreneurship and work among the female population, and to maximize the quantitative and qualitative contribution of women to the economic and social development of the country.</p> <p>How does it work?</p> <p>The Fund finances investment programmes to be implemented within two years and with a ceiling of eligible expenditure set at EUR 250,000 for new enterprises and up to EUR 400,000 for existing ones. The support measures consist of:</p> <ul style="list-style-type: none">• outright grants to start up women's enterprises (with a focus on sole proprietorships and freelance activities in general and with specific attention to those started by unemployed women of any age)• zero-interest or subsidized financing - a combination of non-repayable contributions and financing is also allowed - to start and support

women's business activities;

- incentives to strengthen women's enterprises, established for at least 36 months, in the form of a non-repayable
- contribution to the working capital requirement up to a maximum of 80% of the average working capital of the last three financial years;
- paths of technical-managerial assistance, for marketing and communication activities throughout the period of realisation of investments or completion of the expenditure programme, also through a voucher system to access them;
- capital investments, including through the subscription of equity financial instruments, for the exclusive benefit of female-led enterprises among innovative start-ups and innovative SMEs, in sectors identified in line with national strategic guidelines.

Eligibility

It is aimed at new or existing women's enterprises, and in particular at the following categories of beneficiaries:

- cooperatives and partnerships with at least 60% female members.
- capital companies with at least two-thirds of the shares and members of the board of directors being women;
- sole proprietorships whose owner is a woman
- self-employed women with a VAT number.
- natural persons who intend to start up the

business (with VAT number opening) provided that, within 60 days of the positive communication of the assessment of the application, they submit documentation on the establishment.

Eligible for applications are activities in the sectors of industry, handicrafts, processing of agricultural products, services, trade, and tourism.

In the case of a company, cooperative, or sole proprietorship established for less than one year, the registered or operational seat of the enterprise must be located in Italy.

> tips

Applications must be submitted online through Invitalia's platform and then evaluated according to the order in which they are submitted and following specific criteria. Invitalia examines the business project, the potential of the reference market, and a premium will be given to high-tech initiatives. Once the resources have been used up, subsidies will be granted in part with respect to the eligible amount. Tip: before proceeding, it is necessary to check that the company data in the company register is complete and up-to-date. The platform blocks the completion of the application if cross-checks with the Companies Register do not validate the eligibility requirements.

> link if applicable (references)

<https://www.mise.gov.it/index.php/it/incentivi/impresa/fondo-a-sostegno-impresa-femminile>

> <i>type of the tool /what is it?</i>	Incentive
> <i>name/title</i>	ON- Oltre Nuove imprese a tasso zero (Over New Zero Interest Enterprises)
> <i>responsible managing entity</i>	Invitalia
> <i>short description</i>	<p>ON is an incentive that supports micro and small enterprises mainly or entirely composed of young people aged between 18 and 35 or women of all ages. It is a measure to support new enterprises operating in the traditional sector, not necessarily innovative, technological and started by young people and women. It finances enterprises with investment projects that aim to implement new initiatives or expand, diversify or transform existing activities in the manufacturing, services, trade and tourism sectors. Facilities include a mix of interest-free financing and a non-repayable grant for business projects with expenses up to EUR 3 million, which can cover up to 90% of the total eligible expenses.</p> <p>The business plans must be started after the application is submitted and must be completed within 24 months from the date the financing contract is signed.</p> <p>The incentive is over the counter-bid: which means that there are no rankings or deadlines.</p>

	<p>Applications are examined on a first- come, first- served basis.</p> <p>Evaluation</p> <p>The evaluation process involves two phases:</p> <ol style="list-style-type: none"> 1. The first stage consists of an in-depth interview to verify the technical, organisational and management skills of the entrepreneurial team and the internal coherence of the project to be financed, also with respect to market potential. If the applicant successfully passes the interview, he/she will be asked to supplement the application on the online platform with information on the project's business plan. 2. In-depth technical/economic and financial format <p>The evaluation of the application will be completed with a second interview to assess the economic-financial sustainability of the initiative in view of the proposed expenditure and the facilities requested.</p>
> <i>tips</i>	<p>Considering that the incentive is over the counter-bid try to send the application right after the announcement of the programme.</p> <p>Applications must be submitted online through Invitalia's platform.</p>
> <i>link if applicable (references)</i>	<p>https://www.invitalia.it/cosa-facciamo/creiamo-nuove-aziende/nuove-imprese-a-tasso-zero</p>

> *type of
the tool /what
is it?*

Contributo a fondo perduto: Non-repayable grant

> *name/title*

Contributo a fondo perduto for artisans

> *responsible
managing entity*

Agenzia delle Entrate- The Italian Revenue Agency

> *short
description*

How does it work?

Non-repayable loans are sums of money that are disbursed without any claim to repayment. This means, should you be able to take advantage of them, you can put this money into anything you want without having to pay it back. The announcement is managed by the Revenue Agency and it is annual.

Eligibility

It requires craft enterprises whose annual turnover does not exceed EUR 5 million, to have suffered a drop of at least one third in April of the last year compared to the same period of the previous year. Alternatively, for artisans and SMEs that opened a VAT number, regardless of how much they have invoiced or lost, they will be able to take advantage of the non-repayable fund. To calculate the tax-free contribution, you need to calculate the difference between what you invoiced in the last 2 years.

Since the legal provisions are constantly changing, we suggest you consult the Revenue Agency's notices of grants.

> *tips*

All you have to do is go to the Agenzia delle Entrate website, search for the notice and fill in the form by entering the information requested in the document.

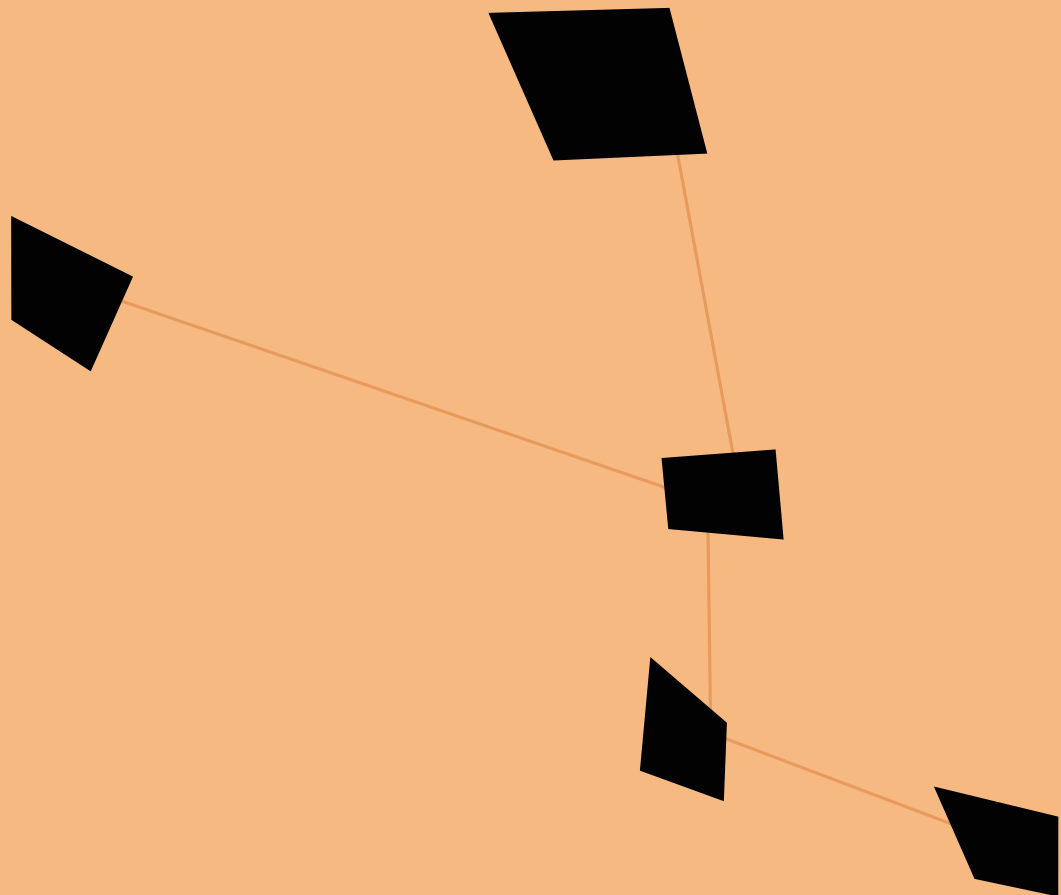
Make sure you have the maximum time to send the telematic application, otherwise the risk is that your request will be rejected.

What is certain is that each call for applications requires forms to be filled in to ensure anti-mafia compliance. For any difficulties, we suggest that you consult an external consultant who can help you with the correct compilation.

> *link if
applicable
(references)*

<https://www.agenziaentrate.gov.it/portale/web/guest/contributi-a-fondo-perduto-at>

4. crowdfunding



4.1

Introduction

Finding the capital for a new project can be a difficult obstacle to overcome in putting your idea into practice. Bank loans and propositions to traditional investors are still viable fundraising options, but **crowdfunding** gives you the opportunity to enlist the support of a group of individuals who collectively invest in you.

Additionally, crowdfunding can be a way to test demand for your idea before it goes into production, allowing others to “buy”; it with pre-orders, donations, and investments. In this article, we will find out **what crowdfunding is**, how it works, and which are the best crowdfunding platforms to launch your business project.

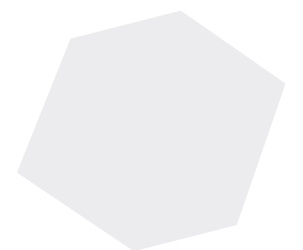
What is crowdfunding: a definition

Crowdfunding - also known as *collective financing* - is a strategy that **is based on obtaining small amounts of money**

from a large group of individuals to carry out a project, idea, or business activity.

It is a form of financing widely used by individual entrepreneurs, bootstrapping startups, and all those who have particularly innovative or niche ideas, and who would find it difficult to obtain financing from banking institutions or investment companies.

The **difference between crowdfunding and traditional financing** is that classic fundraising is based on requesting a large sum of money from a single source, while crowdfunding consists of requesting small amounts from many subjects.



How crowdfunding works

We start from an idea, a project to be carried out but with no funds available. The idea is therefore inserted into a crowdsourcing platform (you may have heard of Kickstarter or Eppela) with a target fundraising budget.

Here bonuses or items are offered based on the offer received. In technical jargon they are called Tier.

The “lenders”, as they are often called, can receive a variety of incentives in exchange for their support, for example:

- The opportunity to become the first to adopt an innovative product;
- The ability to pre-order a product and have a say in its development;
- Exclusive rewards such as an early discount or complimentary product at launch;
- Personal access to the founding team or the ability to support people they know personally;
- Company shares in the early or late stage of a company with high potential (equity crowdfunding).

If the project manages to reach the

amount established on the platform, the money raised is unlocked and can be used for the project. If not, they are returned to the lenders. Each crowdfunding site has its own unique characteristics, different rates, and different catchment areas, but the basic concept is the same: **you send the project to the platform with a fundraising goal and a deadline**, then the online support campaign starts.

Advantages and disadvantages of crowdfunding

The great advantage of crowdfunding is that it is a practice within everyone’s reach. You don’t need to be a multinational to start a crowdfunding loan and bureaucratic barriers are reduced to the bare minimum. In a certain sense, therefore, it opens its doors to everyone.

This is at the same time an advantage and a disadvantage: because if on the one hand it is true that there is room for everyone, on the other hand it is equally true that competition is strong and emerging is not always easy. Only some projects have such a media impact that they have a sounding board and emerge.

When we talk about crowdfunding, however, we include more types. In particular, we see the four most common.

The types of crowdfunding

Each form of crowdfunding has its own unique characteristics, benefits and forms of reward. The most common types of crowdfunding are:

- Reward crowdfunding
- Equity crowdfunding
- Lending crowdfunding
- Donation crowdfunding

Reward crowdfunding

This form is particularly used to support artistic or cultural projects, such as publishing a music album or board game.

In reward crowdfunding, supporters receive a non-monetary reward, such as access to exclusive content or benefits closely related to the project they support.

The most popular reward for this type of crowdfunding is sending the product that users are funding.

Equity crowdfunding

This type is mainly used by SMEs and innovative startups. In this case,

backers receive corporate or profit-sharing dues in exchange for their investment.

In other words, the supporters then become partners of the company that started the equity crowdfunding project.

Lending crowdfunding

This type of crowdfunding is known as P2P (Peer to peer) lending or social lending and consists of the loan of sums of money between individuals through an intermediary platform. The person making the loan will later receive the sum plus interest, which represents the advantage of lending crowdfunding.

Donation crowdfunding

As the word suggests, with this form of crowdfunding the lenders support the cause or project without receiving anything in return. It is mainly used to finance social enterprises or to support charitable or humanitarian projects.

Now that we have seen what crowdfunding is and what the types are, let’s discover the main crowdfunding platforms in the involved countries of the project: France, Italy, Spain, and Portugal.

How to be successful on your Crowdfunding project?

This section will take you through the major steps of how to approach 3 types of crowdfunding, and gives you some more detailed tips and pointers. **Please note, that these suggested steps are offered as guidelines only.** You might find each step more or less complicated, depending on your project, the size of your team, and the amount of time you are able to commit.

Peer to Peer

Preparation

The early days of your crowdfunding campaign should be dedicated to looking into the world of peer-to-peer lending and preparing your offer. You should:

- Research potential platforms and the features they offer.
- Ensure you understand the rules and legal requirements of the platform.
- Read as many guides, blogs and

ongoing campaigns as you can find for inspiration and learn from

- the experience of others.
- Contact platforms that closely fit your needs.
- Carefully prepare and check any financial documents that are required by the platform.

•
Tip: If you can afford to, try lending a small amount of your own money (say €100) in small sums to other businesses. You will get a very good insight into what your crowd-lenders will look for.

The fundraising period

The credit assessment team from your chosen crowdfunding platform will look at all of the information you have supplied. If your application is successful, they might tell you which risk category you are to be listed under. If your business is approved, it will be listed on the platform for lenders to bid on. Each lender will bid their selected amount and interest rate. Once your target is reached, lenders can keep bidding, lowering the interest rates, so the more popular your campaign, the better your terms could be.

Don't forget: Often you will need to provide financial accounts and your credit history. If you don't already have it, ask a professional for help. Financial accounts take time to complete and can add costs.

After the bid

Once the auction is finished, the platform will be in touch to confirm the final average interest rate. The platform will then send the funds to your bank account within an agreed timeframe.

You then have to pay back the loan and the interest on instalments that you agreed with the platform. This is usually done by direct debit to the platform, which then manages the repayments back to the investors' accounts.

Once the loan is repaid in full, the platform will confirm the end and the operation is over.

Tip: Be available during the entire process as additional questions both from the platform as well as investors can come in, needing a very quick response.

Equity crowdfunding

Preparation

The early days of your crowdfunding campaign should be dedicated to looking into equity crowdfunding and preparing your offer. You should:

- research potential crowdfunding platforms, the features and terms they offer.
- ensure you understand the rules and legal requirements of the platform
- create a timeline and a cost plan
- understand market trends, by looking at how much is pledged for current crowdfunding campaigns
- and what is expected in return. This will help give you a benchmark for your campaign
- contact platforms which closely fit your needs
- carefully prepare and check any financial documents that are required by the platforms
- start building your crowd on social media

Tip: If possible always try to find a company that has succeeded. Ask them about their experience and if they would mentor/help you. It will save you a lot of time and their advice could help improve your campaign.

Planning the pitch

If your application to the platform is successful, you should finalise your business plan and financial offer. It is important to be prepared. Be sure you can show for instance:

- the valuation of your business and the logic behind it
- the financial performance and forecasts
- the amount of equity that you are giving away and why

Telling your story in a compelling way, with easily understandable descriptions of your product or service and the financials, is essential. A multi-channel approach might be very helpful, including videos, social networks, live presentations. Ask for feedback from friends and potential customers to keep you on track.

It's important that you:

- consider your audience and what they are likely to want to know
- be succinct but make sure your knowledge, skills and determination for your business shine through
- clearly illustrate the financials with links to where to find more information
- tell your story in a visually pleasing and engaging format

Creating the pitch

Ensure that you have a good website:

A well-designed, informative and appealing one will go a long way to emphasising to investors that you are serious about your business.

Some of the most effective campaigns include a very short two-minute (or less) video.

Early outreach is essential.

It has been shown that campaigns that get above 20% of the target in the first few days are much more likely to succeed. You should be active on social media and begin building your crowd by creating and joining conversations.

Fundraising period

- You should be active with the crowd, online and offline
- motivating the crowd, encouraging them and sharing it with their friends
- being active on social media promoting the campaign and making it more visible
- talking to journalists, conferences, trade fairs etc
- responding to questions, suggestions and queries

Post campaign

Now the campaign is over you should deal with all of the administrative steps, such as registering new ownership and changing the status of a company. In particular, you should:

- Arrange the new set-up of the company
- You have now gained several investors and business partners. This means, most likely, a new governance structure and procedures will need to be put in place. If you have questions ask a professional, a lawyer, or your local chamber of commerce for support.
- Maintain investor relations
- Depending on the set up, the decision-making process can change, and you should remember to accommodate your new shareholders.

Rewards-based crowdfunding

Preparation

The early days of your crowdfunding campaign should be dedicated to looking into rewards-based crowdfunding and preparing your offer. You should:

- research potential platforms, the

features and terms they offer

- ensure you understand the rules and legal requirements of the platform
- create a timeline and a cost plan
- understand market trends by looking at how much is pledged for current crowdfunding campaigns and what is expected in return, which will help give you a benchmark for your campaign
- contact platforms that closely fit your needs
- carefully prepare and check any financial documents that are required by the platform
- start building your crowd on social media

Creating the pitch

If your application to the platform is successful, you should be able to tell your story in a compelling way, with easily understandable descriptions of your product or service. But this is not easy: you will certainly need feedback from friends and potential customers to keep you on track. It's important that you tell your story in a logical but passionate way, and do it in a visually pleasing, engaging, format.

Some of the most effective campaigns

include a very short two-minute (or less) video.

Your rewards need to be exciting; at least one of them should be unique to the crowdfunding campaign, something only your backers will have. Research other campaigns for inspiration.

Don't forget that pre-selling your product is already a good reward for your crowd. It's more difficult if your business offers a service, rather than a new product, but it's about getting creative and coming up with rewards that your crowd will like and want.

Fundraising period

During the fundraising period, you should be active with the crowd, online and offline. A rewards crowdfunding campaign works best if consumers can see the passion behind the project or business. You should approach the project with energy and enthusiasm.

You should:

- motivate your crowd, letting them know that the campaign is live as well as encouraging them to
- participate and to share it with their friends
- be active on social media promoting

the campaign and making it more visible

- talk to journalists, conferences, trade fairs, etc
- respond to questions, suggestions and queries

Post Campaign

Don't forget: If you intend to pre-sell your product, you might have to register as a VAT payer. Check with your local authority.

If you have been successful in raising your funds you can't just take the money and move on: there is much more work to be done. If you haven't reached your target, please don't worry. You can learn from your mistakes and try again.

Remember to thank your crowd, and maintain connections with those who were particularly interested in your product. If you were not successful, ask for tips on how to improve.

If you were successful, ensure that you can deliver on your promises of rewards to all your backers in the time frame promised by creating a time plan. Finally, remember to conduct all administrative tasks.

4.3

Glossary

SME- small and medium-sized enterprise

Fondo a credito perduto- non-repayable fund

Business Angels - private investors who can finance projects and startups that need financial funds to grow and prosper

Venture capitalists - a person or company that invests money (=gives or lends it in order to make a profit) in new companies, especially when this involves risk (Cambridge Dictionary)

Tier - one of several layer or levels (Cambridge Dictionary)

VAT - Value Added Tax

N/A: not applicable.



Catalogue of Crowdfunding Tool

> name/title	Kisskissbankbank
> short description	<p>Description : KissKissbankbank is a crowdfunding plateform. It offers 3 possibilities of funding :</p> <ul style="list-style-type: none">• Donation for donation : To offer various counterparts (objects, services) adapted to the amount provided to you project.• Preorder : To display a targeted amount of preordering products to be able to start the business.• Free donation : To succeed your crowdfunding, you have to reach your financial goal in a limited amount of time, that you define yourself. <p>What is necessary to benefit this help :</p> <ul style="list-style-type: none">• To get closer of the funding structure
> results	<ul style="list-style-type: none">• 24000 projects have already risen• A 2.3 millions people community
> tips	<ul style="list-style-type: none">• To work on your company branding• To explain what the crowdfunding will allow to do• To interact with the community all along the crowdfunding campaign

> link if applicable (references)	https://www.kisskissbankbank.com/ https://www.kisskissbankbank.com/fr/financement/don-contrepartie https://www.kisskissbankbank.com/fr/financement/don
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> name/title	Ulule
> short description	<p>Description : KissKissbankbank is a crowdfunding platform. It brings 2 funding options :</p> <ul style="list-style-type: none">• Crowdfunding campaign : setup your counterparts, work on your communication in order to boost your project. Personalized accompaniment, good success rate.• Fund raising Start fundraising in 2 minutes. Your donators can donate 1 time, or every month. <p>What is necessary to benefit this help :</p> <ul style="list-style-type: none">• To contact a supporting structure
> results	<ul style="list-style-type: none">• 40037 impactful projects funded since 2010.• A 4.3 million people community.• More than 90% accompanied creators tell that Ulule was impactful about their company start.
> tips	<ul style="list-style-type: none">• A successful campaing lasts about 30 to 40 days maximum.

	<ul style="list-style-type: none"> • To work on the company branding. • To know how to explain what crowdfunding will be used for. • To interact with the community all along the crowdfunding.
> link if applicable (references)	https://fr.ulule.com/ https://fr.ulule.com/projects/create/landing/discover/ https://www.okpal.com/?ga=2.99650646.998443081.1651737913-241736826.1651737913#/step1

> Spain

Catalogue of Crowdfunding Tool



> name/title	LANZANOS (Private)
> short description	<p>Lánzanos is the first 1 crowdfunding platform in Spain.</p> <p>The first thing you should have in your hands is a project, an idea. In the event that it is a product, if you have a better than better prototype, it is not essential, but it will pave the way for you. At Lánzanos we accept all kinds of projects, we will also love it if your project is entrepreneurial, cultural, social, environmental, technological, charitable, or if it is an invention. It does not matter if it is a product or a service, we are open to creativity in all its facets, but your idea must be REALISTIC and must contribute something of value to the community. The next step is to register in Lánzanos and click on the “send your project” option. From this moment and until your project is ready, you will see details and information tips about what elements you should introduce in each case (description, rewards, video, economic objective). You will see that the process is very intuitive and each step is explained, also remember</p>



that the Lánzanos team is always at your disposal, if you need their help do not hesitate to contact us through the contact page. In addition, in this link you can consult information on how to design your crowdfunding campaign.

> results

Not available.

> tips

N/A: not applicable.

> link if applicable (references)

<https://www.lanzanos.com/>

> name/title

VERKAMI (Reward crowdfunding)

> short description

They are a team of passionate about culture and creativity that will accompany you throughout your adventure. With the best tools,

Europe's largest ecosystem of crowdfunding enthusiasts and the highest success rate in the world. In general, reward crowdfunding is a pre-sale model for a product (book, record, wine, game, ticket...) or service (course, talk, guided tour...). With the advance sale of this product or service directly to the public through the crowdfunding campaign, we obtain the financing to produce it and carry out the project.

If we do not succeed, there is no risk, since you only pay for the services if the stated objective is achieved. In such a way that we take risk out of creation, we put our idea to the test and we generate community and notoriety around our activity.

To start a crowdfunding campaign it is necessary that the project is in an advanced phase and with clear needs with which the project can become a reality, which are the ones that we will cover with the objective of the campaign.

> results

Not available.

> tips

Verkami are specialized in reward crowdfunding for creative, cultural and committed projects in the broadest sense of the word.

Projects in any field of creation, such as:

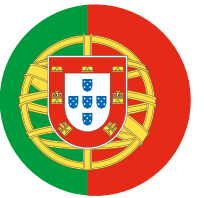
- Music
- Audiovisual
- Literature and Publications
- Games
- Comic
- Design and Fashion Products
- Photography
- Popular Events and Festivals
- performing arts
- Art
- Feeding
- Scientific and Technological
- educational
- Projects with positive impact, cooperative and community

> link if applicable (references)

<https://www.verkami.com/>

> Portugal

Catalogue of Crowdfunding Tool



> name/title

Crowdfunding PPL (people, pessoas com Portugal)

> short description

Crowdfunding PPL is a founding member of the European crowdfunding network.
It is a collaborative way to raise support for ideas and projects.

- Collaborative funding-/ the entire process takes place through the platform.

- Promotes entrepreneurship, cooperation and creativity.

It works in the community along two axes:

- **PPL solidary cause** (If a solidary cause is promoted, the support is transferred at the end of the term, even if the objective is not reached)
- **PPL crowdfunding** - any other project (if the objective is not reached, the support is returned, free of charge.)

Anyone can propose a project, explaining the idea and how the funds raised through the PPL will be used. The project includes two important sections:

- Campaign (activity with well-defined scope and deadlines) – where the project and the team are presented. It includes the amount to be raised, the campaign deadline, a presentation video, and any additional images and documents
- Rewards – the considerations proposed by the promoter to encourage the participation of supporters. The promoter will have to offer supporters unique and original rewards that encourage them to support their campaign and “wear the jersey”, becoming campaign promotion agents themselves.

(Rewards: These are considerations that encourage supporters to contribute to the project and act as a form of thanks. Depending on the amount, the supporter will receive something in return, usually a product or service related to the project. For example, if the project is for the edition of an album, the rewards may be the final product itself (the CD), possibly autographed or with access to extra content. In this case, the support configures as a pre-purchase. The more creative, generous and attractive the rewards, the more likely you are to succeed in raising support.)

After the validation of the PPL, the campaign is published and the promoter disseminates it to potential supporters.

Supporters contribute to the campaign for a pre-defined period (with a maximum of 60 days). If the contributions reach or exceed the previously defined

amount, the promoter receives the funds. Otherwise, all contributions are returned to supporters. PPL charges 5% (+IVA) of the amount raised, only if it manages to raise the entire amount requested or if the support raised is unconditional. A commission of 2.5% (+IVA) is also charged to cover the rates in force applied by the payment partners. If the campaign is not successful or does not obtain unconditional support, it has no cost and the money raised is returned to the supporters.

> results

PPL - 1489 campaigns financed/ 44% success rate/

> tips

We recommend contacting a tax specialist as each case may have its own particularities.

In general terms, an individual receiving support has no VAT liability related to the amounts received, as long as they do not exceed the limits established in art. 53 of the CIVA, which defines the scope of the exemption. For IRS purposes, you must declare the support framed within the isolated act regime, as per the provisions of sub-paragraphs i) and h), of no. 2, of art. 3 of the CIRS. A company that receives support should declare the value of support received as an income obtained, in the IRC. In respect of VAT, this will depend on the type of support received, which may or may not be subject to VAT assessment. For example, a company that raises funding and, in return, offers the product it intends to manufacture, will in practice be making a pre-sale, so the amount raised should be considered as revenue.

> link if applicable (references)

<https://www.cases.pt/programas/coopjovem/>

> name/title

GoParity (Private)

> short description

GoParity is a collaborative financing platform for social and environmental impact projects. It is an impact investing platform that brings together companies looking for funding with citizens and companies looking to invest sustainably.

- The promoters develop projects to be financed. They could be building owners, energy service companies, or simply a business owner with a big project to launch.
- The funds are granted as loans. After submitting all documents, the candidates will receive a Financial Proposal which, if accepted, will start the crowdfunding campaign. One month after the funds become available, the payment plan starts.

At the end of the campaign, on average 3 days after its end, the Loan Agreements are issued between the promoter and the investors. At that moment, the capital raised is made available to promoters and the payment plan for investors begins.

- The invested capital is returned only at the end of

the loan period, not in periodic payments. Since at GoParity investments are amortized periodically, the total amount of interest received is lower as the principal is amortized over the period. Projects also have a grace period of 12 months. The periodic payment is determined to ensure that, for a fixed TANB (Gross Nominal Annual Rate) future monthly payments are equivalent to receiving the full amount of the investment today. At GoParity, we use the 30/360 annual counting method.

GoParity operates as an intermediary between investors and promoters.

> results

Not available.

> tips



In a common loan, there is a legal relationship between the promoter and the investor, the borrower and the lender, respectively, between which a loan agreement is entered into for the investor's loan to the promoter. In the case of a convertible debt loan, this relationship is maintained. However, a right is added to the investor, the right to convert the debt capital into quota/shares in the promoter's share capital. When the debt is converted into shares/shares of the promoter's share capital, the process will be conducted between the promoter and the investor, with the investor becoming a cooperator/partner/shareholder of the promoter and a contract will be signed to that effect. GoParity will not have any intervention in this process from the moment it forwards the investor to the promoter.

> link if
applicable
(references)

<https://goparity.com/pt-pt>

> Italy

Catalogue of Crowdfunding Tool



> name/title

Mama Fund&Crowd

> short
description

Mama Fund&Crowd is an equity crowdfunding.

Who can access the selection of the Fund?

Innovative startups and SMEs based in Italy that have a proven business model and are ready to scale.

How does it work?

The Mama Fund&Crowd call for action will allow ALIcrowd II to identify target companies that meet the criteria and investment policy of the fund. It's very simple: fill in the application form that we will collect and send to ALIcrowd II for an evaluation by the team of Azimut Libera Impresa SGR, manager of the Fund. You will receive feedback from Mamacrowd in a short time.

Mamacrowd is the leading Italian equity crowdfunding platform, with 85 million euros raised and 126 successful campaigns. To submit your project you need to fill out a questionnaire, which will then be evaluated by their internal team. One of the requirements to be able to access the equity crowdfunding campaign is to be registered in the

special section of the Business Register. If the outcome of the evaluation is positive, the applicant company must send the requested material to Mamacrowd (Investor kit and Media kit) for evaluation.

Once approved, the project is published on the portal and the fundraising is started.

Investors trust and are more inclined to use their money to finance projects that have undergone careful evaluation. Furthermore, the platform allows the investor to first calculate his potential share based on the offer he intends to make.

> results

To date, the site has financed 26 startups, active in 14 different sectors.

ALicrowd II is set up by the Azimut Group and managed by Azimut Libera Impresa SGR SpA and for 2022 has an endowment of 35 million euros, 10 million more than in 2021.

For example:

StartupItalia used the **Mamacrowd** platform to obtain funding and had a truly remarkable success. The minimum target was € 500,000 but raised a whopping € 2,660,449. In fact, sometimes it can happen that the interest is so great that it exceeds our expectations and this will allow the startup to do an even better job.

> tips

N/A: not applicable.

> link if applicable (references)

<https://mamacrowd.com/>



> <i>name/title</i>	Eppela
> <i>short description</i>	<p>Eppela is an all-Italian reward-based crowdfunding platform. Its mission is to allow anyone to try to start a startup, connecting creatives with their potential supporters, who will receive discounts and exclusive offers on pre-orders.</p> <p>On Eppela it is possible to seek free funding for various projects in many fields: environment, art, food, technology, and much more.</p> <p>Anyone can propose their project for free, with the support of an advisor and a kit to create the right campaign and expand their network.</p> <p>Some big brands and institutions have decided to co-finance the most innovative projects on Eppela, donating up to 50% of the set budget. This is an excellent incentive for activities, also because the participation of a well-known brand in the financing of its project leads to great media visibility.</p> <p>The platform Eppela has no costs or commissions. It is 100% free of charge.</p>
> <i>results</i>	<p>Since 2013, Eppela has a mentoring tool: a series of initiatives, created by large companies, foundations, and public administrations, to finance creativity and made-in-Italy solidarity.</p>

	<p>Mentors are “realities” that look to the future, who believe in meritocracy and on this basis they decide to marry crowdfunding to make the world we live in a better place.</p> <p>Thanks to the initiatives created by the Mentors, in collaboration with Eppela, successful ideas have been realised, positively influencing the society.</p> <p>At date, Eppela counts on:</p> <ul style="list-style-type: none"> • 847 registered projects, 670 out of which were financed; • almost 10 million euros of funding on the campaigns; • and more than 2 millions co-funding projects with a total amount of 56.052 supporters.
> <i>tips</i>	<p>Eppela puts at your disposal a “Kit” with guidelines on how to register, how to create your crowdfunding campaign, how to support a launched campaign and also guidelines on how to claim your rewards, and much more. The kit is available only in Italian.</p>
> <i>link if applicable (references)</i>	<p>https://www.eppela.com/</p>

