



## CrowdFANding II – PARTICIPATION WITH CROWDFUNDING IN SPORT

### Contact

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### Partners:



### Background

At present there are more than 80 different crowdfunding platforms in the German market, whereby the bulk of the projects is concentrated outside sport. A few platforms target sport-related projects, facilitating, for example, investments in young talent, supporting amateur associations at regional levels or offering sport fans the opportunity to support their favourite club with fan loans. As part of the pilot campaign „crowdFANding - Südkurve bleibt!“ a platform was created in close collaboration with the active football fan scene. Using modern-day technology projects sport fans feel passionately about can access a wider audience, backed up with technical expertise by the Innovation Financing Group at Fraunhofer IMW.

### Project

The financing experts at Fraunhofer IMW are currently conducting the second „crowdFANding – Ein Fanhaus für Mainz“ campaign on behalf of crowdFANding e. V. and the Fanprojekt Mainz e.V.. Besides evaluating the relevant

success factors in sport crowdfunding the research focuses on investigating current forms of participation. The research has led to contributions at European research conferences as well as provide a basis for a number of bachelor and master theses. The technical infrastructure is thus developed in close co-operation with the crowdFANding e. V. and likewise aiming to make preparations for experiments (e.g. A/B tests) for addressing users with the objective of acquiring a better understanding of how supporters lend their support. Further research regarding experimental design is foreseen for the third crowdFANding project with an international partner.

„crowdFANding – Ein Fanhaus für Mainz“ campaign runs from 13 August until 10 September at: [www.crowdfanding.net](http://www.crowdfanding.net)

### Project Duration

8/13/2017–9/10/2017