

# Press release

## **Leipziger Fraunhofer researchers support world record attempt for crowdfunding in sport with technical assistance**

**Leipzig, 13.8.2017 – At 10:00 today the starter's pistol was fired at the press breakfast in the old pipe and cable store in Mainz for the "crowdFANding – Ein Fanhaus für Mainz" crowdfunding campaign in the run-up to the celebrations for the beginning of the season at 1. FSV Mainz 05. The objective of the campaign is to build a fan centre for the active fans of the Federal League club – and it is hoped that a world record is achieved and it will be entered in the Guinness book of records as the best-supported crowdfunding-project in sport. Researchers of the Gruppe Innovationsfinanzierung des Fraunhofer-Zentrum für Internationales Management und Wissensökonomie IMW in Leipzig are providing the project with technical support and they are investigating the factors underpinning the success of crowdfunding in sport.**

Crowdfunding, also known as Schwarmfinanzierung in German, has developed into a successful alternative method of securing finance for (start-up) businesses, artists and creative types and increasingly for property and sport as well since 2011. This independent and contemporary form of involvement is, however, still largely unknown within the popular sport of football. At the same time, football in particular, with its enthusiastic and globally-linked fans, does provide ideal conditions for successful crowdfunding campaigns.

Following the "crowdFANding – Südkurve bleibt!" pilot campaign with more than 2,000 supporters from 35 countries, now the Mainz crowdFANding-Projekt wants to achieve its goal of having a fan centre built for active fans of the federal league team 1. FSV Mainz 05. At the same time the aim of the campaign is to beat the world record of 6,467 supporters and, in so doing, be entered in the Guinness Book of Records as the best-supported reward-based crowdfunding project in sport.

*"In the pilot campaign we showed what can be done with the aid of crowdfunding by sportfans, if they all pull in the same direction. As an innovation-financing group we are pleased that we are now supporting the second crowdFANding project with technical back-up and trying out contemporary tools of active public participation,"* according to Erik Ackermann, a member of the technical staff at the Gruppe Innovationsfinanzierung (Innovationfinancing group), which is managing the football-mad project team at the Fraunhofer IMW. The team at the Gruppe Innovationsfinanzierung is providing the platform with long-term technical support. The finance

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experts are supporting the campaign with the preparations and getting it up and running. They are involved in the technical development of the web site, analysing comparable German and international campaigns and managing the factors underpinning success for future crowdFANding campaigns. One thing that really matters to the researchers in Leipzig is that they gain a better understanding of the options created by co-determination in Crowdfunding in Sport, from support being lent on a single occasion, right up to exerting an influence on decision-making processes concerning sport-related policy. The results of the technical support will be published in specialist publications and conference presentations.

At present only a few crowd-funding platforms are currently targeting sports-projects in the German market designed to facilitate investment in young talent, support amateur associations at a regional level or give sports fans the opportunity to lend fan-loans to their favourite club. The "crowdFANding" crowdfunding platform materialised as a result of the "crowdFANding – Südkurve bleibt!" pilot campaign, which was awarded the Thüringer Public Prize for Innovation 2016 (Innovationspreis Thüringen) and was also provided with technical support by the Gruppe Innovationsfinanzierung at the Fraunhofer IMW, which – in close co-ordination with the active fan scene – only supports projects fans of all sports feel passionately about and the clubs they follow. The "crowdFANding – Ein Fanhaus für Mainz" will be running up until 10 September at [www.crowdfanding.net](http://www.crowdfanding.net).

## Contact person

Technical member of staff at the Innovation-financing Group

**Erik Ackermann**

Tel +49 341 231039-135

[erik.ackermann@imw.fraunhofer.de](mailto:erik.ackermann@imw.fraunhofer.de)

Communication

**Dirk Böttner-Langolf**

Tel +49 341 231039-250

[dirk.boettner-langolf@imw.fraunhofer.de](mailto:dirk.boettner-langolf@imw.fraunhofer.de)

The Fraunhofer IMW can look back over ten years of applied socio-economic research and experience at the Leipzig location. Some 170 researchers from 20 countries help clients and partners from the business, industrial, political and science communities in addition to public institutions, to benefit from the innovation drivers globalization and digitalization. The institute's international projects, network activities and analyses focus on how people can benefit from socio-economic and applied research, as well as from the dynamics of a knowledge-based society and the future of industrial production. The interdisciplinary team of researchers provides businesses, organizations, institutions, countries, local communities and regions with sound technical support during strategic decision-making processes. Initially founded as the Center for Central and Eastern Europe (MOEZ) in 2006, the strategic realignment and new foci of the institute, which has been certified to the DIN EN ISO 9001:2008 DNV-GL standard, are expressed in the new name chosen in 2016, the Fraunhofer Center for International Management and Knowledge Economy IMW. The institute's expertise focuses on innovation research, knowledge and technology transfer and corporate development in an international competitive environment.