WeAreStarting

EQUITY CROWDFUNDING FOR NON-DOMESTIC BUILDING RENOVATION

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WHO CAN RAISE MONEY?

It depends on the regulatory framework. According to the Italian current law and to the proposal for a regulation on crowdfunding service providers, all SMEs can exploit equity crowdfunding.

Number of employees		**Revenues** (mln €)		**Total Assets** (mln €)
< 250	*&*	≤ 50	*Or*	≤ 43

CROWDFUNDING: AN INNOVATIVE WAY TO FUND (AND GROW) A BUSINESS

Secondary effects:

- Attract new customers/supporters
- Engage loyal customers/supporters
- Test the market and validate the business model
- Increase brand awareness
- Media coverage, at least locally
- New business opportunities

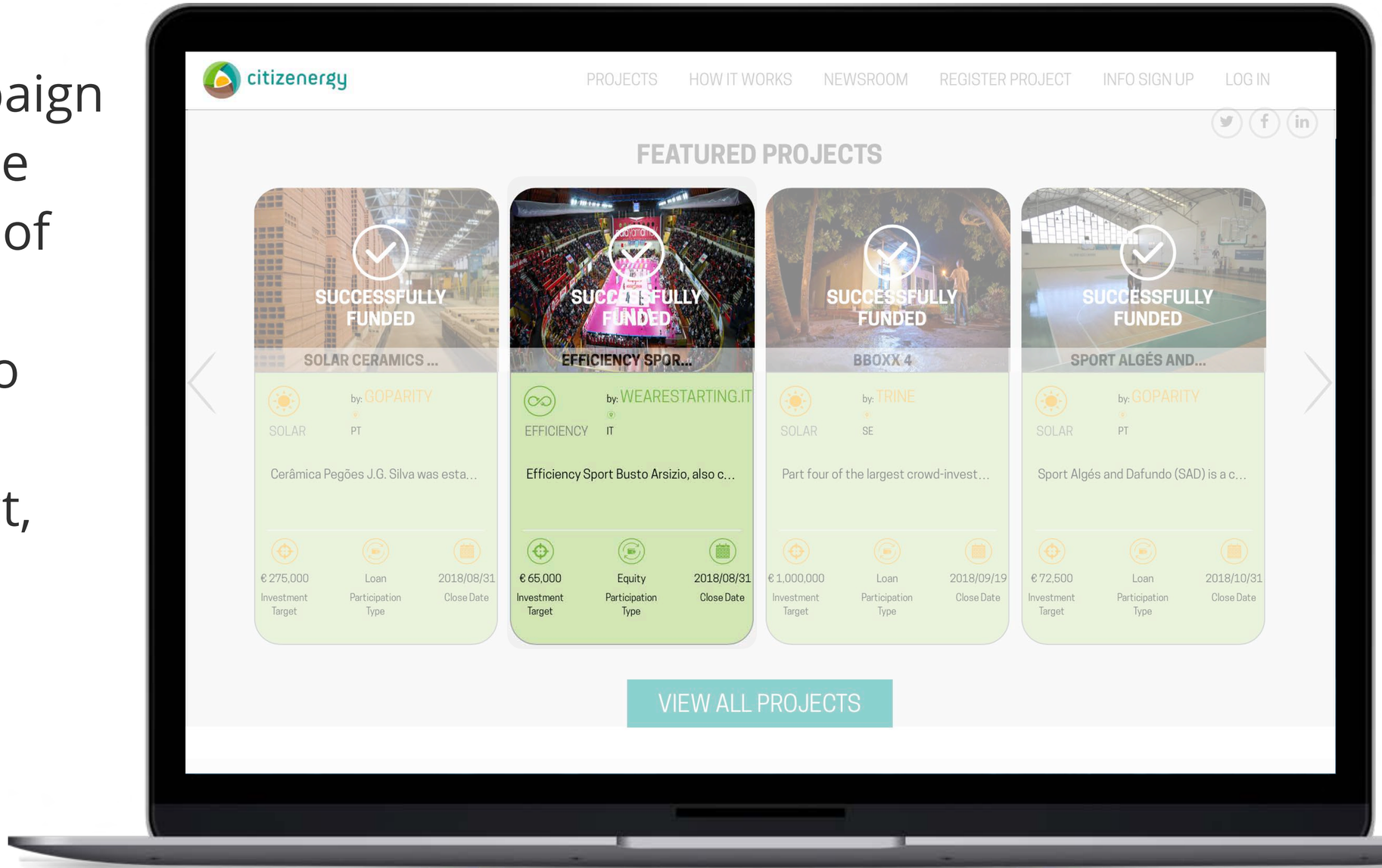
THE CHALLENGE

Energy efficiency interventions in non-residential buildings **are managed by external players only in 30% of cases in Italy**, where external funding accounts for 11% of the investments (source: Energy Strategy Group Polimi).

End users, suppliers, **ESCos and investors can join forces** to obtain energy savings.

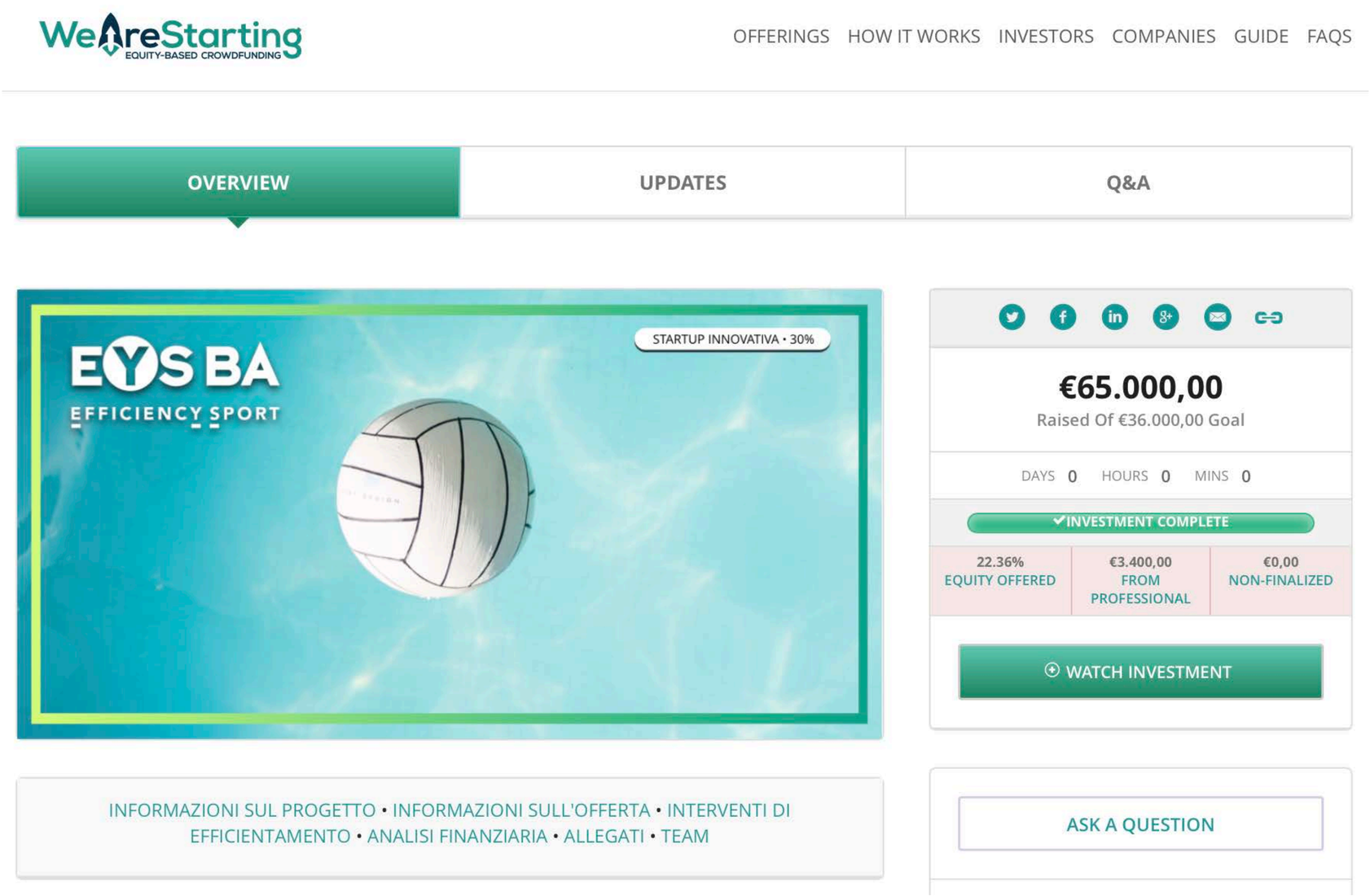
THE FIRST SUCCESS CASE

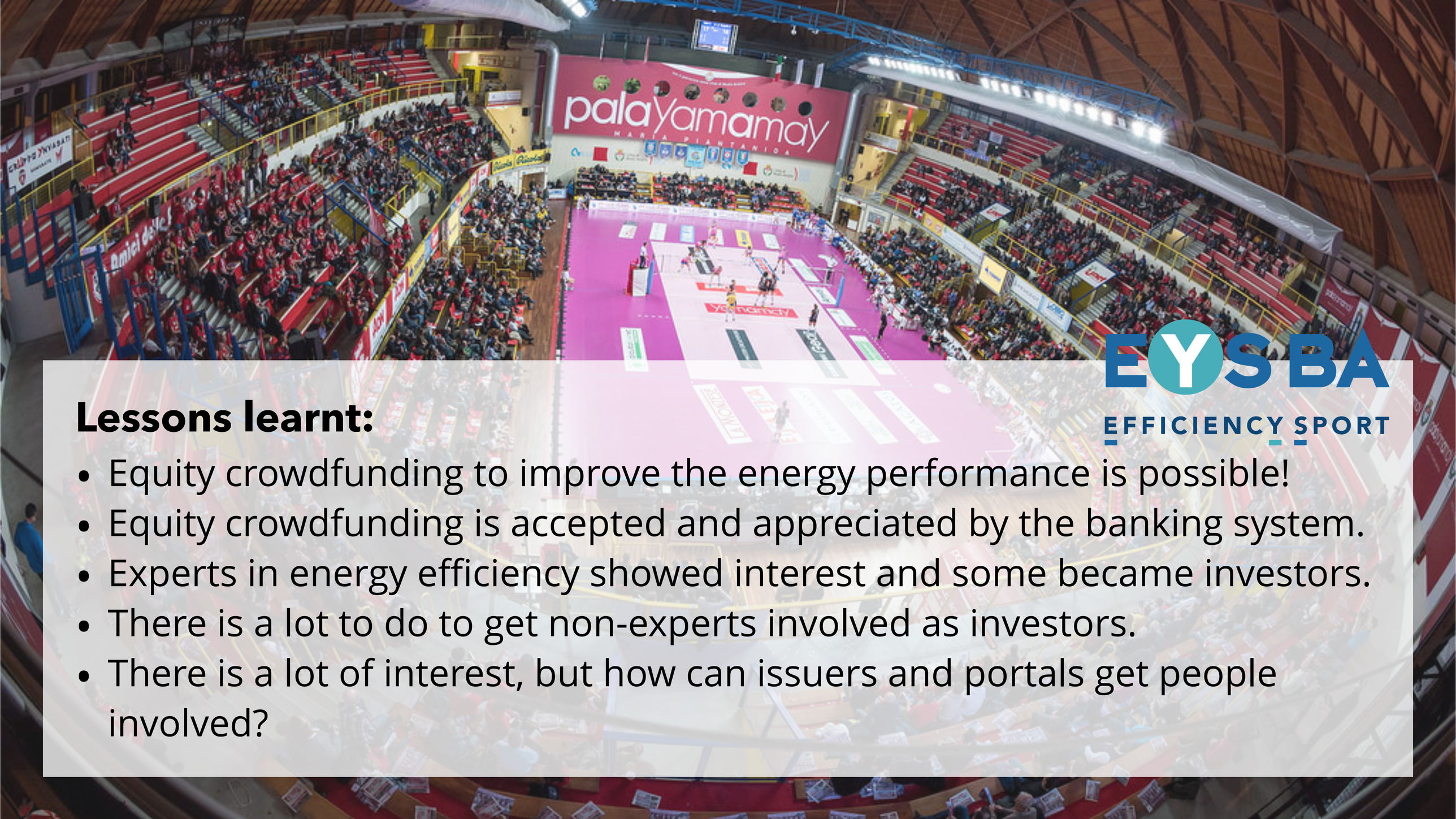
It is the first equity crowdfunding campaign for a special purpose vehicle (in the form of limited liability company) created to handle an energy performance project, according to the European portal Citizenergy.



ENERGY EFFICIENCY SPORT BA (EYS BA)

The newco raised 65k€ for the renovation of the sport palace of a municipality with 80,000+ inhabitants. The company qualified as innovative start-up according to the Italian law and part of the funding was provided by bank credit.





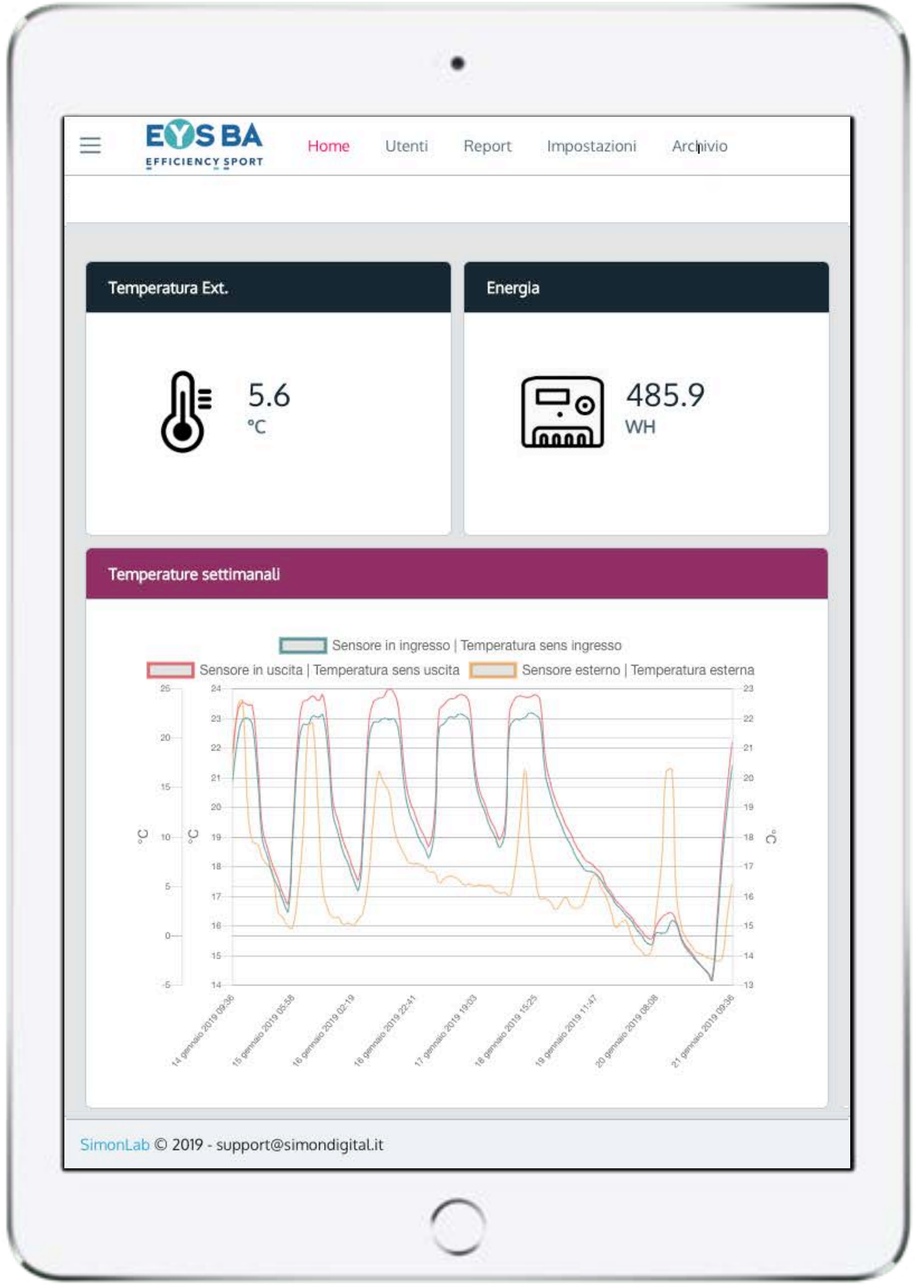
EYSBA
EFFICIENCY SPORT

Lessons learnt:

- Equity crowdfunding to improve the energy performance is possible!
- Equity crowdfunding is accepted and appreciated by the banking system.
- Experts in energy efficiency showed interest and some became investors.
- There is a lot to do to get non-experts involved as investors.
- There is a lot of interest, but how can issuers and portals get people involved?

POSSIBLE SOLUTIONS

- Show the results of pilot cases (through reports and dashboard showing parameters, savings and returns, etc.).
- Focus on the reputation of the issuers and of project participants (including lenders).
- Explain technologies and business models.
- Add benefits for investors (tickets, ads, etc.).
- Facilitate co-investments.
- Adapt regulation (e.g., permitting process, tax benefits).



FIVE SUCCESS CASES (AND COUNTING)

FENICE INVEST S.P.A.

MERCATO SARACENO, FORLÌ

WIND ENERGY EFFICIE...

ROVERETO, TRENTO, ITA • SOCIETÀ

EYS BA S.R.L.

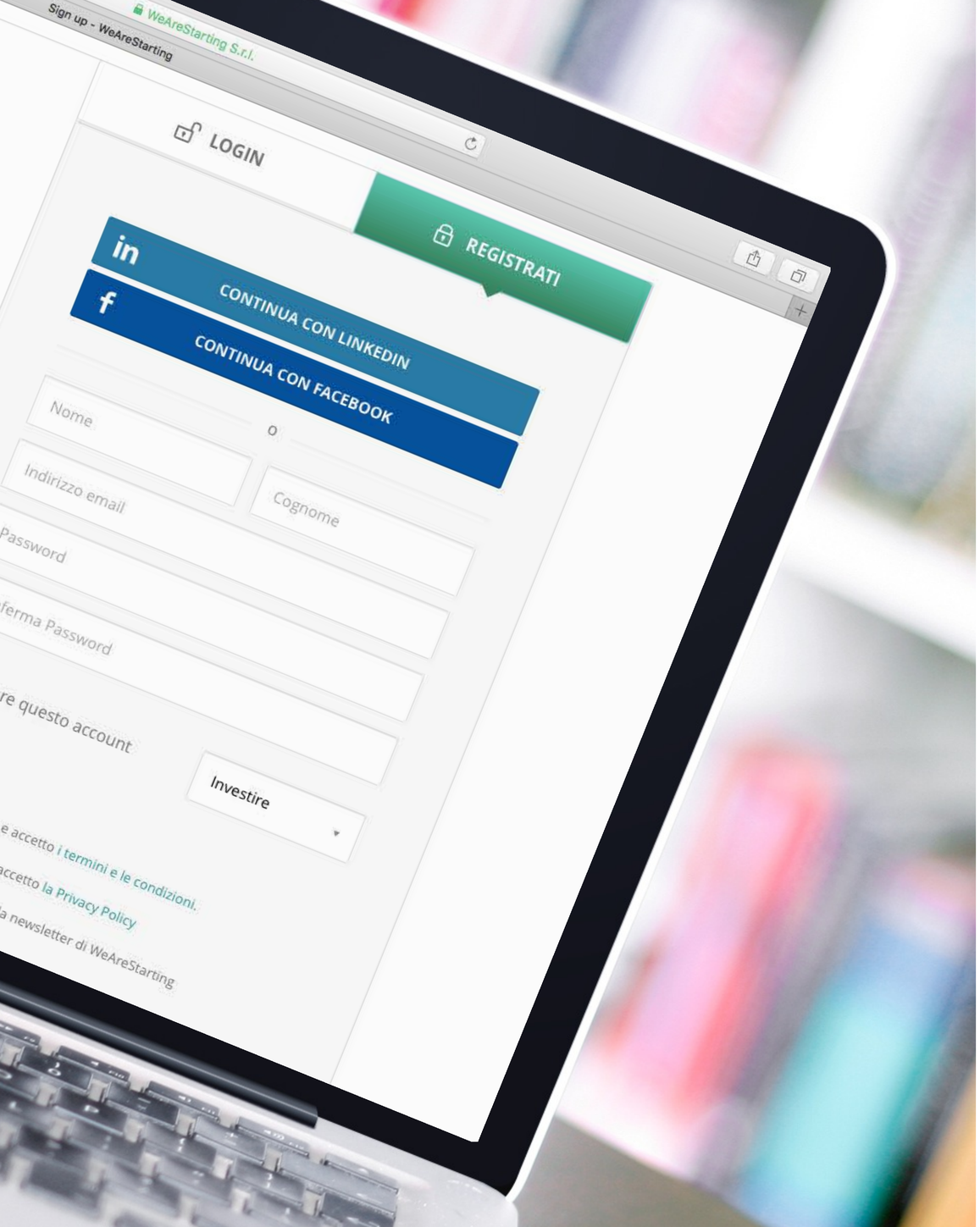
BUSTO ARSIZIO, VARESE, ITA •

SMY UMBRIA S.R.L.

MARSCIANO, PERUGIA, ITA •

INFINITYHUB S.P.A.

ROVERETO, TRENTO, ITA • PROGETTO



Thanks for the attention!

For any questions or comments,

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