



# EUROPEAN EQUITY CROWDFUNDING LANDSCAPE

*Preview 2024*

5<sup>th</sup> December 2024

Milano, Le Village by CA

## About this report..

The **European Equity Crowdfunding Landscape (EECL)** is a comprehensive analysis of the **equity crowdfunding** ecosystem across Europe. This report provides an in-depth exploration of the market's investment patterns, platform performance, and growth dynamics, focusing on the transformative effects of the European Crowdfunding Service Providers (ECSP) regulation one year after its implementation (11/11/2023).

Key components of the report include data on total equity raised, campaign success rates, platform benchmarking, investor demographics, and the sectors that dominate the equity crowdfunding space. It delves into **emerging trends**, such as cross-border fundraising, institutional participation, and the increasing integration of technology, while also highlighting challenges like regulatory compliance and market fragmentation.

The report further examines equity crowdfunding's role in **fostering innovation** among startups and SMEs, emphasizing its impact on entrepreneurship and economic development. It features testimonials from platform operators, successful entrepreneurs, and investors, providing diverse perspectives on the ecosystem.

Importantly, the EECL offers a **comparative analysis** of equity crowdfunding activity across major European countries and regions, including Italy, France, Spain, and the Nordics, to illustrate regional strengths and disparities. This contextual analysis underscores Europe's evolving position in the global crowdfunding market.

This document is an essential resource for platform operators, investors, entrepreneurs, policymakers, and academic professionals seeking a nuanced understanding of the European equity crowdfunding landscape and its pivotal role in driving innovation, economic growth, and democratized access to capital.

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**Disclaimer** – The actual and forecast data presented in this report are extracted from databases and public sources. Over Ventures S.r.l. shall not, in any case, be held responsible for any errors, omissions, and/or inaccuracies related to the financial data and analyses.

# About Over Ventures

**Over Ventures** is a strategy advisory boutique based in Italy, with a presence in Spain, that operates in **venture capital** with a strong vertical expertise on **equity crowdfunding** at the European level. With a dedicated business unit on equity crowdfunding called **Crowdfunding Studio** and an expertise of **more than 180 campaigns managed**, the company supports and empowers entrepreneurs that would like to raise money leveraging the tool and platforms looking for new deals.

### Our Ecosystem

- +100** Companies supported through our services
- +34** Successfully fully managed deals
- +35** National and International Partnerships
- +50** International events participations

\*A portion of our customers and partners from april 2022 to october 2024

### Our Management Team & Advisors

**Over Ventures** team is composed by a pool of professionals with a strong background in business management and communication and a strong expertise in equity fundraising and community building.

**Advisory Board**

- Giancarlo Vergine**  
Founder & Managing Partner
- Myryam Sollai**  
Head of Administration
- Alberto Vergine**  
Partner & Deal Flow Manager

- Leonard Burger**  
The Crowdfunding Hero
- Federico Menetto**  
The Podcast Hero
- Enrico Quaroni**  
The Equity Market Hero
- Claudio Gibilisco**  
The Finance Hero

We are supported by an outstanding team of advisors with vertical backgrounds in Crowdfunding, Venture Capital and Tech Innovation all over Europe.

“ We created this report to realize a clearer picture of the new pan-European market enabled by the implementation of the ECSP regulation at the end of 2023.

This milestone marks the birth of a unified crowdfunding ecosystem and provides, for the first time, a structured interpretation of aggregated data to reveal new trends and insights.

The journey ahead requires addressing regional disparities, fostering cross-border collaboration, and preparing for the challenges of a rapidly evolving market as it matures into a cornerstone of innovation and entrepreneurship across Europe.

”



**Giancarlo Vergine**  
Founding Partner  
at **Over Ventures**

We created this report to bring focus and clarity to the **European Equity Crowdfunding market**, highlighting its evolution and future potential growth.

The past year, marked by the implementation of the **ECSP regulation**, has established the foundation of a pan-European crowdfunding ecosystem, fostering increased cross-border investments, greater accessibility for startups and SMEs, and more opportunities for investors.

As the ecosystem moves forward, the coming years will demand efforts to bridge regional disparities, adapt to intensifying competition, and address the complexities of a maturing market.

The ecosystem will likely see **the rise of larger, more diverse campaigns**, driven by increased participation from institutional investors and advancements in technology, such as blockchain and AI-enabled platforms.

Equity crowdfunding platforms across Europe must seize this moment to **embrace innovation**, foster cross-border synergies, and remain steadfast in their mission: to **democratize access to capital** while empowering the growth of Europe's entrepreneurial and innovation ecosystem.

# European Equity Crowdfunding Market in a nutshell

As of 30/11/2024

**225\***

Licensed  
Portals

**22**

Countries

**+310**

Successful  
Rounds

**+245M**

Euros  
Raised

**28**

Active Equity  
Crowdfunding  
Portals with at  
least one round

**16**

Countries  
with equity  
crowdfunding  
rounds in 2024

**+86**

Rounds  
with more than  
1 million euros  
raised in 2024

**Life  
Sciences**

Sector/Industry  
with more  
campaigns +56

\* Source: <https://register.esma.europa.eu> extracted on 28 November 2024

# Methodology

1. Report includes **only data regarding European authorized equity crowdfunding platforms (ECSP)**. [Here the updated list on ESMA website](#);
2. Data refers **only to platforms that have a focus on equity crowdfunding for startups and SMEs**;
3. In the report are considered platforms with a hybrid model, raising both with equity and lending, but **at least 25% of the business must be equity fundraising**;
4. In the report are considered equity rounds, convertible rounds (without pre-money);
5. In the report are considered only public campaigns available for the “crowdinvestors”. Confidential or private campaigns that ran on standard platforms or *club* platforms (i.e. Doorway, Akka.app) were not take in consideration;
6. **Real Estate and Energy Efficiency rounds are not taken in consideration** for the detailed analysis, but can be considered in the aggregate numbers of each platform (where noted);
7. **Lending and Bond rounds are not considered** but can be considered in the aggregate numbers of each platform (where noted);
8. Platforms and campaigns data were raised by a small [survey](#) conducted by Over Ventures with C-Level executives from some of the platforms;
9. Where the platforms didn't provide the data using the survey, **a database were created consulting platforms' websites and external sources** like [Crowdinform](#), [Crowdspace](#), [Crowdfundingbuzz](#), [Beauhurst](#), [Crowdfundinsider](#) and databases like Dealroom and Crunchbase;
10. Local market considerations took influences from **interviews from some crowdfunding opinion leaders**;
11. To simplify the analysis this document will focus on the top performing countries/regions: France, Italy, Spain, Benelux, Germany and Nordics. All other countries will be identified as Others.
12. The local analysis rely on max 5 equity platforms for each country.
13. For the *Pre-Money evaluation* and *Equity offered* results we consider the median instead of average in order to have a more accurate value;
14. For more calculation accuracy outliers are excluded from average calculations;
15. For sectors and broader sectors please look at the glossary in the appendix.

# Agenda

- 1. Key Trends & Numbers 2024**
- 2. Equity Crowdfunding in Europe**
- 3. European Top 5 Campaigns**
- 4. Equity Crowdfunding Trends**
- 5. Future Outlook**



# 1 KEY TRENDS & NUMBERS 2024

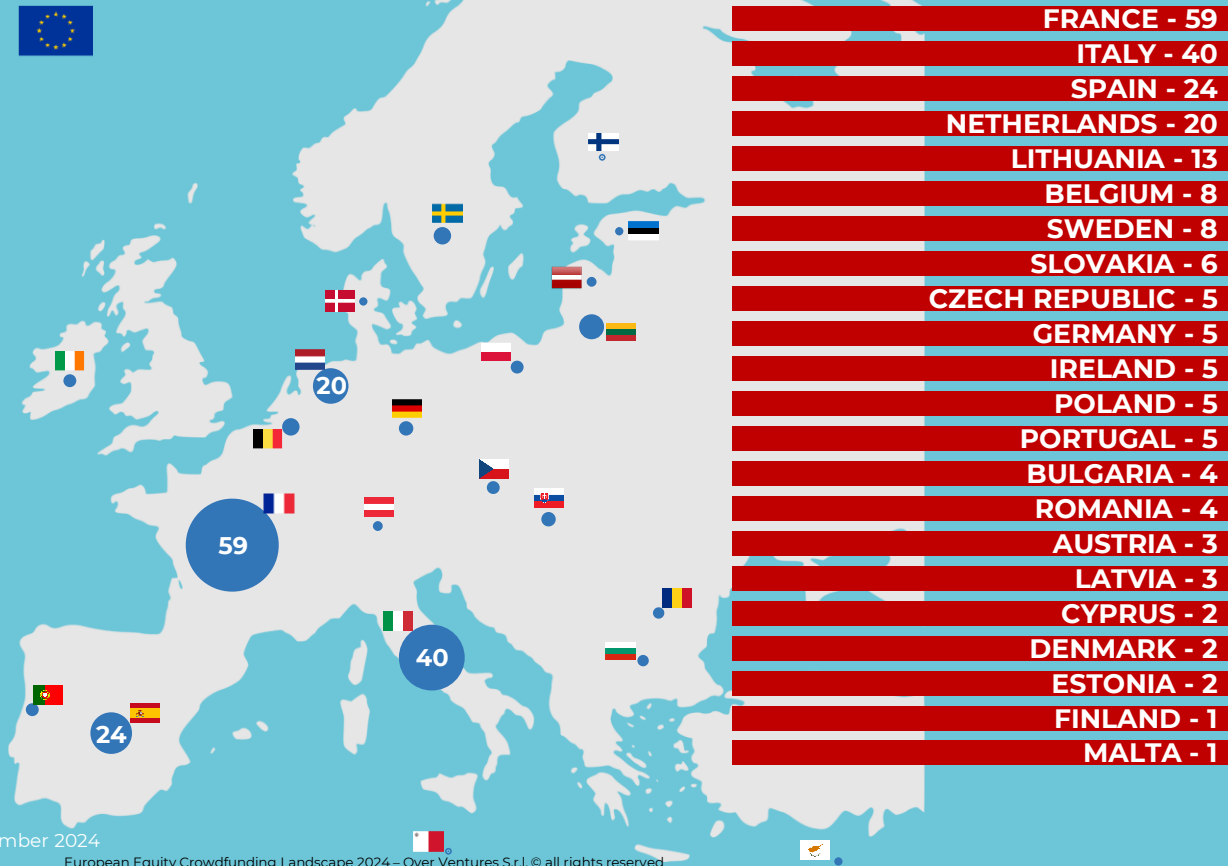


# European Equity Crowdfunding Market in 2024

## Platforms perspective

The European crowdfunding market in 2024 was deeply impacted by the official start of the **European Crowdfunding Service Providers Regulation** (ECSPR). This regulation removed cross-border barriers, enabling businesses across EU countries to raise capital internationally.

Officially adopted in all the European Union as of November 2023, it now counts **225 licensed platforms\***, marking a new era for equity crowdfunding in Europe.



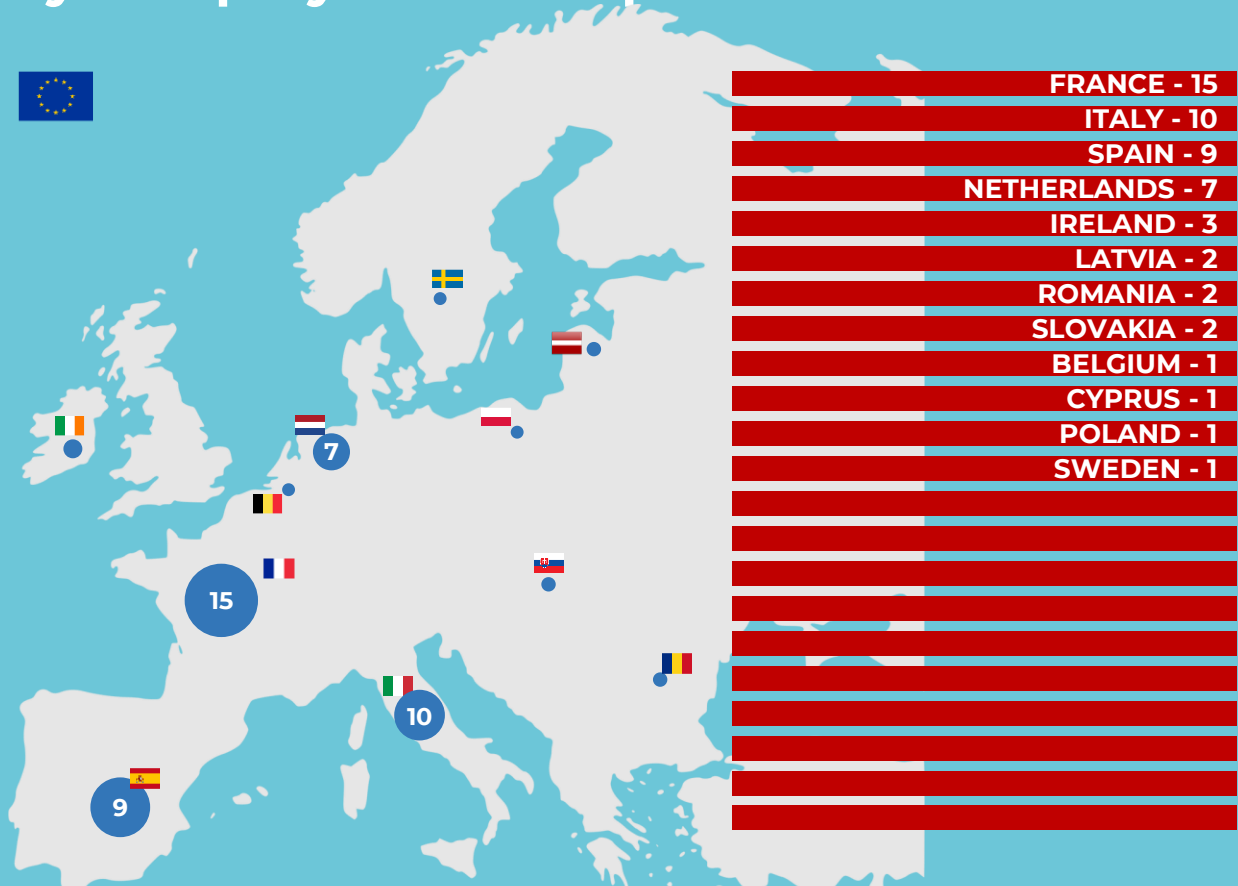
\* Source: <https://register.esma.europa.eu> on 28 November 2024

# Only 54 are actively in equity for Startups and SMEs

*Platforms perspective*

Of the 225 authorized platforms, **only 54 are actively focused on equity crowdfunding for startups and SMEs**. Only 28 finalized at least one round in 2024.

This is a result of a decrease in the interest in equity crowdfunding in growing companies' market over the past two years, influenced by various factors. Meanwhile, **lending** and **real estate** crowdfunding have experienced substantial growth continuing to drive market dynamics.








\* Source: <https://register.esma.europa.eu> on 28 November 2024



# What's new with the ECSP Regulation?

## Quick view on platforms perspective

The implementation of the ECSP regulation has been a **game-changer** for the European crowdfunding ecosystem, creating a **unified framework** that fosters cross-border fundraising, enhances investor protection, and simplifies compliance for platforms. This milestone has significantly broadened opportunities for startups, SMEs, and investors alike, driving growth and innovation across the region.

	<b>+ TRANSPARENCY</b>	Improvements in the user onboarding and KYC processes with hyper care on communication and risk warnings.
	<b>+ ACCURACY</b>	Setup of new company onboarding processes to better value the potential issuers.
	<b>+ OFFERING</b>	Possibility to have an hybrid model with both equity offers and lending offers. <b>Having the specific governance to do it!</b>
	<b>+ MARKET</b>	Possibility to operate in multiple countries both issuing and promoting campaigns. <b>Having the passport to operate!</b>
	<b>+ INVESTORS</b>	Possibility to communicate deals all over Europe catching the attention of more potential investors.

# Why companies choose equity crowdfunding in 2024?

Equity crowdfunding nowadays has become a versatile tool for startups and SMEs, offering more than just capital. In 2024, companies leverage this funding model to achieve diverse strategic goals



## COMMUNITY FUNDING

build strong connections with their audience and turn customers into investors drastically reducing the churn rate.



**Baladin**  
on Mamacrowd

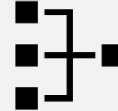


## VC ROUND COMPLETION

a complementary source of cash to finalize venture capital rounds with added momentum and pre-IPO validation.

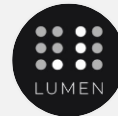


**Vestiaire Collective**  
on Crowdcube



## SYNDICATE

consolidating multiple commitments from angels into one, simplifying management and maximizing impact.



**dotLumen**  
on SeedBlink



## MARKETING

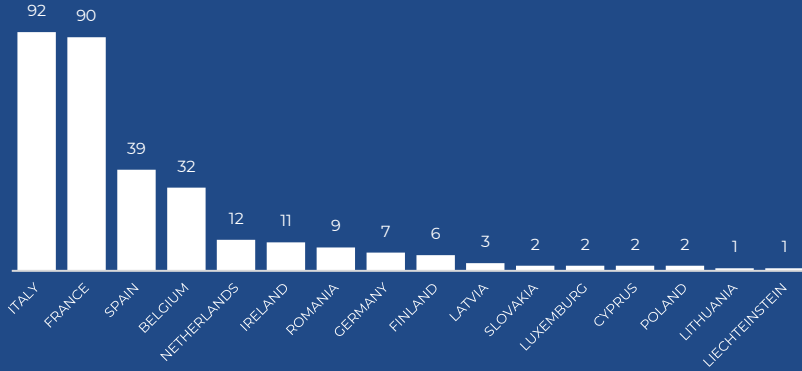
using crowdfunding as a promotional channel to boost brand visibility, attract customers, and strengthen market presence



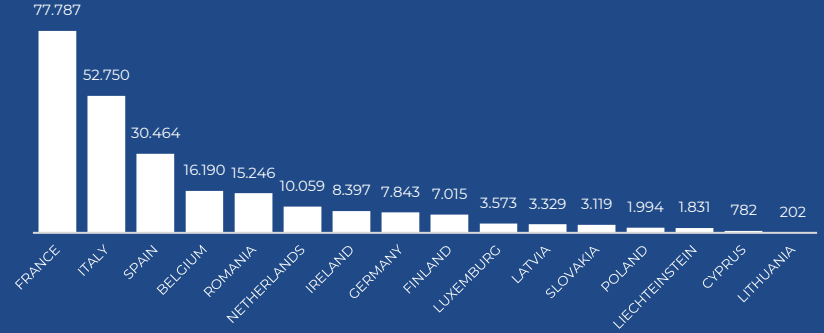
**Mon Petit Placement**  
on SoWeFund

# Key Numbers last 12 months by country

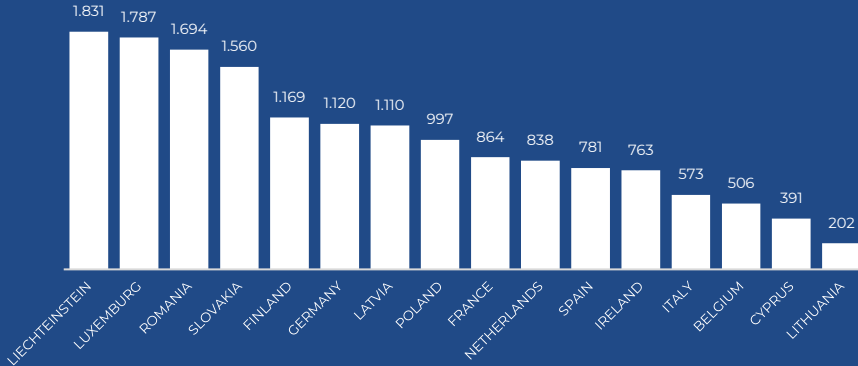
## # Successful campaigns per country



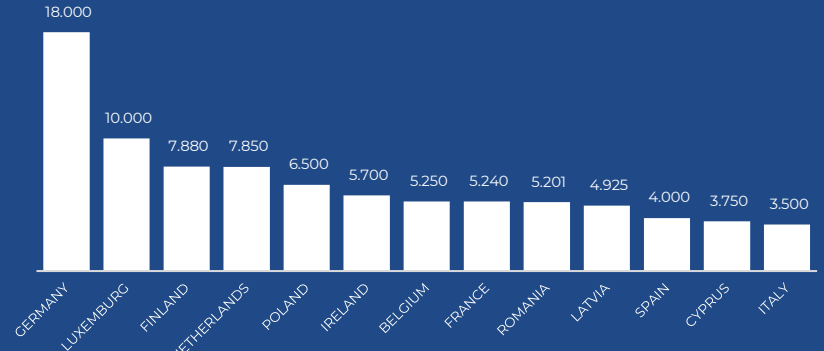
## Amount raised per country (k€)



## Average amount raised per country (k€)



## Median pre-money evaluation per country (k€)

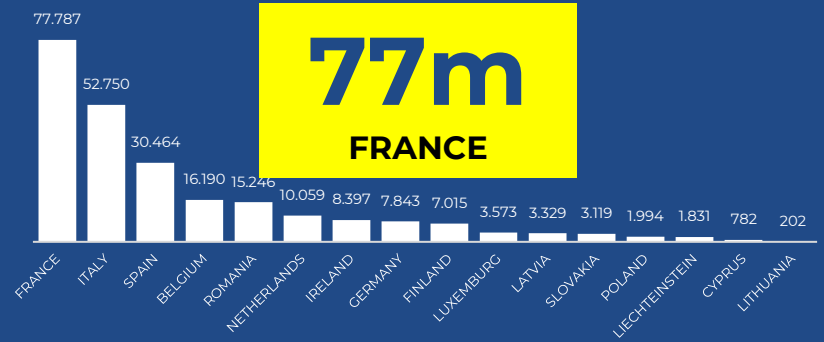


# Key Numbers last 12 months by country

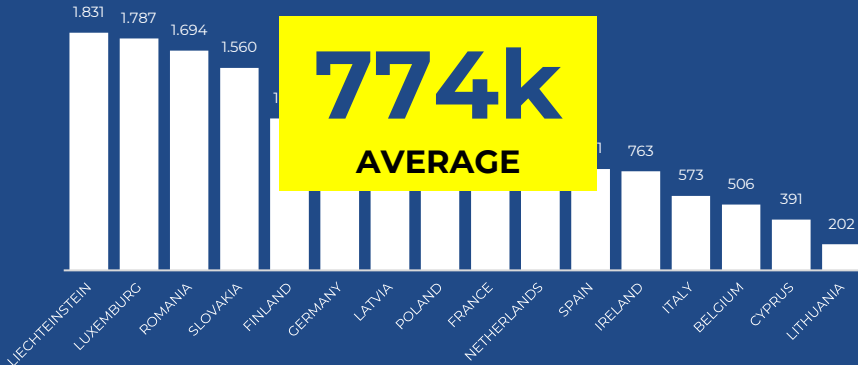
## # Successful campaigns per country



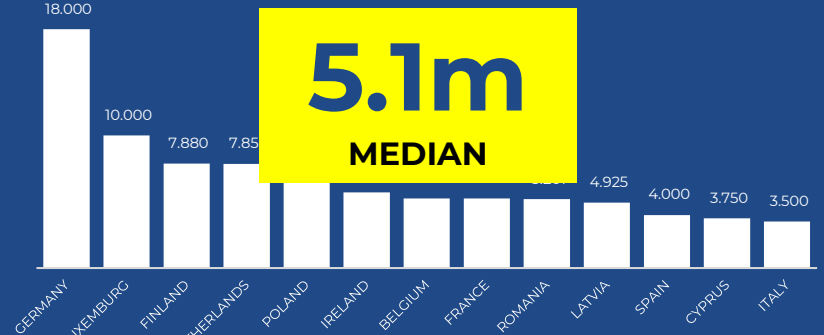
## Amount raised per country (k€)



## Average amount raised per country (k€)

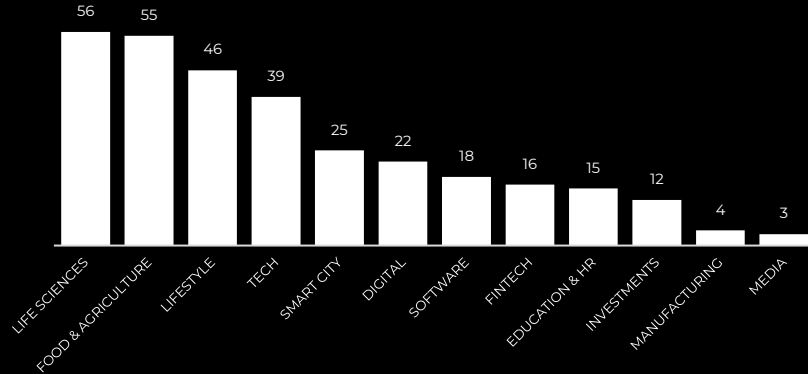


## Median pre-money evaluation per country (k€)

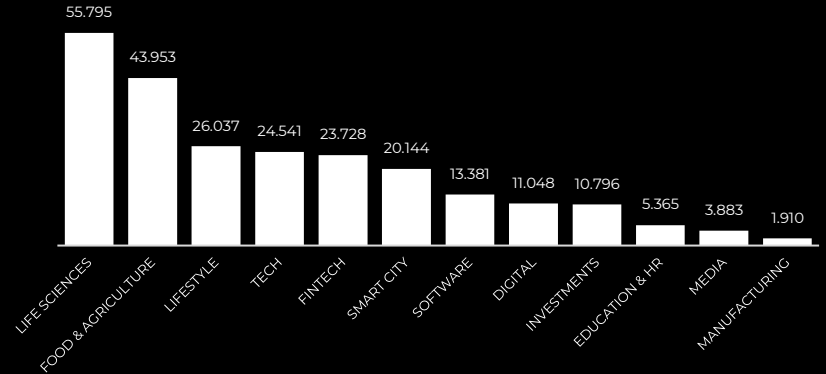


# Key Numbers last 12 months by sector and company type

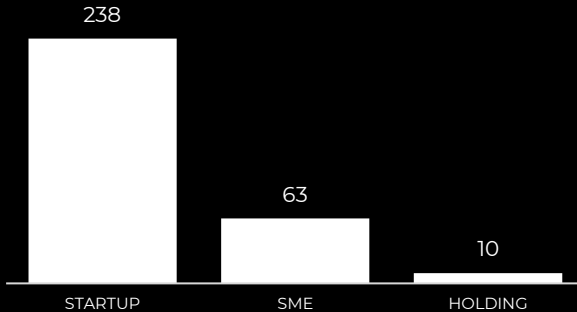
## # Successful campaigns per sector



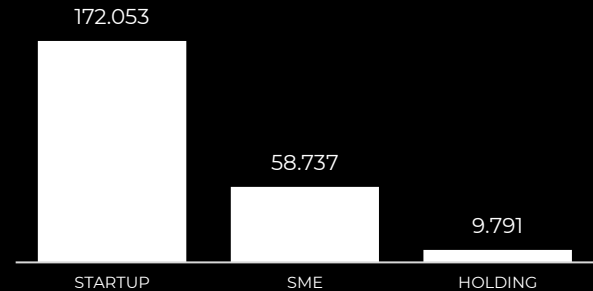
## Amount raised per sector (k€)



## # Successful campaigns per company type

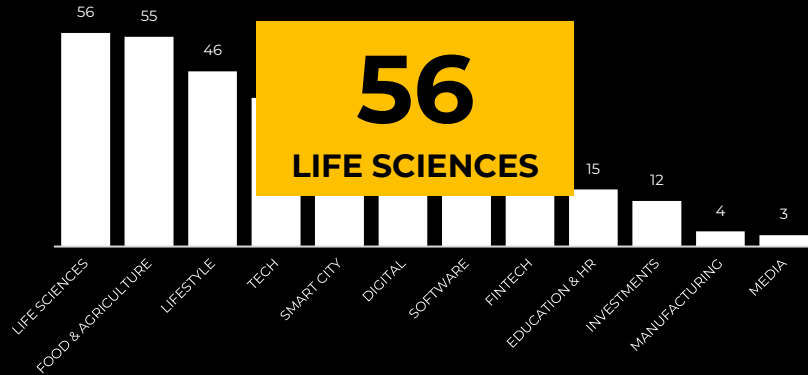


## Amount raised per company type (k€)

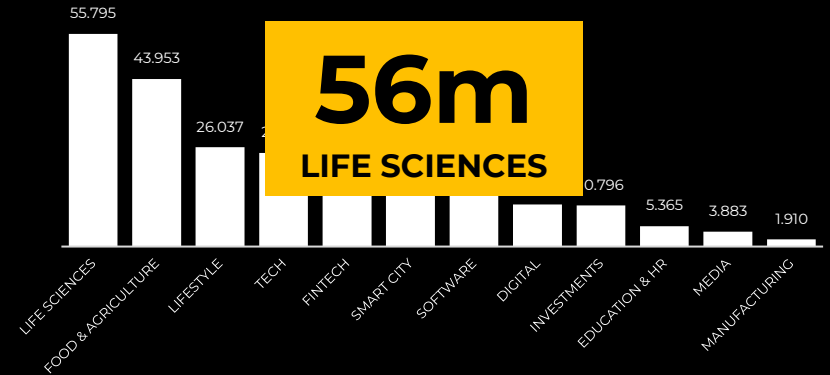


# Key Numbers last 12 months by sector and company type

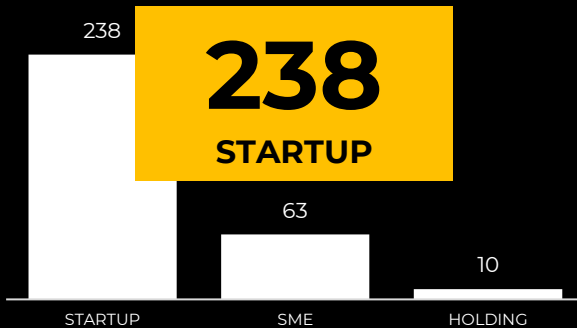
## # Successful campaigns per sector



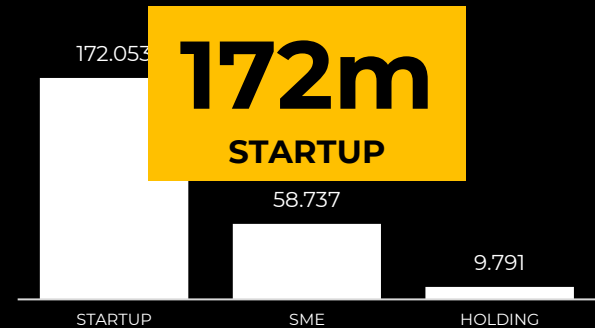
## Amount raised per sector (k€)



## # Successful campaigns per company type



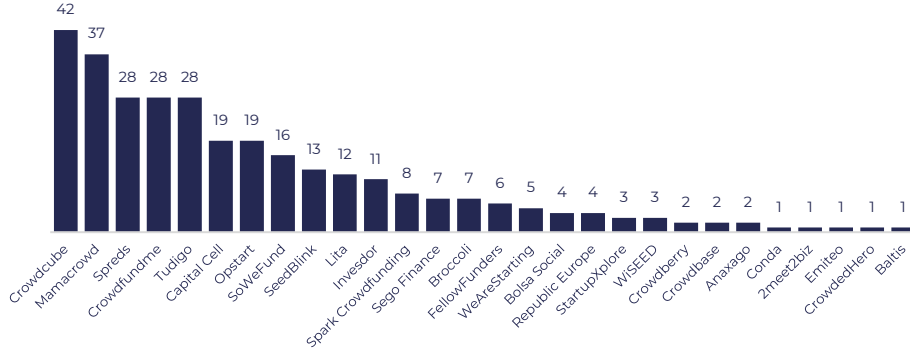
## Amount raised per company type (k€)



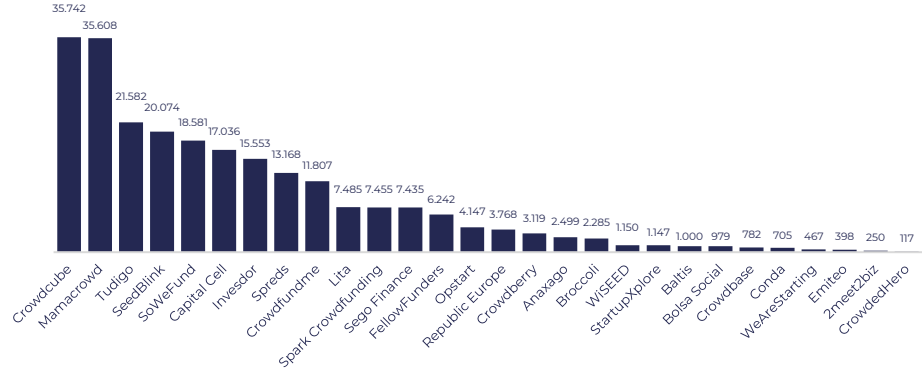


# Key Numbers last 12 months by portal

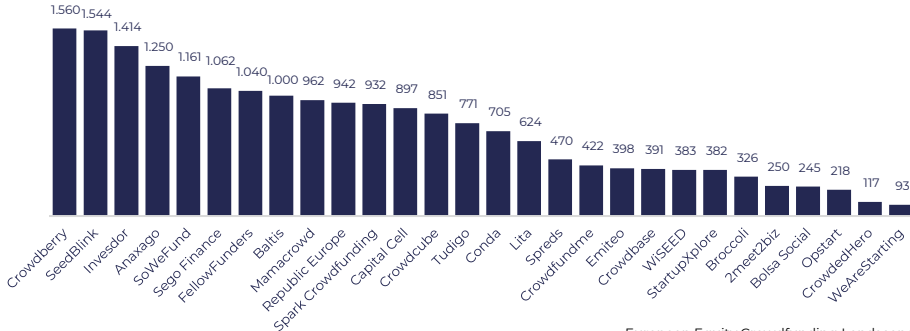
## # Successful campaigns per portal



## Amount raised per portal (k€)



## Average amount raised per portal (k€)



## Top 10 Portal

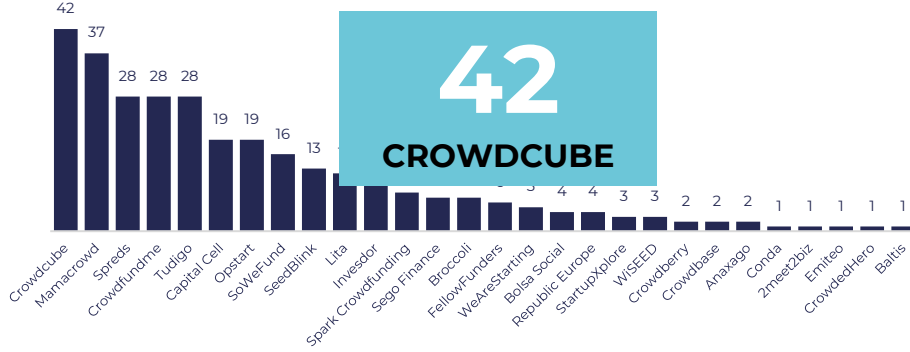
-  **Crowdcube**
-  **Mamacrowd**
-  **Spreads**
-  **Crowdfundme**
-  **Tudigo**
-  **Capital Cell**
-  **Opstart**
-  **SoWeFund**
-  **SeedBlink**
-  **Lita**

## Most invested sector

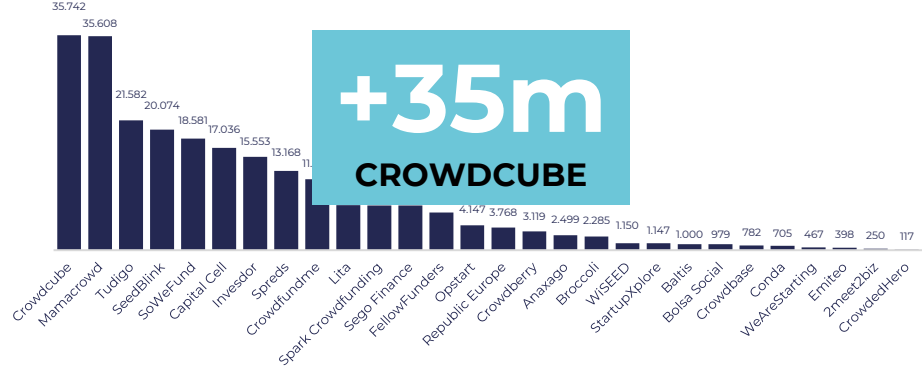
- Fintech**
- Food & Agriculture**
- Food & Agriculture**
- Investments**
- Food & Agriculture**
- Life Sciences**
- Investments**
- Fintech**
- Life Sciences**
- Tech**

# Key Numbers last 12 months by portal

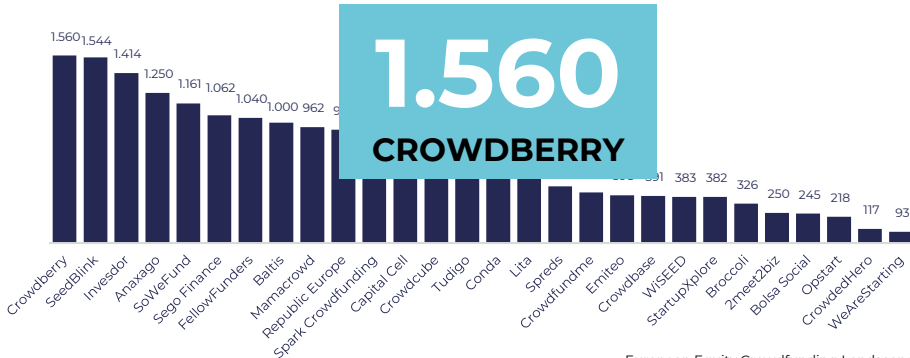
## # Campaigns per portal



## Amount raised per portal (k€)



## Average amount raised per portal (k€)



Top 10 Portal	Most invested sector
Crowdcube	Fintech
Mamacrowd	Food & Agriculture
Spreads	Food & Agriculture
CrowdFundMe	Investments
Tudigo	Food & Agriculture
Capital Cell	Life Sciences
Opstart	Investments
SoWeFund	Fintech
SeedBlink	Life Sciences
Lita	Tech



# 2 EQUITY CROWDFUNDING IN EUROPE

# Equity Crowdfunding in Europe



With **54 active authorized portals** facilitating **more than 311 campaigns** this year, the market is steadily expanding its reach.

**Crowdcube** leads the European market with more than 35m euros raised, followed by **Mamacrowd** with few thousands less and **Tudigo** with 21.5m raise.


The top campaign of the year is **Green-Got** (Fintech) on Crowdcube with more than 5.2 million euros raised by more than 5.000 investors. The campaign is closely followed by the Italian **Baldin** (Food & Beverage) that raised on Mamacrowd 5 million euros and **dotLumen** (Fintech) on SeedBlink that raised almost 5 million euros.

## Top Campaigns

 <p><b>Green-Got</b> FR</p>	 <p><b>Baldin</b> IT</p>	 <p><b>dotLumen</b> FR</p>
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100% of the Market

€240.581.000 from 68.107 Investors

<h1>54</h1> <p>ECSP authorized platforms</p>	 <p>Top platforms</p>	<h1>+311</h1> <p>Campaigns in the market</p>
<h1>+86</h1> <p>Over 1M raised campaigns</p>	<h1>Life Sciences</h1> <p>Sector with most money raised</p>	<h1>3.4k</h1> <p>Median Avg Investment</p>
<h1>774k</h1> <p>Average funding</p>	<h1>5.1M</h1> <p>Median pre-money evaluation</p>	<h1>7.7%</h1> <p>Median equity offered</p>

# Equity Crowdfunding in France



With **15 active authorized portals** facilitating **more than 90 campaigns** France is the market leader in Europe, covering the **32% of the entire volumes** and mirroring the VC market trends.

**Crowdcube** leads the French market, followed by the french **Tudigo** and **SoWeFund**.

Trends indicate that platforms are **expanding their operations** offering **tech-driven services**, creating exclusive **angel clubs** and syndicates and facilitating more efficient fundraising processes to align with venture capital models.

France hosted the only **unicorn's** round of 2024: **Vestiaire Collective** which raised +3.5m euros on Crowdcube.

## Top Campaigns

<b>Green-Got</b>	<b>Mon Petit Placement</b>	<b>Vestiaire Collective</b>

32% of the Market

**€77.787.000** from **30.350** Investors

<h1>15</h1> <p>ECSP authorized platforms</p>	<p>Top platforms</p>	<h1>+90</h1> <p>Campaigns in the market</p>
<h1>+24</h1> <p>Over 1M raised campaigns</p>	<h1>Tech</h1> <p>Sector with most money raised</p>	<h1>2.6k</h1> <p>Median Avg Investment</p>
<h1>864k</h1> <p>Average funding</p>	<h1>6.4M</h1> <p>Median pre-money evaluation</p>	<h1>7%</h1> <p>Median equity offered</p>

# Equity Crowdfunding in Italy



With **10 active authorized portals** facilitating **more than 92 campaigns** Italy is the second most active region in Europe, covering the **22% of the market** and showing important improvements if compared with the local VC market.

**Mamacrowd** leads the market, followed by **CrowdFundMe** and **Opstart**. At the moment the activity of the international players is not relevant with only 4 raises in the past months.

Trends indicate a **diversification in platform offerings** like real estate and lending raises.

Recent mergers, such as CrowdFundMe with Trustris and Opstart with Backtowork, highlight a wave of consolidation aimed at strengthening the ecosystem.

## Top Campaigns



Baladin



Macelleria Zivieri



I-RFK Next



22% of the Market

€52.750.000 from 9.191 Investors

10

ECSP authorized platforms



Top platforms

+92

Campaigns in the market

+15

Over 1M raised campaigns

Food and Agriculture

Sector with most money raised

5k

Median Avg Investment

573k

Average funding

3.5M

Median pre-money evaluation

8.1%

Median equity offered

# Equity Crowdfunding in Spain

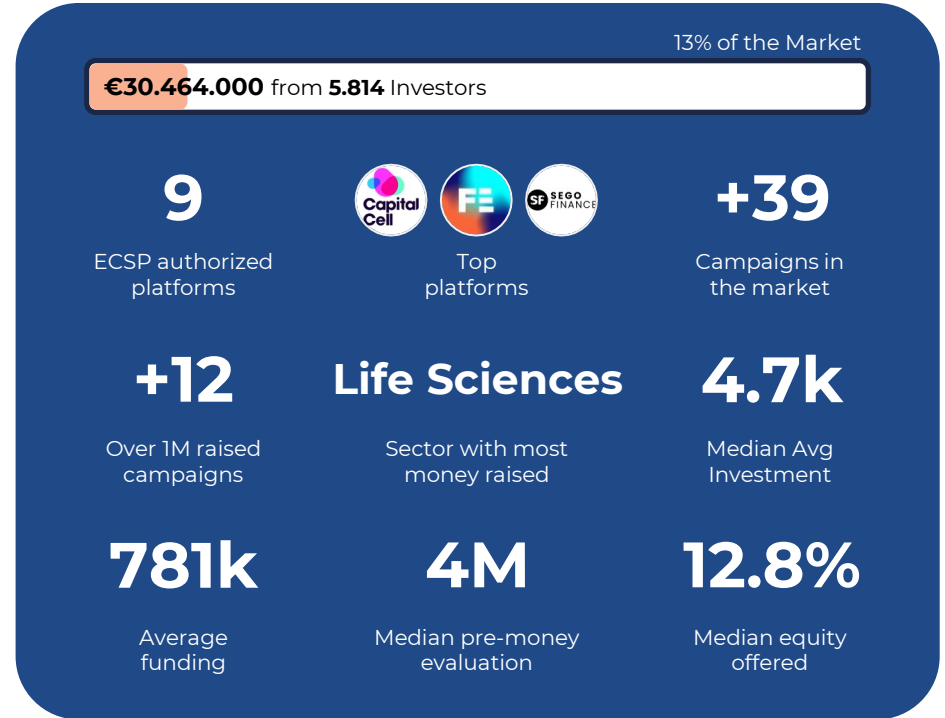
With **9 active authorized portals** facilitating **more than 39 campaigns** Spain is the third most active region in Europe, covering the **13% of the market**.

**Capital Cell**, a Life Sciences vertical platform leads the market, followed by **Fellow Funders** (now Orbyn Group) and **Sego Finance**.

Spanish market has faced a challenging year, with a slight decrease in overall amount and number of rounds.

This downturn is partly attributed to the absence of Crowdcube's significant rounds in the country, which previously played a major role in driving the market.

## Top Campaigns



# Equity Crowdfunding in Benelux



With **8 active authorized portals** facilitating **more than 46 campaigns** the Benelux region is the fourth most active region in Europe, covering the **12% of the market** thanks to the activity of global players like **Crowdcube** and **Investdor**.

**Spreds**, a portal based in Belgium, leads the market, followed by **Crowdcube** and **Investdor**, two regional players.

Belgium and the Netherlands stand out as attractive crowdfunding hubs, supported by the presence of others strong regional players like **SeedBlink** and **Republic Europe**. While **Wefunder**, a tier 1 American platform, initially entered the Dutch market, it ceased its European operations at the end of 2023.

## Top Campaigns

Turismo	Casc8	Baron.AI

12% of the Market

**€29.822.000** from **12.047** Investors

<b>8</b> ECSP authorized platforms	 Top platforms	<b>+46</b> Campaigns in the market
<b>12</b> Over 1M raised campaigns	<b>Food and Agriculture</b> Sector with most money raised	<b>2.5k</b> Median Avg Investment
<b>648k</b> Average funding	<b>8M</b> Median pre-money evaluation	<b>4.5%</b> Median equity offered



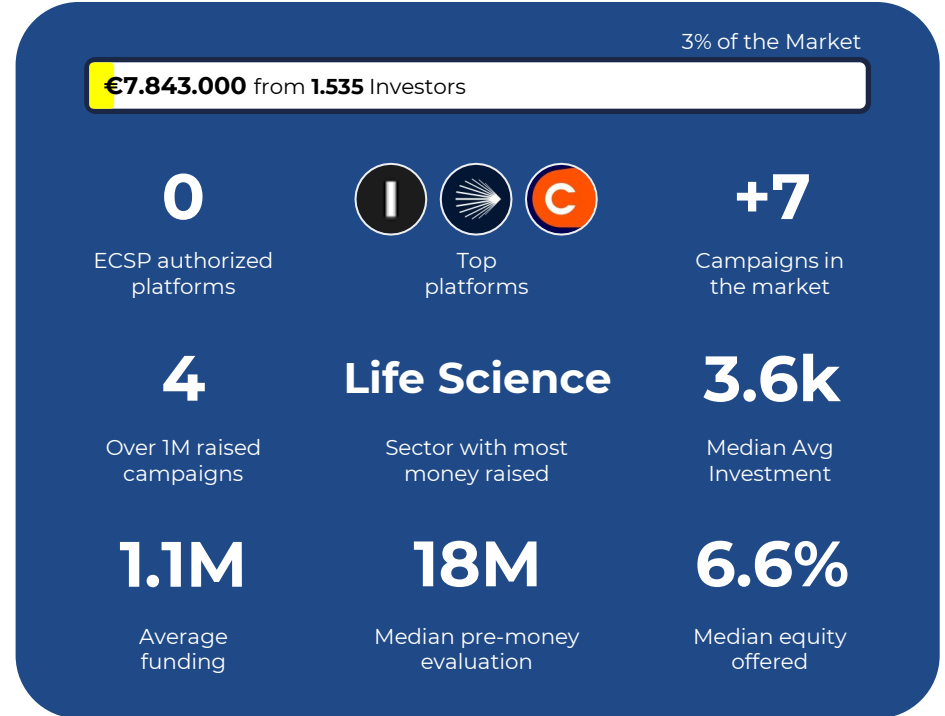
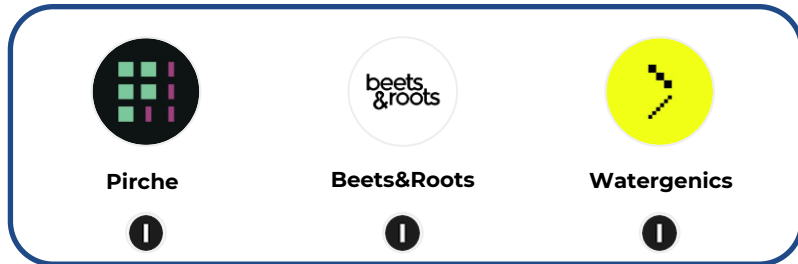
# Equity Crowdfunding in Germany

With **0 active authorized portals** Germany is struggling in the market. But thanks to the regional players in 2024 there were **more than 7 campaigns** for German companies. These bring Germany to cover only the **3% of the market**.

**Invesdor**, the platform based in Austria that operates at regional level leads the market, followed by **SeedBlink** and **Crowdcube**.

Currently, historical local players have yet to secure their ECSP licenses, which has limited their ability to fully participate in the pan-European market. However, once compliance hurdles are cleared, we anticipate a **significant acceleration** in Germany's activity, aligning its growth trajectory with that of Europe's other major economies.

## Top Campaigns



# Equity Crowdfunding in Nordics



With only 1 **active authorized portal** and the activity of the **regional players** in 2024 took place in Nordics **more than 6 campaigns** mostly in Finland. These raise brought the Nordics to cover the **3% of the market**.

**Invesdor** leads the market, followed by **Republic Europe**. **Pepins**, a Swedish platform, is the only active authorized player based in the area.

**Fintech**, **Life Sciences**, and **Tech** stand out as the leading sectors in the area, reflecting the region's innovative and sustainability-driven focus.

**Republic Europe** and other regional players are actively working to intensify their presence in the area, expanding their reach also in the Baltic countries.

## Top Campaigns

<b>Selma</b>	<b>Koite Health</b>	<b>Riverrecycle</b>

3% of the Market

**€7.015.000** from **2.215** Investors

<b>1</b> ECSP authorized platforms	 Top platforms	<b>+6</b> Campaigns in the market
<b>4</b> Over 1M raised campaigns	<b>Fintech</b> Sector with most money raised	<b>2.9k</b> Median Avg Investment
<b>1.2M</b> Average funding	<b>7.9M</b> Median pre-money evaluation	<b>13.3%</b> Median equity offered

# Equity Crowdfunding in other countries



All the other countries count **11 active authorized portals** and facilitated **more than 31 campaigns** covering the remaining **15% of the market**. Within all the countries considered **Ireland** is the top performer with 11 rounds completed

**SeedBlink** leads the aggregation of the markets, thanks to its raises in Romania, followed by an Irish platform called **Spark Crowdfunding** and **Crowdcube**.

Ireland hosts the European headquarters of **Republic Europe**, while Romania is home to the first headquarters of SeedBlink. **Life Sciences** is the leading sector of this areas also thanks to the specialization on this sector by Spark Crowdfunding

## Top Campaigns

 <b>LUMEN</b> dotLumen	 <b>mintos</b> Mintos	 <b>Pago</b> Pago

15% of the Market

**€34.900.000** from **6.955** Investors

<b>11</b> ECSP authorized platforms	 Top platforms	<b>+31</b> Campaigns in the market
<b>15</b> Over 1M raised campaigns	<b>Life Sciences</b> Sector with most money raised	<b>4.7k</b> Median Avg Investment
<b>1.1M</b> Average funding	<b>7.4M</b> Median pre-money evaluation	<b>9%</b> Median equity offered

# Platforms involved in the research activity

12 of the 28 portals involved participated at our survey













A large, dark blue silhouette of the European continent is centered on a lighter blue background, serving as a backdrop for the text.

# **3** TOP 5 CROWDFUNDING CAMPAIGNS IN EUROPE











# Top 5 European Equity Crowdfunding Campaigns 2024

Per amount raised

CAMPAIGN	SECTOR	PORTAL	COUNTRY	AMOUNT RAISED	# INVESTORS
 GREEN-GOT	FINTECH	CROWDCUBE		€5.2M	3703
 BALADIN	FOOD & AGRICULTURE	MAMACROWD		€5.0M	2196
 dOTLUMEN	LIFE SCIENCES	SEEDBLINK		€4.9M	NOT DETECTED
 MACELLERI ZIVIERI	FOOD & AGRICULTURE	MAMACROWD		€4.2M	231
 MON PETIT PLACEMENT	FINTECH	SOWEFUND		€4.1M	2704











# Top 5 European Equity Crowdfunding Campaigns 2024

Per # of Investors

CAMPAIGN	SECTOR	PORTAL	COUNTRY	AMOUNT RAISED	# INVESTORS
 <b>TURISMO</b>	SMART CITY	CROWDCUBE		€2.8M	4862
 <b>GREEN-GOT</b>	FINTECH	CROWDCUBE		€5.2M	3703
 <b>MINTOS</b>	FINTECH	CROWDCUBE		€3.1M	3329
 <b>VESTIAIRE COLLECTIVE</b>	DIGITAL	CROWDCUBE		€3.6M	3267
 <b>MON PETIT PLACEMENT</b>	FINTECH	SOWEFUND		€4.1M	2704

# Top 5 European Equity Crowdfunding Campaigns 2024

Per average investment: the most crowded rounds

CAMPAIGN	SECTOR	PORTAL	COUNTRY	AVERAGE INVESTMENT	# INVESTORS
 SI SI LA PAILLETTE	LIFESTYLE	CROWDCUBE		€243	609
 ONAJ	DIGITAL	CROWDCUBE		€513	434
 EMBARGOS A LO BESTIA	LIFESTYLE	SEGO FINANCE		€518	1228
 PUMPAR SYSTEM	TECH	WiSEED		€537	930
 BeTRITON	SMART CITY	CROWDCUBE		€572	131





OVER  
VENTURES



ITALIAN  
TECH  
ALLIANCE

**ANNEX**



# Annex - Glossary

Sectors	Verticals			
<b>Digital</b>	Digital Car Wash Handmade Marketplace Online Portals Second Hand	Digital Laundry Health Services Mobile Price Comparison Ticketing	Drug Delivery Home Décor Mobile Commerce Ecommerce Home Services	Nautical Procurement
<b>Education &amp; HR</b>	Career Planning Dental Education E-learning Human Resources Recruiting	Communities Developer Platform Green Consumer Goods ICT Tutoring	Consulting Ed Tech Green Tech Incubators Video	Corporate Training Education HR Tech Knowledge Management
<b>FinTech</b>	Accelerator Commercial Insurance Cryptocurrency Financial Services InsurTech Mobile Payments Real Estate Investment Trading Auto Insurance	Credit Cryptocurrency/Blockchain FinTech Investments Payments Service Industry Venture Builder Banking	Crowdfunding Digital Singage Health Insurance Invoice Trading Personal Finance Small and Medium Businesses Blockchain Crowdsourcing	Finance Insurance LegalTech Privacy Startup Studio
<b>Food &amp; Agriculture</b>	Agriculture Farming Food Processing Loyalty Programs Restaurant Technology	AgTech Food FoodTech Nutrition Restaurants	Craft Beer Food and Beverage Geospatial Packaging Services Vertical Farming	E-grocery Food Delivery Home and Garden Precision Farming Wine and Spirits

# Glossary

Sectors	Verticals			
<p><b>Life Sciences</b></p>	<p>Biotechnology Electronic Health Record (EHR) Hospital Pharmaceutical</p>	<p>Diabetes Healthcare Life Sciences Therapeutics</p>	<p>Digital Health Health Diagnostics Medical Device</p>	<p>Drug Discovery HealthTech Oncology</p>
<p><b>Lifestyle</b></p>	<p>Art Clothing Fitness Online Auctions Retail Technology Tourism</p>	<p>Beauty Cosmetics Leisure Phototech Shoes Travel</p>	<p>Business -travel Environmental Consulting Lifestyle Product Design Storage Travel Accommodations</p>	<p>Circular Economy Fashion LOHAS &amp; Wellness Retail Subscription</p>
<p><b>Media</b></p>	<p>AD Network Audio Content Customer Service Event Management Marketing Music Social Media Sports</p>	<p>AdTech AudioTech Content Creators Digital Marketing Events Marketing Tech Podcast Social Media Management Sustainability</p>	<p>Advertising Broadcasting Content Delivery Network Digital Media Family Media Publishing Social Media Marketing TMT</p>	<p>Advertising Platforms Communications Infrastructure Content Marketing eSports Gaming Media and Entertainment Shopping Social Network Video Advertising</p>

# Glossary

Sectors	Verticals			
<b>Smart City</b>	Automotive CleanTech Cycling Energy Environmental Engineering Hospitality Materials PropTech Real Estate Technology Smart Cities	Autonomous vehicles Climate Tech Delivery Energy Efficiency Fleet Management House Rental Micro-Mobility Public Safety Renewable Energy Supply Chain Tech	Boating Consumer Electronics Delivery Service Energy Management Green Energy Logistics Mobility Tech Railroad Ridesharing Transportation	Cannabis Co-working platform Electric Vehicle Energy Storage Home Rental Marine Technology Oil & Gas Raw Materials Sharing Economy
<b>Software</b>	Analytics Cloud Data Services Computer Digital Entertainment Enterprise Software Internet Navigation Security Software UXDesign Web Development	Application Performance Management Cloud Infrastructure CRM DRM Human Computer Interaction IT Management Paas Self-Storage Sport	Apps Cloud Management Cybersecurity Electronics IaaS Management Software Predictive Analytics Sensor Sport Management Web Hosting Cloud Computing	CloudTech & DevOps Developer Tools Enterprise Resource Planning (ERP) Information Services Mobile Apps SaaS Social Impact Telecommunications Wellness
<b>Tech</b>	3D Printing Artificial Intelligence Big Data Construction Developer APIs Google Glass Industrial Manufacturing Machinery Manufacturing Natural Language Processing RFID Virtual Reality	3D Technology Artificial Intelligence & Machine Learning Biometrics Construction Technology Drones Hardware Industrials Manufacturing Personal Development Robotics and Drones	Advanced Manufacturing Augmented Reality Building Material Consumer Software Engineering Industrial Automation Information Technology Marketing Automation Pet Technology Sales Automation Architecture	B2B Business Intelligence Dental Field Support Machine Learning Internet of Things (IoT) Nanotechnology Professional Services Space Technology Wearables



# European Equity Crowdfunding Landscape

[Download the preview](#)



**European Equity Crowdfunding Landscape** is a research project powered by:

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