



## Crowdfunding : The Further Development of Crowdfunding as a Modern and Unconventional Kind of Financing for Small and Medium Sized Companies

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By Elena Horska

GRIN Publishing Mai 2012, 2012. sonst. Bücher. Condition: Neu. Neuware - Scientific Essay from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: keine, , course: Wissenschaftlicher Kongress, language: English, abstract: Currently, and especially after the recent global financial crisis, it has become not easier for companies to get financial resources for their specific investments . In particular it is difficult to get conventional and traditional loans by banks to finance start ups or special and innovative projects of entrepreneurship. For this reason it is important to find new ways of financing. For this purpose, it seems useful, to modify the relatively new 'Crowdfunding' mainly and so far used for financing artistic projects into an appropriate kind of corporate financing, called 'CROWDINVESTING'. The following paper would theoretically develop the Crowdfunding and encourage it to use in everyday business of SMEs .Keywords: Crowdfunding, crowdinvesting, corporate finance, credit clamp, funding, lending, SME; 16 pp. Englisch.



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