

Crowdfunding has entered the scene of funding new business ventures and is becoming more widespread throughout the world. The first crowdfunded project in Scandinavia was completed early 2014. The same year a bill was passed by the Danish government, that now allows companies to start with an equity of just 1 danish kr., called Iværksætterselskab (IvS), loosely translated into “Entrepreneurial company”.

With the recent development of this way of gaining means for a company and expand the entrepreneurial scene in Denmark, we will try to investigate following research question:

“What role is crowdfunding playing in the Danish startup scene?”

To answer this question we will conduct a series of interviews with key people in the entrepreneurial scene of Denmark, to elaborate on the concept of crowdfunding.

Furthermore we will look at social network theories to understand the practices and the communities of an online crowdfunding platform, and investigate why regional platforms are emerging, compared to why theres not just one platform that has majority of the market. We will be looking at specific cases to evaluate how these practices are used and how this benefits the entrepreneurial companies in Denmark.

Since crowdfunding is a different way of getting initial capital for a company, as opposed to lending money from the bank, we want to discuss if the newly “Vækstplan / Growth plan” from the Danish government will be beneficial for future crowdfunding ventures, with focus on Equity Crowdfunding.