

# crowdtheGAP

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The University Crowdfunding Report

a conversation-building initiative of:

**innovosource**

# CONTENTS

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<b>REPORT SUMMARY</b> .....	1
<b>PARTICIPANT OVERVIEW</b>	
PARTICIPANT DESCRIPTION.....	3
PARTICIPANT LISTING.....	4
<b>POSITIONING UNIVERSITY CROWDFUNDING</b>	
ENVISIONING THE NEW UNIVERSITY CAPITAL CONTINUUM.....	5
CROWDFUNDING CAPITAL NEEDS/PROJECT.....	6
<b>CURRENT ADOPTION STATUS</b> .....	7
<b>BARRIERS TO ADOPTION</b> .....	8
NON/MINOR ISSUES.....	10
INTERNAL COORDINATION.....	11
POLICY CONSIDERATIONS.....	12
LEADERSHIP BUY-IN.....	13
ADEQUATE FUNDING/PROJECT.....	14
ATTRACTING PROJECT INTEREST.....	15
<b>FUNDING TO INITIATE AND SUSTAIN PROGRAMS</b> .....	16
<b>PREFERRED APPROACH/ALTERNATIVE PLATFORMS</b> .....	17
<b>ADDITIONAL UNIVERSITY CROWDFUNDING RESOURCES</b> .....	18

# REPORT SUMMARY

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In its most recent **Mind the Gap: The University Gap Funding Report**, *innovosource* identified crowdfunding as an emerging investment vehicle that may be better positioned to support the capital requirements of translational research, proof of concept projects, and early-stage start-ups than more traditional capital sources, like venture capital and angel investment. This funding approach taps into the masses for smaller, more manageable investments versus larger investments from a few. *Crowdfunding, if properly executed, could provide new avenues for funding of promising university technologies and start-ups; however, many questions (and curiously) still remain surrounding its adoption and useful implementation.*

“Separating fad from utility is key.”, says Jacob Johnson, founder of *innovosource*, “Crowdfunding is a very cool concept, and people should be excited about its possibilities; but, it’s also unproven in regards to developmentally-rigorous technologies, still under federal policy review, and hazy in ownership rights and ROI. The world has seen that you can crowdfund a web service and an art studio, but can you crowdfund biotech?”.

To answer that question and move the conversation forward, *innovosource* is starting with the perspectives and insights shared in this first installment of **The University Crowdfunding Report**

This Report recognizes that crowdfunding is early in the university adoption cycle and therefore can support the conversation most by sharing perceptions from current/aspiring university crowdfunding managers and stakeholders at research universities and associated organizations. Insights from the 43 participating universities and organizations in this Report include:

- Positioning of crowdfunding in the university capital continuum
- Current perceptions and adoption status
- Preferred approaches and platforms
- Understanding and resolution of significant barriers to adoption

**The University Crowdfunding Report** is an introduction to university crowdfunding for those interested in implementing a platform or understanding the general issues surrounding this emerging investment approach. It's a tool to begin the discussion of university crowdfunding on your campus or at your organization. More thorough investigation of best practices and platform features will come in future reports as the approach evolves.

“We will start with solid information, and then look to identifying and developing and sharing approaches that can work in concert with other gap funding mechanisms. Any approach must be optimized to work within the university innovation environment and existing commercialization mechanisms.”, says Johnson, “We are here to support the realization of breakthrough technologies and start-ups from the university environment. If crowdfunding has a place in this equation, we want to play our part”.

**The University Crowdfunding Report** is the beginning.

# crowdtheGAP

an initiative of innovosource to investigate [crowdfunding](#) as a disruptive capital vehicle in the university technology and start-up capital continuum

## Focus Areas:

- Understanding its role and utility as a source for university gap funding
- Establishing a strategy for implementation in the university environment and associated technologies/start-ups
- Informing fund managers, stakeholders of leading practices, policy considerations, and opportunities

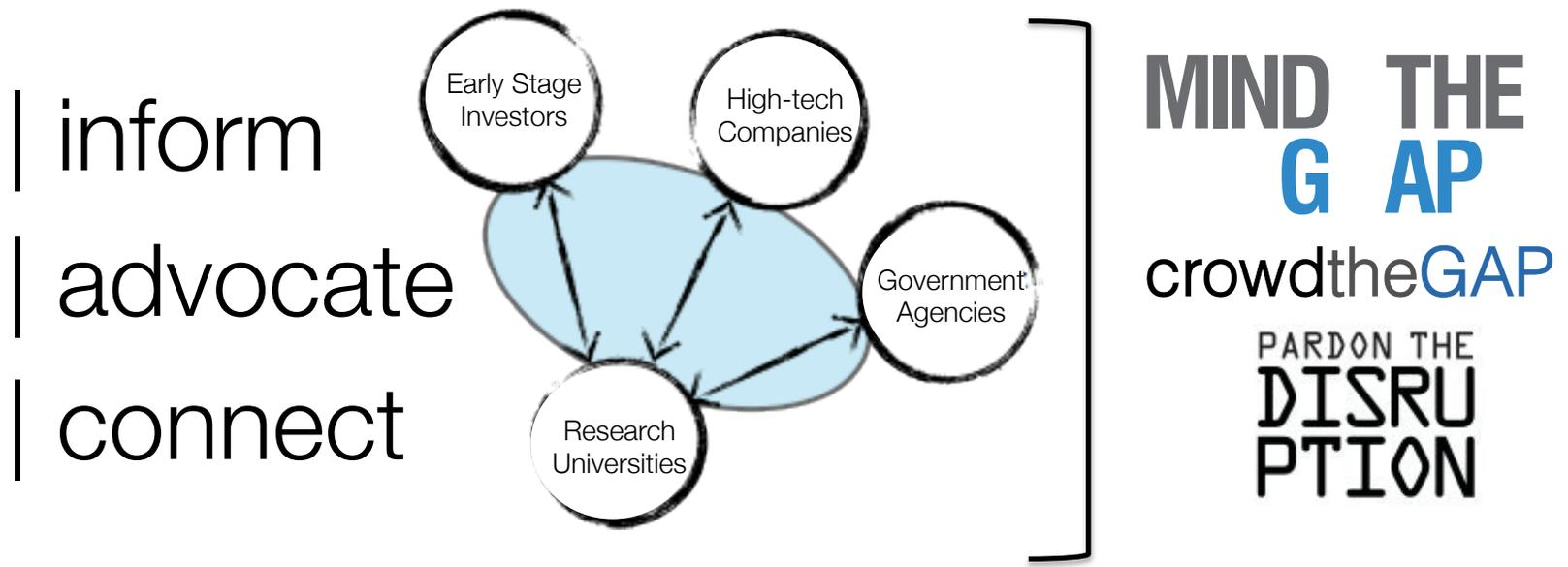
## Offerings:

- Free weekly update of university crowdfunding news
- Strategic and custom reports
- Workshops
- Discussion groups

Join the discussion at [WWW.CROWDTHEGAP.COM](http://WWW.CROWDTHEGAP.COM)

# innovosource

an awareness firm that works with **research universities** and their key innovation partners (**high-tech companies, early stage investors, and government agencies**) to



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