



National Documentation Centre  
Athens, 16 February 2015

# 1. Getting it Right

Markus [redacted] has sent you a message.

Date: 3/30/2011

Subject: RE: [redacted] and WinnersFund project

Dear Constantinos,

I appreciate your message up front. Thank you for your consideration.

I welcome you to post it to our site, regardless of if there might be some overlap.

As a global company, we are built on an open mentality and a strong sense of community. This market is developing so quickly and we believe that there is such a strong need for new innovations, that it is not about [redacted] or us, but rather everyone that need to join in to develop more sustainable methods of unlocking innovation.

I look forward to seeing your initiative materialize and go forward!

Sincerely,  
Markus

On 03/29/11 9:27 AM, Constantinos Parissis wrote:

Dear Markus,

it has been a while since I signed-up for [redacted] and still have not posted my startup details (equity-based crowdfunding platform), because I find it to be competitive, to some extent, with [redacted], so it is perhaps unethical to promote and fund it through your platform. Could you please give me [redacted] on that? I will be happy to give more details, upon request.

Best Regards,  
Costas Parissis

1. Community

3. Unlocking  
Innovation

2. Sustainable  
Methods



## 2. Community

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- Community members
- Respect
- Common code of conduct
- Common quality standards
- Industry perception
- Let's talk!



# 3. Sustainable Methods

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- All crowdfunding models
- All target groups (orientation)
- International standards, localised solutions
- Differentiation, segmentation
- Complementarity
- Complete industry



# 4. WinnersFund & Community

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- Transparency
- Open to cooperation
- Funders' feedback page
- Blacklisting
- Legislative / regulatory contribution
- Here to help and share!



# 5. The WinnersFund Method: Orientation



Business  
oriented



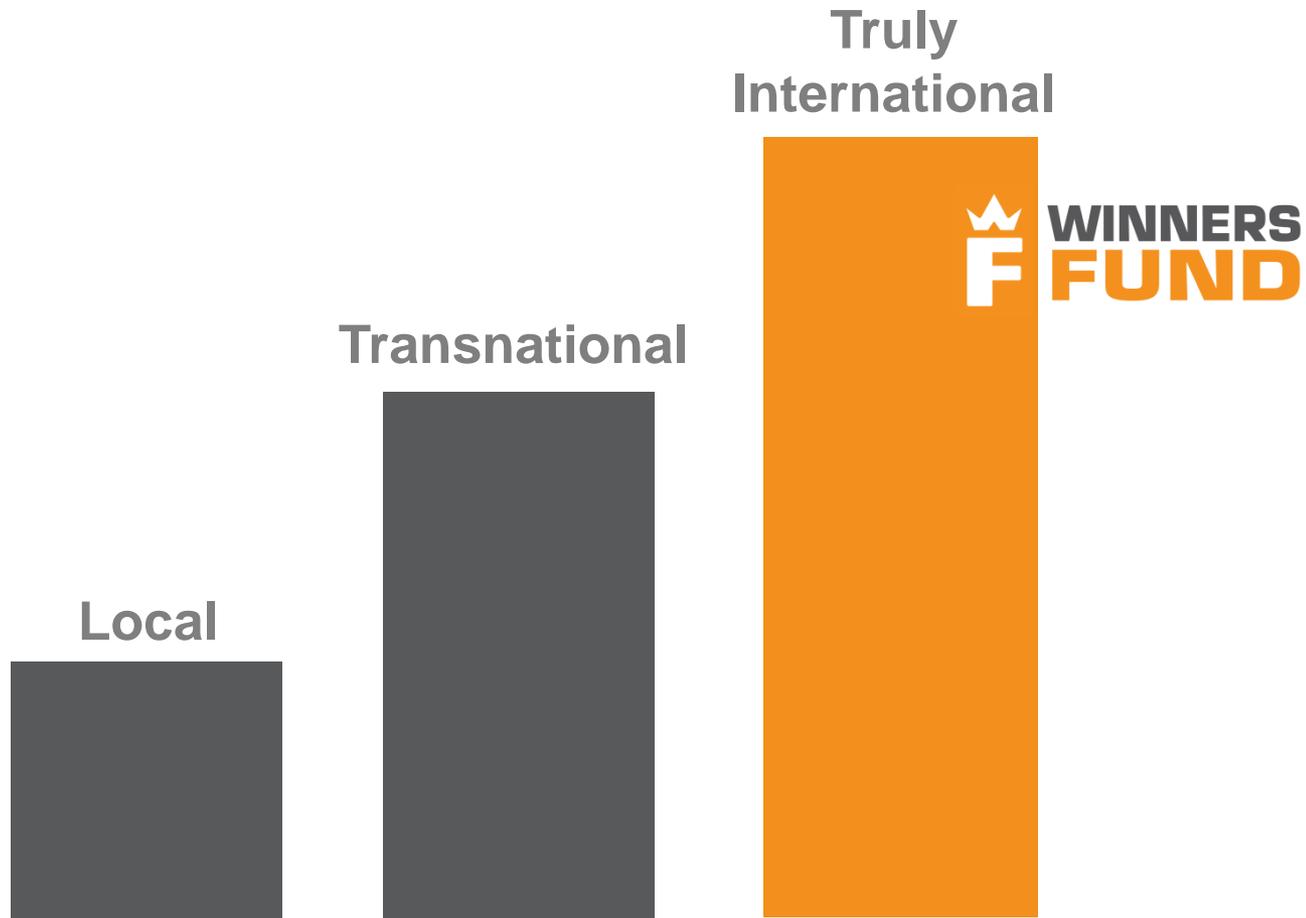
Arts  
& humanitarian



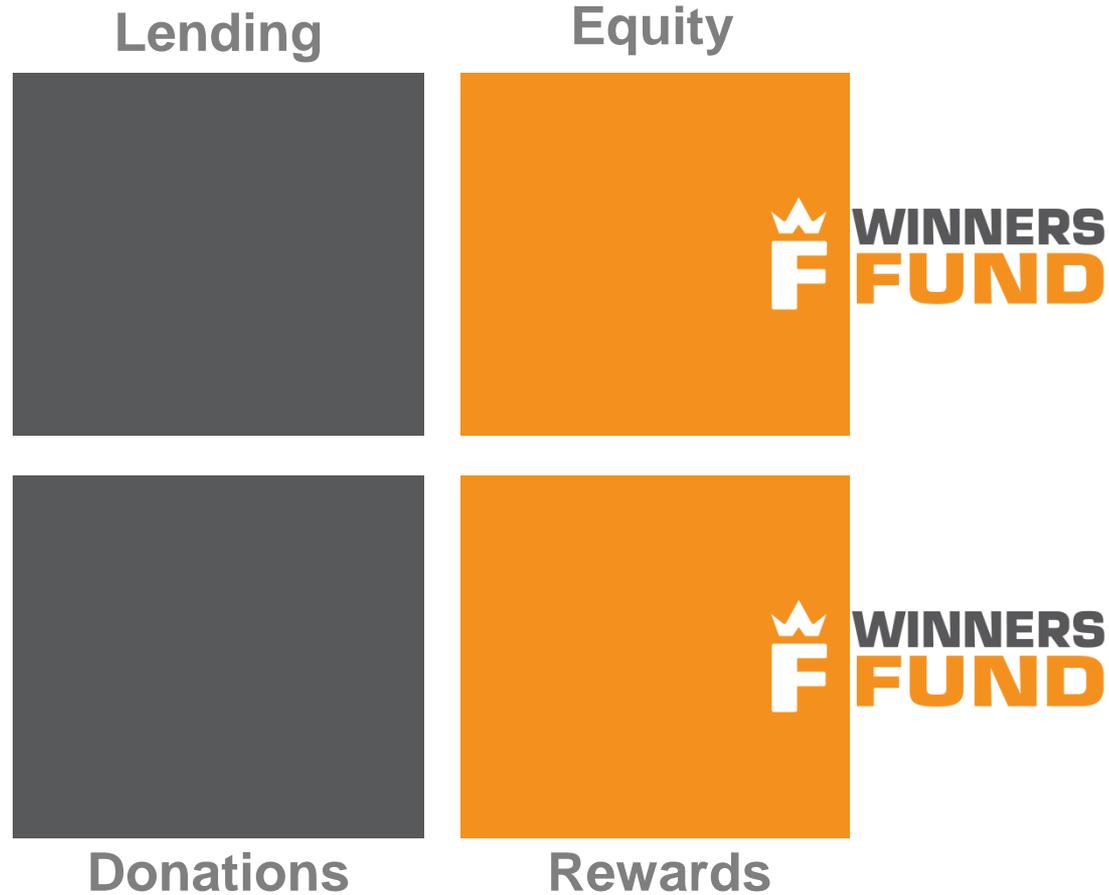
Fund-my-life  
& humanitarian



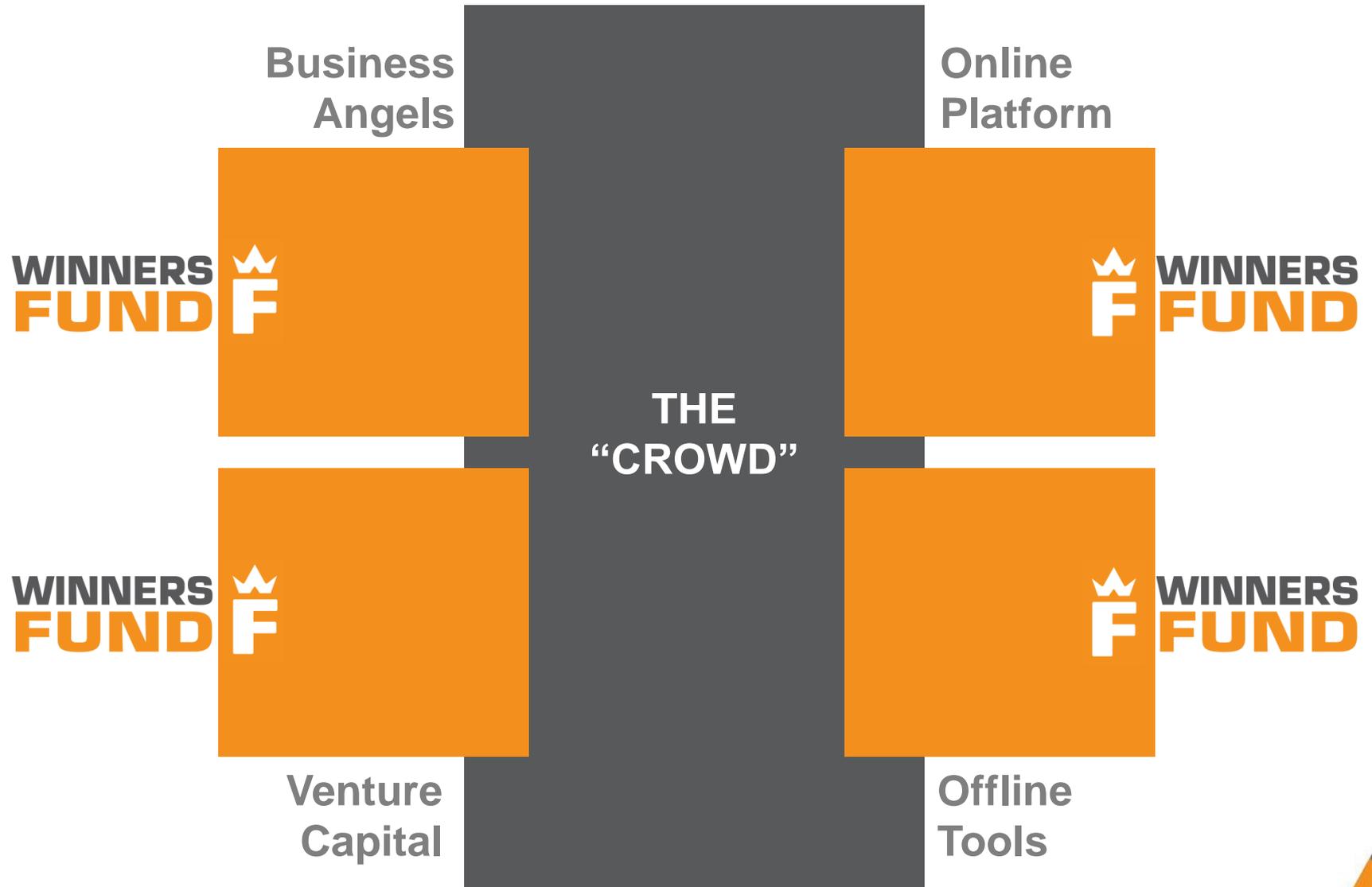
# 6. The WinnersFund Method: Locale



# 7. The WinnersFund Method: Models



# 8. The WinnersFund Method: Approach



# 9. WinnersFund Market Position



Typical CF Portal



The best CF Portal  
in the world





Common misconceptions

Regulatory issues

Practical issues

Local issues



Thank you!

