

Talk

Crowdfunding: your clients are waiting so get in on the act!



About the talk

45% of managers of micro, small and medium-sized companies consider that their accountant is best placed to assist them in their search for funding on a crowdfunding platform. That's a good thing! But we still need to know all the facets of this fast-growing method of funding: the regulations, the different types – such as donation, crowdlending, equity –, the way it's set up and the tools available to develop this type of consulting and support service, be they government, technical or communication tools...

Use the congress as an opportunity to test this method of funding, live over three days, and learn about and develop new services!

Key points

- Gaining an understanding of this new type of funding
- Adopting the tools of the Institute: engagement letters, presentation of project and role of accountant: projected financial information, digital portal, statements...

Objectives

- To familiarise yourself with the different types of crowdfunding
- To identify the services provided by the accountant to the project initiator, the investor and the platform
- To monitor the progress of a project up to the collection of the funds and statements on their use

Subjects covered

- Economic challenges
- Regulations per type: donation, lending, equity
- Support from accountant
- Raising funds in practice
- Institute conventions



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