

## ABSTRACT

The deep recession and the development of Web 2.0 technology, accounted the breeding ground for the birth of the Crowdfunding. The term, which literally indicates “funding from the crowd”, defines the common effort of a group of individuals as part of a virtual community, to support and make it feasible, with small but valuable contributions, projects and / or initiatives of people and organizations. Where the concept of collection is certainly not new, what makes. The Crowdfunding a real innovation is its unparalleled strength to aggregate, not just ideas, but above all people across geographical boundaries.

Although the first experiences online collection are found mainly in order projects and essentially cultural or social background, to date the Crowdfunding phenomenon has taken on an economic dimension that do rise to development assets and the economic recovery. In fact, while the traditional credit systems are no longer able to accommodate or incorporate the value initiative, funding from the bottom acts as an effective method of collection of precious capital, useful both to financing the development of reality business. It is a distinct possibility confirmed by the continued spread and declination of phenomenon in different models, a trend that shows the ability of this new tool to support actively the various sectors of the economy, the non-profit to business-oriented.

On the subject of Crowdfunding, Italy boasts an important supremacy. Italy was the first in the world to adopt an ad hoc regulation for equity crowdfunding. The legislature’s commitment to legitimize this new instrument service business is a first, hopefully not the last, big step to the definition and adoption of regulations and models to support the economic development by helping to create an environment not hostile to the birth and creation of high-value innovative projects.

Downstream of these considerations, the research intends to analyze accurately and detailed the state of the art in Italy. The Crowdfunding is a phenomenon relatively new, an instrument with different potential and implications, therefore, the objective is to identify the various benefits that it can offer, as well as, highlight the various problems that this tool can bring. The analysis will

focus on dynamics governing the phenomenon, in order to identify models capable of target promoters and organizations in using this innovative tool.

In particular, to analyze the application for equity crowdfunding model can be compatible with the dictates of Islamic finance, so as to have appeal to Muslims lenders likely to invest in new markets. The sharia approach is linked to the reinvestment of capital that enables the extension of the company from the bottom. The prohibition of hoarding, the obligation to invest in real assets the prohibition of speculation and the sharing of profits and losses. It should also give the reason for the introduction of an Italian dimension, given that the book is written for an international audience, here in my opinion you can specify that the legislation is very advanced, that there is a strong interest in Islamic finance and why can be an as European model.

This analysis can be a useful tool at the international level to generate new alternative forms of careful financing economic, social and ethical.

## INTRODUCTION

Crowdfunding is a specific type of fund raising, based on special platforms and the support of the crowd. Crowdfunding is derived from the term “crowd” and “funding”, so literally funding from the crowd. The phenomenon is taking on many nuances and aspects that are becoming more diverse to give a first description we can speak of a collective financing process from below, by means of which a group of people donate or invest their own money with various degrees of sums to finance and thus support a project or initiative. The initiatives are presented via the web by organizations or simply by individuals.

Basically, if the interest in a particular project is supported by many at the same time, the union is strengthened, and is realized. The phenomenon of online buying groups is amplified by the presence of social networks (Facebook, Twitter, Google+, that are capable of creating ties and stimulating the creation of groups.

The existence of crowdfunding is guaranteed by the presence of groups of people using the Internet are interested in supporting a project / initiative; but not limited to crowdfunding companies have a vehicle of information about tastes, consumption patterns, market trends. Therefore, the companies claim crowdfunding projects and initiatives; secondly, by production companies provide statistics packages, advertising space and market trends. In a word, they distribute merchandise and information that have economic value and market then.

The objective of this research is to identify the typical processes of management of the crowdfunding companies, their characteristics and interrelationships.

The sample identified is that of the 55 companies crowdfunding currently present in Italy.

To define phenomenon from an economic-business perspective you can take the systems approach to functional areas, who study the corporate phenomenon, for reduced complexity, and its individual constituent both through analysis of business functions, as well as through the interpretation of the main processes

that tie together the various functional areas, thus directing them towards the achievement of common objectives (the organization, the detection of administrative events in the preparation of significant external financial documents, scheduling and control, etc. ).

The corporate phenomenon manifests itself to meet a need (Giovanni Ferrero, 1987), identifying the needs, defining, characterizing is the first step, then, in order to study the phenomenon in corporate economic terms. To study the equity crowdfunding phenomenon with the sharia compliance principles means to take a typical approach: the sharia compliance approach is linked to reinvestment of capital that allows the growth and development for the firms; the prohibition of hoarding, the obligation to invest in real assets; the speculation ban and the sharing of profits and losses.

In terms of equity crowdfunding sharia compliance the Italian case stands as exemplary: Italy is one of the few European countries to have legislation for the equity crowdfunding focus on innovative start-ups; furthermore, in Italy there is a growing interest in Islamic finance. This can be a international best practice.

This is the theoretical premise, studying business phenomenon that has already been studied with different approaches by several scholars, of which the following will try to make short, starting from the definitions in the literature.

The method of research is the systemic analysis to functional areas of management. The study is divided into three parts: firstly, the analysis of the needs to be met, that involves industry and the target market by identifying the various types of crowdfunding (reward based, donation, lending, equity). The second part dealt with the analysis of the typical processes for the various types of equity crowdfunding: it starts from the analysis of the Italian and international regulations of reference and then get to the relevant business models. The crowdfunding in general can be defined as an innovative financial instrument that allows you to finance entrepreneurial activity by collecting small amounts of money from a multitude of small investors. More precisely, the Equity Crowdfunding allows Start-up companies to raise venture capital from the public, which, in return, provides company shares.

To protect all these small investors has become necessary to develop the protection at an appropriate regulatory system, thus introducing two new entities in our system, which are the collection platforms and innovative start-ups.

Platforms are online portals that deal with the collection and management of the campaign having the task of ensuring regulatory compliance of all actors involved.

Innovative and later Small and Medium Innovative Companies Start-ups, were presented as a society being able to contribute to the development of the economy of the country and for this reason, they have been regulated in order to

enable it when they meet certain requirements of size and corporate age, to enjoy a whole range of far-reaching concessions. Just access the Equity Crowdfunding for this type of company, it is one of the first of benefits introduced with the decree, with the goal of course, to encourage access to the capital required in the early stages of their business, otherwise difficult raising through traditional investment channels.

The third part of the study is devoted to the analysis of equity crowdfunding models sharia compliance. In the framework of Islamic finance, all financial and business transactions shall comply with the Sharia rules. Sharia can be defined as a code of law or divine injunctions which rule the behaviour of human beings in their individual and collective lives. In the set of Sharia rules, we can distinguish amongst Aqaid (matters of belief and worship), Akhlaq (matters for disciplining one's self), Ahkam (socio-economic and legal matters), Fraidh (obligations) and Nawahi (prohibitions) to which the Islamic economy shall be addressed.

To give a first description we can view that collective financing process from below. In essence, whether the interest in a particular project is supported by a variety of people, unity is strength, and the project becomes reality. This innovative method of financing gave birth to crowdfunding companies, which support projects and initiatives from a side on the other hand provide statistics packages, advertising space, market trend and distribute merchandise and information that has economic value overall. Through this work, it will analyze the need to satisfy that witch gave birth to this new funding method, and secondly will describe an organizational point of view of the Crowdfunding companies among the 55 currently operating on the territory. The research method is qualitative and developed between 2013 and 2015, in which the phenomenon has also become widespread in Italy.