

Business creation and development, how the Metropolitan City supports it: Progetti d'impresa and its “satellites”

Interreg Europe Start Easy

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THE PREMISE/THE "BOX": PROGETTI D'IMPRESA

PROGETTI
D'IMPRESA



**PREMIO
BARRESI**

IMPRESA GIOVANILI
E SOSTENIBILI



HUB
CROWDFUNDING



READI



THE PREMISE/THE “BOX”: PROGETTI D'IMPRESA

- Supporting the development of business idea through **personalized consultancy**, especially for **business planning**
- Giving information on **obligations** to be met when starting a new business
- Supporting in the research and identification of **funding**, also with the
- Providing insights into **economic and legal issues**
- Offering training and in-depth study on theoretical and practical aspects related to **business management**

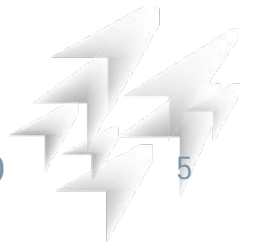




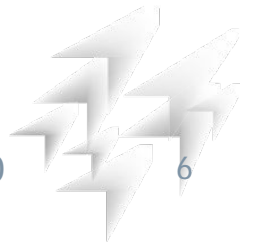
THE PREMISE/THE "BOX": PROGETTI D'IMPRESA



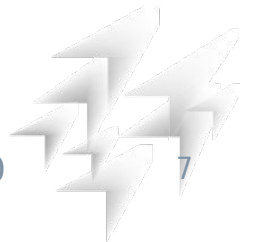
- European transnational project Interreg Central Europe Crowd-Fund-Port. 9 Countries, 11 partners. For Italy: Metropolitan City of Bologna and University of Bologna
- Mission: to increase knowledge on crowdfunding in Central Europe
- The project ended in 2019
- One of the outputs: the creation of the Crowdfunding HUB-s



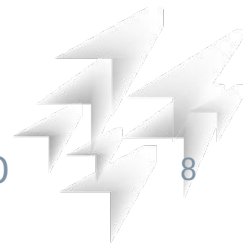
- Places where to meet, exchange practices, experiencing innovative ideas, etc
- Each of the 9 partners has adopted its own strategy for the Hub development, basing on the local context
- The Italian Hub was born in June 2019 ([news](#)), promoted by CMBO and UNIBO
- It is part of the activities of Progetti d'impresa. It enriches the offer of information on how to gather capitals for new business activities



- Recognises crowdfunding as an effective tool for the further development of the area
- It is aimed at startups, SMEs, but also to Public Administrations (civic crowdfunding)
- It offers information on crowdfunding, training, access to studies; it can support the development of projects, also by offering contacts with organisations (e.g. crowdfunding platforms) who directly deal with crowdfunding at local, regional and national level



- **Front-office/informational activity** (e.g.: what is crowdfunding? History? Trends?)
- **Organisation of events/training.** At least 1 event/year. Some examples:
 - Training for startups, in cooperation with Co-Start Villa Garagnani and the CF platforms Ginger (reward) and Li.Ta (equity)
 - Training for Public Administration on civic CF, in cooperation with the platform Ginger and with some local Administrations who run crowdfunding campaigns to revitalise public goods and community services



Webpage

<https://www.interreg-central.eu/CROWD-FUND-PORT.html>

<https://www.crowdfundport.eu/> → a common learning space on CF.

Information, training materials, blog-posts, etc, for starters, supporters and policy makers

<https://www.facebook.com/crowdfundport/>

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Grazie **PROGETTI
D'IMPRESA**

