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E-COMMERCE
FOR STARTUP



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E-COMMERCE FOR START-UPS

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5th TRANSNATIONAL MEETING IN TURKEY C4 SHORT-TERM EXCHANGE
GROUP OF STUDENTS
9-13 MARCH 2020 AKSARAY, TURKEY



Funds for start-ups



European funds for Small and Medium-sized Enterprises





Horizon 2020

Sme Instrument

Support takes place in three phases , covering the entire innovation cycle:

PHASE 1: the company receives a first loan

PHASE 2: if the project proves to have a technological and commercial potential, the company receives an additional funding

PHASE 3: provides a facilitated access to risk and debt instruments, mentoring and coaching activities, networking activities and coaching through the Enterprise Europe Network.



COSME

it is a program which facilitates the access to finance through the guaranteed loan and the equity for growth.



Sponsor

People and companies that sponsor the small and medium-sized companies startups .



SPONSOR FOCUS

Sponsor advantages :

- **Exclusive** for a specific sponsorship category
- **Signage** : communication and marketing of the sponsor company
- **Rights to use the logo**
- **Advertising**
- **Presence** on the website.
- **Access to the mailing list**

Crowdfunding

Funding projects or companies by rising money from people in an alternative way.



The best websites for crowdfunding :

1. kickstarter
2. Indiegogo
3. Crowdfunder
4. RocketHub
5. Crowdrise
6. Somolend
7. appbackr
8. AngellList
9. Invested.in
10. Quirky

The Basilicata business incubator system

The Basilicata business incubator system aims at promoting and launching innovative startups , providing integrated incubation services that include physical spaces and accompanying, promotion and networking services.





Our sources of funding

Kickstarter:

a global crowdfunding platform
focused on creativity .

The kickstarter platform is open to
backers from anywhere in the
world and to creators from many
countries.

Buy me a coffee:

a platform that allows the
creators of the startup to
receive support from users
by simulating the purchase
of a cup of coffee.

paypal donation :

Fundraising through the
website, where people can
donate with their PayPal

Sources:

kickstarter.com

buymeacoffee.com

A decorative graphic on the left side of the slide. It consists of a blue parallelogram and a light green parallelogram, both tilted at an angle. The blue shape is in the foreground, and the green shape is partially behind it. The background is a dark navy blue with subtle, lighter blue geometric patterns.

**Thanks for
your attention**