

WHICH PLATFORMS IN YOUR ENTREPRENEURIAL PATH ?

**An approach through the resources offered
by different collaborative platforms**



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Entrepreneurial phases

Return on the different phases of a **start-up development** and the interesting resources at each level.



What resource are you looking for?

Money and financial resources ?

Products and material resources ?

Networks and social resources ?

Trainings and educational resources ?

Examples of existing platforms



Our starting point

There are more and more platforms generating collaborative practices between entrepreneurs : crowdfunding, crowdsourcing, online communities, knowledge sharing, etc. There are so many of them... it becomes difficult to find **the good one** without wasting time. Yet, as entrepreneur, you do not have time... you need it!

Our goal

Through this handbook, our ambition is brightening the **landscape of collaborative platforms** by exposing different types of resources that can interest entrepreneurs : material, financial, social ou educational.

Our approach

Each chapter refers to **a specific resource** : presentation of the type of platforms on which entrepreneurs can find these specific resources.

About the project

EPRACO Project is an Anticipate project funded by **Innoviris**. Conducted through a collaboration between **UCLouvain** and **ULB** and supported by **Hub.brussels**, the objective of the project is to understand what the collaborative practices of entrepreneurs are and how we can foster these existing forms of collaboration.

In this context, one of our research interests was to identify the **socio-technical devices** used on online collaborative platforms and better understand how these devices stimulate **collaboration**, or even **collective intelligence**. Thus, we realized a study of platforms promoting **crowdsourcing**, but also **crowdfunding** and **networking**.

Methodology & Data

For our study, we chose **30 collaborative platforms** :

- ▶ 7 platforms of **crowdfunding**
- ▶ 11 platforms of **crowdsourcing**
- ▶ 12 platforms of **networking**

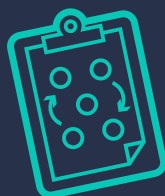


1 Identify the devices

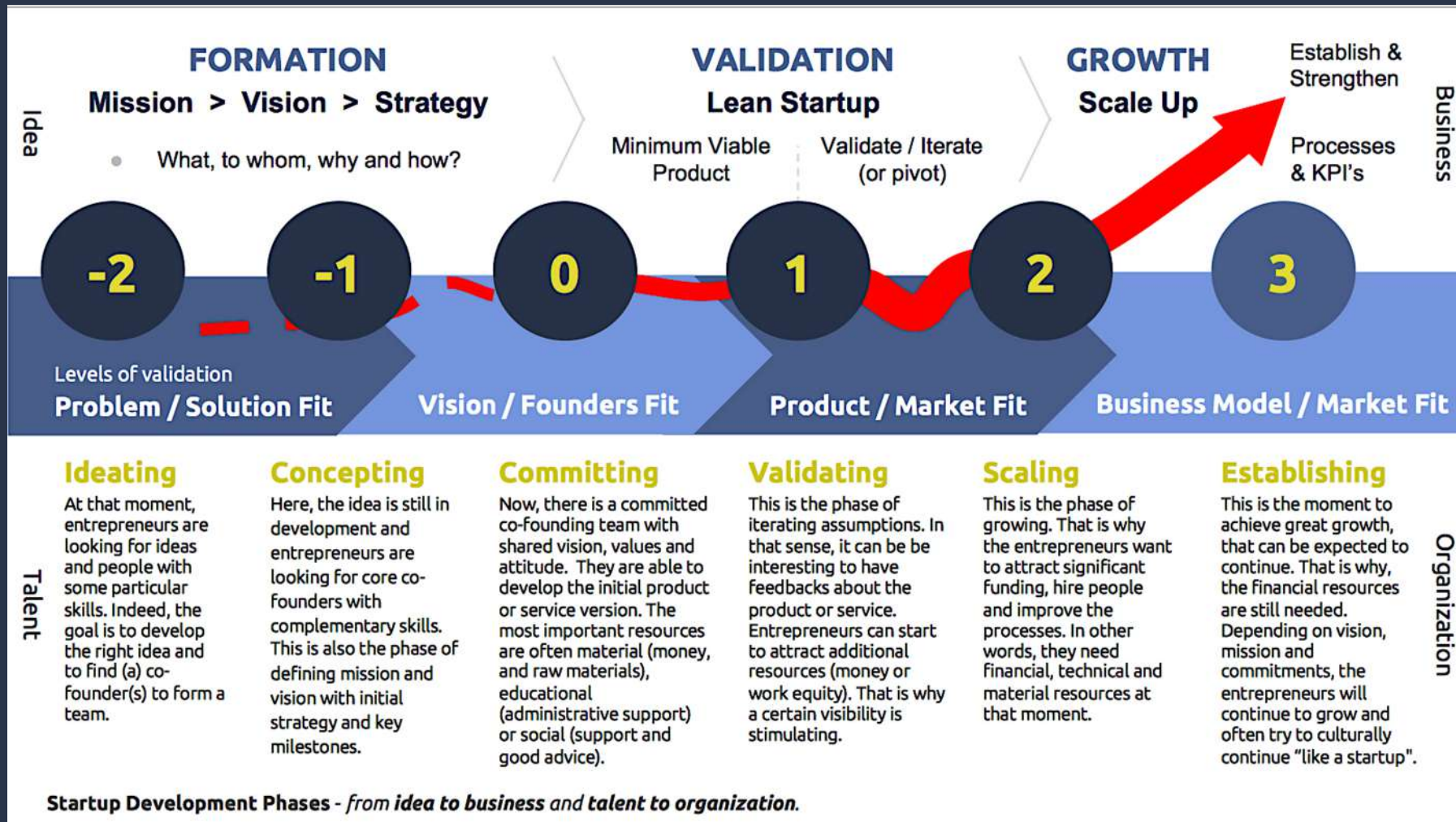
On the different platforms, we identified socio-technical devices composing the pages of the website.

2 Categorize with codes

We associated the devices and their corresponding function with the type of resources proposed to the users.



The start-up development phases



NOTE THAT...

The different phases and associated resources can be very different from one project to another ! We propose that graph as starting point for our reflexion. Each entrepreneur can build upon it.



Educational resources

These are linked to documents, trainings, books or guides helping entrepreneurs in their learning.

Financial resources

These are all the resources linked to money, subsidies and fundraising.



Technical resources

These are all resources related to skills, know-how and qualifications.

Social resources

These are resources such as support and networking. Testimonials of other entrepreneurs correspond to this resource.



**Focus on
resources**

THE DIFFERENT TYPES OF COLLABORATIVE PLATFORMS

An activity-based typology



The crowdfunding platforms



Their main activity consists in **fundraising** for projects with various objectives (charitable, social, creative, etc.).

The aim is calling on the crowd (individuals or organizations) to contribute, through **a financial or material support**, to the launch or development of a project.

An activity-based typology



The crowdsourcing platforms

Their main activity consists in **producing** (a service, a product, a solution). Crowdsourcing is a process that involves a large number of users to respond to a particular request.

The solution can be proposed collectively or individually and the choice is often made by **the selection of the best idea.**



An activity-based typology



The networking platforms

Their main activity is **bringing people together** and **generating meetings** for various purposes, ranging from sharing ideas to helping each other.

Within these platforms, the idea of "**community**" is strongly present.



WHAT ARE THE MOST VALUED RESOURCES ON THE DIFFERENT TYPES OF PLATFORMS?

In summary...



Social and **educational resources** are the most used on the three types of digital platforms we studied.



Technical resources (skills, know-how) are also well represented on the three types of platforms.



Financial resources are little valued, except on platforms of crowdfunding platforms.

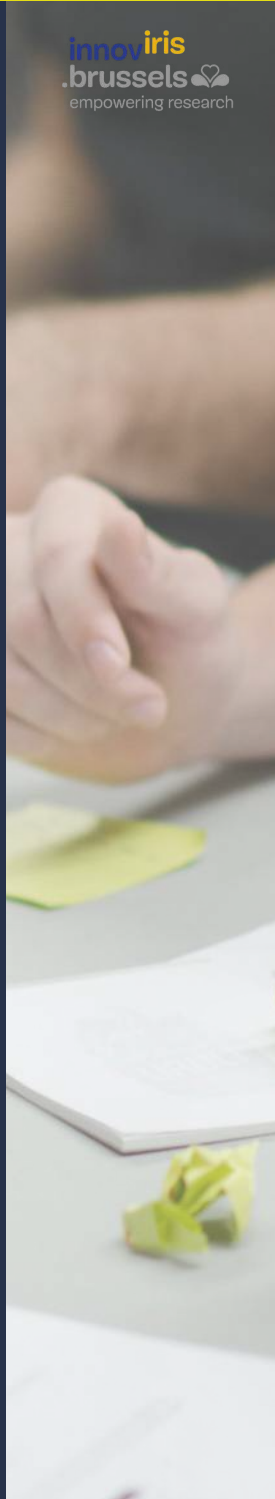
CHAPTER I

If you are looking for social resources...



Chapters structure

- 1** Focus on the type of platforms offering the resource
- 2** Illustrations with concrete examples of platforms



Who is this chapter for?

If you are in a phase where you need to **interact** with other entrepreneurs, **create relationships** and **have advice** or recommendations, this chapter may interest you.

Indeed, we address the **issue of social resource**, namely all resources such as mutual aid, support, networking, human experience and experience sharing.



1

Focus on the type of platforms offering social resource

In general, **social resources** are valued on all three types of platforms, in particular through devices allowing people to like, share or comment the various publications.

Here, our focus is on **networking platforms**. Indeed, on this type of platform, **32% of the identified devices promote exchange and mutual support**. For instance, some platforms offer "*the good tips of the community*" while others have news feeds to communicate about the latest news with the other users.

32%

The frequency of occurrence of social resources on the networking platforms

2

Here are some examples

wikipreneurs



Main objective : The objective is to share and exchange about entrepreneurial questions such as experience, testimony or news.

Public : Belgian entrepreneurs

Language : French

Where to find it? On Facebook : "*L'entraide des entrepreneurs - Wikipreneurs*".

2 Here are some examples

Edgeryders



COMMUNITY CALL



Main objective : The goal is to create a community of users discussing about their projects and co-creating self-sustaining projects together.

Public : Changemakers at an international level.

Language : English

Where to find it? Edgeryders.eu

CHAPTER II

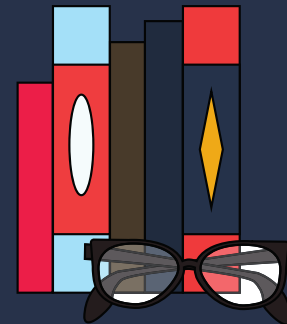
If you are looking for financial resources...



Who is this chapter for?

If you are in a phase where **you need money** to start, to scale-up or... for any other reason : the financial resource being crucial throughout the entrepreneurial journey, this chapter will interest you!

Indeed, we approach the question of **financial resources** by presenting some platforms dedicated to **crowdfunding** in different sectors (social, artistic, creative, etc.).



1

Focus on the type of platforms offering financial resource

In general, **financial resources** are valued on the crowdfunding platforms where entrepreneurs have the opportunity to create a **fundraising campaign** by presenting their project, objectives and expectations.

At the same time, there are also platforms that offer funding **under a sponsorship approach**, supporting projects with more societal objectives, for example.



2 Here are some examples

KickStarter



Main objective : The goal is to help filmmakers, musicians, designers or other creators to find resources to bring their ideas to life. Currently, many projects have benefited from that support.

Public : Worldwide community.

Language : French, English, Dutch, Italian, etc.

Where to find it? [Kickstarter.com](https://www.kickstarter.com)

2 Here are some examples

Gingo



Main objective : On a philanthropic basis, the aim is to finance innovative projects with a social impact.

Public : Social entrepreneurs.

Language : French, Dutch, English.

Where to find it? Gingo.community

2 Here are some examples

Kisskissbankbank



Main objective : The objective is to finance projects in a wide variety of fields (solidarity, ecology, fashion, design, food, agriculture).

Public : Entrepreneurs at a large scale.

Language : French, English, Dutch.

Where to find it? Kisskissbankbank.com

CHAPTER III

If you are looking for technical resources...



Who is this chapter for?

If you are looking for a **qualified person** who can help you at any step of your project, such as finding innovative solutions or creating a design, then this chapter is for you.

As a reminder, technical resources refer to having access to **specific skills, knowledge or know-how**.



1

Focus on the type of platforms offering technical resource

In general, **technical resources** can be found on **crowdsourcing platforms**. These platforms most often bring together a "**community of experts**" in a particular field: design, IT, science, logistics, etc. So, as an entrepreneur, you can go to these platforms to access certain services **at a lower cost**.

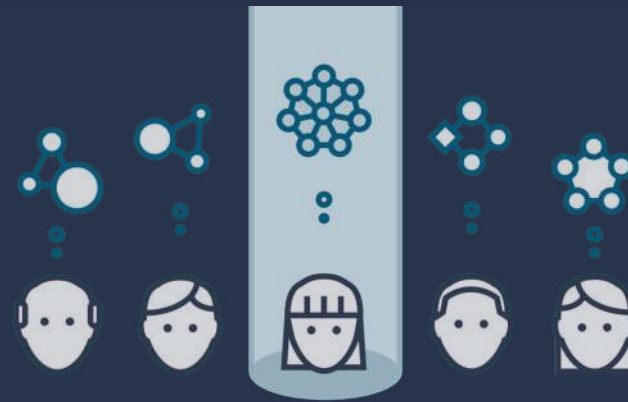
Networking platforms can also be interesting. Indeed, they help you to meet people who may be interesting for your project.



2

Here are some examples

Kaggle



Main objective : The objective is to give access to data for scientific works, offer micro-courses and provide self-help forums.

Public : Data and computer experts.

Language : English.

Where to find it? Kaggle.com

2

Here are some examples

Crowdspring



Main objective : The objective is to connect creatives (from 195 countries) and entrepreneurs in order to democratize logo design, product design, web design, etc.

Public : Entrepreneurs, agencies and non-profits.

Language : English.

Where to find it? [Crowdspring.com](https://www.crowdspring.com)

CHAPTER IV

If you are looking for educational resources...



Who is this chapter for?

Educational resources include all devices for **training** or **learning**, such as guides, online courses, blogs or magazines, documents, etc.

As an entrepreneur, you are constantly in this learning logic given the turbulent environment you face. So this chapter may interest you.

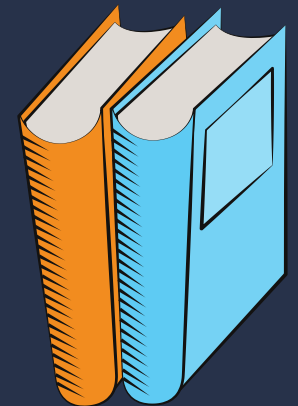


1

Focus on the type of platforms offering educational resource

Generally, the **educational resources** are on networking platforms. Our analysis shows that **33% of the devices** offered by that type of platforms are **related to learning or training**.

More specifically, these platforms often have **magazines** or **blogs** on topics related to entrepreneurship, innovation, collaborative economy and many other topics. They also offer **guides or templates** to help the entrepreneur in her / his function.



2

Here are some examples

OuShare



Main objective : The aim is to bring people together, to make them think and share knowledge.

Public : Entrepreneurs at an international level.

Language : French, English.

Where to find it? Ouishare.net

2 Here are some examples

Soonsoonsoon



Main objective : The goal is to detect and explore initiatives, innovations and practices that shape a more responsible and autonomous world.

Public : Designers, journalists, entrepreneurs, consultants.

Language : French and English.

Where to find it? Soonsoonsoon.com

Examples



For technical resources

- | | |
|-------------|-------------|
| Innocentive | OpenIdeo |
| Eyeka | Kaggle |
| Hypios-ci | Hyvecrowd |
| Jovoto | Crowdspring |



For social resources









- | | |
|-----------------|----------------|
| Wikipreneurs.be | Enspiral |
| Ouishare | P2P Foundation |
| MakeSense | Edgeryders |
| Ashoka | |



Examples










For financial resources

- | | |
|--|---|
|  Lunt Foundation |  Ulule |
|  Crowdrise |  Crowdfunder |
|  Indiegogo |  Gingo |
|  KissKissBankBank |  KickStarter |



For educational resources

- | | |
|--|---|
|  Wikipreneurs.com |  Lunt Foundation |
|  Ouishare |  Kaggle |
|  MakeSense |  SoonSoonSoon |
|  Ashoka | |





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