

Crowdfunding in multinational Corporations

The idea of Crowdfunding as a an approach for start-up and project financing has been developed and applied over the past **10 years**.

Today, successful Crowdfunding projects gather **millions as an alternative financing method**. This phenomenon is not only relevant for start-ups but has also reached large and **established enterprises like Coca-Cola, Procter & Gamble or Lego**. Although research deals with the topic of Crowdfunding, **projects launched by these large enterprises are mostly neglected**.

Therefore, the TIM-chair offers

2 master thesis

on the subject „Enterprise Crowdfunding“.

Differences between „Enterprise Crowdfunding“ and „regular“ Crowdfunding

Quantitative Approach

Which factors differ between Crowdfunding projects launched by established corporations and by start-ups?

Conditions:

- Above-average results in at least on course on Innovation-management + advanced statistical skills
- CV, overview of grades + motivation letter (max. 1 page) to abschlussarbeiten@tim.tu-berlin.de

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Purpose of Enterprise Crowdfunding and Motivation to support Enterprise Crowdfunding Projects

Qualitative Approach

Identifying the purpose of the Enterprise Crowdfunding projects (project type) and factors motivating funders to support Enterprise Crowdfunding

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