About the Contributors

Walter Vassallo (MSc, MBA, PhD) is an economist and entrepreneur with vast professional experience in overall company coordination over multidisciplinary teams. His work is linked to his vision to translate trends and changes into opportunities, to move the way we think in order to act and implement sustainable solutions. Decade experience in policies, research, startups during which he has been involved in developing, acquiring, managing and coordinating innovative projects. He implemented assignments commissioned by private and public entities, including University teaching and mentoring. Currently he is co-founder of MC Shareable, disruptive company based in Monaco. In 2016 he created and launched Letyourboat, a website for people to list, find, and rent accommodations onboard of boats, which mission is to revolutionize the traditional recreational boating charter sector and make it accessible and affordable to everyone. Author of articles, publications and books.

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Fabio Allegreni is an entrepreneur and a digital media advisor since 1997, with main focus on projects increasing the company assets value through converged mobile, web, social networks, e-commerce. He has an extensive knowledge of the media industry over Internet, social networks and mobile and his track record includes digital media projects development for large corporations, as well as business development advisory for start-ups, having also launched several tech start-ups each with a successful exit. Since several years, Fabio founded Crowd Advisors a consulting firm specialized in advising start-ups, SMEs and PA on fund raising, with a special focus on crowdfunding and crowd economy. He also publishes Crowdfunding Buzz, the first Italian on line magazine entirely dedicated to crowdfunding.

Priti Ambani is the co-founder and COO at The Next Billion, the first impact driven crowdfunding platform for women entrepreneurs enabling an ecosystem that provides women in business with access to finance, markets, skills and mentors. She is a thought leader on the crowd economy and the Principal Strategy Consultant, at CSW2, a global think-tank that helps organisations create value with crowds. Priti is a Professional Engineer and lives in Auckland, New Zealand with her husband and sons. She is a lover of the outdoors, traveling and from-scratch cooking! Follow her on Twitter @envirootarian.

Yonca Aslanbay is professor of marketing and the chair at the Communication PhD, Istanbul Bilgi University. She received her Ph.D. degree in 1992 and has been lecturing in different universities since then. Her current teaching agenda and prior publications are in the domains of marketing, consumer behavior and research methodology. Her recent research focuses on the new types of online collectivities and sustainability.
**Birnbaum Bogdan-Iustin** is Policy Assistant at the European Commission, DG for Research and Innovation. Bogdan holds an MA in European Interdisciplinary Studies from the College of Europe in Natolin (2008-09), and an MA in International Relations from the University of Trieste (2006-2008).

**Sebnem Burnaz** is a Professor of Marketing at Istanbul Technical University, Faculty of Management. She holds Ph.D. degree in Management with major in marketing from Bogazici University. Her research interests are in the fields of Marketing, Retailing, Decision Making, and Business Ethics. She published articles which appeared in International Marketing, Journal of Business Ethics, Sex Roles: A Journal of Research, Qualitative Marketing Research: An International Journal, Journal of Product & Brand Management and Journal of Multi-Criteria Decision Analysis.

**Chiara Candelise** is an experienced energy economist and policy specialist. She is interested in cross disciplinary research in the field and has a forward looking interest into sustainability transitions and large scale changes in socio-economic and technical systems. She is Research Fellow at Bocconi University (Italy) and Imperial College London (UK). Strong track record in delivering high impact publications and research output and contributions to the energy policy debate. In her background work experience as economists at both private and public institutions, including the UK Department for Environment, Food and Rural Affairs (Defra).

**Steven A. Cinelli** has engaged in corporate finance and strategy supporting emerging growth companies throughout many industries. Reared in commercial banking, he expanded his financing activities into private equity, venture capital and mezzanine finance. Mr. Cinelli has been on the forefront of technology applied to finance with his co-founding of OffRoad Capital (1999), the first capital market system to digitize the private placement process. He later founded PRIMARQ, which is intent of improving the housing finance industry in the US and abroad. An active speaker and writer, he has scribed reports, articles and opinion pieces on topics of housing finance, alternative finance, shadow banking and private secondary markets for publications such as the Huffington Post, Forbes, INC Magazine, American Banker, Housing Wire, TheStreet, Equities.com. Mr. Cinelli has lectured at and overseen plenary discussions at Oxford University, Stanford University, Georgetown University and Santa Clara University.

**Melek Demiray** is a Ph.D candidate in Business Administration, Institute of Social Sciences, Istanbul Technical University. She works as a research assistant at Department of Management Engineering in Istanbul Technical University. Her research interest is online communities, social network marketing, e-WOM communication.

**Domenico Rossetti di Valdalbero** is Principal Administrator at the European Commission, DG for Research and Innovation. His specialisation themes are the New paths of economic growth; Global Europe; Socio-ecological transition; and Smart urban futures. He coordinates the Horizon 2020 Societal Challenge on “Inclusive, innovative and reflective societies”. Domenico got a PhD in economics. He is the author of more than 100 articles and two books entitled: “The Power of Science” and “Mapping European integration through its Cities”. He is Professor at the Belgian royal Academy of Sciences and Secretary General of the Union of European Federalists.
About the Contributors

Tomaso Greco teaches Sociology of Law at the University of Insubria and has co-founded bookabook, the book crowdfunding in Italy (http://www.bookabook.it). With a degree in Law and a PhD in Philosophy and Sociology of Law, he has devoted his studies to transformations of society, and has been focusing on the continuously evolving relation between rules and new technologies. He is author of two monographs, La crisi del lavoro. Dimensioni, analisi e possibili policies (Job Crisis. Dimensions, analysis and possible policies), Milano, FrancoAngeli, 2013 and Le violenze psicologiche nel mondo del lavoro. Un’analisi sociologico-giuridica del fenomeno mobbing. (Psychological abuse in the world of work. A sociological-juridical analysis of the mobbing phenomenon), Milano, Giuffré, 2009. He collaborates with several (scientific and non-scientific) magazines.

Payal Jain possesses a double master’s joint degree: Masters in European Public Health sponsored by European Commission from the University of Sheffield, UK (2007) and Jagiellonian University, Krakow, Poland (2008). Her undergraduation was in Sociology and Public Administration from the Punjab University, Chandigarh, India. She has worked as a researcher in the public and third sectors in the UK and New Zealand for four years prior to embarking on her doctoral study. Presently, she is pursuing her doctoral studies in social value creation, sponsored by the University of Northampton, based on the implementation of Public Services (Social Value) Act in 2012. She was selected by the British Council to attend an international workshop on Eco Food Supply Chain in Sao Paulo, Brazil in August 2015. The workshop was organised under the Researcher Links programme, funded under Newton Fund. Her interest lies in sociology, sociology of health and illness and applied sociology in various industrial sectors. Her areas of interest include: social entrepreneurship, social value, social policy and social and public sector service delivery.

Ronald Kleverlaan is an entrepreneur, author and crowdfunding thought leader. He is one of the most important innovators on crowdfunding in Europe and keynote speaker on crowdfunding trends. He is expert advisor for the European Commission on “Crowd Investing”, is co-founder of the European Crowdfunding Network and is member of the advisory board of several leading crowdfunding platforms and initiatives in Europe, Asia and the USA. He is also the founder of the CrowdfundingHub, an international educational network to raise awareness on crowdfunding with local events throughout Europe. Ronald contributed to several books and international publications on crowdfunding and alternative finance and is a well-known speaker on the trends and future of crowdfunding and alternative finance.

Alessandro M. Lerro is an Italian attorney who has been advising for more than 25 years in innovation, new technologies and alternative finance, matching a deep expertise in both intellectual property and finance. Chairman of the Italian Equity Crowdfunding Association, Lerro is one of the most well known crowdfunding experts in the world and a leading European lawyer in this area. He is an appreciated international speaker, lecturer and writer in Italian and English about innovation and crowdfunding.

Emanuele Musa is an international social entrepreneurship trainer with an engineering and business background as well as proven experience in open-social innovation, crowd-sourcing, business modeling and Lean startup. Has trained over 500 social entrepreneurs through numerous workshops and bootcamps around the world - in Tokyo, Paris, Budapest, Milan, Berlin, Prague, Brussels, Bratislava, Bucharest, Lviv and Rome. Emanuele is cofounder of Babele.co : open-innovation platform that interconnected the key actors supporting the creation of common good in society (from foundations to universities and impact
accelerators), in order to open-source innovative business models, spread awareness of the best practices while enabling social entrepreneurs to crowd-source feedback and validation from a wide spectrum of international stakeholders and peer-entrepreneurs. The platform was launched on September of 2013 and gathers together 5300 experts, who give feedback, share ideas and provide solution for 750 social enterprises coming from 99 countries. Previous work experience includes: Program management for Procter & Gamble in Paris, financial analysis at the Fund Manager “AE Global Investment Solutions Ltd” in London, strategic analysis at Bombardier Transportation in Brussels, strategy consulting at Adven-


Epi Ludvik Nekaj is the Founder & CEO of Crowdsourcing Week, a global platform that is uniting thought leadership on the crowd economy through global conferences and summits. Recently Epi Ludvik launched CSW2, an action tank to help organizations and innovators embed the power of the crowd in their products and services & connect the dots in the global crowd-powered marketplace. Epi Ludvik is one of the pioneers in the crowdsourcing ad space, an industry expert and thought leader in entertainment advertising. Epi Ludvik earned a BS in Advertising & Marketing from the Fashion Institute of Technology in NYC and has been a serial entrepreneur since graduation. His varied and global experiences, throughout his career, have taken him across the US and Asia, where he honed his skills in advertising and media with high-profile clients and power brands. “Companies and enterprises can engage with their stakeholders on a completely new level -- through social interactions and work together to create value for everyone. Social media is now turning into purpose-driven social productivity.”

Paul Niederer is one of world’s leading authorities in collaborative and equity based crowdfunding, investor aggregation and capital raisings. He is COO of Crowdsourcing Week and CEO of ASSOB International. Paul also consults to a number of organisations and governments internationally on how to structure their funding portals, investor aggregation processes and regulations to successfully manage funding with transparency and governance. Internationally he is known as “Mr Governance” due to the fraud free reign he managed while CEO of ASSOB, the world’s oldest equity crowdfunding platform. ASSOB facilitated capital raisings for over 300 Australian companies using techniques tailored by Paul and his team over many years. Paul lives south of Brisbane on Australia’s eastern coast and relishes the opportunity to discuss peer to peer finance developments, blockchain evolution and any moves towards better governance in fund raising and the democratisation of capital.