

# Crowdfunding for Sustainable Entrepreneurship and Innovation

Part of the Advances in Business Strategy and Competitive Advantage Book Series

Walter Vassallo (MC Shareable, Monaco)

## Description:

Business systems undergo a number of transitions as the needs and demands of society change. With heightened connectivity driven by the development of the Internet, new opportunities for venture development and creation have become available to business owners and entrepreneurs.

**Crowdfunding for Sustainable Entrepreneurship and Innovation** is a pivotal reference source for the latest scholarly research and business practices on the opportunities and benefits gained from the use of crowdfunding in modern society, discussing its socio-economic impact, in addition to its business implications. Featuring current trends and future directions for crowdfunding initiatives, this book is ideally designed for students, researchers, practitioners, entrepreneurs, and policy makers.

New financing models such as crowdfunding are democratizing access to credit, offering individuals and communities the opportunity to support, co-create, contribute and invest in public and private initiatives. This book relates to innovation in its essence to anticipate future needs and in creating new business models without losing revenue. There are tremendous unexplored opportunities in crowdsourcing and crowdfunding; two sides of the same coin that can lead to a revolution of current social and economic models.

## Readers:

The reading of this book will provide insight on the changes taking place in crowdfunding, and offer strategic opportunities and advantages.

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## Topics Covered:

- Co-Creation and Open Innovation
- Collaborative Social Capitalism
- Crowdfunding Market Research
- Crowdsourcing in Different Industries
- Energy and Environment Sectors
- Legal Concerns and Regulation
- Marketing Considerations
- Policy Development
- Real Estate Sector
- Social Inclusion
- Start-Ups
- The Crowd Economy

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**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.