

# Ownership of Equity Crowdfunding Platforms

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Digital finance platforms are becoming increasingly prevalent, often heralded for their potential to disrupt traditional finance. These platforms typically serve as intermediaries between entrepreneurs and investors. Yet scholarly attention predominantly focuses on these actors, overlooking the active role in their matching played by the platforms themselves. One particularly neglected aspect is platform ownership. This study concentrates on equity crowdfunding platforms and documents that the ownership of these platforms significantly impacts their long-term prospects. Through a comprehensive analysis of 306 European platforms spanning a 15-year timeframe, we reveal that platforms owned by financial entities (FEs) are 53% more likely to survive over each unit of time, on average, due to their capacity to attract a greater number of investors and managerial expertise. Among FEs, investment funds exert the greatest influence on platform long-term prospects, relative to banks and other financial entities. Not only FEs-owned platforms survive longer but we also observe an increasing number of ownership changes from corporations or individuals to FEs, indicating a pattern of convergence between fintech and the traditional financial industry.