
Abstract

Crowdfunding is a method in which a startup company raises necessary funds from a large number of public investors online. It also performs product promotion and marketing functions. With the development of information and communications technology, information sharing has become easier, and communication methods are diversifying. In line with this, the method of corporate investment is also expanding from offline to online, from the professional investors to the general public. Due to changes in the technological environment, crowdfunding is now being established as a natural investment attraction method.

According to the compensation method, crowdfunding is mainly divided into 'equity type', 'reward-based type', 'peer-to-peer type', and 'donation-based type'. There are two types of crowdfunding we are interested in: the equity type which provides stocks to fund providers, and the reward-based type which provides non-monetary benefits to fund providers as funding compensation.

As a result of a survey conducted on companies registered on the 'Gyeonggi-do Startup Platform', 32% of 100 companies that responded had experience in crowdfunding, and the success rate was 65.6%. Regarding the effect of crowdfunding, 68.8% of the respondents thought positively, and 25% answered that it was 'very effective'. As for the preferred types of crowdfunding, reward-based type was the highest at 57%, followed by equity type at 33%.

In the present study, a database was built to improve the performance of equity-type crowdfunding, regression analyses were performed based on this database, and a strategic plan for increasing the recruitment rate

and funding success rate was presented. In addition, the appropriate size of the support project was calculated by considering the total amount of nationwide crowdfunding, the proportion of Gyeonggi-do corporate participation, and the proportion of equity-type funding.

It is necessary to support follow-up programs for crowdfunding companies supported by Gyeonggi-do. It was found that companies most wanted 'support for commercialization' and 'support for attracting VC investment' as follow-up projects. In addition, it is necessary to prepare support measures so that startups that have succeeded in crowdfunding supported by Gyeonggi-do can enter the global crowdfunding market.

Keyword Startup, Crowdfunding, Gyeonggi-Do