

Crowdfunding in Norway: Status Report 2018 Q1-Q4

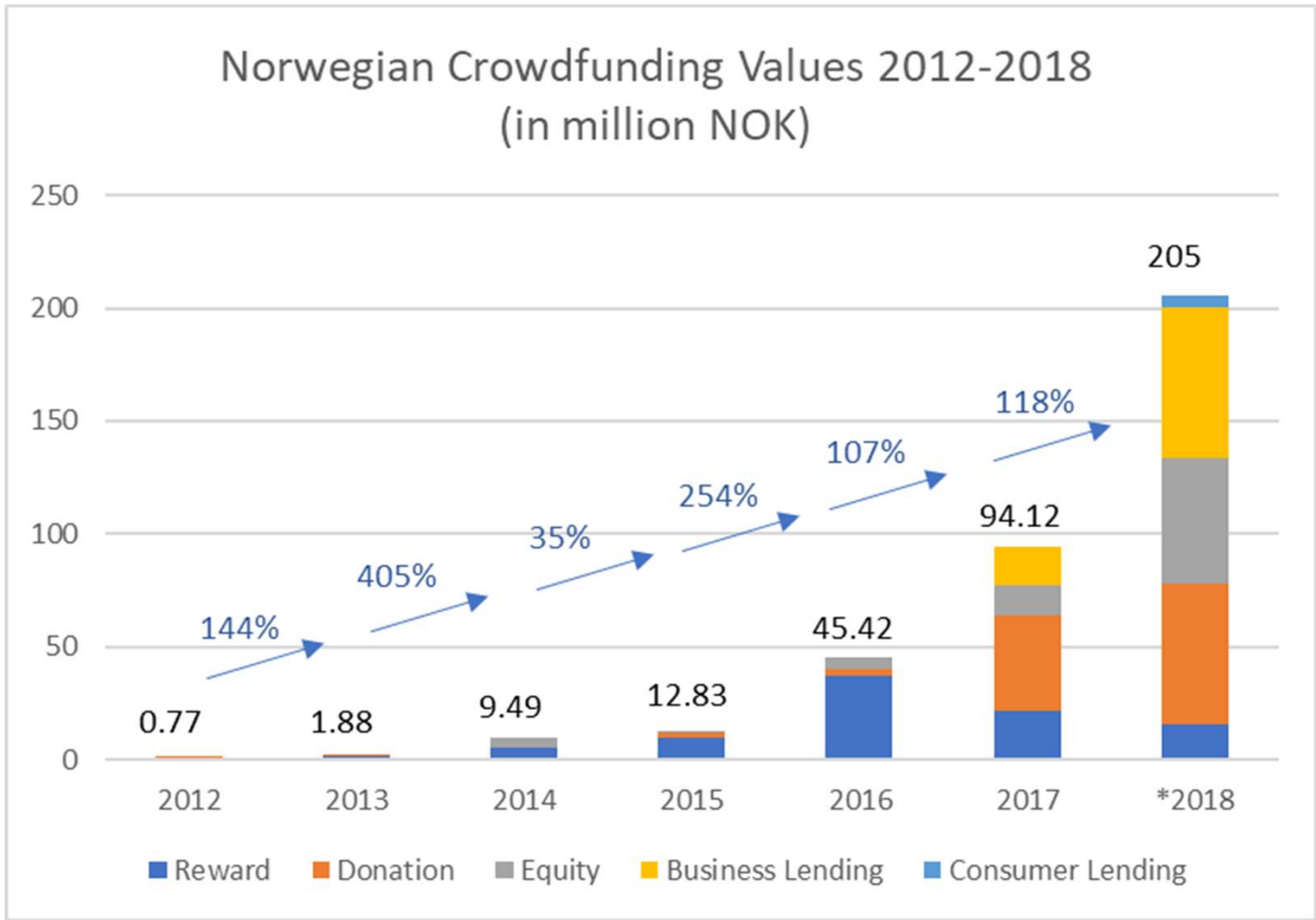
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Norway Crowdfunding Facts and Figures – Key Findings

- 1. Total volume of 2018 stand at NOK 205.2 Million, representing 118% growth from total volumes of 2017.** 32% P2P Business Lending (including property lending), 30% of which Donations, 27% Equity, 8% Reward and 2% in P2P Consumer Lending.
- 2. P2P Business lending becomes largest category of Norwegian crowdfunding** for first time, reaching an annual volume of NOK 66 million in 2018, while representing 32% of total 2018 volumes.
- 3. Dramatic growth in equity crowdfunding continues** and standing at a volume of NOK 55,5 million NOK, growing 305% from 2017 to 2018.
- 4. Reward crowdfunding on decline while donations continue growth in 2018.** Reward crowdfunding volumes fall 26% since 2017, and 58% since 2016. In parallel, donation crowdfunding maintain growth momentum growing 48% since 2017 and a staggering 2528% since 2016. Donation is the second largest category of Norwegian crowdfunding equal to NOK 62 millions in 2018.
- 5. Q4 of 2018 has been the best recorded in Norwegian crowdfunding history** with NOK 85 million raised or 41% of total annual volumes. Growth in this quarter was recorded in all crowdfunding models. In particular between Q3 and Q4 Donation crowdfunding grew 116% , and P2P Business lending grew 80%.

Norway Crowdfunding Market: Platform Overview

Local platforms which provided data:

- Donation & Reward: Bidra, CulturaFlokk, Spleis, Startskudd
- Equity: DealFlow, Folkeinvest, Around.no and SparkUp
- Lending: Monner.no, FundingPartner, PERX, Kredd

Local platforms that did not provide data:

Sponsor.me

Global platforms excluded (will require data scrapping):

Kickstarter, Indiegogo

Local platforms not yet operational:

- Lending: Green Currency, Lendonomy, .
- Real Estate investment: aparto.no.

Platforms with suspended operations:

- Lending: Kameo
- Reward: FUNDE
- Equity: Folkeinvest (since late Q4)