

## PRESS RELEASE

### **Altfinator develops manual for investors on Alternative Finance**

Understanding the potential and risks of investing in Alternative Finance is crucial for investors and companies. The potential of unlocking additional private investment for the real economy can also offer a big opportunity for public investment. Having this in mind, Mr. Ronald Kleverlaan Director of European Centre for Alternative Finance, developed on behalf of Altfinator, an Investor Manual on Alternative Finance. This online and open access document provides useful and practical tips and tricks for private, institutional and public investors for different forms of alternative financing, aiming to highlight key aspects for investors who will invest in Alternative Finance.

#### **Private investors**

For individual investors, investing in alternative finance can provide interesting opportunities for good financial returns and societal impact in the economy. For instance, supporting local businesses through debt or equity crowdfunding or investing as business angel, the investor contributes to the businesses' growth.

#### **Institutional investors**

Pension funds, family offices and other institutional investors have the possibility to actively support and boost an Alternative Finance eco-system by investing through online alternative finance platforms. This will create good returns for the investors and provide additional access to capital for the companies looking for funding. It creates also additional trust in the Alternative Finance industry when they co-finance these loans.

#### **Public investors**

For governments there can be different reasons to invest and support alternative finance initiatives, such as promoting sustainable or circular companies, support financial inclusion or support the growth in specific industries.

As government there are different ways to support alternative finance investments. Directly it is possible to provide funding through only platforms, just as the way institutional investors are using it. But governments can also provide guarantee schemes, tax incentives or co-invest directly in individual projects.

The investor manual explains these different models and also provides general tips for first-time investors and explain the benefits of tax incentives and yield of investment.

→ Access to the Alternative Finance Investor Manual in this [LINK](#)

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Altfinator is a Horizon 2020-financed project that aims to improve the capacity building of the financial ecosystem and its participants in order to facilitate innovative SMEs access to





alternative forms of financing in Europe, mainly in Southern, Central and Eastern European countries.

Visit our website to know more at [www.altfinator.eu](http://www.altfinator.eu).

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