

THE GECA MANIFESTO

MARCH 2025



GECA™

GLOBAL EQUITY CROWDFUNDING ALLIANCE

Crowd 2.0

The Global Equity Crowdfunding Revolution

We have entered a transformative era of global innovation investment and funding which would have been unthinkable a few years ago. Early-stage innovative companies can now raise capital from anywhere, connecting with investors from every corner in the world.

Imagine a borderless investment ecosystem shared globally. A world where everyday individual investors can participate in the wealth opportunities that have historically been reserved for tech insiders and venture capitalists. This democratization of investment opportunity represents the true promise of financial inclusion.

We believe in a world where innovation knows no borders. Where entrepreneurs, no matter their location, can raise capital from a global community of investors.

Where investors can access opportunities worldwide, not just within their own country. Where equity crowdfunding finally fulfills its promise, unleashing capital, empowering investors, and driving economic growth.

Yet today, this vision is prevented from being a reality because of outdated and inconsistent regulations, fragmented financial systems and a lack of collaboration and cohesiveness across the industry.

This is why the Global Equity Crowdfunding Alliance (GECA) exists.

GECA is advocating for what we have termed 'Crowd 2.0', a revolutionary approach to equity crowdfunding that transcends borders, fosters collaboration, and removes unnecessary barriers to investment.

“ As strategic advisor of GECA, I actively encourage the equity crowdfunding ecosystem, meaning other funding portals, marketers, service providers, the Securities and Exchange Commission and everyone involved to learn about GECA and to support GECA - we envision a future where everyone in the world can invest in companies anywhere in the world. ”

Bruce Virga - CEO, Title3Funds and member of the GECA Steering Committee

This is our manifesto. **This is our mission.**

The Problem

A Broken Funding System

- **Investors** are locked out of global opportunities, facing unnecessary limits on participation and a lack of liquidity.
- **Entrepreneurs** struggle to raise capital due to regulatory and marketing restrictions, national silos, and outdated investment models.
- **Platforms** operate in isolation, unable to scale beyond their domestic markets and restricted in how they promote investment opportunities.

The Result

Unrealised potential

The global crowdfunding market is stagnating, with fintech investment falling to a seven-year low. In France for example, crowdfunding fell by 17.1% in 2024, illustrating a broader failure of the industry to adapt to new economic realities.

“ Vested Technology joined GECA to help drive global equity crowdfunding forward by addressing cross-border regulatory challenges. We believe that GECA’s collaborative efforts will open new pathways for both entrepreneurs and investors to connect and thrive on a global scale. ”

David Brook - COO, Vested Technology Corp (Canada)

Meanwhile, governments continue to enforce strict investment regulations aimed at investor protection, yet individuals are still, amongst other things, free to:

- Spend unlimited amounts on gambling, including casinos and lottery tickets.
- Engage in high-risk cryptocurrency speculation.

This raises important questions about how investment risk is assessed and regulated. Shouldn’t investors be empowered with more choice and education rather than them having to navigate overly restrictive barriers?

Early-stage companies play a crucial role in job creation, especially as large corporations often streamline operations and government employment remains limited. However, current regulations can limit investment opportunities, making it harder for these businesses to grow and create jobs.

A balanced approach is needed - one that protects investors while ensuring better access to capital for innovative startups. The system can evolve to support both growth and responsible investment.

The Solution

The GECA Vision of Crowd 2.0

A global innovation investment ecosystem free from arbitrary barriers, built on collaboration, transparency, and accessibility.



A Borderless Crowdfunding Market

Ensuring seamless, cross-border capital flow



A Unified Global Ecosystem

Aligning industry standards across the globe for smoother operations.



A Thriving Secondary Market

Solving liquidity challenges and increasing investor confidence.



Smarter, Harmonized Regulations

Advocating for updated policies that enable crowdfunding to scale responsibly.



Educating Investors

Empowering individuals with the knowledge to make informed investment decisions.

“ We joined GECA because we are inspired by the transformative potential of equity crowdfunding to make capital accessible across borders. By connecting a global network of stakeholders, GECA is dismantling regulatory barriers and paving the way for new opportunities for entrepreneurs and investors alike. ”

Mariagiulia Drivas - COO, Doorway (Italy)

The Result?

A measurable expansion in investor participation and deal volume, unlocking access to millions of global investors and fueling hundreds of thousands of startup deals annually.

This is **Crowd 2.0**.

This is what **GECA is advocating for**.

The Pillars of Crowd 2.0



1. Cross-Border Collaboration

Existing regulations across the world contribute to making cross-border investment challenging, preventing crowdfunding from becoming truly global.

The primary challenge is regulatory fragmentation - where different jurisdictions enforce conflicting, complex, or restrictive rules, limiting both investors and startups.

- Investors need seamless access to deals worldwide.
- Startups should not be restricted by geography due to regulatory inconsistencies.
- Capital should flow freely to where it's needed most, without unnecessary barriers.

“ OOMNIUM has decided to join GECA because we believe that the nature of our business is cross-border. GECA is committed to enabling just that and provides us with valuable insight into other markets and brings us together with other visionary founders and platforms. ”

Leandro Davies - Co-Founder & CEO, OOMNIUM

The Path Forward: Global Regulatory Collaboration

- Harmonization beyond ECSPR – The EU's framework is a start, but true global adoption requires alignment between regulators worldwide.
- Proving the 'Use Case' – Policymakers will only act if there is researched evidence showing that a global crowdfunding framework benefits economic growth, investor protection, and financial stability.
- GECA is advocating for regulatory dialogue – engaging with governments, regulators, and financial authorities to explore ways to create a responsible, cross-border crowdfunding framework.



2. Standardized, Smarter Regulations

Equity crowdfunding has not scaled to reach its potential. This is partly as a result of potentially over-restrictive and inconsistent regulations.

GECA is leading conversations to explore policy solutions that:

- Support cross-border investment without excessive barriers.
- Encourage responsible, transparent investing without artificial caps.
- Create common standards to simplify compliance and boost participation.

“ Green Crowd joined GECA to support the mission of making equity crowdfunding a truly global opportunity. By tackling cross-border regulatory challenges, GECA is paving the way for entrepreneurs and investors to connect seamlessly worldwide. ”

Janine Donoghue - Operations Manager, Green Crowd (Ireland)

With clear risk disclosures, investor education, and harmonized safeguards, GECA believes that a safe but dynamic funding ecosystem can be created.



3. A Thriving Secondary Market

One of the biggest deterrents to investor participation is lack of liquidity and exit options.

- Crowd 2.0 supports the development of a global secondary market where investors can trade equity - ensuring capital recycling and liquidity.
- Platforms must offer real exit options to help build investor confidence.

“ Turbo Crowd joined GECA because we see the immense potential of blending global crowdfunding with strategic marketing to transform customers into shareholders. GECA’s efforts to streamline cross-border regulations are vital for unlocking this potential, enabling businesses to not only raise capital but also build a loyal, invested community that fuels their growth. ”

Claudio Grimoldi - Founder, Turbo Crowd (Italy)

Liquidity unlocks bigger participation, higher reinvestment rates, and long-term sustainability.



4. Education & Investor Empowerment

The success of Crowd 2.0 depends on a shift in mindset - from simply funding deals to building investor confidence.

- We will be launching global education initiatives to teach investors about:
 - The risks and rewards of startup investing.
 - How cross-border crowdfunding strengthens economic opportunity.
 - Why regulation must evolve to empower investors, not restrict them.

A well-informed, engaged investor base is the foundation of a thriving, sustainable crowdfunding ecosystem.

“ I joined GECA because the future of capital raising is global, and breaking down cross-border barriers is key to unlocking new funding opportunities. Equity crowdfunding should be as seamless as investing in public markets, and GECA is leading the charge in making that vision a reality for entrepreneurs and investors alike. ”

Jon Stidd - CMO, DealMaker (Canada)

The Role of Technology

A Key Enabler

Technology is not the solution in itself - but a tool that supports real solutions:

- Blockchain, AI, and tokenization will make crowdfunding more efficient, accessible, and scalable - but they are not why Crowd 2.0 exists.
- The true mission is creating a global investment ecosystem that works for investors, entrepreneurs, and platforms.
- Technology should serve crowdfunding, not define it - ensuring that the focus remains on improving access to capital, investor confidence, and liquidity.

By leveraging technology appropriately, we can:

- Ensure trust, transparency, and efficiency in transactions.
- Enable tokenized ownership models, reducing investment barriers.
- Use AI-driven investor agents to enhance deal-matching and campaign success.

“ We support GECA’s ambition to drive through the opportunity of cross-border equity crowdfunding. By bringing together all the stakeholders, GECA can ensure the industry continues to be ahead of the curve and innovate. ”

Richard Austwick - Divisional Director, BMS Group (UK)

The Future We’re Building is Crowd 2.0

- A borderless investment world where capital flows freely.
- A thriving crowdfunding ecosystem where startups succeed.
- A marketplace where investors have real opportunities and real exits.

This is the future of **equity crowdfunding**.

This is the future of **global innovation**.

“ We were delighted to join GECA and support their mission to break down barriers in global crowdfunding. It’s great to be part of a network where stakeholders can discuss challenges, regulations and opportunities to try to drive positive changes in the startup and investment ecosystems worldwide. ”

Mike Lebus - Director, Angel Investment Network (UK)

And by supporting GECA, **you can help lead the charge.**

Join the Movement

The future of equity crowdfunding is being shaped right now.

GECA is calling on the industry's key stakeholders to unite, collaborate, and drive forward the evolution of global crowdfunding.

- **Are you a crowdfunding platform, funding portal, or investment marketplace?**
Join the conversation shaping the future.
- **Are you a crowdfunding association or advocate for industry change?**
Work with us to build a borderless, accessible funding ecosystem.
- **Are you a policymaker or regulator?**
Partner with GECA to develop smarter regulations that encourage investment and innovation.
- **Are you a stakeholder in the industry?**
Let's collaborate to remove barriers and accelerate global crowdfunding success.

Support GECA & Be Part of the Change at :

thegeca.org

“ GECA is a unique community that drives global equity crowdfunding adoption. We joined, as it aligns with our vision that social co-ownership is a step forward to sustainable global growth. ”

Jasper Verhoeven - Product Owner, AFS Group (Netherlands)

Together, we will unlock the full potential of global equity crowdfunding.

“ The mission of GECA to make crowdfunding truly global naturally resonates with what I do, and that's why I joined GECA as a member of the Steering Committee after years of working with customers and researching platforms, I want to use my knowledge and experience to truly push the boundaries, but the only way we can do it is if the platforms come together and join forces. It's not about the competition, it's about growing together. So please join GECA and support the organization. ”

Konstantin Boyko - CEO, Lenderkit & Crowdspace (Netherlands)

Support GECA Today

Become a part of a global movement advancing borderless equity crowdfunding. Enjoy exclusive access to our network and resources at no cost. Join us in shaping the future of global crowdfunding.

Scan the QR code to get started and become a supporter
or visit: thegeca.org

