



Fondo Multilateral de Inversiones  
Miembro del Grupo BID

# REPORTE DE ESTADO DEL PROYECTO ENERO 2015 - JUNIO 2015

## SECCIÓN 1: SÍNTESIS DEL PROYECTO

**NOMBRE DEL PROYECTO:** Apoyo a Emprendedores y PyMEs Mexicanas a través del Crowdfunding

Nro. Proyecto: ME-M1095 - Proyecto No.: ATN/ME-14700-ME

**Propósito:** To support a sustainable Crowdfunding ecosystem in Mexico by improving access to non-traditional financing and market feedback.

**País Administrador**

MÉXICO

**País Beneficiario**

MÉXICO

**Agencia Ejecutora:**

UNIVERSIDAD ANAHUAC

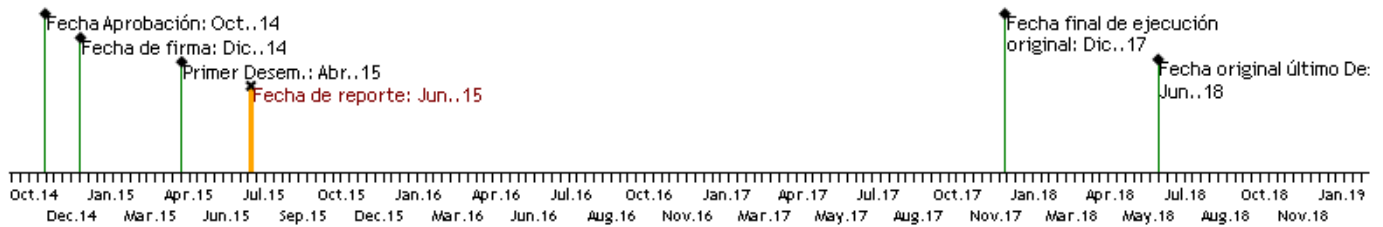
**Líder equipo de diseño:**

CESAR BUENADICHA

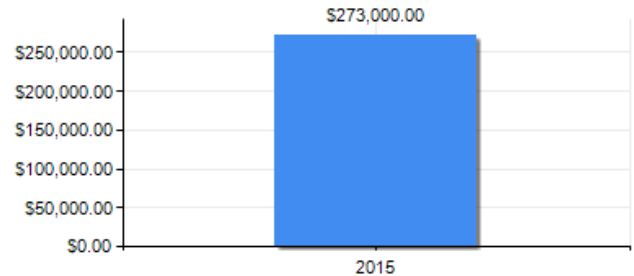
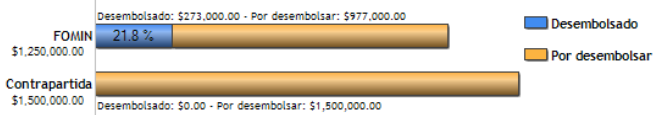
**Líder equipo de supervisión:**

ALBERTO BUCARDO

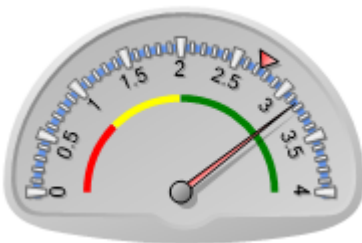
## CICLO DEL PROYECTO



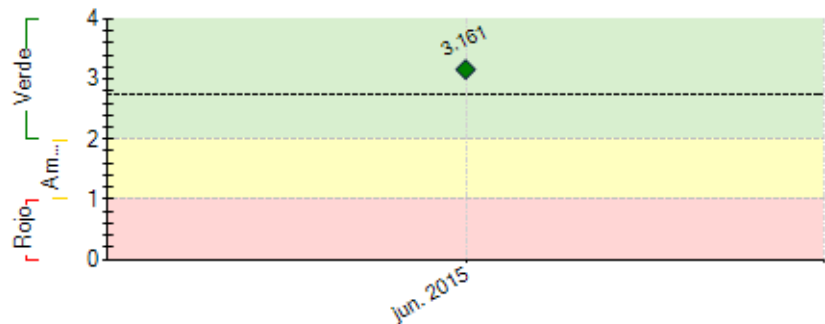
## RECURSOS



## PUNTAJE DE DESEMPEÑO



**Puntaje actual:** Satisfactorio: 3.161  
**Promedio FOMIN:** 2.733



----- Promedio desempeño FOMIN

## RIESGOS EXTERNOS

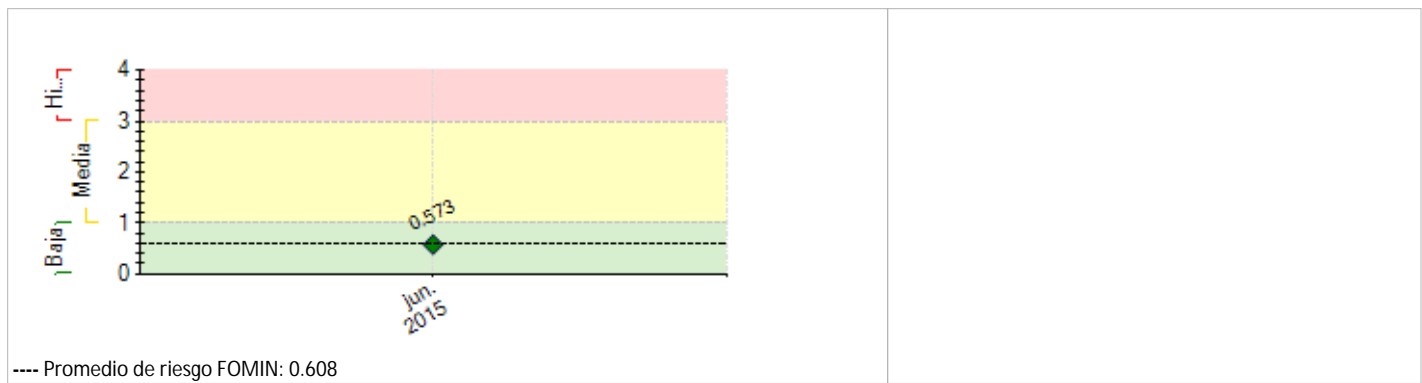
## CAPACIDAD INSTITUCIONAL

**Riesgo**

**Administración Financiera:**

**Adquisiciones:**

**Capacidad Técnica:**



## SECCIÓN 2: DESEMPEÑO

### Resumen del desempeño del proyecto en los últimos seis meses

Cooperation began operating in January 2015 and received the first disbursement on April 9, 2015. Practically, during the months of January to April, the beginning of activities of the executing agency operations and from April to June 2015 were developed and were carried out the first coordination and implementation of cooperation.

Since the first actions have been developed in early July 2015, this first progress report on the project, only lists some of the actions that will be reflected with much greater intensity during the second half of 2015.

Also worth mentioning that one of the main achievements during the first half of 2015, was to integrate an Advisory Council consisting of the main actors of the ecosystem and were able to initiate operations.

During the reporting period, the main areas where difficulties arose in the operation, were the beginning of activities of the executing team, coordination and implementation of the work plan because the first disbursement is expected to begin operation.

During the second half of 2015, the executing agency expects to achieve major advances in both information integration, coordination with participating entities of the ecosystem, working together for common goals, the first bill in the sector as well as the culmination of baseline diagnosis.

### Comentarios del líder de Equipo de Supervisión

De acuerdo con los comentarios de la Agencia Ejecutora

El proyecto ha iniciado correctamente en lo que se refiere a la integración de equipos y desarrollo de actividades iniciales. Se están consolidando las acciones para el logro de las metas en el segundo semestre, siendo la parte fundamental la firma de acuerdos con las entidades que proveerán los recursos de contrapartida, y cuyas negociaciones están ya muy avanzadas.

## SECCIÓN 3: INDICADORES E HITOS

Indicadores		Línea de base	Intermedio 1	Intermedio 2	Intermedio 3	Planificado	Logrado	Estado
<b>Propósito:</b> To support a sustainable Crowdfunding ecosystem in Mexico by improving access to non-traditional financing and market feedback.	R.1 Number of total crowdfunding campaigns (financial and non-financial), where entrepreneurs and/or MSMEs participated. (Not including repeat campaigns).	0	500	1000		2000	0	
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
	R.2 Percentage increase in total volume of financial transactions through online Crowdfunding platforms	0	20	75		200	0	
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
	R.3 Number of crowdfunding campaigns that successfully reach funding goals within the established timeframe in order to fund the offering of a product or service the enterprise had not previously offered.	0	10	50		100	0	
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
<b>Componente 1:</b> Build capacities of local entrepreneurs and MSMEs to leverage Crowdfunding  <b>Peso:</b> 14% <b>Clasificación:</b>	C1.11 Number of individuals accessing and/or attending Crowdfunding seminars, conferences, podcasts or webinars designed to improve abilities to utilize Crowdfunding mechanisms.	0	1000	3000		5000	0	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
	C1.12 Number of organizations providing courses, training programs, or specific modules designed to build capacities of local entrepreneurs and/or MSMEs to leverage Crowdfunding and/or related technologies	0	1	2		4	1	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
	C1.13 Annual percentage change in the number of crowdfunding campaigns (financial and non-financial) that successfully reach funding goals within the established timeframe. (Not including repeat campaigns).	0	5	10		15	0	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
<b>Componente 2:</b> Build capacities of Crowdfunders to promote a sustainable flow of capital for viable Crowdfunding campaigns  <b>Peso:</b> 23% <b>Clasificación:</b>	C1.14 Number of individuals or businesses accessing credit, investment or other financial products	0	400	800		1500	0	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
	C1.15 Number of non-financial (donation- and rewards-based) Crowdfunding campaigns that successfully reach their funding goals	0	100	200		500	0	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
	C2.11 Number of individuals accessing and/or attending Crowdfunding seminars, conferences, podcasts or webinars designed to improve ability to utilize Crowdfunding mechanisms, as well as to generate confidence in electronic payment systems and improve understanding of relevant risks	0	1000	5000		10000	0	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
<b>Componente 3:</b> Crowdfunding ecosystem development and	C2.12 Number of individual Crowdfunders pledging funds to either financial or non-financial Crowdfunding campaigns.	0	10000	20000		35000	0	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
	C2.13 Amount transferred back to Crowdfunders in excess of original principal payment (after any relevant fees have been charged by Crowdfunding platform or other 3rd party)	0				3000000	0	En curso
						Dic. 2017	Jun. 2015	
	C3.11 Number of public policy, regulatory or legal reforms presented to public authorities in support of the Crowdfunding market	0				1	1	En curso
						Dic. 2017	Jun. 2015	

institutional strengthening <b>Peso:</b> 26% <b>Clasificación:</b>	<b>C3.12</b> Number of Crowdfunding industry associations established	0				1	1	En curso
	<b>C3.13</b> Number of new formally registered online platforms providing any type of Crowdfunding services.	0	2	5		8	1	En curso
	<b>C3.14</b> Number of platforms receiving technical assistance to improve business processes	0	3	6		10	0	En curso
		Dic. 2014	Dic. 2015	Dic. 2016		Dic. 2017	Jun. 2015	
<b>Componente 4:</b> Creation and dissemination of knowledge <b>Peso:</b> 37% <b>Clasificación:</b>	<b>C4.11</b> Number of How-to Guides published on accelerating Crowdfunding ecosystem development	0				1	0	En curso
	<b>C4.12</b> Number of Crowdfunding industry websites launched	0				1	0	En curso
	<b>C4.13</b> Number of people accessing MIF knowledge products	0	2000			Nov. 2016	Jun. 2015	En curso
	<b>C4.14</b> Number of events (seminars, workshops, forums) held with both public and private sector actors.	0	1	3		6	1	En curso
	<b>C4.15</b> Number of Crowdfunding industry monitoring mechanisms created	0				1	0	En curso
						Nov. 2016	Jun. 2015	

Hitos	Planificado	Fecha Vencimiento	Logrado	Fecha en que se logró	Estado
<b>H1</b> Condiciones previas	5	Jun. 2015	5	Jun. 2015	Logrado
<b>H1</b> Crowdfunding data monitoring system designed and implemented	10	Dic. 2015	1	Jun. 2015	
<b>H2</b> 500 (potential) Crowdfunders trained	10	Dic. 2015	0	Jun. 2015	
<b>H3</b> 500 Entrepreneurs, MSMEs, and other potential campaign owners trained	10	Dic. 2015	0	Jun. 2015	
<b>H4</b> Publication and dissemination of Crowdfunding publicity materials	10	Dic. 2015	1	Jun. 2015	
<b>H5</b> Business diagnostics and recommendations completed for 4 Crowdfunding platforms	10	Jun. 2016	0	Jun. 2015	
<b>H6</b> Sustainability plan drafted for Mexican Crowdfunding Association	10	Jun. 2016	0	Jun. 2015	
<b>H7</b> Crowdfunding Industry Website launched	10	Jun. 2016	0	Jun. 2015	
<b>H8</b> 5 entrepreneurs or MSMEs receive matching funds to complement successful campaign	5	Dic. 2016	0	Jun. 2015	
<b>H9</b> Development of legislative advocacy and communications strategy	5	Jun. 2017	0	Jun. 2015	
<b>H10</b> Publication and dissemination of a Research Study potential for Crowdfunding in another LAC country	10	Jun. 2017	0	Jun. 2015	
<b>H11</b> Regional conference held in Mexico City to disseminate lessons learned and identify best practices for developing Crowdfunding ecosystems in LAC	10	Dic. 2017	0	Jun. 2015	

**FACTORES CRÍTICOS QUE HAN AFECTADO EL DESEMPEÑO***[No se reportaron factores para este período]***SECCIÓN 4: RIESGOS****RIESGOS MÁS RELEVANTES QUE PUEDEN AFECTAR EL DESEMPEÑO FUTURO**

	Nivel	Acción de mitigación	Responsable
1. External economic and financial system conditions inhibit businesses' success	Media	The project will advance in the creation of a crowdfunding ecosystem through policy influence to mitigate this risk	Coordinador del proyecto
2. Exogenous interests thwart development of viable reforms to strengthen Crowdfunding ecosystem	Media	The project's influence on policies will depend upon the interest of political parties to advance on this topic. The project will promote actions to inform policy maker to mitigate this risk.	Coordinador del proyecto
3. Economic and legal conditions may impede regulatory reforms needed to protect online transactions.	Baja	The project has partnered with government institutions such as the National Entrepreneurship Institute (INADEM) and the Secretary of the Presidency's Division of Civic Innovation, both with the capacity to influence country policies.	Coordinador del proyecto
4. Economic and legal conditions may impede regulatory reforms needed to protect online transactions	Baja	The project established links with government offices such as the National Entrepreneurship Institute (INADEM) and the Secretary of the Presidency's Division of Civic Innovation, both with the capacity to influence policies for the creation of the creation of a crowdfunding ecosystem	Coordinador del proyecto
5. Insufficient demand for funding of entrepreneurial ventures, MSME growth, or independent or philanthropic projects.	Baja	The project will develop trainings to potential Crowdfunders in order to improve their abilities to identify and evaluate donation-, rewards-, and lending-based Crowdfunding opportunities, as well as advanced trainings also offered for accredited investors to raise awareness of equity-based Crowdfunding platforms, current opportunities, limitations and risks. this action along with the campaigns developed by the project will mitigate this risk.	Coordinador del proyecto
<b>NIVEL DE RIESGO DEL PROYECTO:</b> Baja <b>NÚMERO TOTAL DE RIESGOS:</b> 12 <b>RIESGOS VIGENTES:</b> 12 <b>RIESGOS NO VIGENTES:</b> 0 <b>RIESGOS MITIGADOS:</b> 0			

**SECCIÓN 5: SOSTENIBILIDAD**

Probabilidad de que exista sostenibilidad después de terminado el proyecto: P - Probable

**FACTORES CRÍTICOS QUE PUEDEN AFECTAR LA SOSTENIBILIDAD DEL PROYECTO***[No se reportaron factores para este período]***Acciones realizadas o a ser implementadas relativas a la sostenibilidad:**

Anahuac University as the executing agency has taken responsibility for developing the actions necessary for the implementation and expansion project involved inviting the main players of the ecosystem of the crowdfunding in Mexico for it creating an Advisory Council. In particular intervention of INADEM (National Institute of Entrepreneurship), provide important resources in return to joint financing to entrepreneurs. This contribution will be key in developing the project.

## SECCIÓN 6: LECCIONES PRÁCTICAS

<p>1. The establishment of additional national legal systems existing for this type of projects in the 2016-2017 period can affect the times specified in the schedule of activities, mainly because it involved other government agencies that have to interact, among others. It is recommended to set deadlines and have clearance to comply with all aspects of the project, taking it an immediate impact on the duration.</p> <p>2. Having the baseline from the beginning of the project implementation aligns with the activities and indicators. It reveals from the start, the status of the problems to know the project areas with the highest potential risk.</p>	<p><b>Relativo a</b> Risk</p> <p>Design</p>	<p><b>Autor</b> Castillo, Rogelio</p> <p>Castillo, Rogelio</p>
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