

@CrowdTuesday • @mangopay

Why crowdfunding platforms  
have to choose a dedicated payment solution?



**MANGOPAY**



➤ **A VERY REGULATED business model compared to classic e-merchants**

- **Need to ESCROW/SECURE funds**

Crowdfunding platforms cannot use regular PSP/Bank e-commerce solutions as it is forbidden to accept funds for a project directly on the platform bank account

- **OBLIGATION to be declared at BANCA d'ITALIA**

- **OBLIGATION to check investors profiles**

if they invest more than 500€ for equity-crowd

- **KYC OBLIGATION**

for payments >2500€ and withdrawal >1000€

- Easily respect the legal italian and european regulations

## A “all-inclusive” solution

All  
**administrative  
papers** made  
online through  
mangopay.com



We declare  
you  
as a **e-  
money agent**  
at the **Banca  
d'Italia**



Accept payments  
for third party  
in the  
**White-label E-  
wallets system**



We manage  
**Compliance** and  
**fraud** for you



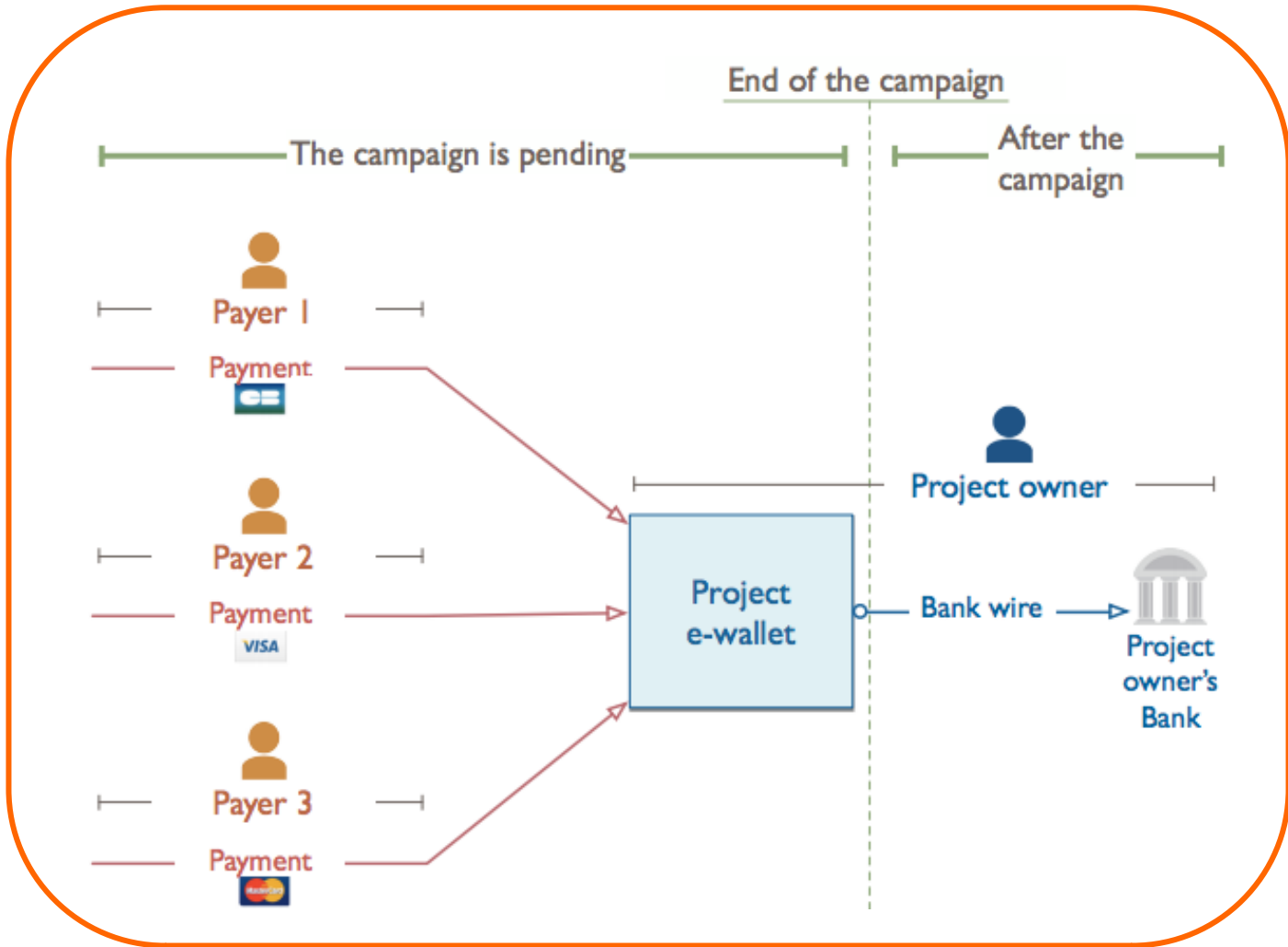
**Adapted to**

- Reward / Equity / Loan
- Pledge or direct debit
- 100% customizable



### Advantages of the e-wallet system

- Collect funds in a dedicated e-wallet per project
- Escrow & Secure funds as long as you want
- Funds are guaranteed for the investors & the project owners
- Automatically collect your fees if a project is successful



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**MORE QUESTIONS?**

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