群眾募資服務總覽 Crowdfunding Services Overview 2015

壹、創意集資資訊揭露專區 Gofunding Zone

櫃買中心為推動創意與創櫃連結，且強調創意需以創業為核心，並希望更多群眾集資平台上之創業創意點子透過於「創意集資資訊揭露專區」的同步揭示提高曝光機會，爰於103年8月27日在工研院的見證下，由櫃買中心「創意集資資訊揭露專區」與遊戲橘子股份有限公司(以下簡稱遊戲橘子)簽訂創意集資資訊揭露專區合作意向書，開啟櫃買、遊戲橘子及工研院三方在群眾集資平台交流合作的序幕。103年9月30日櫃買中心「創意集資資訊揭露專區」與遊戲橘子集團之群眾集資平台-群募貝果(WeBackers)正式簽約上線，讓群募貝果(WeBackers)許多充滿豐富文化創意與數位科技內涵的提案在揭露專區上同步揭示。

To promote the link between creativity and entrepreneurship, stress that creativity should embrace the entrepreneurial spirit, and increase the exposure of creative ideas proposed on crowdfunding platforms by posting them on TPEx’s Gofunding Zone, Gofunding Zone and Gamania Digital Entertainment signed a MOU on August 27, 2014 under the witness of the Industrial Technology Research Institute (ITRI). This marks the beginning of collaboration between TPEx, Gamania, and ITRI on crowdfunding initiatives. On September 30, 2014, TPEx’s Gofunding Zone signed a formal agreement with WeBackers, a crowdfunding platform operated by Gamania that enables many projects with rich cultural creativity and digital technology content to be posted on the Gofunding Zone simultaneously.

櫃買中心繼「創意集資資訊揭露專區」與群募貝果合作後，於103年11月6日亦與創夢市集股份有限公司(以下簡稱創夢市集)簽訂創意集資資訊揭露專區合作意向書，共同推動我國創業創意產業發展。創夢市集之群眾集資平台-創夢群眾募資平台(DIT Funding)亦已於104年2月6日正式與櫃買中心「創意集資資訊揭露專區」簽約並將提案在「創意集資資訊揭露專區」上同步揭示，該群眾集資平台之創業創意提案亦於同日熱鬧上線。

After working with WeBacker, TPEx’s Gofunding Zone also entered a MOU with DIT CAFÉ on November 6, 2014 to jointly promote the development of our creative industry. DIT Funding, the crowdfunding platform of DIT CAFÉ signed an agreement with TPEx’s Gofunding Zone on February 6, 2015 and started to post project proposals on its site on Gofunding on the same day.

群募貝果(WeBackers)與創夢群眾募資平台(DIT Funding)網站自簽約日以來至104年12月31日止，新上架提案件數有92件，其中80件集資期間到期的提案中有43件成功，成功募集資金為新臺幣9,315仟元，成功提案之贊助人次達4,728人次。

Between the signing days and December 31, 2015, there were 92 new projects proposed on WeBackers and DIT Funding, of which, 43 out of the 80 projects with fundraising period expired have successfully raised a total of NT$9,315,000 from 4,728 sponsors.

「創意集資資訊揭露專區」與國內兩家新創群眾集資平台業者合作，已顯

示「創意集資資訊揭露專區」扶植台灣創新、創意的效益已逐漸顯現，也期待在社會大眾關注下，能吸引更多平台業者共同合作，利用群眾集資的力量為台灣的創意產業注入源源不絕的力量。

Gofunding collaboration with two crowdfunding platforms in the country indicates that its efforts to foster innovation and creativity in Taiwan have led to fruitful results. In the future, TPEx hopes to enter collaboration with more platform operators under public attention to make the most of the power of crowdfunding and inject fresh life into Taiwan innovative industry.

貳、創櫃板 Go Incubation Board for Startup and Acceleration Firms (GISA)

為響應政府政策扶植微型及小型創新企業發展，並活絡資本市場動能，使櫃買中心多層次市場架構得以向下紮根，由上櫃及興櫃之公開發行公司，延伸至未公開發行之公司，協助不同規模企業皆有暢通的籌資管道，櫃買中心在主管機關支持下，於102年11月15日公告「創櫃板管理辦法」，並於103年1月3日正式啟用「創櫃板」。

To foster the development of micro- and small-sized innovative enterprises in support of government policy, to help invigorate the capital market and to enable the multi-level market structure of TPEx to take root downward by extending services to privately held unlisted companies in addition to public companies so enterprises of different sizes all have access to the finance they need, TPEx, under the support of the competent authority, promulgated the Regulations Governing the Go Incubation Board for Startup and Acceleration Firms on November 15, 2013 and launched the GISA on January 3, 2014.

創櫃板的基本概念係參考美國2012年JOBS Act(Jumpstart Our Business Startups Act)鼓勵新興成長企業上市豁免規定，以及股權基礎之群眾集資平台相關規範後所規劃建置，取「創意櫃檯」之意涵為命名，係定位為提供具創新、創意構想之非公開發行微型及小型企業「創業輔導籌資機制」，提供「股權籌資」功能，以協助扶植其成長茁壯，俾厚植我國經濟發展基石、以利國家未來產業發展，達成政策目標，創造多贏局面。

GISA builds its basic concept on the JOBS Act (Jumpstart Our Business Startups Act) enacted in the U.S. in 2012 that aims to encourage emerging growth companies (EGCs) by offering them listing exemptions. It is constructed in reference to relevant rules for equity-based crowdfunding platforms. It is designed as an entrepreneurship consulting and funding mechanism for privately-held micro- and small-sized enterprises with creative ideas that also allows equity-based funding to foster the growth of these enterprises so as to pave the way for future economic and industrial development and achieve the policy goal of economic growth to benefit enterprises, the society and the country as a whole.

創櫃板截至104年12月31日止累計送件申請公司家數計190家，累計受輔導公司家數達183家，累計登錄創櫃板家數為80家，合計透過創櫃板籌資金額達新臺幣2.12億元，並已出現轉板效益，計有3家公司提出補辦公開發行(其中1家公司已登錄興櫃，1家公司已上櫃掛牌)。

As of year-end 2015, GISA has received 190 applications for registration, of which 183 have received consulting and 80 are successfully registered on GISA, raising NT$212 million capital in total. Some of the registrants are in the process of transferring to emerging stock market (ESM). Currently, 3 GISA companies are in the process of going public (one of which has already registered on the ESM and one of which has already listed on the TPEx).

創櫃板與經濟部中小企業處、各目的事業主管機關、省轄縣(市)以上層級政府以及許多專業機構如工業技術研究院、資訊工業策進會、中國生產力中心、生物技術開發中心、台北市電腦公會、金屬工業研究發展中心、紡織產業綜合研究所、國家實驗研究院及各大學育成中心等外部單位之合作，共同推動創新、創意企業申請登錄創櫃板，截至104年12月31日止共有161家公司係經由上開推薦單位推薦後申請送件。

GISA works with numerous outside organizations on encouraging and assisting innovative enterprises to register on GISA, including the Small and Medium Enterprise Administration, MOEA, competent authorities in charge of different industries, county (city) governments, and professional bodies, such as Industrial Technology Research Institute (ITRI), Institute for Information Industry (III), China Productivity Center (CPC), Development Center for Biotechnology (DCB), Taipei Computer Association, Metal Industries Research and Development Center, Taiwan Textile Research Institute, National Applied Research Laboratories and university incubation centers. As of December 31, 2015, 161 companies have applied for GISA application with recommendation from those organizations.

櫃買中心為推動我國特色產業發展，創櫃板產業類別除電子科技及生技醫療外，尚包含文化創意、農林漁牧、社會企業及電子商務等產業類別，而104年底累計申請創櫃板之文化創意、農林漁牧、社會企業及電子商務特色產業共計76家企業，且經輔導後總計33家特色產業公司登錄創櫃板，占總登錄家數80家比例高達4成餘，該等公司不但成功透過創櫃板輔導及籌資功能的協助，使企業導入制度並使營運步入正軌，更藉由登錄創櫃板大幅提升知名度，並將帶領我國產業走向多元及創新發展。

While TPEx endeavors to promote the development of characteristic industries, GISA sectors also include cultural and creative, agribusiness, social enterprises, and e-commerce in addition to electronics and biotech/healthcare. As of year-end 2015, 76 applicants for GISA registration are in the aforementioned characteristic industry, and 33 of them are successfully registered after receiving consulting, making up more than 40% of 80 registrants on GISA. With assistance from the integrative consulting mechanism and funding function offered by GISA, those companies have implemented systems essential for operations and put their business on track. They have also garnered greater name recognition because of GISA registration. These success stories are leading Taiwan’s industrial development toward diversity and innovation.

參、股權性質群眾募資Equity Funding By Securities Firms

為進一步活絡我國創新創業集資之能量，除櫃買中心陸續推出「創意集資資訊揭露專區」及創櫃板之外，主關機關於104年4月開放民間業者經營股權性質群眾募資業務，讓微型及小型企業及可透過募資平台增資發行股票，對不特定大眾募集所需資金，而投資人透過募資平台選擇其認同的微型及小型企業，藉由認購該等企業股票，進一步成為新創事業的股東，並達成利潤共享、提供新創事業所需資金及增加其宣傳曝光機會等多重目標。

To further boost the positive impact of crowdfunding in our society, the competent authority authorized TPEx to open the equity crowdfunding business to securities firms that meet certain qualification requirements. Through the equity crowdfunding platforms operated by securities firms, small enterprises can raise funds from the public by issuing stock. Meanwhile, investors can choose a small enterprise they identify with and become a shareholder of a startup by subscribing to its shares. The equity crowdfunding business serves multiple purposes including profit sharing and giving startups easier access to the funds they need to grow while enjoying greater publicity and exposure.

經參酌國外有關股權性質群眾募資之立法例、草案及辦理情形，普遍皆以民間業者作為股權性質群眾募資之執行單位，為兼顧與國際發展趨於一致，以適度結合民間業者充沛活力共同活絡我國創新創業之集資能量，且考量民間業者係辦理股權性質群眾募資之中介機構，依法屬證券業務，應僅限證券商始得辦理，另考量證券商之相關監理對投資人之保護較周全，因此配合實務需求，開放符合一定資格條件之證券商經營股權性質群眾募資，並由主管機關授權櫃買中心於104年4月30日公告增訂「證券商經營股權性質群眾募資管理辦法」。

Generally, equity crowdfunding platforms in other countries are run by private sector companies. In reference to foreign legislation, bills and practices, to bring the vigor of private sector into Taiwan’s crowdfunding market, and in consideration of the fact that an equity crowdfunding platform operator is an intermediary in the securities business according to law and that existing supervision of securities firms can give investors more comprehensive protection, TPEx decided to open the equity crowdfunding business to securities firms that meet certain qualifying requirements and promulgated the Regulations Governing the Conduct of Equity Crowdfunding by Securities Firms on April 30, 2015 after obtaining approval from the competent authority.

截至104年底，已有元富證券及第一金證券等二家既有證券商及一家民間業者「創夢市集股權群募證券公司」，獲核准開始經營股權群眾募資平台。也期待在開放股權群眾募資的基礎下，能為新創業者注入新的活力，以金融支援產業，讓產業活絡金融。

As of year-end 2015, two existing securities firms — MasterLink Securities and First Securities — along with DIT Startup Equity Funding Securities Corp., a private operation, have received approval to operate an equity funding platform. It is hoped that the opening of the equity crowdfunding business will inject new vitality into the business development of startups to achieve a win-win effect where the financial sector supports the industry and the industry invigorates the financial sector.

**截至104年12月31日申請公司及已登錄公司產業類別分布**

**Industry distribution of GISA applicants and GISA-registered firms up to the end of 2015**

**(單位：家 ；Unit: company)**

****資料來源：櫃買中心統計 Source: TPEx database

**截至104年12月31日申請公司及已登錄公司推薦單位分布  
(分依中央部會、縣市政府及專業機構之推薦家數排序列示)**

**Recommending agencies (ranked by the number of companies recommended by competent authorities at the central government level, county (city) governments, and professional bodies) up to the end of 2015**

**(單位：家 ；Unit: company)**





資料來源：櫃買中心統計 Source: TPEx database