



## PRESS RELEASE

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# Oost NL and EEI to Invest €1 Million in Crowdfunding Platform Oneplanetcrowd

*The investment in Oneplanetcrowd will contribute towards the financing of a more sustainable economy.*

Oneplanetcrowd, an investment platform for sustainable businesses, has raised €1 million in order to achieve its growth plans. The investment has been provided by Oost NL together with Energy & Environment Investment, Inc. (EEI) of Japan. Together with these new investors, Oneplanetcrowd intends to accelerate investments in the sustainable economy.

### Cooperative benefits

The new investment will help strengthen Oneplanetcrowd's organization and further improve the platform in order to provide even better service to the crowd and entrepreneurs. Next to providing the equity injection, Oost NL will connect entrepreneurs in the eastern provinces of Gelderland and Overijssel to Oneplanetcrowd. By doing so, the platform will offer businesses an additional form of financing at the local level. For EEI, the leading venture capital investor in Japan focusing on innovation in technology and services in the energy- and resource-related sectors, the investment in Oneplanetcrowd marks their first step into the European sustainability market. Through the investment, EEI, will be able to leverage Oneplanetcrowd's in-depth knowledge on alternative financing and potentially apply the existing model to new product-market combinations going forward.

### Crowdfunding and sustainability

Pieter Rhemrev, manager business unit Capital at Oost NL, says, "Crowdfunding can play a crucial role in accelerating the transition towards a strong economy in East Netherlands by involving 'the crowd' - the public." Coenraad de Vries, co-founder of Oneplanetcrowd, adds: "Using crowdfunding in addition to standard financing options can be a perfect tool for entrepreneurs in order to build recognition for their brand. Together with the 'crowd,' we can work together on our joint mission of contributing to the transition to a sustainable economy. It therefore pleases us greatly to be able to combine our strengths with Oost NL and thereby contribute to solving society's challenges."

### Growth Oneplanetcrowd

Oneplanetcrowd is growing rapidly. They have organized about 25,000 investors in supporting more than 180 projects. Recently they have hit a national record by arranging €2.5 million of equity crowdfunding for bicycle brand VanMoof. In order to keep breaking these records and to remain a front-runner in the industry Oneplanetcrowd's own financing round will improve the platform and further increase possibilities for investments in IT personnel, account managers and analysts will help bring the platform to the next level.

### Goals Oost NL

Oost NL strengthens regional economies and gives guidance to entrepreneurs in the region by matching their growth goals to the best possible forms of financing. Next to leveraging its business angel network, providing loans and equity investments, Oost NL will now also be able to add crowdfunding into its array of financing solutions, allowing entrepreneurs to grow and realise their ambitions. "Crowdfunding is a modern supplement for business owners in East Netherlands to achieve their financing goals," says Pieter Rhemrev. "This is an example of how the roles for regional development agencies in general, and Oost NL in particular, are changing to reflect innovative ways to build towards a community of rich opportunities, innovative entrepreneurs, and future-oriented investors with societal impact," he concludes.

### Energy & Environment Investment

EEI, Japan's leading clean technology focused venture capital with a strong track record of bridging innovative companies to the Japanese market, sees Oneplanetcrowd's service model the harbinger of new financing era with the crowd. "We had nearly two decades of low-interest rates while there are massive funding demands from enterprises in the sustainability fields such as renewable energy. There is a clear and very large need for crowdfunding services to be deployed. We believe Oneplanetcrowd is uniquely positioned to be a facilitator to match the sustainability market with crowd funding" said Shuichiro Kawamura of EEI.



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**More information:**

**Oneplanetcrowd** – Coenraad de Vries, Managing Partner, +31 (0)20 568 2060, [Coenraad@startgreen.nl](mailto:Coenraad@startgreen.nl), [www.startgreen.nl](http://www.startgreen.nl)

**Oost NL** – Wilco Schoonderbeek, Senior Investment Manager, +31 (0)6 81 68 94 54, [wilco.schoonderbeek@oostnl.nl](mailto:wilco.schoonderbeek@oostnl.nl), [www.oostnl.nl](http://www.oostnl.nl)

**Oost NL**

Oost NL is the regional development agency for East Netherlands. It is charged by the Dutch Ministry of Economic Affairs and the provinces of Overijssel and Gelderland to strengthen the regional economy. We work with businesses of all sizes in helping them innovate, invest and internationalize in order to accelerate their growth. Oost NL guides entrepreneurs in finding their best-fit financing methods. Using funds from the Dutch government, the provinces of Gelderland and Overijssel, and Region Twente, Oost NL has invested in some 220 companies for a total managed fund capacity of €330 million. Because Oost NL uses public funding as resource, its return on social capital is quite high. In this way it is possible for us to contribute to regional economic, sustainability and employment goals.

**Energy & Environment Investment**

Energy & Environment Investment Inc., is a Tokyo based leading venture capital in Japan with a deep focus in innovative technology and services in the energy- and resource-related sectors. Since its establishment in 2006, Energy & Environment Investment Inc. has been providing its portfolio venture companies with fast and effective bridge-building to the Japanese energy industry. It has a proven track record in initiating strategic partnerships including cross-border alliances between its portfolio companies and major Japanese energy corporations. [www.ee-investment.jp/en](http://www.ee-investment.jp/en)

**Oneplanetcrowd**

The crowdfunding platform Oneplanetcrowd was first established in 2012 with the goal of investing with attractive returns as well as making a positive impact on society and the environment. We call the 'double returns.' We are building a community of game changers by bringing innovative entrepreneurs and future-oriented investors together to make a rapid transition to a sustainable economy. Together we fund the future!