

Online Investing Market: Surviving the Competition

The online investing market has been growing very fast in the last few years globally. This incredible growth has attracted many newcomers who entered the market spotting an interesting opportunity. The result is that in some parts of the world there is an every-day growing number of online investing platform, that is difficult to keep track of and is becoming a real challenge to emerge from the competition.

Once fully operational, online investing platforms have to compete with several competitors in a very promising and growing arena, which sometimes may leave the market over saturated. And thus the question comes up naturally: how can they differentiate from the competition?

While there are of course many answers to this question and many different strategies, here are a few activities and directions that could be taken into account while deciding the way forward:

Specialization. A way to beat the competition is to focus on a specific market segment, such as a particular sector, niche or region. This way one could target its all promoting efforts to a well determined audience and group of investor, while offering added value fundraising tools specifically for a certain sector.

Education. In many cases the market is not large enough yet, because a vast majority of retail investors is unaware of online investing and its functioning. Organizing events or offering educational materials not only could benefit directly the platform, winning new investors, but also support the entire market in its development.

Partnerships and ecosystem. Another way to provide added value

in comparison to other players is to form partnerships with relevant actors in the market that, through their services, can help the platform provide a more complete and professional offer to its clients.

Building solid bases and making the right strategic choices is fundamental to guarantee your online platform a competitive advantage over the increasing number of competitors. Get in touch with [Crowd Valley's team](#) for information on its services and its first-class ecosystem of service providers.

Read the whole article on [Crowd Valley Blog](#).

All Platforms

Name	Live Funding ('000)	Live Deals	Total Funding* ('000)	Total Deals*	Average Deal Size ('000)	Median Deal Size ('000)
Agfunder	16,725	6	26,675	15	1,778	1,225
AngelList	14,450	11	16,450	14	1,175	1,000
AngelsDen	6,477	8	93,830	238	394	232
Companisto	3,008	6	27,422	48	571	284
CrowdBank	18,046	6	57,662	38	1,517	384
CrowdCube	8,947	21	98,722	181	545	340
CrowdForAngels	1,238	5	1,957	8	245	232
CrowdFunder	58,740	43	58,740	43	1,366	842
DareMatter	106,000	1	109,252	2	54,626	3,252
Envestors	44,915	22	47,231	24	1,968	1,544
Equitise	956	2	2,346	5	469	301
FrontFundr	3,870	1	4,296	3	1,432	426
Fundable	30,860	23	81,665	81	1,008	500
FundedByMe	1,522	5	15,331	103	149	68
GrowthFunders	394	2	1,127	10	113	15
Investor	1,725	9	7,792	49	159	68
MyMicroInvest	114	2	1,381	51	39	57
OneVest	8,400	9	28,054	31	905	750
OurCrowd	18,400	8	148,084	109	1,359	1,029
PledgeMe	61	1	6,956	19	366	266
Quire	-	-	920	9	102	20
Seeds	10,279	36	73,966	270	274	139
Snowball Effect	854	2	4,247	13	327	342
Symbid	539	3	3,938	39	101	74

Source: DealIndex online investing data.