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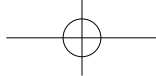
## Crowdfunding of Cultural and Creative Events: the Case Study of One Pavilion to Go

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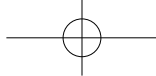
## 摘要

群眾集資係社會大眾透過小額資金的贊助，發揮群眾力量，支持完成專案。2011年群眾集資風潮吹向我國，集資平臺相繼成立。

本研究介紹群眾集資定義、因素及種類，透過2014年底發起「外帶臺灣前進米蘭」(One Pavilion To Go, 簡稱OPTOGO) 案例，瞭解群眾集資過程，結合國內外資源與社群團體，提升臺灣國際能見度。此OPTOGO活動歷時10個月，已初步完成，發現採取群眾集資可能獲致「積極的創意發想與促進臺灣的國際能見度」、「對文化創意產業發揮正面社會影響力」及「文化創意產業群眾集資創新與新媒體運用的特色」等效果，故可思考運用。

本研究對於群眾集資之主要建議有四：需要小額資金且投資人數不能太多，故適用於小型文化創意產業；網路財務公開數字反映市場的喜好與支持，有利於尋求合作投資的具體資訊；大型文化創意產業因有擴張分支據點需求，不易自群眾集資取得足夠資金；有潛力成為文化創意產業籌措資金的新種行銷模式。至於未來研究主要方向有三：持續觀察集資公開揭露創意的作法，是否因涉及智慧財產議題，而有不利衝擊；關注網路公開財務明細及投資人回饋架構，可能反映提案者對於產品的潛在供給；回饋架構可能隱含預警信用資料，方便協助提案者取得市場最佳資訊。

**關鍵詞：** 群眾集資、文化創意產業、OPTOGO



## Abstract

More recently, some entrepreneurs have started to rely on the Internet to directly seek financial help from the general public (the “crowd” ) instead of approaching financial investors such as business angels, banks or venture capital funds (Lambert and Schwienbacher, 2010). This technique, called “crowdfunding” , has made possible to seek capital for project-specific investments as well as for starting up new ventures.

In this study, we discuss crowdfunding as an alternative way of financing projects, with a focus on cultural and creative events. The structure of the remaining chapter is as follows. The next section provides a description of crowdfunding and discusses existing research on the topic. The follow-up section puts crowdfunding into perspective of entrepreneurial finance and thereby describes factors affecting entrepreneurial preferences for crowdfunding as source of finance. Thereafter, we elaborate different business models used to raise money from the crowd, in particular with respect to the structure of the crowdfunding process. Building on this discussion, we present and discuss extensively a case study, namely One Pavilion To Go (a Taiwan cultural and creative events). Finally we conclude with recommendations for entrepreneurs seeking to make use of crowdfunding and with suggestions for researchers about yet unexplored avenues of research.

**Keywords** : crowdfunding, cultural and creative industry, OPTOGO