

GECA Architects of Change Think Tank Series

Global Industry Leaders Chart Evidence-Based Path to Borderless Equity Crowdfunding

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-- The [Global Equity Crowdfunding Alliance](#) (GECA) today announced the release of its "[Architects of Change](#)" Think Tank Series, featuring five strategic panel discussions that provide evidence-based solutions to regulatory fragmentation constraining global innovation financing and outline a practical pathway to coordinated cross-border investment.



The \$5.7 Trillion Coordination Challenge

World Economic Forum research reveals that regulatory fragmentation costs the global economy \$5.7 trillion annually. Academic research by Maula and Lukkarinen (2022) analyzing 17,191 investments found that 40% of successful campaigns would have failed without cross-border investment access, yet current regulatory approaches systematically prevent optimal capital allocation.

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Andy Field, GECA Steering Committee Lead

"We're documenting systematic market inefficiency where willing capital cannot reach breakthrough innovations," said Andy Field, GECA Steering Committee Lead. "This isn't

about eliminating national sovereignty - it's about enabling principle-based cooperation that preserves regulatory authority while removing artificial barriers to innovation financing."

Five Strategic Discussions, Evidence-Based Solutions

The series features over 25 global experts examining practical coordination approaches:

Panel 1: "Breaking Down Borders" - Platforms reveal operational strategies for navigating regulatory complexity while serving global investors

Panel 2: "Beyond Borders" - Analysis of EU ECSPR implementation showing both successes and remaining coordination challenges

Panel 3: "Regulation as Rocket Fuel" - Evidence that proactive compliance creates competitive advantages, with clean regulatory records driving 23% higher retention rates

Panel 4: "The \$1 Trillion Opportunity" - Secondary market solutions addressing the liquidity crisis that constrains primary market participation

Panel 5: "The Conversion Code" - Cultural differences in investor behavior requiring adapted rather than uniform approaches

Academic Validation of Coordination Benefits

Comprehensive research by Farè and Vismara analyzing 317 European platforms over 15 years demonstrates that international platforms systematically outperform domestic counterparts through enhanced investor mobilization, superior ESG orientation, and network effects from diverse investor communities.

Three-Phase Implementation Approach

Rather than theoretical harmonization, GECA advocates for practical coordination through:

Phase 1: Bilateral pilot programs between compatible jurisdictions testing principle-based recognition and shared compliance approaches

Phase 2: Regional cluster development converting successful bilateral arrangements into broader frameworks with measurable performance standards

Phase 3: Inter-regional coordination linking successful regional approaches while preserving national regulatory sovereignty

Immediate Market Opportunities

Research identifies compelling coordination benefits:

- Cross-border activity represents just 17% of EU crowdfunding despite regulatory framework enabling broader participation
- 280 million diaspora send \$400 billion annually - redirecting just 5% toward equity investment could generate \$20 billion annually, nearly ten times current global market size
- Netherlands demonstrates €770 million crowdfunding volume in six months, but 99.9% flows to lending rather than equity due to liquidity expectations

Industry-Led Solutions to Systematic Challenges

- Practitioner evidence reveals counterintuitive findings challenging conventional approaches:

- Compliance as competitive advantage: Leading platforms demonstrate that proactive regulatory strategies create measurable market advantages

- Cultural patterns matter more than demographics: Italian investors make 1-2 lifetime investments while other markets show serial investment patterns

- Education outperforms advertising: Webinars addressing investor comprehension generate measurably higher conversion rates

- Principle-based recognition enables coordination: Bilateral memoranda of understanding can achieve functional cooperation without identical rule alignment

GECA's Neutral Convening Role

- GECA serves as neutral facilitator enabling industry-led solutions through:
- Standards development creating voluntary frameworks for willing adopters
- Regulatory engagement facilitating structured dialogue between jurisdictions
- Evidence-based research supporting coordinated approaches while maintaining investor protections
- Platform collaboration enabling shared compliance innovations and operational lessons

From Evidence to Action

All five panel discussions provide immediate access to practitioner insights, academic validation and implementation frameworks that could reshape platform operations, regulatory approaches and international investment strategies.

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Resources:

- Watch Complete Series: <https://thegeca.org/geca-think-tank-2025/>
- Join GECA: thegeca.org/membership-app-form/

About GECA

The Global Equity Crowdfunding Alliance (GECA) is a global movement advocating for "Crowd 2.0" - a revolutionary approach to equity crowdfunding that transcends borders and removes unnecessary barriers to investment. GECA brings together platforms, regulators, service providers, and industry stakeholders to create a borderless investment ecosystem where entrepreneurs can raise capital from a global community of investors, and where everyday investors can access opportunities worldwide. Through cross-border collaboration, standardized regulations, secondary market development, and investor education, GECA is working to unlock the full potential of global equity crowdfunding and drive economic growth through accessible innovation financing.

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