



Crowdfunding: As An Alternative Financing Mechanism

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1. Abstract

When we start a business there is necessitates a large sum of money. By this, entrepreneurs must have an effective business financing technique. As of present there are already various business financing methods that business start-ups can utilize to accumulate funds. This study is conducted by many researchers to design and develop an online platform for business financing. The project, name “Crowd Funding Platform” is designed to allow us to start new businesses or startups to raise their funds in an efficient way and reliable platform. This platform is designed for the business entrepreneurs and also for social entrepreneurs to raise funds for their new business idea or projects. The entrepreneurs will register on this platform to campaign their business idea and attract with the other members of the crowdfunding platform to invest and donate funds for the business. Anyone can easily start their projects and raise their funds. The entrepreneurs must set goals and the share-agreement for the information of the crowd before donating funds.

Keywords: entrepreneurs, reliable , share –agreement

2. INTRODUCTION

In the last few years entrepreneurs obtained funding for the start-up of their businesses through bank loans, personal investor searches, if the startup is related to society they take loan from NGOs and other traditional business financing methods.

New startups face so many problems related to funding. They must have relationships with large investors who can support their funds for their projects, and the share agreement in this sort of business financing is also fairly complicated. Facing these challenges, crowdfunding has emerged as a valuable supplement to traditional research funding sources, providing researchers with an alternative avenue for financing their work.

In this paper, we will explore the process of crowdfunding for research in greater detail, to examining its impact on the research landscape, identifying the best practices for success, and discussing future directions for this rapidly evolving field.

3. BACKGROUND

Crowdfunding as a concept that takes back to the 17th century, with examples of collective fundraising efforts documented throughout history. However, the invent of the internet and social media platforms in the late 20th century revolutionized the crowdfunding landscape, enabling individuals to connect with the crowdfunding platform and support causes on a global scale.

There are many models related to crowdfunding for research, including donation-based crowdfunding, reward-based crowdfunding, and equity-based crowdfunding. Donation-based crowdfunding involves that individuals contributing funds without expecting any financial return, whereas reward-based crowdfunding non-monetary rewards, such as project updates or acknowledgments. Equity-based crowdfunding allows individuals to invest in their projects in exchange for a share of future profits or ownership.

4. LITERATURE REVIEW

Crowdfunding in the context of literature is an emerging field that interacts with both publishing and entrepreneurship. While academic literature specifically focused on crowdfunding within the literary domain may still be relatively scarce, there's a wealth of research on crowdfunding platforms, entrepreneurial finance, and cultural industries that can provide valuable insights.

- **Indian School of Business (ISB):** ISB has been involved in research related to entrepreneurship and finance, which often intersects with crowdfunding campaign studies. Their faculty members may have conducted research or published so many papers on crowdfunding in India.
- **Indian Institute of Management (IIM):** Institutions like IIMs, particularly IIM Ahmedabad and IIM Bangalore, have researchers focusing on various aspects of entrepreneurship and finance, including crowdfunding platform. Where any individual easily do startups in their life.
- **National Institute of Securities Markets (NISM):** NISM conducts research and provides education related to securities markets in India. Given that crowdfunding platform often involves aspects of securities regulations, researchers by NISM may have explored this area.



5. METHODOLOGY

• Development Tools

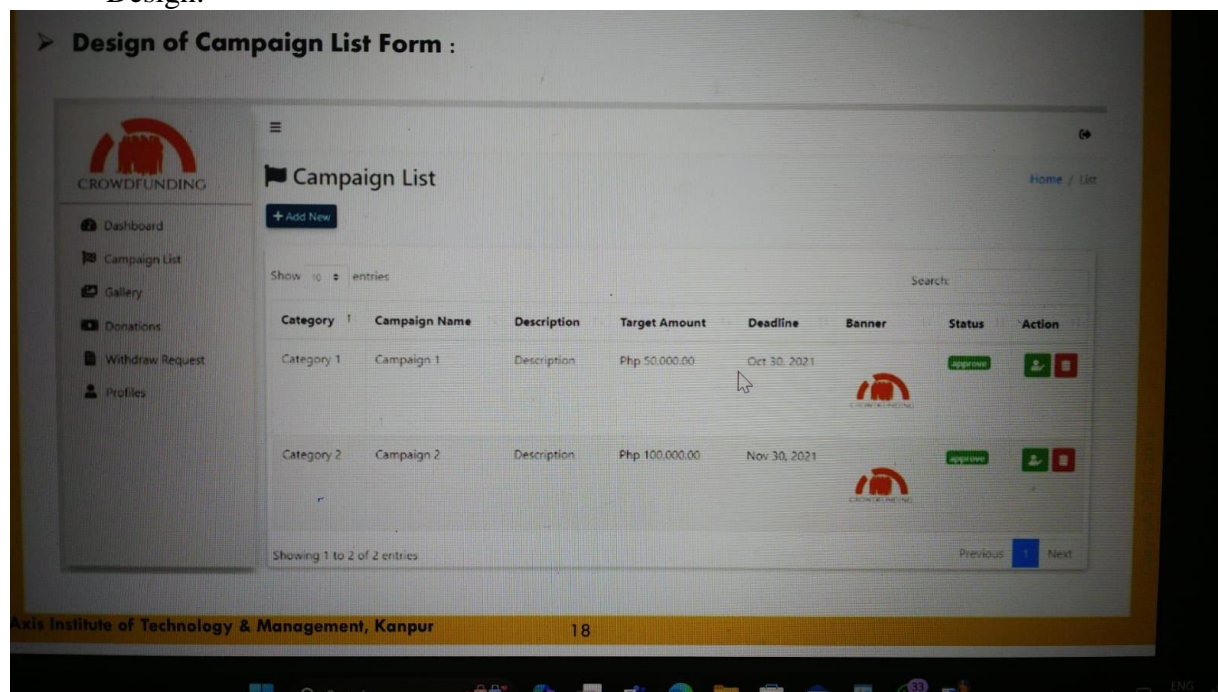
➤ This project is about developing a platform using the some development tools including Php and Bootstrap.

- ❖ **PHP:** Maintaining the Backend PHP, a server-side scripting language, is for its versatility and ease of integration with web applications. It handles the server-side logic, interacts with databases, and develops the dynamic content for the user.
- **Bootstrap:** Front-End Framework for Responsiveness Bootstrap, developed by Twitter, is a front-end framework that simplifies the process of creating responsive and visually appealing web applications. It offers a collection of pre-built components, styles, and JavaScript plugins, allowing developers to create a responsive design without delving deep into CSS and JavaScript intricacies
- . Bootstrap includes HTML and CSS based design templates for typography, forms, buttons, tables, navigation, modals, image carousels and many other, as well as optional JavaScript plugins.
- Visual Studio Code (a Microsoft-owned and supported IDE) is utilized for writing backend code and frontend HTML, CSS, and JavaScript.

6 .IMPLEMENTATION

- Front End:
 - i. Home
 - ii. About
 - iii. Contact
 - iv. List of Campaign
 - v. Login Form- this form will be used by the end-users in logging in to their accounts in the crowdfunding platform. The users need to enter the username and password and then they do login process.
 - vi. Admin Dashboard- This dashboard contains the user information,. Wher individual easily manage their data and information in this dashboard.
 - vii. Total No. of User
 - viii. TotalNo. of Events

- ix. Total No. of Members
- x. Total No. of Campaign
 - Member Information – In this we manage the user information like:
 - i. Name
 - ii. Email
 - iii. Complete Address
 - iv. Account Status – active, inactive
 - Donation Information – This module requires and displays donation information that the admin can only view, approve and disapprove.
 - i. Campaign name
 - ii. Donated By
 - iii. Amount
 - iv. Date
 - v. Status – approved, decline
 - Design:



7. RESULTS

As an Output for the running project of making a crowdfunding application, the application should be including the modules like, administration dashboard for making an admin able to create a account and access the application for its valuable use. Also, the application should have the member dashboard to make a user able to be a member for a campaign choose by the individual. There is a campaign list dashboard representing all the running campaigns stating about the donation amount required and followed by approval. Crowdfunding has so many advantages for an individual who raise their funds in this campaign:

- **Diversifying funding sources:** It can supplement the existing grants or contracts from public or private sources, providing more flexibility and autonomy for researchers to pursue their ideas.
- **Enhancing the public engagement and participation in research:** Crowdfunding can foster a closer relationship between universities and the public. Crowdfunding gives public to easily access to funds for their projects and there is also a share agreement.

8.FUTURE SCOPE

We concentrate to development a platform which is easily use by crowd for their projects and also a share agreement. Day - by - Day crowdfunding is raise in the market. Crowdfunding has significant role in the growing industry . Anyone can easily startup their business and easily raise their funds. If any social entrepreneur start to do work for society we provide a donation for their social work.

9. REFERENCES

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