START IN TO START UP

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Abstract: As we know in India process of finding investors for startup is very slow and struggling. We are building a online platform to establish business community network using Machine Learning and business analytics. The platform will help the entrepreneur and startups to establish a network with the investors. And it will be a easy path to connect investors for their business.

Keywords: - Startup, Machine Learning, Visualization, Entrepreneurship, Investor, Recommendation System

I. INTRODUCTION

In 2021 India became 3 trillion economy, the main reason behind it is startups are evolving day by day. India is aiming to become 5 trillion or more economy country in upcoming years. To become 5 trillion or more economy country India has to improve his startup success rate. Because startup success rate directly impacts to the GDP growth of the country.

According to recent reports India has large number of startup failure rate. The main reason of startup failure in India is that India has no platform where startups can find the investors for their business. In World of IT India is still following the traditional way to find their first investors, due to this the process of finding investors for startup is very slow and struggling. And so, India startup fail due to lack of funds.

To overcome this problem, we are building a online platform to establish business community network using ML and business analytics. The platform will help the entrepreneur and startups to establish a network with the investors. And it will be a easy path to connect investors for their business.

Where startups will showcase their ideas and business scopes to attract the investors around the world to invest in their startup's. Also, in this platform investors will 1 be able to connect with startups to invest as per there interest. Were all the business related information will be showcase with the help of Data Visualization and ML to attract the investors and to less the workload of both investor and startups.

1.1 MOTIVATION:

Indian entrepreneurs are struggling to have a successful startup due to lack of funds. Entrepreneurs don't have a platform to showcase their business idea in front of investors. To build successful startup we need to improve techniques to find investors Idea is also inspired by shark tank India Shark tank India motivated us to build this project. India is presently one amongst the fastest-growing economies within the world since 2000. It is conjointly the world's fifth-largest economy in nominal gross domestic product terms. Overall, in 2019, the economy of Asian nation grew at a rate of fifty. This growth was primarily thanks to sturdy demand for the country's merchandise and services, additionally to a high level of commercial activity. for india|India|Republic of Asian nation|Bharat|Asian country|Asian nation to keep up the stable and increasing economical standing India have to be compelled to improve his startup success rate.

1.2 GOALS AND OBJECTIVES:

According to the GEM National Experts Survey 2019, major constraints for entrepreneurship development in India include lack of funds, entrepreneurial education at primary and secondary school levels, and culture and social norms. Also, according to business owners, reasons for failure of startup include money running out and lack of investments. Method of finding investors in India is too time consuming, so there should be a fast and better solution for that. We are building a online platform to establish business community network using Blockchain and business analytics. The platform will help the entrepreneur and startups to establish a network with the investors. And it will be a easy path to connect investors for their business.

II. LITERATURE SURVEY: -

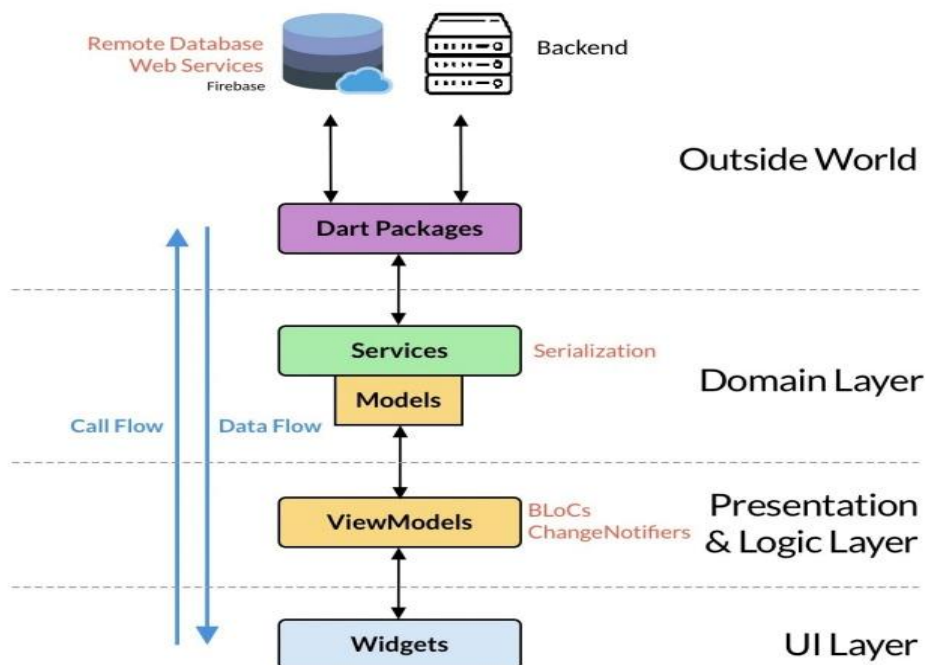| Sr.	Title	Year	Author	Description
1.	Determinant of Startups Fund-raising Value: Entrepreneur and Firm Characteristic	2018	P. Sathaworawong, N.Thawesaengskulthai, K. Saengchote[3]	This study aims to identify factor effecting fund-raising value by applying empirical study using non- fiscal information data from incipiency in ASEAN. We uniquely hand- collected the data from 211 deals in 6 ASEAN countries. 14 parameters had been primary linked as factor effecting fundraising value from literature review. Factor analysis reduces parameter from 14 to 7 factors and direct retrogression result suggested that Experience(EXP) and Education(EDU) of entrepreneur characteristic, Size(SIZE) and Team absoluteness(platoon) of association specific are appreciatively impact fund caregiving value. To maximize fund caregiving value, entrepreneur should have high experience and education whereas incipiency company should have substantial size with full function of operation in the administrative platoon.
2	An Empirical Study on Factors that Influence the Digital Startup Sustainability: The Mixed Methods Approach in Indonesia.	2018	Endrik, Yudho Giri Sucahyo, Yova Ruldeviyani, Arfive Gandhi	bout ninetieth of startup implementation in Dutch East Indies failed thanks to the product and markets incompatibility and also the funds that run out. The Agency of artistic Economy targets to reduce failure rate to seventieth as a result of startup delivers various contributions to spice up the digital economy. so as to realize the target, a holistic understanding of things that influence startup's property research aims to spot and analyze those factors with the mixed methodology approach. Literature review and knowledgeable judgment are combined to produce the abstract model with eleven hypotheses in five dimensions: Finance, Organization, Product, Market, and External surroundings. one issue particularly Minimum Viable Product (MVP). By investment those factors of mvp, startup will perform the required ways to develop their business and avoid the failure.
3	An intelligent decision support system for private equity investment	2016	Paul Vroomen, Subhas Desa	In this paper we probe whether statistical literacy algorithms can be effectively stationed in an Intelligent Decision Support System(IDSS) to reduce idiosyncratic threat in private equity investment opinions. This is particularly desirable in light of the new Equity Crowd Funding(ECF) private equity investment class created by the JOBS Act, since the Act opens up private equity investment tonon-accredited investors who are not inescapably experts in the private equity due industriousness process. By comparing confusion matrices of 6 statistical literacy classifiers, we show that logistic retrogression can nicely distinguish between investments that yield rates of return that are seductive, intermediate, or poor. These results also demonstrate that an Intelligent Decision Support System grounded on statistical literacy can effectively reduce the idiosyncratic threat essential in Equity Crowd Funding and other private equity investments.
4	The next evolution in funding innovation	2018	Gabriel Dusil, Dalibor Cerny	Financial Technology(Fintech) is one of the fastest developing diligence of our time. New company structures are arising with veritably innovative features. Recent exemplifications, along with their innovative investment structures, are reflected in incipiency backing juggernauts that use a technology called blockchain. This composition targets a broad followership without getting deep into specialized, provident or legal slang. The reason for this approach is to explain the rearmost conditioning in fintech, without getting lost in all the oddities. The authors assume that the general public struggles to keep pace with specialized, legal and social media developments and that it's challenging for individualities to orient themselves in the jungle of media load, fake news, swindles and annoying pixies. This composition is the alternate part of a Financial Technology series, agitating backing and organizational structures of new digital companies and blockchain1 gambles. This is the alternate composition following, " The Right Path to Funding Decentralized Associations " 2 where we explored the dynamics of backing startups and new entrepreneurships.

III. PROPOSED METHODOLOGY: -

Fig 1: system architecture.

Architecture that can be used as the foundation of project that require the usage of Firebase and eventually: To reduce developer time in re-writing common code and project structure from scratch, to have a common folder and package structure that can be further extended should it require, Clearing define the app layer UI layer, business logic layer and service layer.

3.1 The main layers:
-UI layer contains all UI widgets files Presentation.
- logic layer contains all app business and presentation logic.
- Domain /Service layer contains services needed to interact with between the app and 3rd party services such as APIs Backend User backend for machine learning models APIs.

3.2 The functional requirement of the system are as follows:
1. Python:
Python is a high-level, general-purpose programming language. His design philosophy uses clear indentation to emphasize code readability. Python is dynamically typed and garbage collected. It supports multiple programming paradigms, including structured programming, object-oriented programming, and functional programming.

2. Flutter: -
Flutter is an open-source UI software development kit created by Google. It is used to develop cross platform applications for Android, iOS, Linux, macOS, Windows.

3. Dart Language: -
While writing and debugging an application, Flutter runs in the Dart virtual machine, which features a just-in-time execution engine. This allows for fast compilation times as well as "hot reload", with which modifications to source files can be injected into a running application.

4. Machine learning:
 Machine Learning is the field of study that gives computers the capability to learn without being explicitly programmed. ML is one of the most exciting technologies that one would have ever come across. As it is evident from the name, it gives the computer that makes it more similar to humans: The ability to learn. Machine learning is actively being used today, perhaps in many more places than one would expect.

5. Data Visualization:
Data visualization is the representation of data through use of common graphics, such as charts, plots, infographics, and even animations. These visual displays of information communicate complex data relationships and data-driven insights in a way that is easy to understand.

6. Flask API:
Flask is a popular micro framework for building web applications. Since it is a micro-framework, it is very easy to use and lacks most of the advanced function
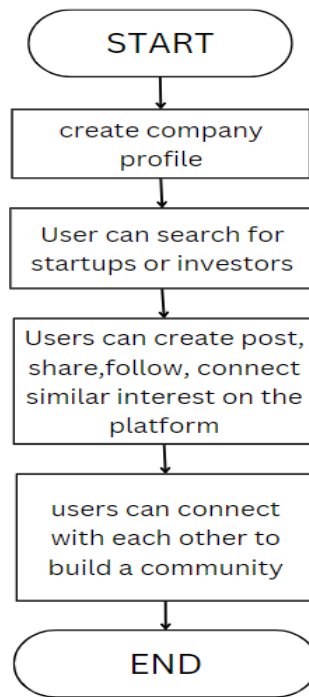
IV. SYSTEM FLOW: -
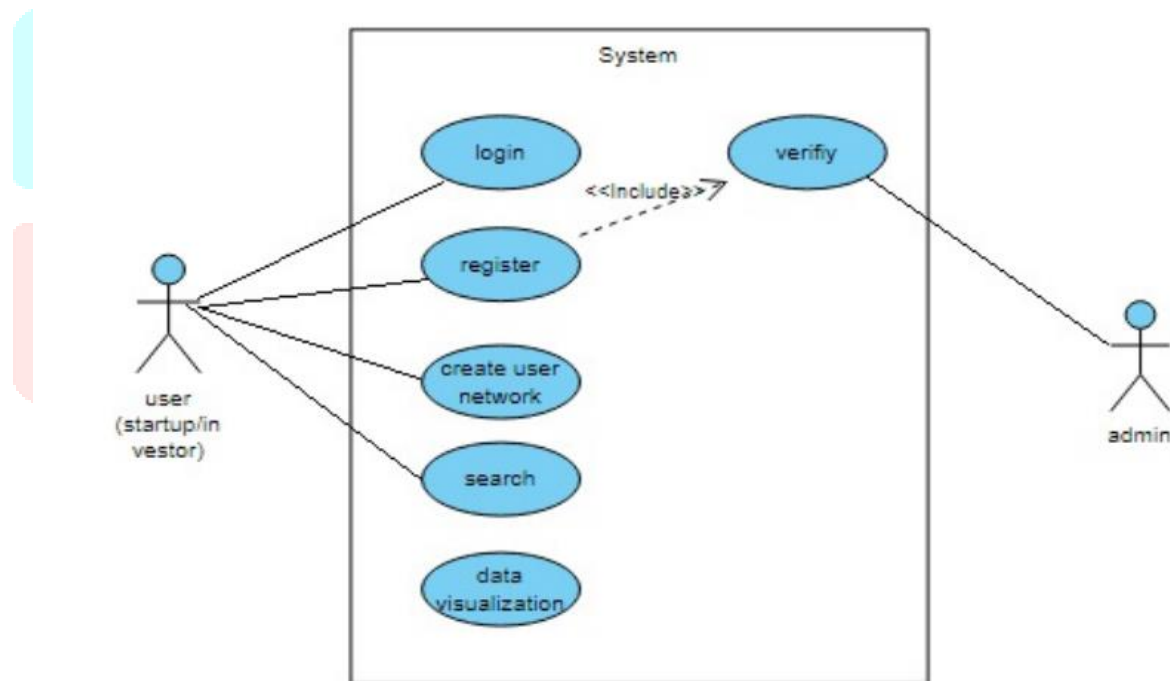

Fig 2. System flow.

V. UML DIAGRAM:

Fig. 3 UML Diagram.

VI. CONCLUSION:

With the help of this application entrepreneurs and startups will able to build their professional connection with big investors around the world. start in to startup is a Machine Learning and business analytics based application. It is a social platform Were startups can show case their business in front of investors and will try to build more and more network with investors. startups will able to market their products and services to raise funds. both startups and investors will be more productive and successful together. this application will improve the success rate of startups in India by solving the problem of finding investors for raising funds.

VII. REFERENCES:

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