

RAISING FUND BY ONLINE PLATFORM

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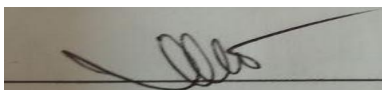
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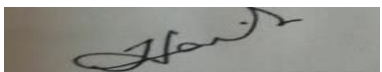
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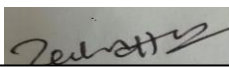
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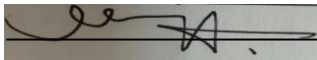
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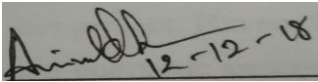
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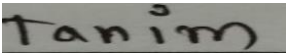
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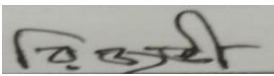


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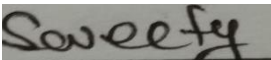
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ABSTRACT

This project is to explore the earlier uninvestigated outcomes of funded firms through an equity crowdfunding, a great type of finance with the respect of entrepreneur which is the significant obstacle sector of commercializing innovations of initial-stage funding. There are the more problems to the new innovative face in drawing their attraction to the many investor, capital funds and some of them are facing critical financing tap from the online communities those are used to give the customer-funds. According to the fastest interest growing in such online form of venture financing, beginning an academic project is to explore the drivers behind successful crowdfunded projects.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

We chose a project of a web application of an ecommerce-site titled as crowdfunding which raises the small amounts of money by funding of projects or venture from a large number of crowd i.e. people with the help of internet [1]. It is the crowdsourcing form and alternative economics. Approximately over US\$34 billion raised by it which is estimated in worldwide in 2015[3].

There are some others similar execution in the term and methods of crowdfunding. Basically the updated equity crowdfunding model modern is the combination of 3 type of actor:-

The entrepreneur who will be available to propose an innovative idea or project which is to be funded, Investor as like individuals or groups who basically supports the idea or project by the platform, and the last one is a moderating organization as the platform that committed to the other actors for bringing them together to launch the idea.

This type of platform is used to fund a large number range for getting profit, and many types of entrepreneurial ventures as like medical expenses, travel, artistic projects, creative projects or it can be community-based social entrepreneurship projects etc. According to the statistics, about four hundred and fifty platforms or more were operating in 2012. There were over two thousands sites of crowdfunding have been chosen from 2016 which is predicted in 2015.

1.2 Motivation

Day by day crowdfunding is being the most mentionable source for funding at the early-stage. If we take a look to the literature, there will be so clear about the investigation of crowdfunding that engaging in the different types or forms of crowdsourcing is quite differ from the investing motives in start-ups via crowdfunding. If we give more concentrate, we will take up on a deeper understanding of the people as crowds via the motivation for investing in start-ups.

However, overall, the whole concept has been around for century's individuals or institutions which is raising money from people for elections, wars, social causes and micro financing much before the formation of crowdfunding intermediaries.

1.3 Objectives

A crowdfunding platform not only allows an entrepreneur to explore his idea or product but also it gives the ability to share their innovative effort and purpose behind it with dedication. It is the online platform to achieve their goal by some financial supporter with verification and confident which will help them to motive more than expectation.

1.4 Expected Outcome

There are lots of crowdfunding platform may be just for one specific purposes but we are trying to detect a platform as a packaging platform for our own country in which our website will be able to have almost all possible funding for the talented entrepreneur & investor too. Besides we will sustain our dreamed goal by this platform.

1.5 Report Layout

This document is made to the purpose of reading by any technical person like software engineers, system engineers or they can be any management related employees who are keenly interested to visualization of data. It is such a technical or researchable document or can be consider as a basic technical terms which will be understood by any readers. The rest of this SRS contains logical and physical architecture of the system: Web based Data Visualization Tool. This SRS is step by step guide to Configure Enterprise level with web based data set uploading through CSV file and visualizing charts of existing or new datasets.

CHAPTER 2

BACKGROUND

2.1 Introduction

The history of crowdfunding has several roots with its branches of its brief origin. Though this type of platform has been started in the periods of 1700s but day by day it becomes very popular and raising a huge amount of fund. After that the well-known composer named Mozart donated funding and offered an invitations to general people in his concert in the end of the 1770s.

The successful objects of crowdfunding is recorded at first in 1997, which is about a British rock band those funded their reunion tour from fans via the online donations. After that by inspiring that unique and innovative process of financing, the first dedicated crowdfunding platform named Artist Share is considered in 2000.

By the launch of Artist Share (2003), crowdfunding started to achieve mainstream traction. There are many crowdfunding sites appeared on the web such as Kiva (2005), IndieGoGo (2008), Kickstarter (2009), GoFundMe (2010), Microventures (2010) and You Caring (2011) [7].

According to the wordspy.com, the term “crowdfunding” is the earliest used word in August 2006 which is pretty much newer than the phenomenon of crowdfunding.

2.2 Related Works

With complete charts drawing and the appropriate comparison this is the project of visualization tools for different types of datasets. As an online platform it is deployed by various combinations of datasets and implementations. For testing it will provide all kinds of datasets practical requirements in physical environment as well. After all for comparing and analyzing custom datasets and the whole performance, it will be the appropriate way to this web based platform.

2.3 Benefits

There are the lots of benefits in the campaign of crowdfunding with the getting of start-ups. There are some non-financial benefits according to the platform.

- By this online based platform one producer can easily make a profile of individual and boost their reputation with this.
- On the other hand an entrepreneur can explore his innovative idea or project and can spread-up with marketing to the audience. If it's being failure or success whatever it will get the feedback to the project.
- As this is the online platform so every general audience can add their opinion as the feedback to the project initiator for their creation which has the most attachment with crowdfunding platform by the engagement of the audience with the project improvement feedback.
- Last of all a feedback is made by the audience and the application initiator and the project initiator both are benefited by the feedback from the general audience and they have an opportunity to beta-test.

Basically every producers have a concentration about personal savings, home equity loans, personal credit cards, friends and family members, angel investors, and venture capitalists [2].

2.4 Risk & Challenges

As there are the benefits of the crowdfunding so there are also some potential risk with it because almost thing has wrapped with both advantages and disadvantages. According to the research, the whole risk not only the platform creator but for the entrepreneur and investor with high level of risk.

- It can be affected by the bad feedback to the reputation with due to the failure to implement the project or reaching the financial support or it can be the failure of connecting to the proper general public or audience. Which will impact on the reputation.
- Generally public are always think about the abuse of their fund which is to desire to provide to the online platform. They may consider better to the direct engagement with the public rather than the online platform connection.
- Even if there are all ok with it but there also some problems are arising with the lack of participation.

After all, Crowdfunding draws an audience like general people. But the people of having the attachment with it such as investor, entrepreneur and the creator of the platform are always interested to follow the progress, the lacking of the project. Sometimes the amount of raising money is less than the whole established finance.

2.5 Design and Implementation

General constraints for the crowdfunding platform are given below:

- The complete interface will be only in the context of English.
- The system is working for single server.
- Entrepreneur
- Investor or financial supporter
- There have the maintainability or backup which will be affected to the platform.

CHAPTER 3

REQUIREMENT SPECIFICATION

3.1 Introduction

For every website, some Hardware components and Software resources are the basic needs to establish the system and for an efficient run which prerequisites are considered as Requirement Specification. Which is used to guide absolute rule to the system.

3.2 General System Requirements

- General system requirement deals with both minimum amounts of software and hardware that is needed to run the optimal functioning of an application. To run the application on a website one should need the following:
- Windows XP or higher
- ASP.net
- MYSQL
- Browser (Firefox, Chrome etc.)
- Microsoft Office (Excel to convert CSV)
- Pentium – 4 processor
- 4GB RAM
- Hard Disk Space
- Keyboard
- Serial Mouse
- Color Monitor

With above software and hardware one should be able to work with “WEB”

3.3 Use Case Model

This is the use case model of the crowdfunding platform which can be considered as the shortest way representation by this following figure. There are the 3 types of user in this system, where only admin can access to all the processes with login must. But the side, entrepreneur and the investor will be capable to maintain or manipulate data of them only but the log in the system will be must for getting the services.

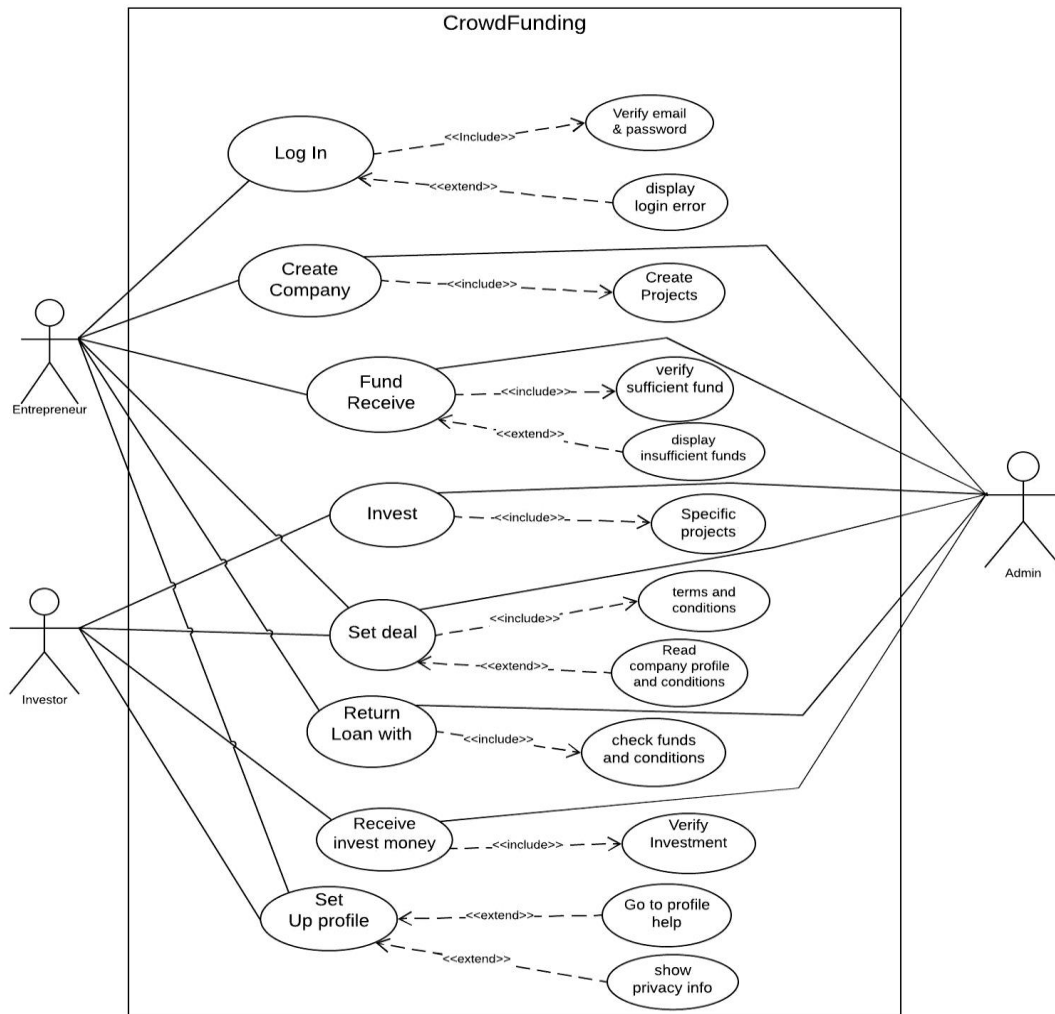


Fig 3.3: Use case Diagram

3.4 Use Case Description

It contains information about all the use case of the Use case Model shown in the above picture. Use case name means the name of the process. Actor defines who will be the user. Pre-condition tells whether or not another process is needed to enter or use this process. Primary Path defines how the process works step by step. And last but not the least Exceptional Path shows us what will the process do if any exception occurs in a primary path.

3.5 User Characteristics

There are two kinds of users for this Equity Crowdfunding Platform. One is the Investor and the other is the entrepreneur. Where the users need to have the proper idea about the platform services and what he or she is going to be served. Although all the instruction will be there in the help menu but they need to be clear about the task what he actually want or going to have. Even admin panel will also maintain the user characteristics.

3.6 Constraints

If there are in case of changing in the database, the application will be the real-time updated platform which will be able to update all the data without much delay. The database of this project is in the moderate form.

3.7 External Interfaces

There are different types of interfaces. We would know about that interfaces while established the Crowdfunding system are as bellow:

- UI that means the User Interfaces
- Software Interface
- Hardware Interfaces

3.8 Data-Flow Diagram

Data-Flow diagram represents the data flowing among the whole process or the system. By which someone can easily understand that which process is related to the other process and their workflow with respect to the whole system.

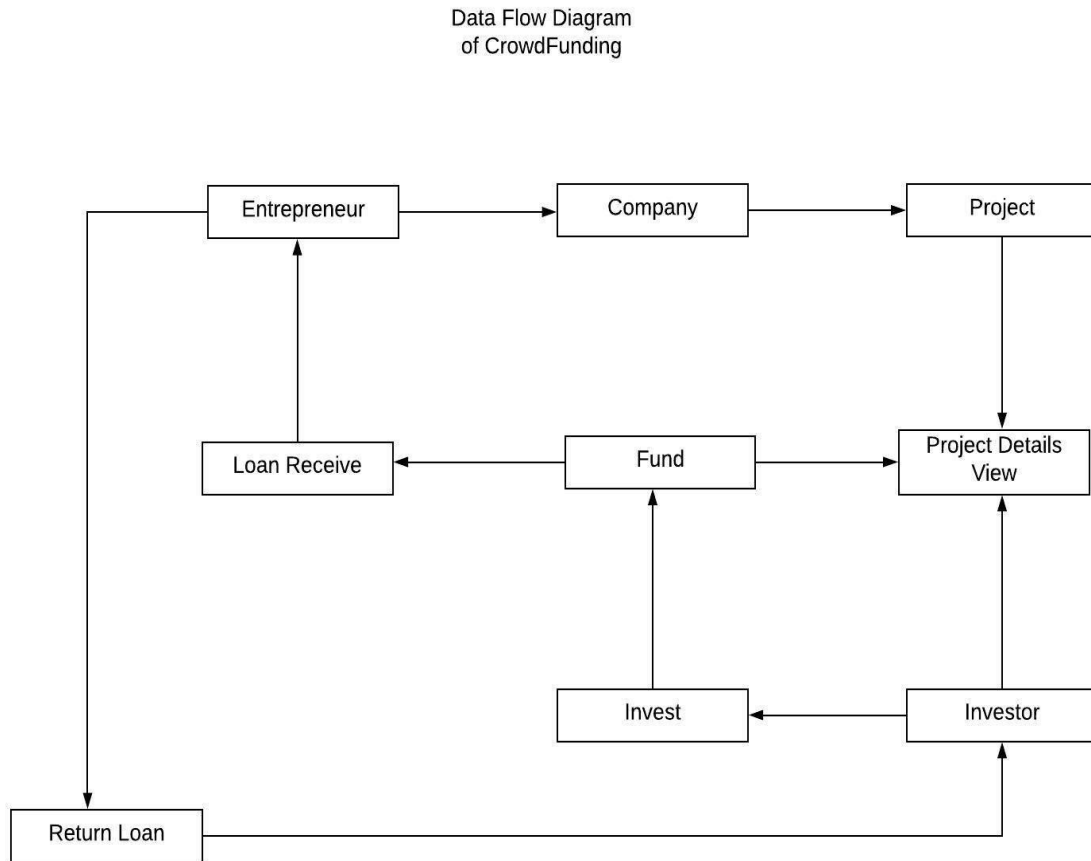


Figure 3.8: Data-Flow Diagram

3.9 Entity Relationship Diagram

The ER-diagram means the entity relationship diagram which is the advanced level data model. It is the prior knowledge of the real world perception which consists of a recruitment of basic objects known as entities and the relationship among those entities.

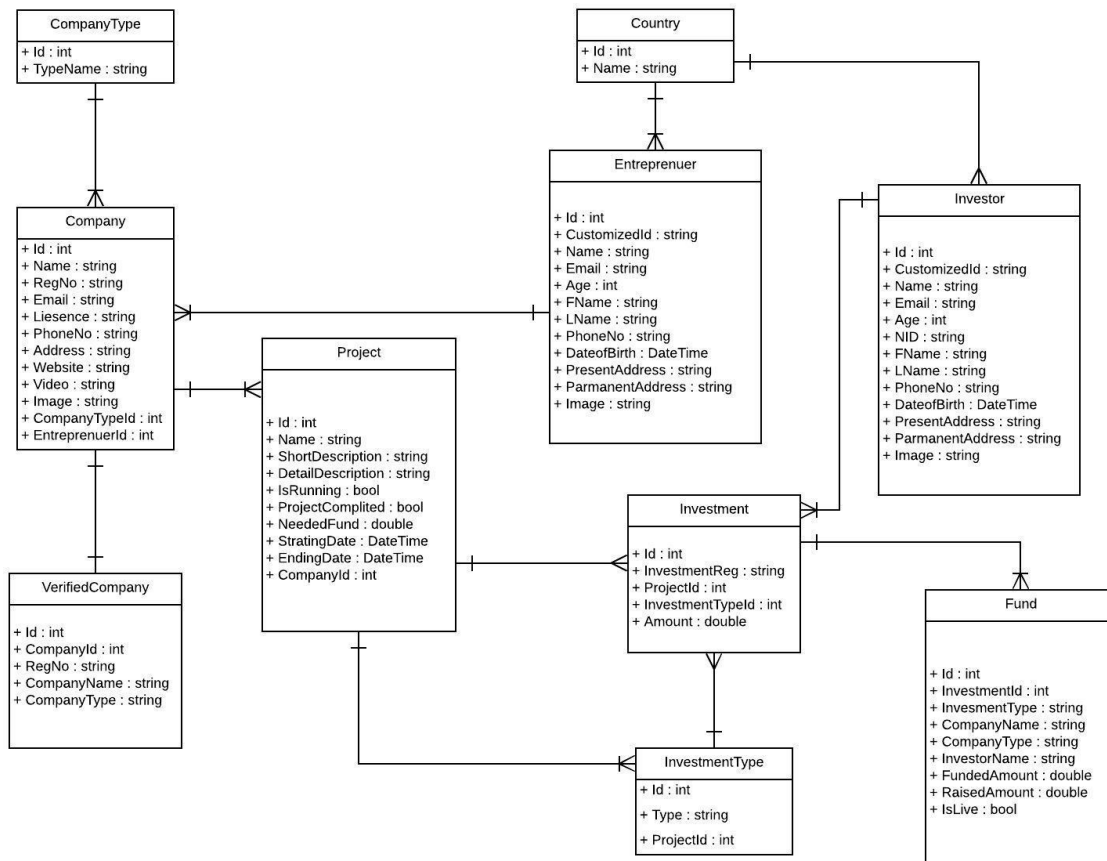


Figure 3.8: ER-Diagram

CHAPTER 4

DESIGN SPECIFICATION

4.1 Front-end Design

User interface is represented by the front-end design of any application that's the interaction way between to the user and the server of the application. Front-end design is the development for the client-side. Front-end design should be more user friendly and interactive to make it well and good.

Here is the front-end design with the respective features of the application.

4.1.1 Home page

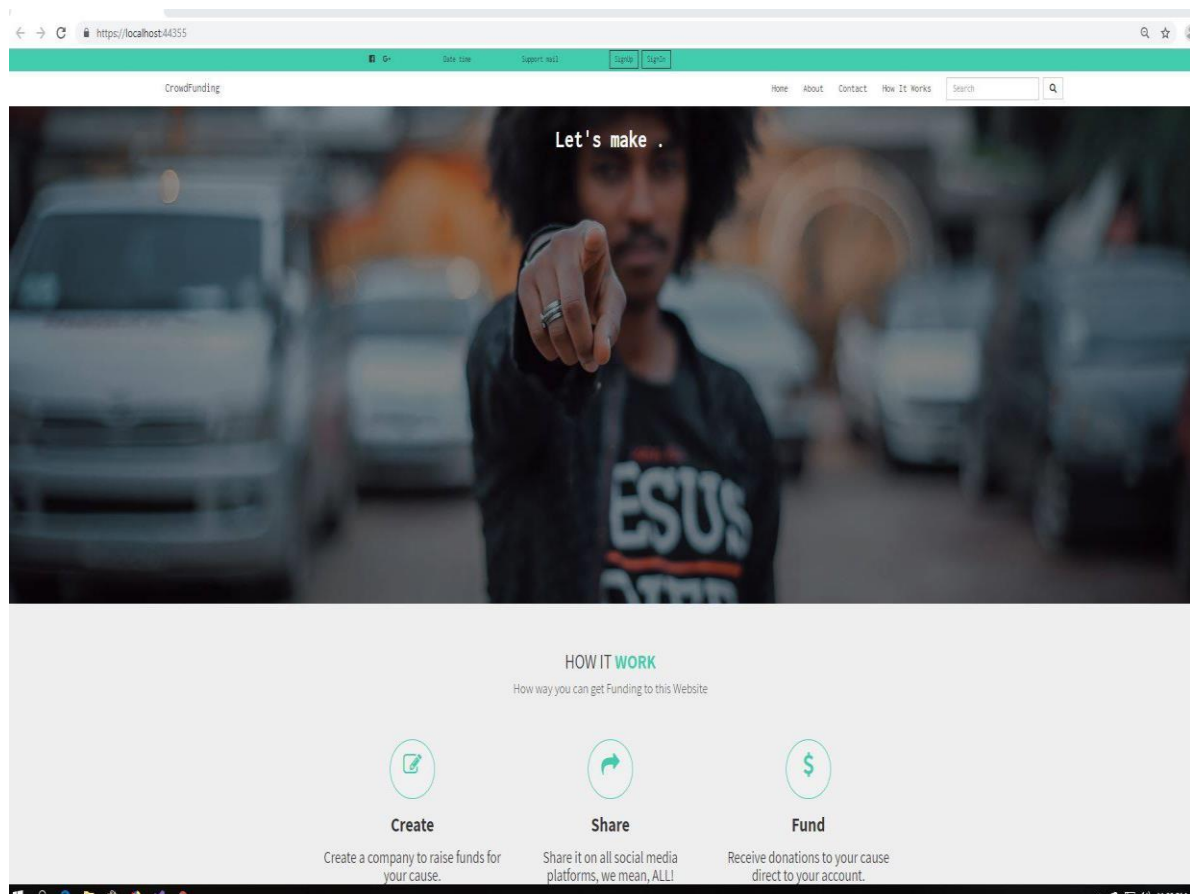


Figure 4.1.1: Home page

4.1.2 How It Works

These are the work categories for create company, share it to the social media even receive donations direct to the account.

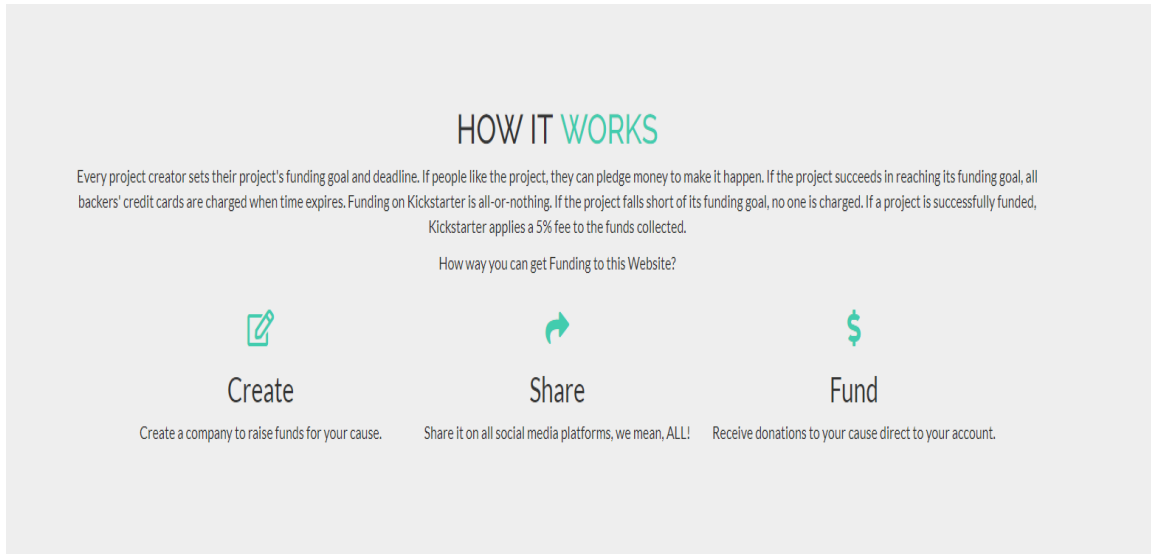


Figure 4.1.2: Work Categories

4.1.3 Footer

Footer of the application with the features of about, support and our blogs.

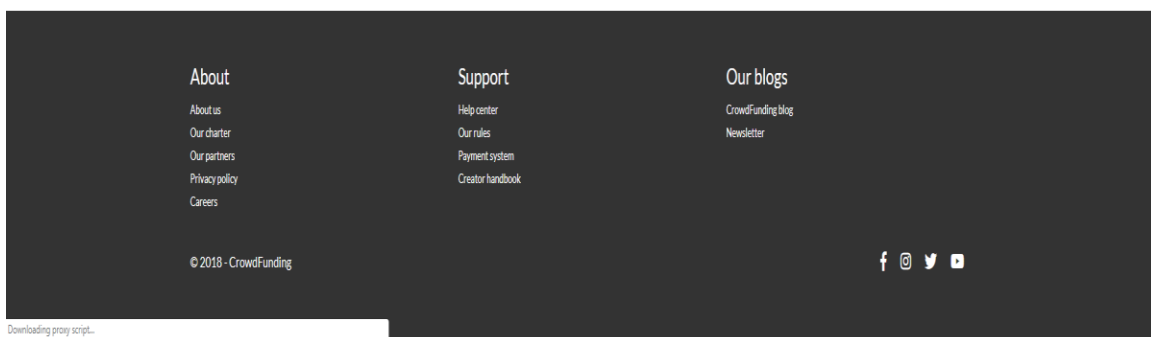



Figure 4.1.3: Homepage Footer

4.1.4 Registration

Here is the registration field of the users as investor or entrepreneur.



The registration form is titled "Create a new account." and is set against a light gray background. At the top, there are two tabs: "Register as a Investor" and "Register as a Entrepreneur". The form contains the following fields:

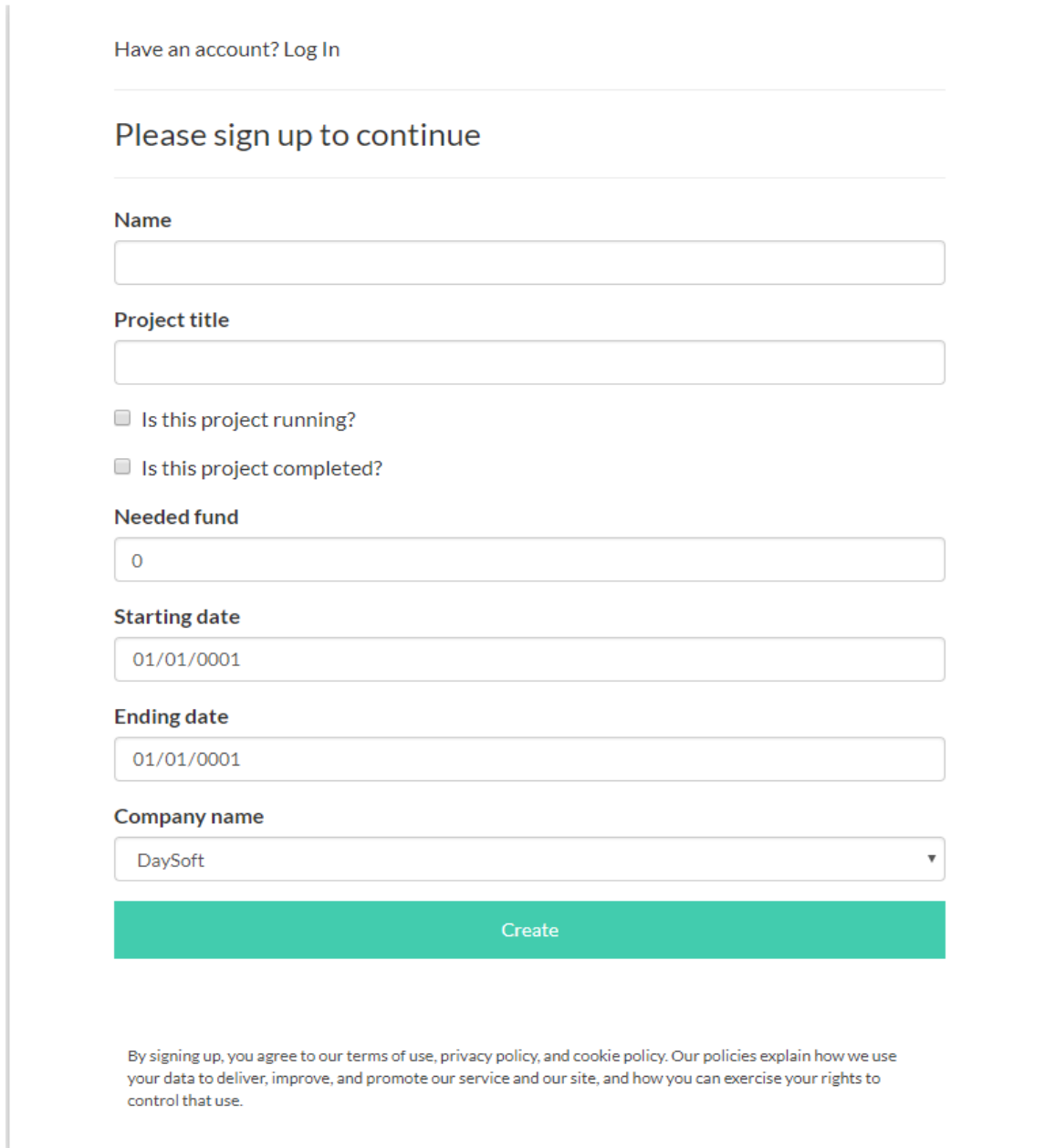
- FName**: First Name text input field.
- LName**: Last Name text input field.
- Email**: Email address text input field.
- Date of birth**: Date input field with a placeholder "mm/dd/yyyy".
- NID**: National ID number text input field.
- PresentAddress**: Present address text input field.
- ParmanantAddress**: Permanent address text input field.
- Password**: Password text input field.
- Confirm password**: Confirm password text input field.
- CountryId**: Country selection dropdown menu, currently showing "Bangladesh".

A "Register" button is located at the bottom of the form.

Figure 4.1.4: Registration Page

4.1.5 Project Sign Up

This is the sign up page for the entrepreneur to create any project to the purpose of getting financial support from the investor.



The image shows a web form for creating a project. At the top, there is a link "Have an account? Log In". Below it, a heading "Please sign up to continue" is followed by a horizontal line. The form contains several input fields: "Name", "Project title", "Needed fund" (with the value "0"), "Starting date" (with the value "01/01/0001"), and "Ending date" (with the value "01/01/0001"). There are also two checkboxes: "Is this project running?" and "Is this project completed?". A "Company name" dropdown menu is set to "DaySoft". A large teal "Create" button is at the bottom of the form. Below the button, a small paragraph of text states: "By signing up, you agree to our terms of use, privacy policy, and cookie policy. Our policies explain how we use your data to deliver, improve, and promote our service and our site, and how you can exercise your rights to control that use."

Have an account? Log In

Please sign up to continue

Name

Project title

☐ Is this project running?

☐ Is this project completed?

Needed fund

Starting date

Ending date

Company name

Create

By signing up, you agree to our terms of use, privacy policy, and cookie policy. Our policies explain how we use your data to deliver, improve, and promote our service and our site, and how you can exercise your rights to control that use.

Figure 4.1.5: Project creation

4.2 Back-end Design

Basically database design is the back-end of the application. Which is related to the interaction between the user and the server. The back-end i.e. the database design is developed for the server-side what should be more secured and updated as well.

4.2.1 Database Design

Database design is such a way of organization and collection data as the storage for the application with satisfying requirements. The main objective of a database is to make the information access should be easy, flexible, more quickly and even less expensive, controlled redundancy from failure, privacy, security and performance.

To design and store data to the needed forms database tables are prepared. There are two mentionable properties for a database are:-

- Primary key: - The field in the table which is unique.
- Foreign key: - this is the field when we need to set any relation between the tables or relative to them.

CHAPTER 5

IMPLEMENTATION AND TESTING

5.1 Requirements for implementation

Table 5.1.1: Registration

Name	Data Type	Null
Id	int (10)	no
username	varchar (150)	no
password	varchar (32)	no
confirm password	varchar (32)	no
first_name	varchar (150)	no
last_name	varchar (150)	no
email	varchar (30)	no
nid	int (50)	no
date_of_birth	Int (50)	no
permanent_address	varchar (225)	no
present_address	varchar (225)	no
countryid	varchar (50)	no

Table 5.1.2: Login

Name	Data Type	Null
id	int (50)	no
username	varchar (150)	no
password	varchar (32)	no

Table 5.1.2: Transaction info

Name	Data Type	Null
transactionId	varchar (150)	no
total_amount	varchar (100)	no
profit	varchar (150)	no
loss	varchar(150)	no

Table 5.1.3: Admin info

Name	Data Type	Null
id	varchar(100)	no
username	varchar(150)	no
deal_no	varchar(225)	no

5.2 Testing Implementation

Testing implementation is the process that can be consider as in where a system tester or it can be the builder of that system will be able to check many cases for the completion of the system and specification. But maybe there have the limitation in the system at the initial stage or in next.

Table 5.2: Testing Results

Test Cases	Test Input	Expected Outcome	Obtained Outcome	Passed/Failed	Testing period
1. Registration	Registered by valid info	Successfully registered	Successfully Registered	Passed	26-10-2018
2. Registration	Registered by invalid Name or email	Re-enter warning for failure	Registered denied	Passed	26-10-2018
3. Registration	Registration with empty field	Re-enter warning for empty	Registration denied	Passed	26-10-2018
4. Login	Login with laptop, android phone, notebook etc.	Task successful	Task successful	Passed	28-10-2018

Test case	Test input	Expected outcome	Obtained outcome	Passed/Failed	Testing period
5. Homepage	Homepage entry after logged in	Task Successful	Task Successful	Passed	29-10-2018
6. Logged out button	Return to the homepage	Task successful	Task successful	Passed	29-10-2018
7. Create Project	Sign up with name, project title etc.	Task successful	Task Successful	Passed	31-10-2018

CHAPTER 6

CONCLUSION AND DECISION

5.1 Conclusion

Crowdfunding is the way of raising money from the general public or the audiences who are likely participate on it and the process of making a platform of a business which can be either successful or the failure depends on the structure and the marketing of the project and obviously the selection of the project.

5.2 Future Work

As raising fund via online platform is becoming the most popular, profitable and growing reputation process, so we would like to established that in our country as there is no effective platform as well as a global platform.

We want to establish this platform as a new dimension for our own country to improve themselves with their own capability through our web application.

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