# A Review On Evolution: Various Approaches On

# CROWDFUNDING & FUNDRAISING

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### *Abstract:*

*Crowdfunding is a way to raise funds for a specific cause or project by asking a large number of people to donate money, usually in small amounts. Crowdfunding is done online, often with social networks, which make it easy for supporters to share a cause or project cause with their social networks. Fundraising is the process of collecting money as donations for a cause from individuals and businesses. A person who raises the money from them is known as a fundraiser. It was usually used to gather money for non-profit organizations. Some crowdfunding platforms are Kickstarter, GoFundMe, Crowd funder, Charitable, Indiegogo etc. These causes may include anything, from helping a group of people who get injured in a war, support the religious causes and support those people who suffer from natural calamities. Even allowing the different users to collaborate for the causes. As the organization promise the natural calamities victims to give financial and material help from the localities but they can't do anything for the victim as they say. So the main objective of this platform that user get assurance from organisations work as they promised to user. And to eradicate completely the need of middlemen. Allowing the sponsorship and educational institute to collaborate various sponsors or host volunteers on the platform .It means creating only one platform for the user and it will be trustworthy for them with assurity and in secure way. The motive is to develop an application that runs on IOS and Android devices along with all browser compatible web portals.*

***Keywords:*** *Crowdfunding and Fundraising platform, Trustworthy portal.*

**Introduction**:

With the rapid development of web and other technologies, online crowdfunding has been developed as a mechanism to raise funds for start-ups, to support micro-financing in less developed countries, and to generate donations for nonprofit organizations. Marketplaces like Kickstarter and Indiegogo are beginning to facilitate greater transactions ,both in terms of volumes and amounts. Some crowdfunding platforms are Kickstarter, GoFundMe, Crowdfunder, Charitable Indiegogo etc. As observed in recent years, the inception of organisations that empirically promise to take financial and material help from localities when disastrous calamities occur is increasingly high. However there is no way that assures that these organisations work as they promised.

Online crowdfunding platform has been considered problem statement. Crowd funding is generally implemented via crowd funding platforms. Crowd funding platforms are the internet based platforms that raise funds from the funders for various campaigns by creators. The objective of the platform is to maximize the number and size of successful projects. Platform mainly provides facilities to make best possible communication among different types of users, presentation of campaign and other services.

Primary target that client get affirmation from associations function as they promised to client. Their help reached to needy people with secure manner without any mediator help .This platform provide a normalized way of collection of material and financial resources. This web portal provide such type of helps like manpower, food, medication and clothing to those in need via no agent along this provide full transparency. User can choose his/her role whether him/her want to be an Individual user, Sponsor, Educational institute. The sponsor can collaborative with Educational institute and sponsor various causes. And the Educational institute collaborative with various sponsors or host volunteers on the platform. Individuals with volunteering rights with no direct associations with any organizations. Also the user want to give some Id Proof like Adhar Card, Pan card where user get verified in some terms and condition basis by Higher Authorities like Administration and due to this platform become more secure. Funds, donations of foods, clothes or other kind of materials , are transferred to the person without any agent and also user can chat with that person before starting a cause and give some notifications that the material is reaching to the right person to whom user want to transfer.

The Web portal has made the entire process of floating an idea and raising funds as much easier and faster. This is an approach to assist the meriting people with making immense contrast in their lives.Crowdfunding and raising money is a support system for individuals who need to begin another business. It straightforwardly associates individuals with cash, labour, different sorts of serves to the individuals who need it. .The action of raising money to support or finance a project or a cause. It is mainly used by non-profit organizations. Collecting voluntary financial, or in-kind donations, required to implement a charitable, or socially oriented activity (action, project), or fund a non-profit organization (NGO), with a socially oriented mission.

**Literature Survey:**

One of the method of the crowdfunding literature is characterized by the main categories as capital seekers, capital providers, and No middle people.

**A] Crowdfunding literature with a focus on capital seekers**

The crowdfunding literature focusing on the capital-seeking party is predominantly concerned with the motivations for crowdfunding, the determinants of success, and the legal restrictions of equity-based crowdfunding.

Belleflamme et al. (2013b) identified in their interviews with crowdfunding-experienced entrepreneurs three main reasons for choosing crowdfunding to finance their projects. The collection of funds was stated by all of the respondents as the main reason for using crowdfunding. Other motives mentioned were the attainment of public attention and receiving feedback for their products or services [1].

Gerber et al. (2012) come to very similar conclusions. They performed semi -structured interviews with market participants and identified five categories of motivation: financing, forming relationships and networks, self-affirmation, replication of success stories and increased awareness of the product. Crowdfunding offers, according to Hemer et al. (2011, pp. 30), the ability to obtain funding in the early stages of a company's life cycle and thus an opportunity to close the early-stage gap. Further motives of crowdfunding identified are the speed and flexibility of the funding, little formal obligations, testing the

product in the market, multiplier effects, positive signaling effects and the use of the "wisdom of the crowd" for various company tasks[2][3][4].

**B] Crowdfunding literature with a focus on capital providers**

The behavior of capital providers is crucial for the success of crowdfunding. Scientific research has mainly focused on the motives of capital providers for participating in crowdfunding and the factors that influence the investment decision.

Capital providers in crowdfunding are not financially motivated. Social reputation and characteristic thought processes play a a significant role job (Allison et al., 2014; Lin et al., 2014). The intentions to take part in crowdfunding are heterogeneous and rely upon the respective crowdfunding model (Lin et al., 2014; Ordanini et al., 2011). Meetings with organizers and representatives of three crowdfunding stages show that capital providers have some regular characteristics: they are interested on collaborating with others, distinguish themselves with the organization or the products, and are interested on the financial outcome (Ordanini et al., 2011). These thought processes were additionally confirm by Gerber et al. (2012) in interviews with capital seekers and capital providers. The last strive at financial and non-financial related prizes, they like to help the support the project or organization and they need to be active in informal organizations. Hemer et al. (2011, pp. 41) further recognize the enthusiasm for utilizing the product or administration and the fulfillment of self-affirmation and fun, which is related with this sort of investment [5] [6].

**C] Crowdfunding literature with a focus on No Middle people**

Primary objective that customer get assertion from associations work as they promised to customer. Their help reached to needy people with secure manner without any mediator help.
The involvement of a crowdfunding platform without as an intermediary in crowdfunding transactions offers advantages for both capital seekers and providers. In addition to providing a standardized process, platforms act as an information, communication and execution portal. Accordingly, this platforms will build the trust among the participant parties. And  their transaction reach at appropriate places where parties  want to send their materials to other parties .They  get the proper  authentication during the transaction process.

**Proposed Methodology:**

The usefulness of proposed frameworks diffuses into four primary modules that include clients and precise segment and rakish fire administrations and firebase. The client module comprises of the considerable number of clients for example administrator, instructive organizations, people and patrons. These clients have their characterized perused and compose jobs notice top to bottom in the usage section. The precise module has diverse sub segments that establish to different perspectives on the framework going about as view in MVC engineering. The straightforwardness of this engineering licenses to further extend the framework on profoundly versatile level. This express adaptability is an extra of precise assistance that establish to a model and controller as opposed to a view. Hence upgrading framework execution and expanding versatility.

The rakish fire administrations work together with firebase to get constant database. This permits quick reaction from the server succeeding an inquiry. To perform productive stockpiling and document control, firebase give fire stockpiling that gives constant transferring of the records or evidences that will be validated.

**Conclusion:**

In this work, we proposed a model with a plan to upgrade the usefulness of stages by giving a help device that might be actualized as module apparatus on the stage. This framework will have the option to accomplish full straightforwardness and straightforwardness along these lines at last assembling the trust of the wide arrangement of group of spectators that utilize it. The model can without much of a stretch be suited on huge scale for different gifts and foundations that happen during celebrations, greatly in India.

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