



Examining and Evaluating the Financial Backing for Crowdfunding

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ABSTRACTION –

Through the creative platform of crowdfunding, creators may express their ideas and gather support from a wide range of supporters, dismantling conventional fundraising restrictions. A crowd funding web application functions as the digital hub that links enthusiastic campaigners with a worldwide network of possible funders, empowering them to collaboratively realize aspirations, endeavors, and projects. Typically, crowdsourcing is carried out using online platforms that serve as a conduit between initiatives and the general public. Scholars have studied this subject both conceptually and practically during the last few years. In order to find (1) Theories and different ideas on crowdfunding, as well as (2) literature about crowdfunding webapp, this continued to grow until the very end.

Keywords: models, crowdfunding, and upcoming research.

I. INTRODUCTION

The basic notion of crowdsourcing, which leverages the services of the public to obtain opinions, fresh concepts and ideas, and corporate support, is where crowdfunding gets its start. Crowdfunding has revolutionized the way individuals, groups, and causes raise capital.

Individuals have raised money to support high-risk products to achieve positive outcomes since the early days of fundraising theory. Authors have relied on subscriptions to support their labor for hundreds of years.

The first attempt to ship the statue to New York in 1885 was unsuccessful. They are unable to come up with enough cash. Because other communities were prepared to pay to have the statue built there, this almost led to the statue being transferred. Thousands of people endorsed this. They ultimately raised \$101,091, which was sufficient to enable them to meet their \$250,000 target in less than five months. We now refer to Character Freedom's crowdfunding as a tier-based subscription model; the benefits you receive for your support are contingent upon the amount

These technological advancements persist, these platforms will be crucial in molding the trajectory of fundraising, promoting cooperation, and generating Good for the World. Along with generating money, these advantages also include getting sponsorships, cutting expenses, expanding globally, being transparent, and offering new incentives. We extend an invitation to everyone who desires to be a part of this revolutionary path toward an inclusive, transparent, and effective financial future.

Crowdfunding has grown significantly in the last few years, and by 2020, the global sector is expected to reach a value of over \$12 billion. Predictions indicate that the trend will persist in the upcoming years due to the rise in the number of platforms across different categories. The amount of people and companies turning to crowdfunding as a source of funding is what is fueling this increase.

The worldwide economy has been greatly impacted by the COVID-19 pandemic's progress into 2020, with small firms being particularly hard hit. and tiny companies. Unfortunately, a sizable portion of people who tried to weather the crisis failed to do so. But in the face of these difficulties, crowdfunding has emerged as a strategy for some companies, with crowdfunding initiatives backed by people coming together to help one another through this trying period.

II. BAKGROUND AND LITERATURE WORKS

Mehari Al-Daiana and Saeed A. Bin-Nashwan [1] suggested that fundraising could occasionally foster a close bond with the general population and society. explains the absence of technology and openness throughout the fundraising efforts as well. coordinated campaigns using a range of platforms, including websites, awareness campaigns, and public meetings.

Fundraising encompasses not just public or service-related organizations, but also private groups and individuals who are open to disseminating the objectives and outcomes of the organization (Yung-Ming, Jih-Dong, Chin-Yu, 2011). suggested altering the organizational work environment and workforce composition.

The conceptual aspects of fundraising in higher education are described by Abhishek Bhati and Ruth K. Hansen [3] from

Models

To improve transparency and security, Abrol, A. [4] presents tokenization and blockchain technology. The fundraising hypothesis asserts that the quantity of a donation is contingent upon available funds and that there is a positive correlation between corporate philanthropy and money. Analyze security, functionality, and the effect on data protection to compare tokenization with encryption.

Daniel Kievich [5], following the advent of technology, created the first web-based online donation platform. It addresses and introduces several modes of giving, such as charitable work, big, little, and donation-versus-donation contributions. Several payment and transaction methods have been integrated for increased trustworthiness and transparency.

Genevieve G. Shaker [6] offers fresh data from the perspective of significant donors. It features a novel framework for defining behaviors and traits of fundraisers inside the organization and relationship context. offers fresh information from the perspective of significant donors. It features a brand-new framework for defining traits and actions of fundraisers in the context of relationships.

A project description is written at the start of the process, according to Laila Kondazian, Baiba Riza, Liva Grievance, and Peteris Riza [7]. empirical research literature and determine that the number of updates is correlated with the success of project funding. creating a crowdfunding platform's cost estimate. highlighting the advantages of being an entrepreneur.

Jolien Reijerink, Auke Rijpma, and Montserrat Prats Lopez [8] The management and operation of crowdfunding is a team effort, and it is not dependent on a single person. Project development and management are enhanced and improved as a result. Methods for recruiting volunteers are strategically designed, and engagement tools are developed. These tactics' implementation is closely monitored, enabling in-the-moment effectiveness analysis.

III. PROBLEMS IN EXISTING APPROACHES

Many problem-solving techniques arise during the conceptual planning and crowdfunding launch; these may be technology- or payment-related.

Due diligence omissions:

The lack of due diligence is a significant risk associated with campaigns. Several sites may be inadequately scrutinized, leading to an elevated chance of poorly executed or counterfeit undertakings in the future.

Problems with accountability:

Economic Barriers: The hefty fees associated with crowdfunding sites can have a big effect on the amount of money that projects raise. Tackling complex fee schedules presents challenges for architects looking to maximize resource efficiency.

It can be difficult to keep project deliverables accountable. Project creators and supporters may become confused about the final product if information are unclear.

Global regulatory challenges:

The presence of disparate foreign legal frameworks poses obstacles for crowdfunding platforms. Different regulatory regimes make it challenging for platform operators to adhere to the law.

Checking the right platform:

A better platforms are fully legitimate and trustworthy, which the older ones lacked. Blockchain and decentralized technologies, which offer the highest level of transparency, were not used by the



Fig 1 Problem Approaches

IV. METHODOLOGY

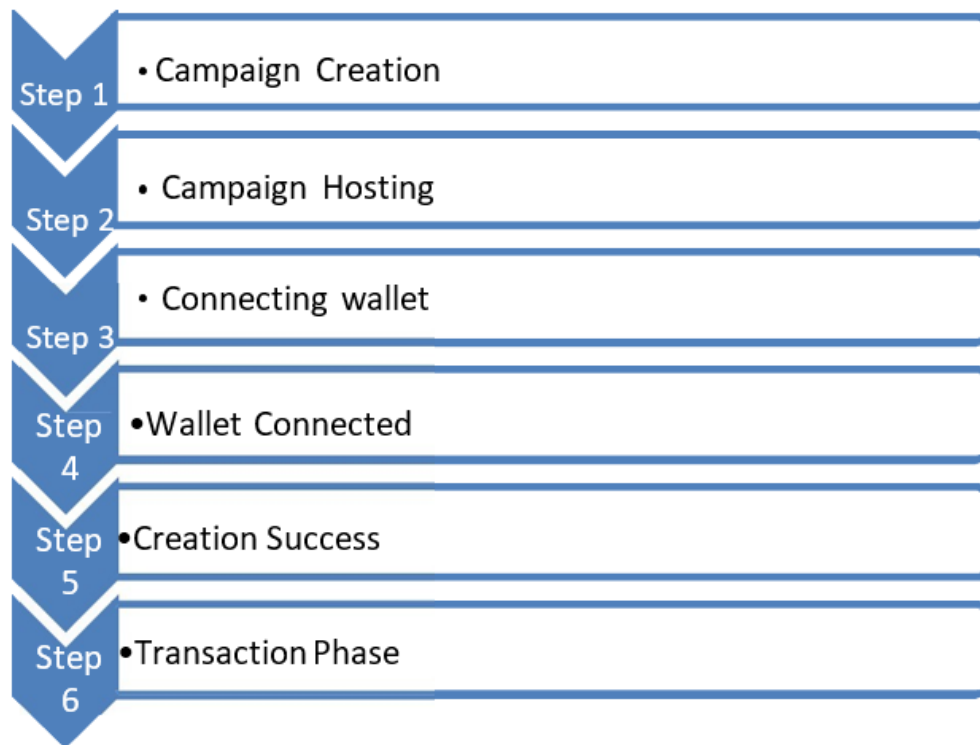


Fig 2 Proposed methodology

Campaign Creation:

A new user initiates a campaign by connecting their MetaMask wallet to the web application. After wallet connection, they can create a unique campaign by entering details such as Title of the campaign, Campaign Photograph, Campaign details, Reason of the campaign and Fundraising Goal.

When the user clicks the "Create Campaign" button, a new campaign is generated with associated details been provided. After a brief processing period, the transaction is completed, and a new campaign is added to the blockchain with the contract address.

The campaign is then displayed on the website's homepage, accessible to other users. Post-creation, an E Wallet like MetaMask is essential to manage transactions associated with it.

Campaign Hosting:

After creation, the web app needs to be hosted for public view and for the purpose of receiving donation. Hosting can be done by the user on different platform.

Connecting Wallet:

A wallet needs to be connected where the donation amount will be obtained. This wallet is secured with solidity and blockchain technology for better transparency and visualization during transaction

Wallet Connected:

Wallet successfully connected with the campaign and the campaign is ready for the public welfare.

Transaction phase:

Withdrawal requests can be approved or rejected by approvers, donors who have contributed more than a certain amount. By using this procedure, the investment community's agreed upon use of funds is guaranteed. Fund withdrawals require the minimum permission of 50% of the approvers. Funds are sent to the specified address after approval.

In addition to all of these techniques, the campaign is accurate, thorough, and claims transparency and reliability. Decentralized blockchain technology is applied with solidity and smart contracts to guarantee this.

V. RESULTS AND DISCUSSION

Crowdfunding has been seen and used to improve and increase fund raising using various platforms, such as social media or social marketing. It featured several noteworthy projects from a variety of industries, including inventive tech startups and creative enterprises.

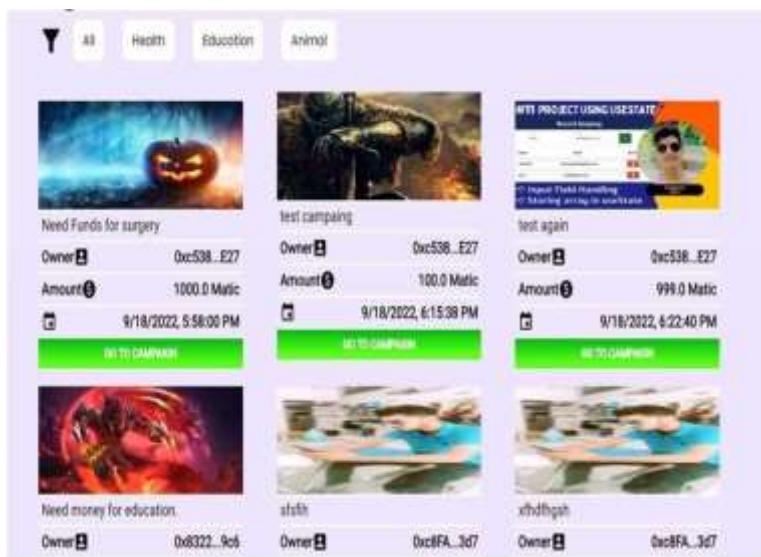


Fig 3 Dashboard

Dashboard is the home page of the web app, where all the campaign will be listed and details will be displayed. It has different sections including filter, different category, and create option. Dashboard is the first view of web page.

Crowdfunding had dominated many of the time as successful during various incident and pandemic which brought together the humanity and the ease to help the needy ones.



Fig 4 Create campaign

Creating a campaign includes the detailing of the campaign program. It creates and display all the essential information for the campaign which is publicly visible.



Fig 5 Success Campaign

once the campaign has successfully launched and the wallet is connected. Donations from the public and social organizations are welcome.

Even though crowdfunding has been successful, there are still certain situations that frequently require attention. Certain conversations that are important to comprehend during the crowdfunding process aid in improving campaign preparation.

It includes:

- Assess the possibility of errors.
- Issues that must be resolved;
- Communities and organizations must be drawn in;
- Funding must be secured

VI. CONCLUSION AND FUTURE WORK

Conclusion:

Crowdfunding has been a huge assistance in overcoming the financial obstacles as well as other difficulties including social services, health, education, and food. Crowdfunding campaigns have demonstrated their capacity to stimulate innovation, facilitate money flow, and build thriving communities.

Crowdfunding success stories have shown that this strategy is viable across a wide range of industries, including technology and business. For creators, crowdfunding platforms provide fresh ideas and opportunities due to their global reach and ease of acquiring funds.

Future work:

Given how easy it is to use the newest technologies to conduct safer and more effective fundraising, crowdfunding is steadily expanding and getting better. upcoming relevant works that should be noted are:

- . Blockchain technology integration putting solidity and smart contracts into practice for transparency.
 - Increasing the effectiveness of ecosystem adaptation To draw contributors, a crowdsourcing effort needs to be well-diversified.
 - Crowdfunding connected to machine learning and artificial intelligence. high tech components like machine learning and other frameworks are involved.
 - Increasing social and environmental responsibilities Increasing social and environmental responsibilities
 - Encouraging backers to get tokens that stand in for a portion of the project's future earnings.

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