Investopedia: A Concept of Software Platform for Investors with Innovative Idea

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Abstract

As we all know about "Shark Tank", a popular show. The platform integrates investors, pitchers as well as general public. The platform can also provide inspiration for new generation youth. There are several solutions available in the market that tries to provide funds from investors. The biggest drawback in them is that a pitcher needs to approach investors in order to get funded.

Now the problem is that not everyone is able to approach these big investors there are several reasons for this like, insufficient knowledge, no proper guidance etc also we are aware that there are several small investors out there in the market who are willing to invest in small business and new ideas. This is the problem addressed by our project.

I. Introduction

India has more than 60 million small businesses, India also has the second largest base of small and medium-sized businesses (SMBs), accounting for more than 17 percent of the country's GDP. Small businesses, from local Kirana stores to handicraft sellers, to even pharmacies or bookshops, form the backbone of our economy and have been playing a major role in serving society. India is also home to some of the most inspiring entrepreneurs in the world. From tech start-ups to retail businesses, these entrepreneurs have made their name globally.

It is also clear that there is an emerging digital economy in India and small businesses can have opportunity to grow if they take themselves to the Internet and try to expand business digitally.

From above it is clear that the Indian market has the potential which could help these small businesses and new entrepreneurs to grow, but

there are several problems faced by them that make them unable to take advantage of economies of large-scale production and also lack motivation for expansion.

Also, they are not able to take benefit from the government schemes and incentives as a result, the business units may become sick or even close.

II. EXISTING RESEARCH WORK

- India stands second in number of start-ups with 12,842 active start-ups in order to expand themselves these start-up require heavy investments from investors.

- There are countless investors in India who are ready for startup Investing. There are several reasons why investors invest in startups.

- Startup investing offers great growth potential and therefore it is highly rewarding. Therefore, angel investors are always in lookout for new ideas which are scalable.

But still, it is hard to find a perfect investor for seed funding round.

- What is Startup Investing?

Startup investing means investing in a company in its initial stage. After investing you get a part in ownership, and a share in future profits

- Who are angel Investors?

Angel investors are high-net-worth individual who provide financial backing for small startups or entrepreneurs in exchange of ownership equity in the company.

- What is Seed Funding Round?

Seed funding is the first official round of funding that startups raise before moving into further rounds which are known as round A, round B, and round C.

III. Methodology

Steps which we would follow while developing the project: Implementing front-end using react. This includes all the components like, Banner, Header, Footer, Search, Signup, Login, Loading, Pagination, View, Posts, etc. Implementing back-end using firebase Implementing database using firestore, and using storage provided by firebase to store images.

- Creating a dynamic web architecture to view all the Ideas in form of cards on the front page. Pagination option will also be present in order to view all the Ideas.

- Providing a button to login/ signup. The Signup will require details like full name, Aadhar Number, email, password whereas the login will only require username and password.

- Implementing search feature to search for a particular idea. This would be helpful for the investors so that they could search for an Idea by its name which they visited earlier.

- Implementing filter feature to filter out ideas of particular category. The category would be Medicine, Fashion, Technology, Kids, Craft etc. This would be helpful for the investors so that they could find the ideas of the particular category which they like to invest.

- Creating a button to generate an idea. This would be for the user who wants to ask for investment. This would require several details like Title of the Idea, Required Investment, Category in which idea lies, Description of the idea, Video URL (video explaining or pitching the idea), Image (related to idea).

- Creating two collections one for ideas and other for users on firebase. Ideas collection will contain all the ideas whereas user collection will have details of all the users registered on website.

Charts

India Investment Activity
VC-Backed Companies, Q2'14 - Q2'15

Source: Data provided by CB Insights, July 23, 2015

IV. Result

Our main Target is to complete our project by using all technologies which we mention above basically now we are

designing our front-end by using HTML, CSS, JS, ReactJs later on we connect firebase in it for backend services.

Now everything is in a process may be we replace firebase and write backend code and for database we can use MongoDB with the REST API .

V. Discussion

For Investors:

Investors can explore a variety of business ideas and projects that need funding.

The platform often provides tools or information to help investors and small businesses.

For Local Businesses:

Small or local businesses get a chance to showcase their projects to a broad audience.

It opens up opportunities to secure investment that might not be available through traditional banking methods.

With the necessary funds, these businesses can expand, hire more staff, or increase their market Value reach.

The Process:

Business Submission: Local businesses submit their projects with detailed plans and required investment.

Verification: Project Investopedia may perform checks to ensure the legitimacy and potential of the businesses.

Investor Access: Once approved, the projects are listed for investors to browse.

Investment Matchmaking: Investors can choose which business to fund based on their interests and investment strategy.

Deal Closure: When a match is made, Project Investopedia facilitates the investment process, ensuring both parties are satisfied.
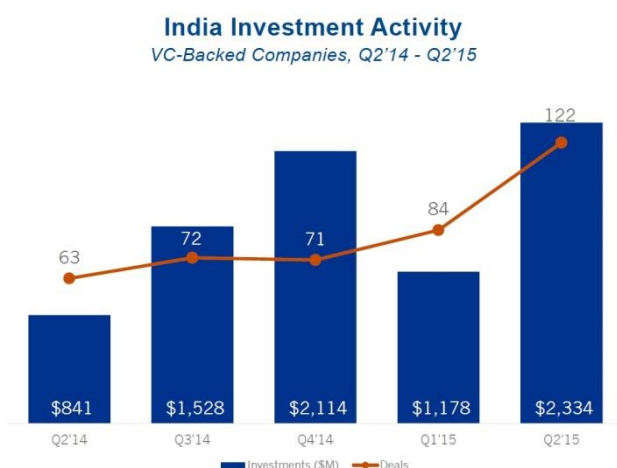
Benefits:

Community Impact: By funding local businesses, investors can have a direct impact on local economies and job creation.

Innovative Ideas: It encourages innovation by providing a platform for unique business ideas that might otherwise go unnoticed.

Transparency: The platform aims to maintain transparency to build trust between investors and businesses.

VI. Conclusion

This is all about the process of our project on INVESTOPEDIA which helps to grow us in this era of 20th century through investing or to creating the new ideas.

VII. References

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