



Connecting Entrepreneurs with Investors

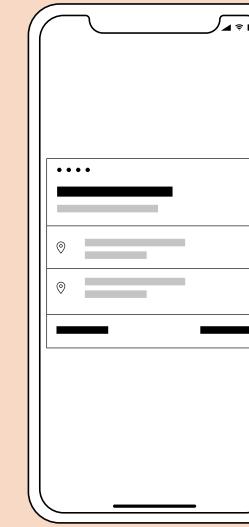
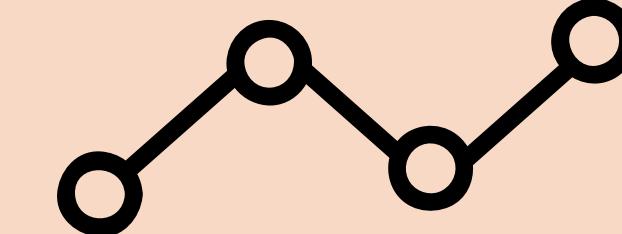
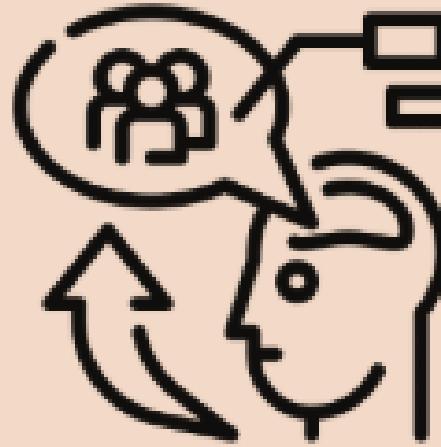
GROUP 27

OVERVIEW

Fundora is a platform connecting entrepreneurs with investors to make fundraising seamless and rewarding. Entrepreneurs pitch ideas via proposals, videos, and live virtual sessions, while investors access high-potential startups. With secure deals, real-time feedback and AI tools, Fundora empowers users—students, founders, or professionals—to scale their visions. It ensures trust with verified profiles and contracts, fostering a transparent, innovative space for collaboration and global growth.

Fundora: Aims to be the ultimate, secure, and innovative hub for connecting entrepreneurs and investors

THE UX DESIGN PROCESS



Empathize

Competitive
benchmark
Surveys and user
interviews

Define

Problem-
statement User
persona Pain-
points and
solutions
Conclusion

Ideate

User flow
Wireframing

Prototype

Low fidelity
wireframe High
fidelity wireframe

RESEARCH

- Our research for Fundora focused on understanding the intricate dynamics between entrepreneurs and investors. We explored how both parties value trust, transparency, and ease of communication, much like how a well-maintained public space ensures comfort and accessibility for all. Our study examined key areas such as user verification, privacy concerns, and the differing needs of early-stage startups versus experienced investors. We also analyzed behavioral patterns during pitch creation and investor engagement, considering factors like cultural attitudes, legal compliance, and technological enhancements such as AI-driven feedback. This comprehensive approach helped us pinpoint essential features—ranging from one-click team imports to interactive tutorials—that aim to create a secure, efficient, and professional environment for connecting innovative ideas with the right investors.

Range of Fundora User Groups:

- Aspiring and established entrepreneurs of all ages
- Students and young innovators
- Professionals transitioning to startups
- Investors and mentors
- Global visionaries and local pioneers
- Niche creators and team-builders
- Supporters of secure, transparent collaboration

COMPETITOR ANALYSIS

How FUNDORA Stands Out?

- No Direct Competitor – A Unique Platform
- FUNDORA is the first-of-its-kind platform that seamlessly integrates live pitching, AI matchmaking, and secure investments in a single app.

Competitive Advantage :

- Live & Interactive (vs. static startup listings).
- AI-powered Investor-Startup Matchmaking.
- Secured with NDAs & Contracts.
- Recognition via Leaderboard & Global Pitching Opportunities.

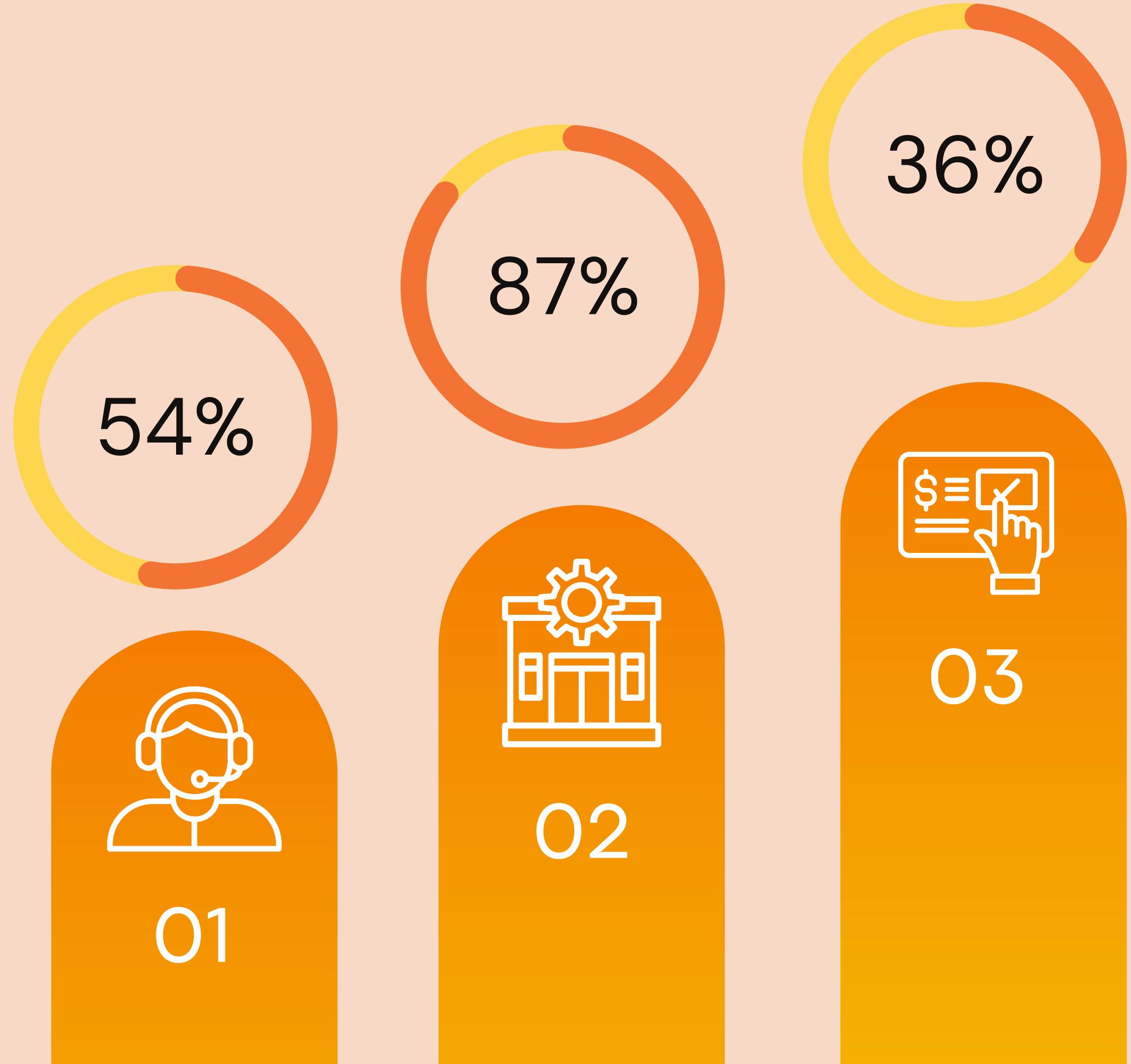
USER SURVEY & INTERVIEW

Quick Questionnaire:

- Who are you ?
- Are you aware of any existing platform that allow entrepreneurs to pitch their business ideas? If yes then tell us about it more.
- What do you hope to achieve by using this platform?
- What format do you prefer for pitching your idea?
- What is the biggest challenge your business is facing?
- What would make you trust an investor on this platform?
- What would make you recommend this app to other entrepreneurs?

KEY TAKEAWAYS

- 01 Over 50% prioritize live pitches and funding, with mentorship and connections equally critical
- 02 Trust is heavily tied to transparency, with track records and reviews each at 22.7%
- 03 Biggest Challenges 36.4% cite lack of funding



POINT OF VIEW

| User | Need | Insight |
|---|---|--|
| Student entrepreneurs with business ideas | To secure funding, mentorship, and visibility | They lack awareness of existing platforms and prioritize live pitch sessions for real-time feedback. Trust hinges on verified investor profiles and peer reviews to overcome scepticism. |
| Established entrepreneurs scaling startups | To upscale efficiently and differentiate | They face market competition and need strategic partnerships. Prefer interactive pitch decks to showcase scalability and value, relying on investor track records for trust. |
| Professionals transitioning to entrepreneurship | To validate ideas and build networks | Balancing risk with full-time jobs, they seek mentorship and written proposals for clarity. Trust is driven by app-generated recommendations and safe environments. |
| Founders struggling with team-building | To find reliable collaborators | They prioritize platforms with community-driven networking and transparency to address partnership gaps. Recommendations from trusted users are critical. |
| Entrepreneurs with niche/untested ideas | To gain credibility and structured feedback | Limited industry knowledge demands interactive formats (e.g., videos, decks) and mentorship. Safety features (verified profiles) are essential for trust. |

Rohan

Age: 23

Occupation: Student & Entrepreneur

Location: Mumbai



Frustrations

80% Intense competition

90% Securing investment from non-retail investors

75% Balancing studies and business

Quote

"I need guidance, not just money."

Goals

Increase market share.

Secure e-commerce mentorship.

Validate his business model.

Description

Rohan aims to expand his sustainable fashion startup by seeking investor proposals, mentorship from retail experts, and platform safety features. His primary goals are to grow market share, receive e-commerce mentorship, and validate his business model.

Motivations



Scale his sustainable fashion startup.



Build a global brand

Interests

- Innovation
- Leadership
- Strategy

Personality

- Ambitious
- Tech-Savvy
- Collaborative



Anika

Age: 24

Occupation: Graduate Student & Startup Founder

Location: Ahmedabad, Gujarat



Frustrations

72%

Finding funding opportunities specifically designed for student entrepreneurs.

85%

Identifying trustworthy investors who share her vision.

68%

Accessing mentorship in the specialized area of retail solutions.

Quote

"I have a strong vision, and with the right support, I'm confident I can make it a reality."

Goals

- Secure seed funding to launch and grow
- Connect with experienced investors and industry leaders.
- Receive valuable feedback to improve

Description

Anika is building an AI tool for sustainable fashion retail. She needs seed funding to grow her business and wants to work with experienced retail pros to improve security and user experience. Her goals are market growth, e-commerce mentorship, and proving her business model is sustainable and profitable.

Motivations



Transforming her innovative idea into a thriving enterprise.



Collaborating with a network of passionate entrepreneurs.

Interests

- Hackathons
- Case studies
- Networking events

Personality

- Analytical
- Pragmatic
- Detail-Oriented

HOW MIGHT WE QUESTIONS

- **VIRTUAL PITCHING & ENGAGEMENT**

1. HOW MIGHT WE CREATE A SEAMLESS EXPERIENCE FOR ENTREPRENEURS TO PITCH THEIR IDEAS VIRTUALLY?
2. HOW MIGHT WE SIMPLIFY THE PROCESS OF SUBMITTING AND REVIEWING PITCHES FOR TIME-STRAPPED USERS?
3. HOW MIGHT WE MAKE THE EXPERIENCE OF THE APP ENGAGING TO KEEP USERS MOTIVATED AND RETURNING TO THE APP?

- **SECURITY & SCALABILITY**

4. HOW MIGHT WE VERIFY THE AUTHENTICITY OF PITCHES AND INVESTOR CREDENTIALS TO REDUCE FRAUD?
5. HOW MIGHT WE SCALE THE APP TO ACCOMMODATE THOUSANDS OF PITCHES WITHOUT COMPROMISING PERFORMANCE?

- **USER EXPERIENCE & ACCESSIBILITY**

6. HOW MIGHT WE DESIGN AN INTUITIVE INTERFACE THAT CATERSTO BOTH TECH-SAVVY AND NON-TECHNICAL USERS?
7. HOW MIGHT WE EDUCATE USERS ABOUT LEGAL PROCEEDINGS AND AGREEMENTS (E.G., NDAs) WITHOUT OVERWHELMING THEM?

- **TECHNOLOGY & INNOVATION**

8. HOW MIGHT WE LEVERAGE EMERGING TECHNOLOGIES (E.G., AI, AR) TO ENHANCE THE PITCHING EXPERIENCE?

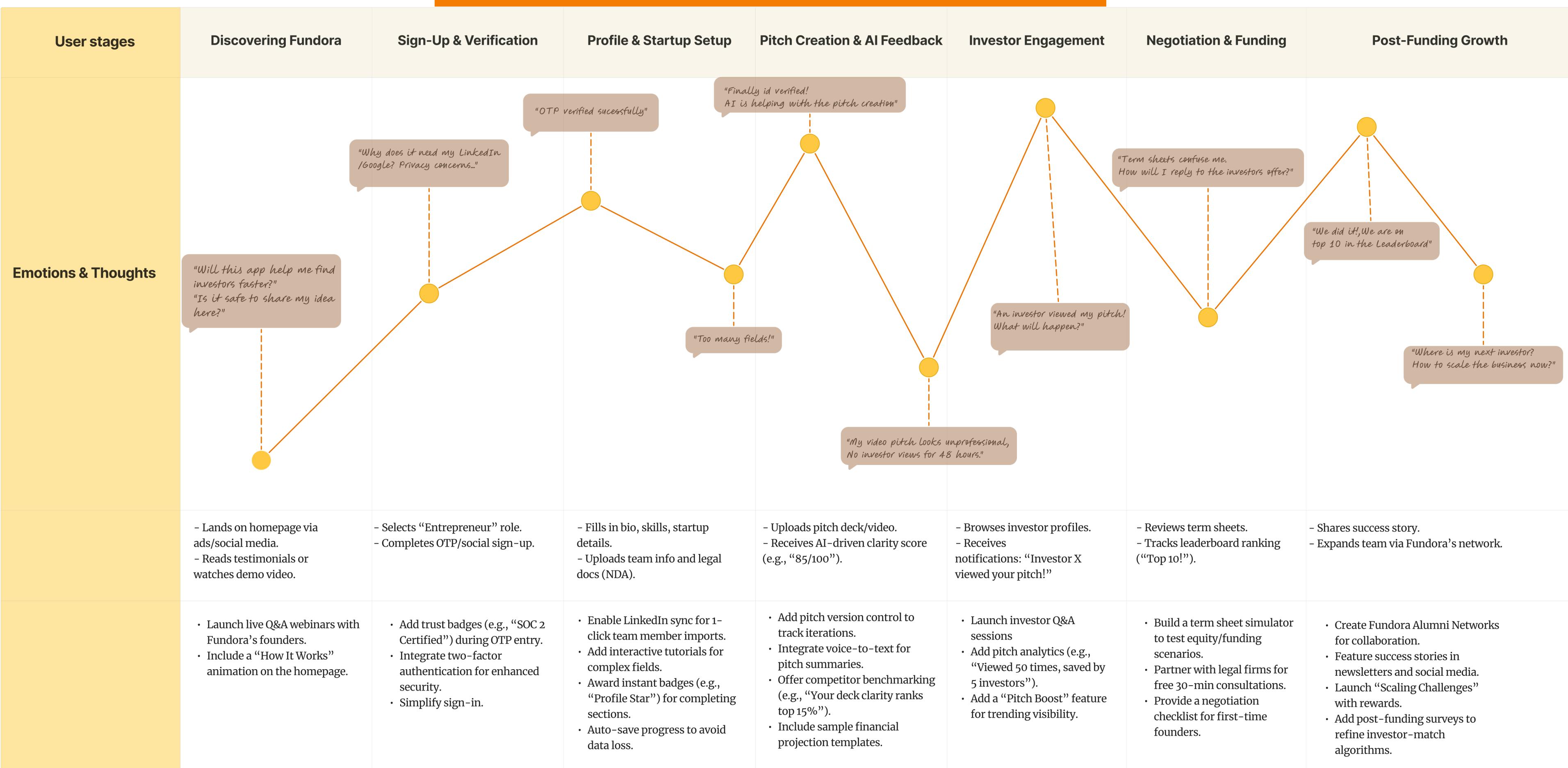
- **NETWORKING & COMMUNITY**

9. HOW MIGHT WE DESIGN A COMMUNITY-DRIVEN NETWORKING SYSTEM THAT LEADS TO RELIABLE TEAM FORMATION?
10. HOW MIGHT WE PREDICT THE MOST SUITABLE MENTORS FOR EACH ENTREPRENEUR TYPE?

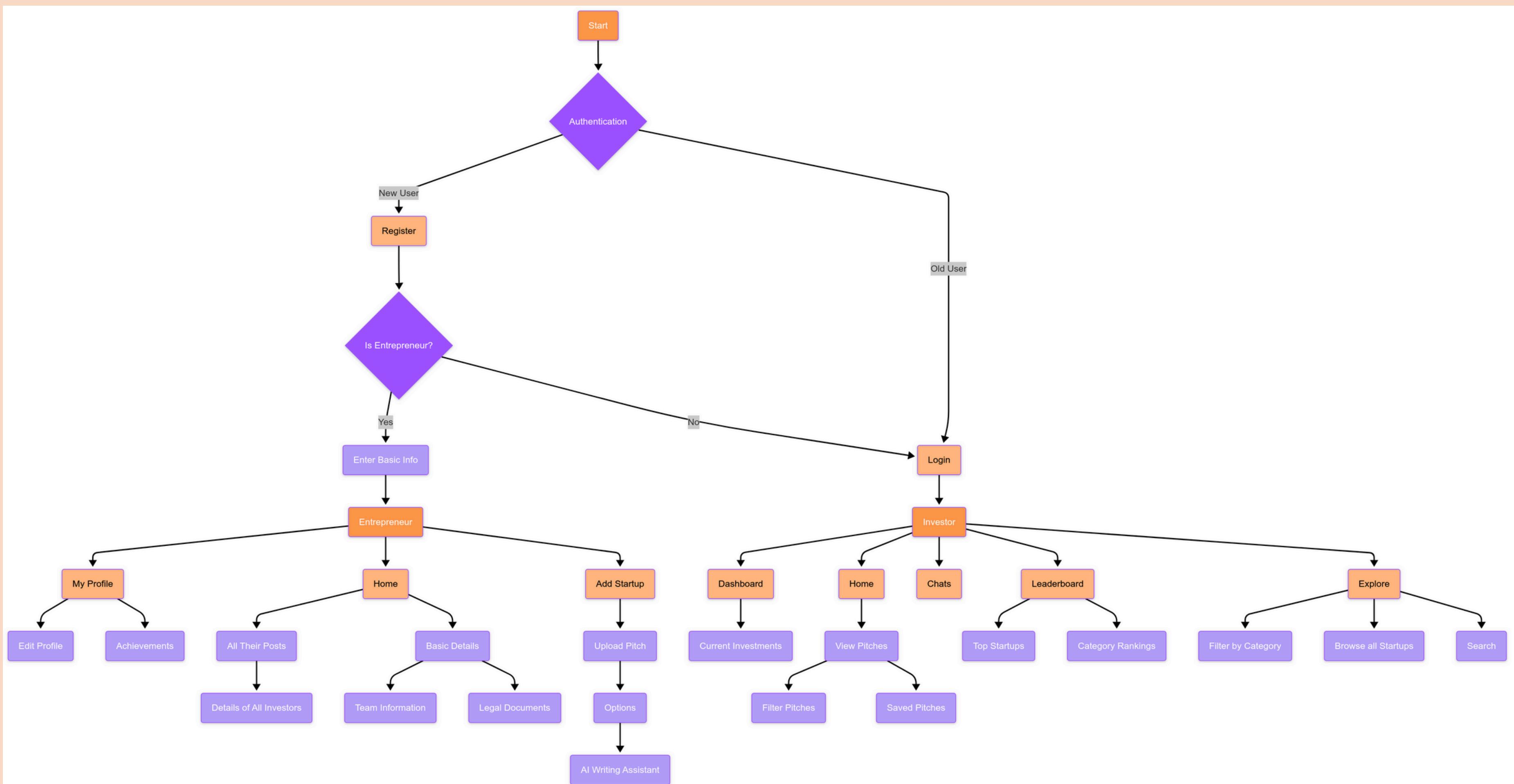
- **RECOGNITION & GLOBAL REACH**

11. HOW MIGHT WE MAINTAIN A LEADERBOARD FOR THE LEADING STARTUPS EXCELLING IN RESPECTIVE FIELDS?
12. HOW MIGHT WE TRANSLATE PITCH SUMMARIES IN REAL-TIME FOR GLOBAL INVESTORS?

JOURNEY MAP



FLOW CHART



MOODBOARD



COLOUR PELLET

FB9649

Sandy brown

FFB57D

Sandy brown

F8D9C6

Champagne pink

B29EF8

Tropical indigo

9D53FF

Medium slate blue

TYPOGRAPHY

Poppins

Poppins bold

Montserrat

Montserrat bold



NAME

"FUNDORA" REFLECTS FOUNDING AND GROWTH, SUITING AN APP THAT HELPS ENTREPRENEURS LAUNCH STARTUPS AND SECURE FUNDING, WITH A UNIQUE, INNOVATIVE EDGE.

LOGO

THE HEXAGON REPRESENTS STRUCTURE AND STRENGTH, WHILE THE GRAPH REFLECTS GROWTH AND ANALYTICS—CORE TO THE APP'S MISSION OF EMPOWERING ENTREPRENEURS WITH INSIGHTS AND FUNDING OPPORTUNITIES. THE MODERN, TECH-INSPIRED LOOK ALIGNS WITH A FORWARD-THINKING PLATFORM FOR STARTUPS AND INVESTORS.



LOW FIDELITY WIREFRAME

LOGO

Welcome Back

Email or Phone

Password

Login

Forgot Password?
Don't have an account?

Sign Up

verify via OTP

Or continue with

GOOGLE LINKEDIN

Already have an account? Sign in

FUNDORA

Entrepreneur Investor

Full Name

Email or Phone

Password

Create password

verify via OTP

Or continue with

GOOGLE LINKEDIN

Already have an account? Sign in

FUNDORA

Notifications

Search investors, startups ...

Top Investors

John Doe Tech & SaaS
 Sarah Kim Fintech

Trending Pitches

AI-Powered Healthcare Solution
Healthcare & AI
Funding Goal \$ 500,000

Sustainable Fashion Marketplace
E-commerce & Fashion
Funding Goal \$ 300,000

Home Leaderboard Add Startup Chat Profile

Add Startup

Step 1 of 5

Basic Details

Startup Name

Industry
Select Industry

Stage
 Idea MVP Scaling

Short Description

Back

Team Information

Step 2 of 5

Full Name

Role
e.g. CEO, CTO, Developer

LinkedIn Profile
linkedin.com/in/username

Add Team Member

Back

LOW FIDELITY WIREFRAME

Legal Documents

Step 3 of 5

Drag and drop your NDA here
Supported formats: PDF, DOC, DOCX

Choose File

Basic NDA Template

Comprehensive NDA

Back

Next

Upload Pitch

Step 4 of 5

Record video Pitch
Max duration: 3 minutes

Start Recording

Upload PDF Deck
Max size: 10MB

Choose File

Text Summary

write your pitch summary here...

AI Feedback
85/100

improve clarity in slide 3

Back

Next

Funding options

Step 5 of 5

Funding Goal

Enter amount

Equity offered (%)

Enter percentage

Estimated valuation
\$2,000,000

💡 Your equity offering should align with your funding goals and current valuation. Consider market standards for your industry and stage.

Back

Submit

Funding options

Step 5 of 5

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💡 Your equity offering should align with your funding goals and current valuation. Consider market standards for your industry and stage.

Back

Submit

LOW FIDELITY WIREFRAME

Profile

Rohan
Entrepreneur
verified

Profile Picture

Bio

EDIT PROFILE

Account Settings

- Low-bandwidth Mode
- Real-time Translation

Notifications

- Push Notifications
- Email Updates

Report issue

Home Leaderboard Explore Chat Profile

Explore Pitches

Search pitches...

All industries

Risk level

Scalability

Smart Home Innovation
Sejal Patel

Eco-Friendly Packaging
Ram Patel

Home Leaderboard Explore Chat Profile

Pitch Details

Meet Roy
CEO & Founder

Team

Funding Goal
\$500,000 Raised \$250,000

Invest Now

Request Meeting

Home Leaderboard Explore Chat Profile

Leaderboard

Notifications
This week

Top Startups

- 1 TechFlow AI EdTech \$ 2.5M Raised + 425 %
- 2 HealthMate HealthTech \$ 1.8M Raised + 82 %
- 3 greenEnergy CleanTech \$ 3.2M Raised + 65 %

View All Rankings

Categories

All EdTech HealthTech FinTech

Home Leaderboard Explore Chat Profile

LOW FIDELITY WIREFRAME

Legal Guidance

- NDA Basics
- Term Sheets
- Equity 101

Downloadable Templates

- Basic NDA Template
PDF - 245KB
- Term Sheet Template
DOCX - 180KB

Home Leaderboard Explore Chat Profile

TechStartup Inc.
Active now

Back Profile Pic voice call video call More

Hello! I'm interested in discussing my startup proposal.

Hi! Sure, please share your pitch deck.

Pitch_Deck.pdf 2.4 MB

Home Leaderboard Explore Chat Profile

Notifications Clear all

Investor X viewed your pitch 2 hours ago

Mentor available tomorrow 5 hours ago

Home Leaderboard Explore Chat Profile

HIGH FIDELITY



10:45 AM

FUNDORA

Welcome Back

Sign in to your account to continue

Entrepreneur Investor

Email or Phone

Enter your email or Phone

Password

Enter your password

Forgot Password?

Login

Don't have an account? [Sign Up](#)

This screenshot shows the login screen of the Fundora app. At the top, it displays the time (10:45 AM) and signal strength. The Fundora logo is at the top right. Below that is a large orange header with the text "Welcome Back". A sub-instruction "Sign in to your account to continue" follows. There are two main buttons: "Entrepreneur" (with a briefcase icon) and "Investor" (with a chart icon). Below these are input fields for "Email or Phone" and "Password", both with placeholder text. A "Forgot Password?" link is provided. At the bottom is a large orange "Login" button.

10:45 AM

FUNDORA

Sign Up

Entrepreneur Investor

Full Name

Enter your full name

Email or Phone

Enter email or phone

Password

Enter Password

Verify Via OTP

or continue with

G in

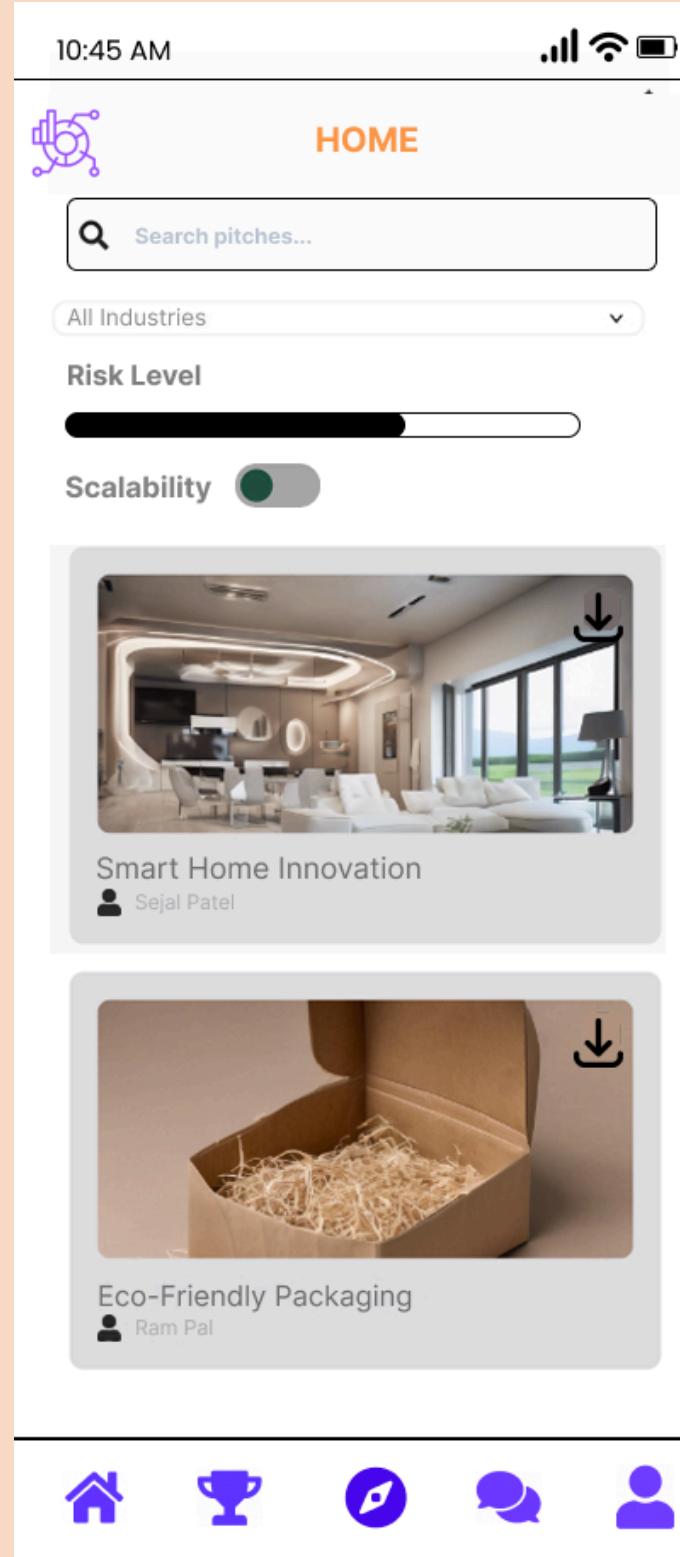
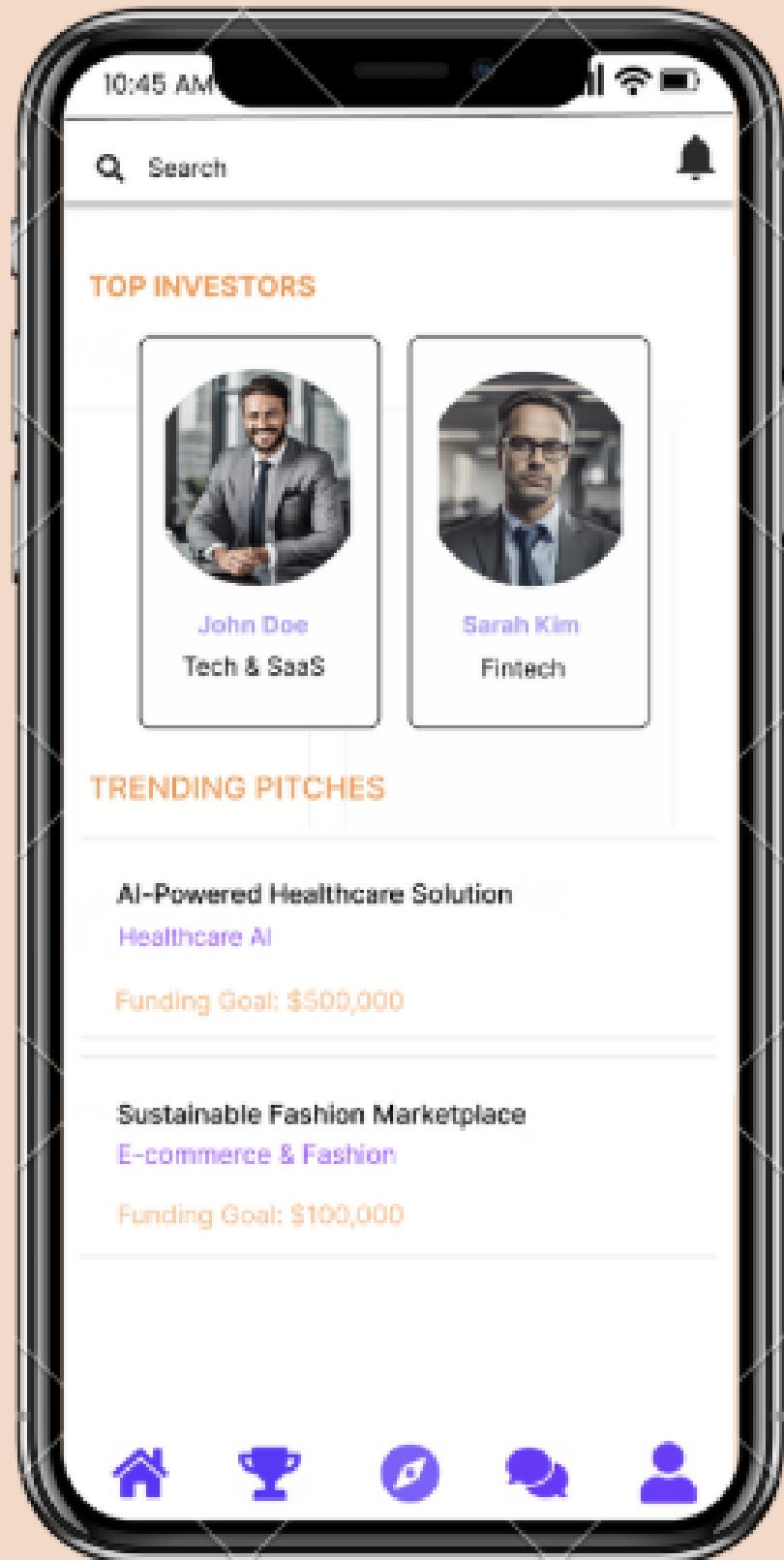
Already have an account? [Sign in](#)

This screenshot shows the sign-up screen of the Fundora app. It features the same top elements as the login screen. The orange header "Sign Up" is prominent. It includes the "Entrepreneur" and "Investor" buttons again. Below them are fields for "Full Name" and "Email or Phone", each with a placeholder. A "Password" field with a placeholder follows. A large orange "Verify Via OTP" button is at the bottom. Below it, a "or continue with" section shows "G" and "in" (likely referring to Google and LinkedIn logins). A link for existing users to "Sign in" is also present.

LOGIN

LOGIN OR SIGN UP
TO CREATE YOUR
PROFILE IN
APPLICATION.

HIGH FIDELITY



MAIN PAGE

IN THE HOME PAGE OF ENTREPRENEUR YOU CAN SEE THE TOP INVESTORS.

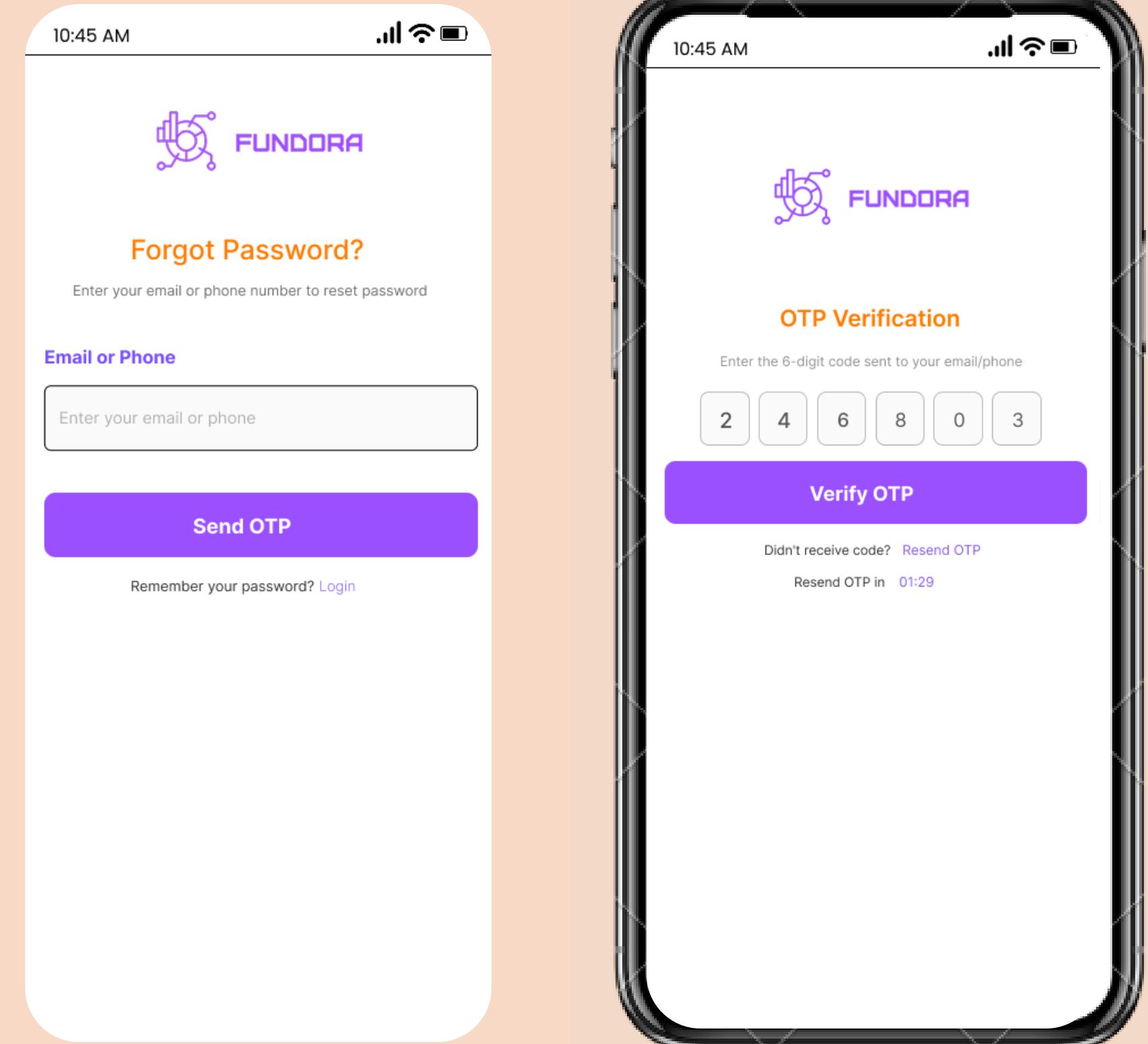
IN THE HOME PAGE OF INVESTOR YOU CAN SEE THE PITCHES OF THE ENTREPRENEURS.

HIGH FIDELITY

FORGOT PASSWORD

ON CLICK OF FORGOT PASSWORD, YOU HAVE TO ENTER THE EMAIL-ID OR PHONE NUMBER. AFTER THAT YOU WILL GET A OTP.

AFTER ENTERING THE OTP, YOUR OTP WILL BE VERIFIED AND YOU HAVE TO ENTER THE NEW PASSWORD.



HIGH FIDELITY

The image displays two mobile phone screens side-by-side, illustrating a five-step pitch upload process. Both screens show a header with the time '10:45 AM' and signal strength indicators.

Step 1 of 5: BASIC DETAILS

- Startup Name:** Input field placeholder: "Enter Name of your Startup".
- Industry:** Input field placeholder: "Select Industry".
- Stage:** Buttons: "Idea" (orange), "MVP" (white), "Scaling" (white).
- Short Description:** Input field placeholder: "Describe your startup in a few words".

Step 2 of 5: TEAM INFORMATION

- Full Name:** Input field placeholder: "Enter full name".
- Role:** Input field placeholder: "Eg. CEO, cTO, Developer".
- LinkedIn Profile:** Input field placeholder: "linkedin.com/in/username".

Add Team Member (Large purple button)

Back **Next**

UPLOAD PITCH

THERE ARE 5 STEPS TO UPLOAD A PITCH
IN EACH STEP YOU HAVE TO FILL
THE DETAILS THEN THE NEXT STEP
WILL BE APPEARED

HIGH FIDELITY

10:45 AM

Step 3 of 5

LEGAL DOCUMENTS

Drag and drop your NDA here
Supported formats:
PDF, DOC, DOCX

Choose File

Basic NDA Template

Comprehensive NDA

Need Guidance? [Legal Guidance](#)

Back **Next**

10:45 AM

LEGAL GUIDANCE

NDA Basics

Term Sheets

Equity 101

Downloadable Templates

Basic NDA Template PDF-45KB

Term Sheet Template DOCX-40KB

10:45 AM

Step 4 of 5

UPLOAD PITCH

Record Video Pitch
Max duration 3 minutes

Start Recording

Upload PDF Deck
Max size: 10MB

Choose File

Text Summary
Write your pitch summary here...

AI Feedback
65/100
Improve clarity in Slide 5

Back **Next**

10:45 AM

Step 5 of 5

FUNDING OPTIONS

Funding Goal
Enter Your funding goal in amount

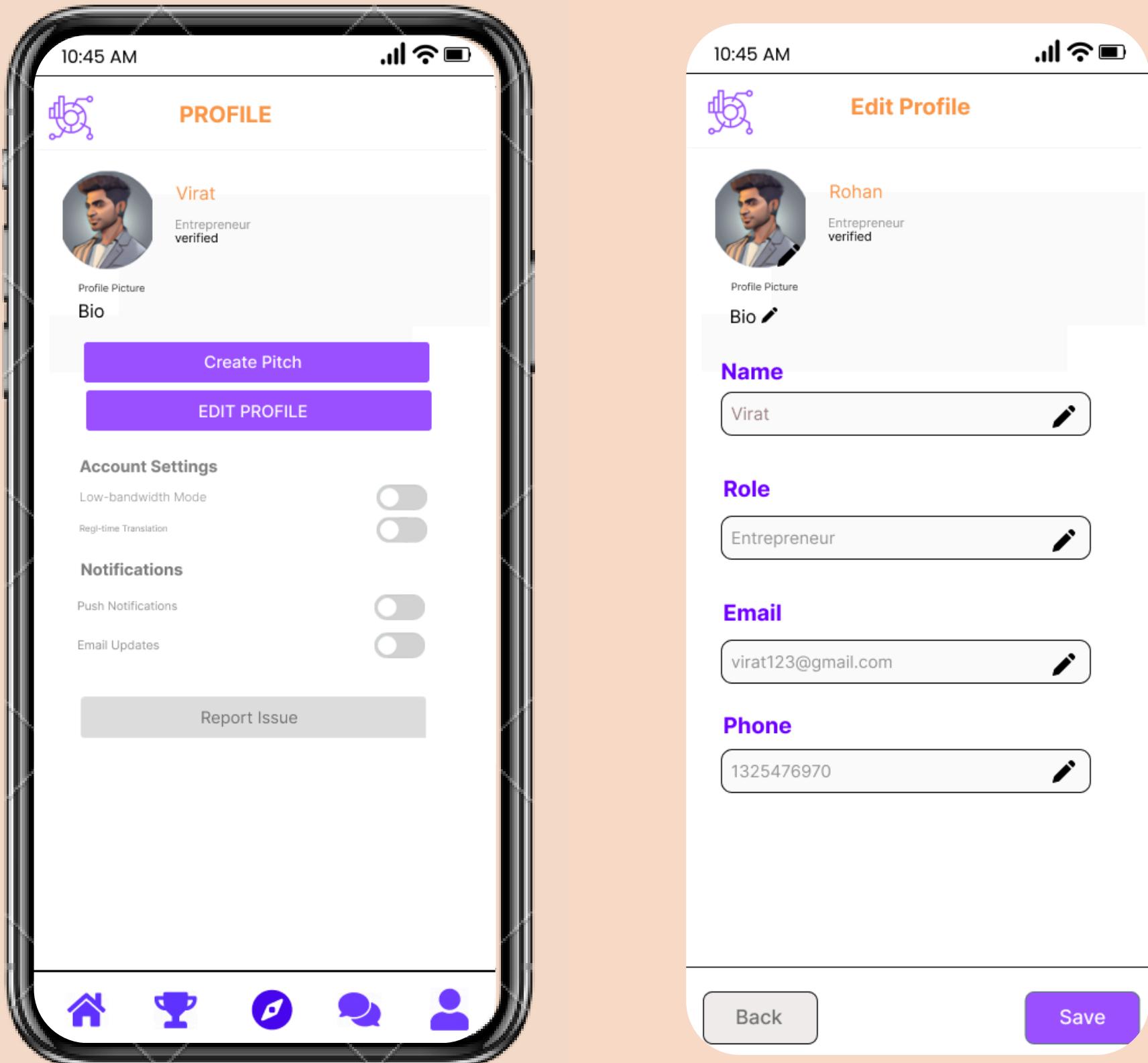
Equity Offered (%)
Enter the % Equity shares

Estimated Valuation
\$2,000,000

Your equity offering should align with your funding goals and current valuation. Consider market standards for your industry and stage.

Back **Submit**

HIGH FIDELITY



PROFILE

THERE IS A PROFILE BUTTON IN MENU BAR IN WHICH YOU CAN SEE YOUR PROFILE. ALSO WITH THAT YOU CAN EDIT THE PROFILE

AFTER CLICK ON EDIT PROFILE, YOU WILL GET A NEW PAGE OF FILLING DETAILS IN WHICH YOU HAVE TO FILL THE DETAILS OF YOURSELF

HIGH FIDELITY

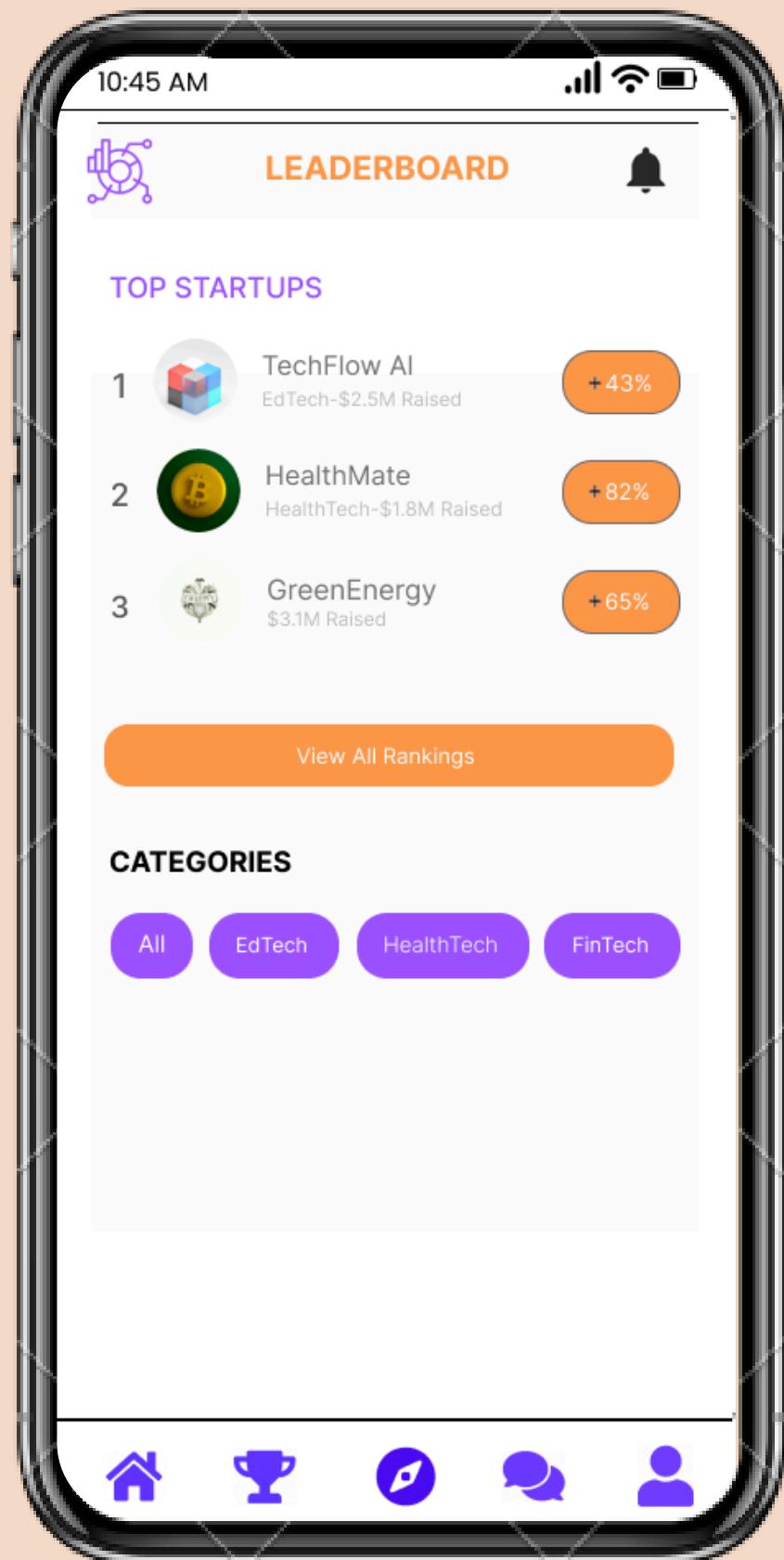
PITCH DETAILS

The image displays two screenshots of a mobile application interface. The left screenshot shows the 'PITCH DETAILS' page, which includes a video player showing a person presenting a chart, a profile picture of 'Meet Roy CEO & Founder', a 'Team' section with three members, and a 'Funding Goal' summary showing '\$500,000 Raised \$150,000'. The right screenshot shows the 'INVEST NOW' page for a pitch titled 'AI-Powered Healthcare Solution by Roy - CEO & Founder Healthcare AI'. It features sections for 'Investment Amount' (\$5K, \$10K, \$25K, \$50K), 'Custom Amount' (\$25,000), 'Equity Offered' (2.5% for \$1M valuation), 'Payment Method' (Credit Card or Bank Transfer), and a checkbox for 'I agree to the investment terms'. A large purple 'CONFIRM INVESTMENT' button is at the bottom.

WHEN INVESTOR CLICK ON A PERTICULAR PITCH, IT WILL BE REDIRECTED TO PITCH DETAILS PAGE IN WHICH THERE WILL BE FULL DETAILS OF THE PITCH.

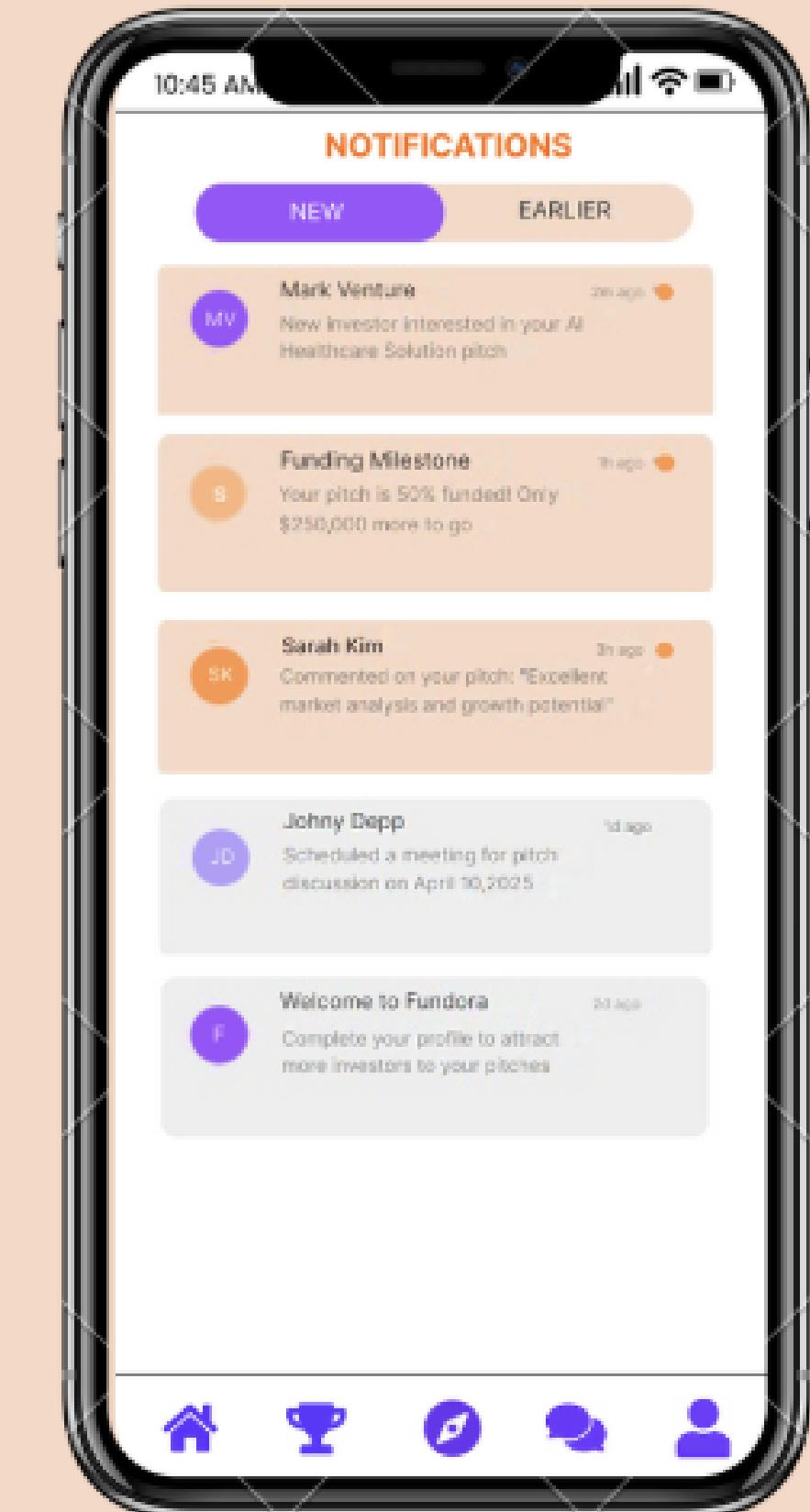
IF THE INVESTOR WANTS TO INVEST IN THE PERTICULAR STARTUP THEN HE WILL CLICK ON THE INVEST NOW BUTTON IN WHICH THERE WILL BE OPTIONS OF INVESTING

HIGH FIDELITY



LEADERBOARD

IN THE LEADERBOARD BUTTON, BOTH INVESTOR AND ENTREPRENEUR CAN SEE GROWTH OF THE STARTUPS AND THE TOP 10 STARTUPS. ALSO THERE IS A FEATURE OF CATEGORIS BY WHICH USE CAN SEE THE STARTUPS BY CATEGORY.



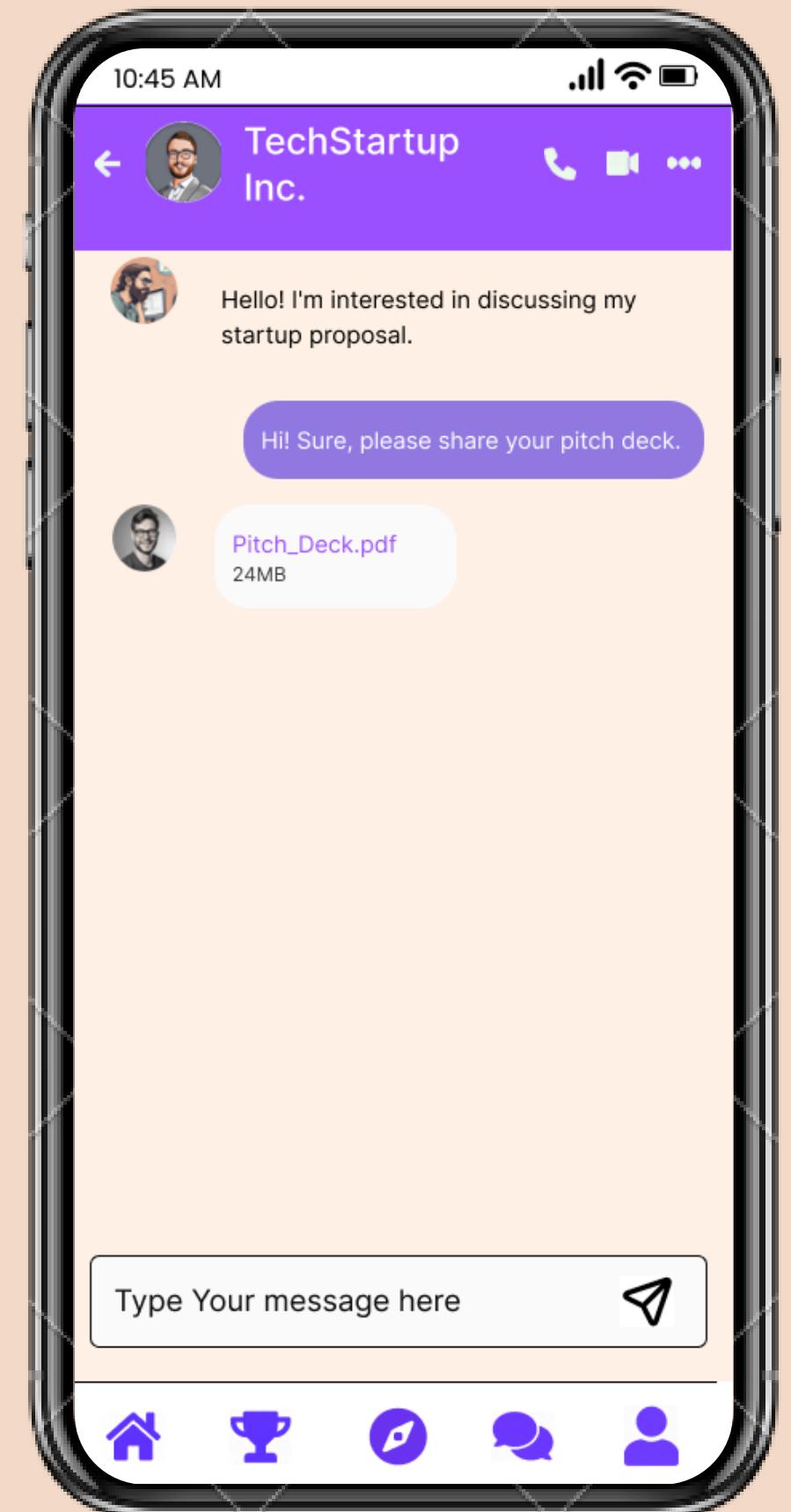
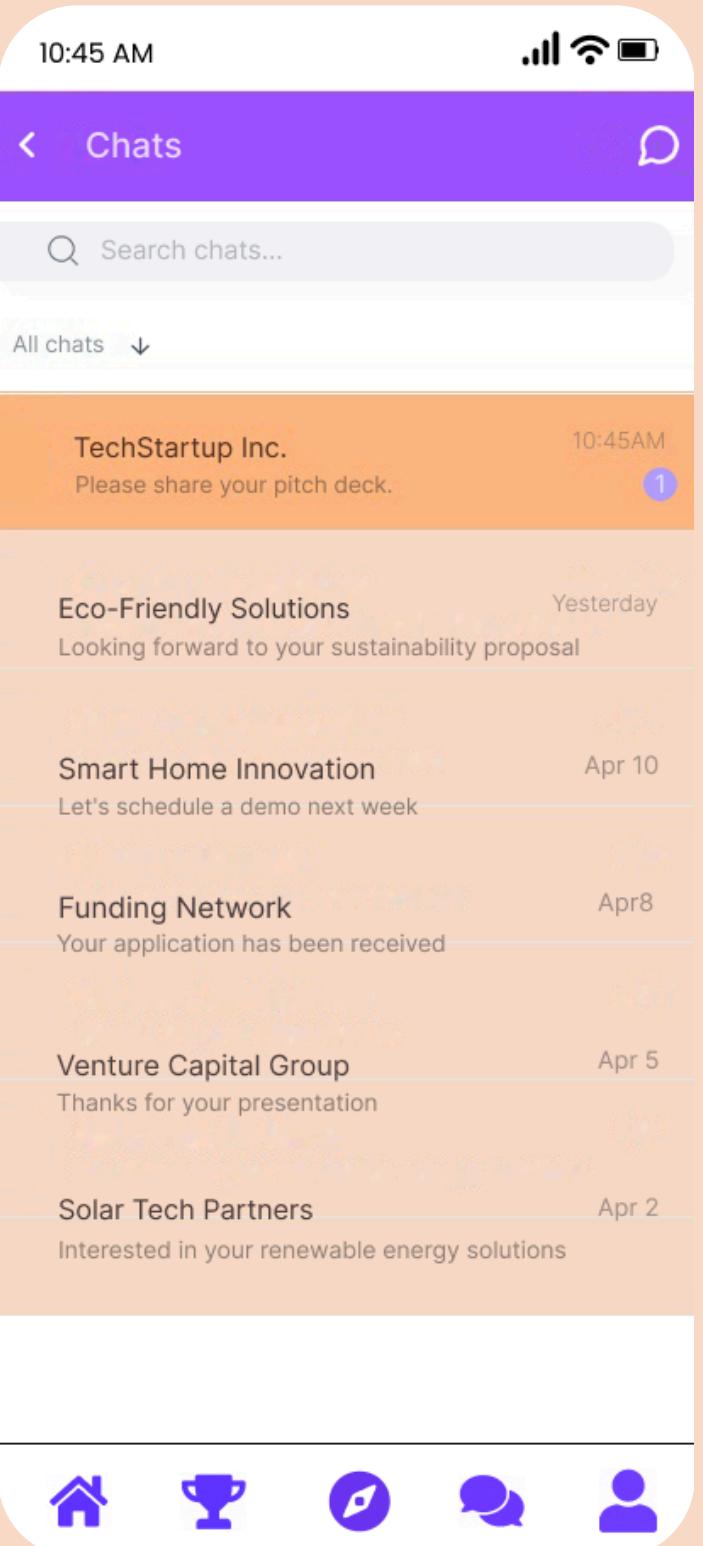
NOTIFICATIONS

THERE IS A NOTIFICATION ICON IN WHICH USER CAN SEE THE NOTIFICATIONS IF THEY GET ANY.

HIGH FIDELITY

CHAT

THIS CAN BE USED FOR
INTERECTING BETWEEN
ENTREPRENEUR AND INVESTOR. IF
INVESTOR WANTS TO TALK WITH
THE ENTREPRENEUR NOT
DIRECTLY IN REAL, THEN HE CAN
TALK WITH HIM VIA CHATTING OR
VOICE CALLS.



THANK YOU!

TEAM MEMBERS

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Jaikrit Sanandiyा - 202201482

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