



BRIDGE

Team members

Dhruv Rathi

Kumar Aryan

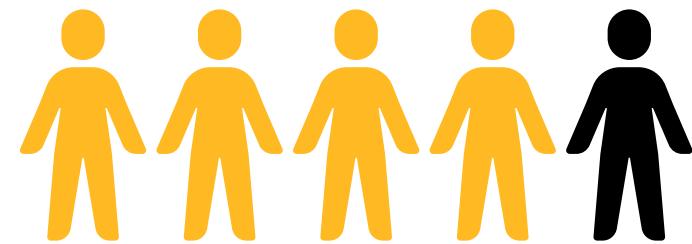
Kartikeya Vishnoi

A photograph showing a close-up of a person's hands typing on a silver laptop keyboard. The laptop is resting on a light-colored wooden desk. In the background, there is a red brick wall. A white coffee cup with a lid is visible on the desk to the right of the laptop. On the far left edge of the frame, a portion of a notebook or document is visible.

Project Abstract

- Our website provides an opportunity to upcoming Enterpreneurs to present their ideas to Investors and VC's.
- It bridges the Gap between Investors and Entrepreneurs
- **MAJOR GOAL:**
Our aim is to remove any sort of Barrier that can prevent anyone to raise their ideas due to
 - Lack of Capital
 - Lack of Guidance
 - Lack of Network
 - Lack of Exposure

The Problem



4 out of 5 Entrepreneur are not able to find Investors to boost their Startups

16% of ideas are not implemented due to a lack of Investment/Fund

REFERENCE : <https://www.failory.com/blog/startup-failure-rate>

The Problem

- There are still Blooming ideas in India that are not able to assistance financially amd morally, ideas that serve humanity.
- According to Anaysis 16% of ideas are not implemented due to Lack of Capital/Investment.
- There are investors and VC's who are willing to provide a helping hand and capatalize on deserving ideas that can give Indian Economy a boom.

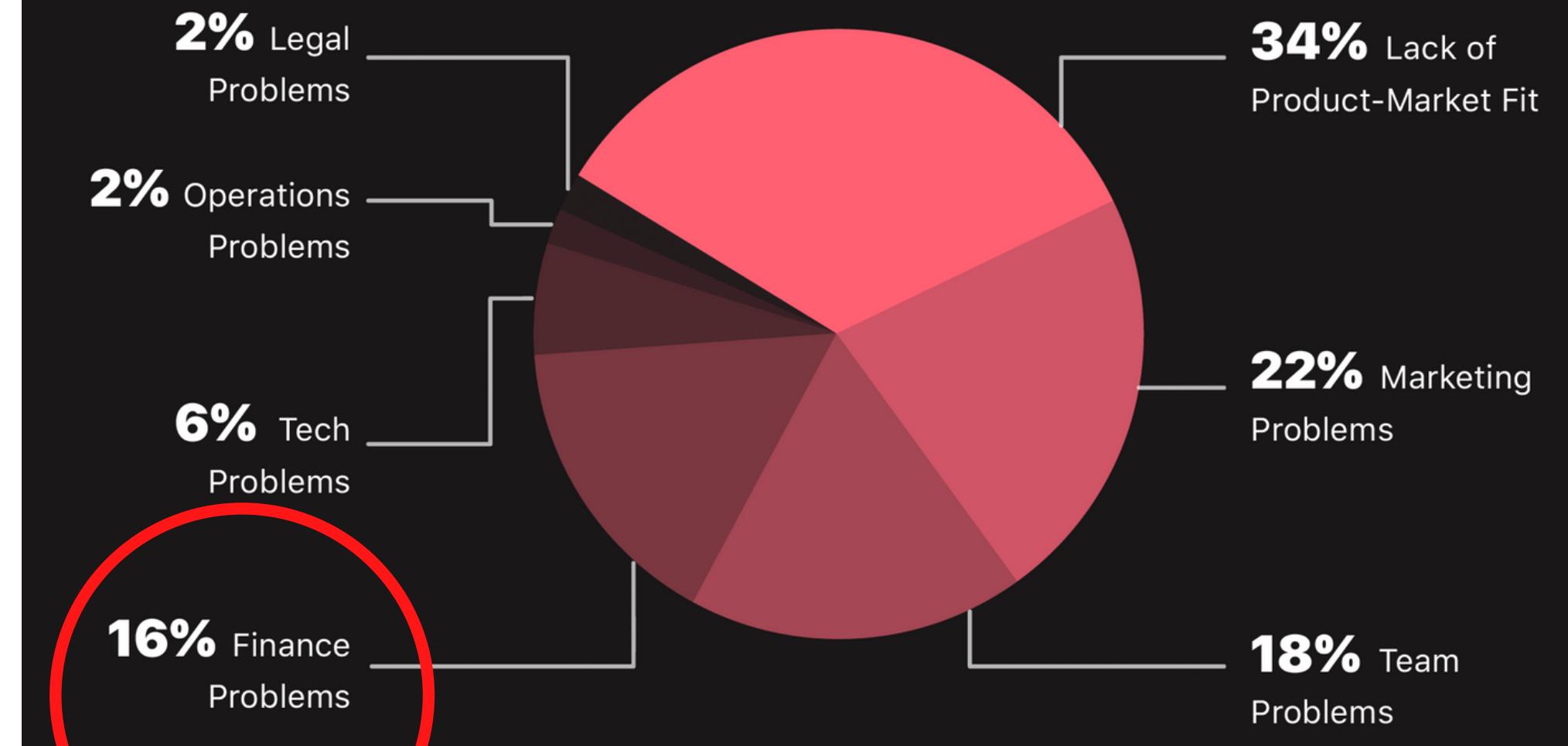
Why Startups Fail

The graph shows the reasons failure of upcoming startups in different domains in Market

REFERENCE:

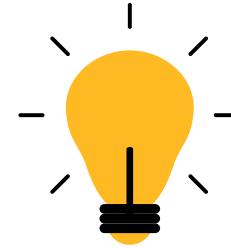
<https://www.failory.com/blog/startup-failure-rate>

Common Reasons For Startup Failure



Information from 80+ failed startup interviews we've carried out.

Our Solutions



Access

Our website is meant for both entrepreneur and vc



Platform for Entrepreneur

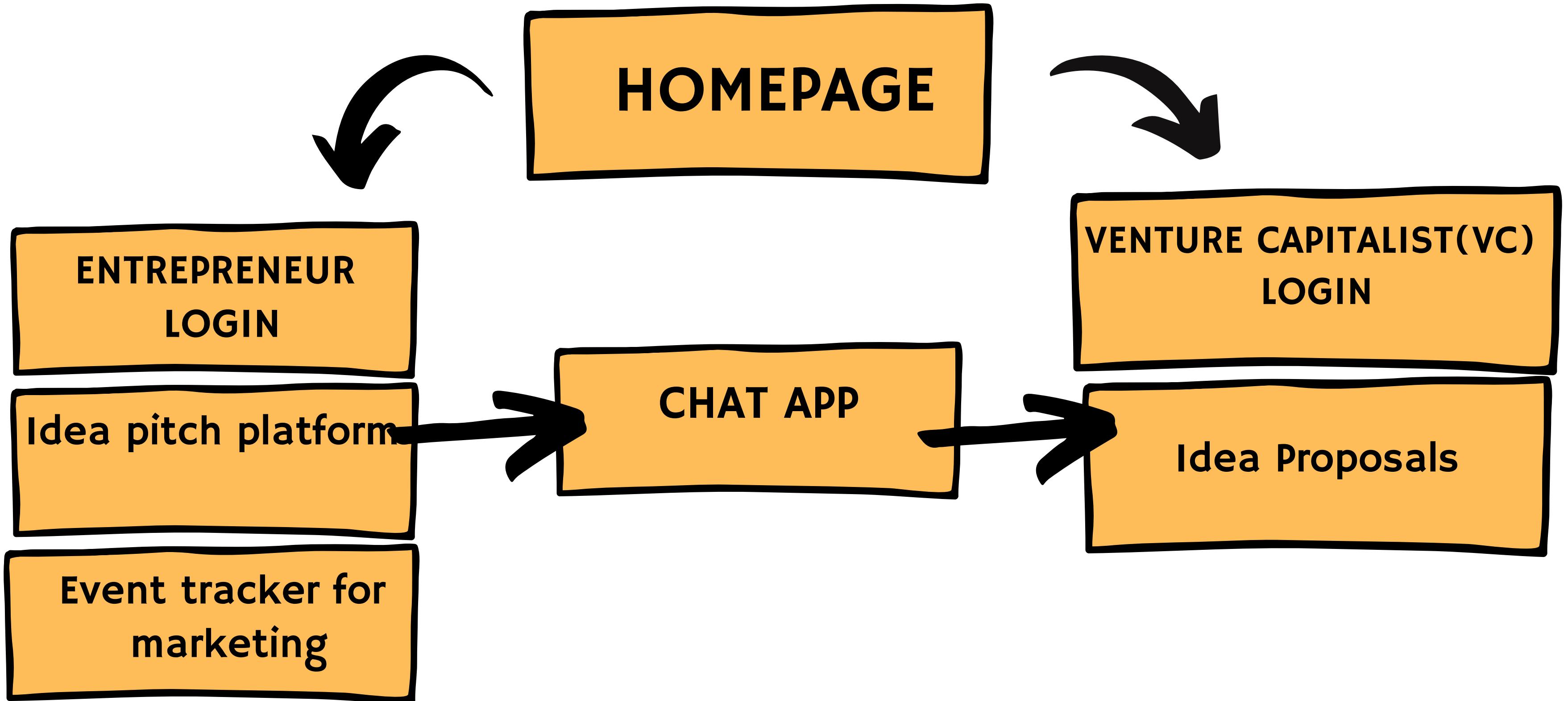
Our Platform Provides an Interface between VCs and Entrepreneurs such that entrepreneurs can pitch their Ideas to VCs and distributors...



Platform for VC's

VCs and Distributors can find ideas to invest their capital in and negotiate stakes for their shares

WORKFLOW



TECHNOLOGIES USED

REACT JS

EXPRESS JS

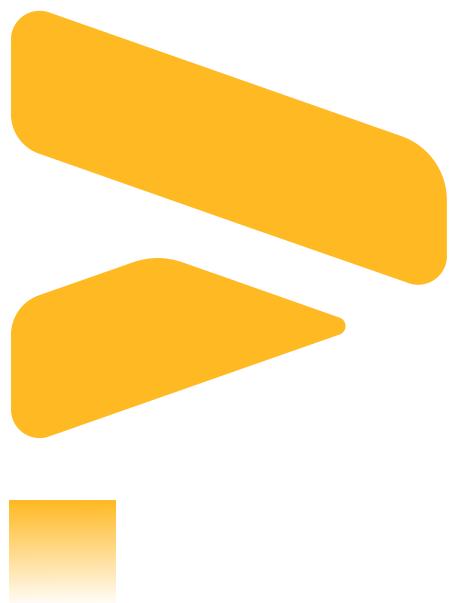
MONGO DB

SOCKET IO

**TAILWIND
CSS**

NODE JS

Literature Survey



Author	Year	Key Findings
Cholakova	2015	Reviewed the key features of web applications that connect entrepreneurs and investors, including the ability to create and manage investment campaigns, communicate with investors, and track fundraising progress.
Bellavitis et al.	2017	Analyzed the role of social media in equity crowdfunding campaigns and found that social media engagement can positively impact fundraising success.
Drobertz et al.	2018	Examined the impact of perceived entrepreneurial passion on investor behavior in crowdfunding campaigns and found that perceived passion can positively influence investment decisions.
Colombo et al.	2019	Investigated the impact of platform governance on investor behavior in equity crowdfunding campaigns and found that platform governance can influence investment decisions.

Author	Year	Key Findings
Mollick et al.	2019	Examined the impact of founder credibility on investment decisions in crowdfunding campaigns and found that founder credibility can positively influence investment decisions.
Gerber et al.	2020	Investigated the use of web applications for early-stage startup financing and found that web applications can facilitate efficient and transparent fundraising processes, but also noted concerns around investor protection and the potential for fraud.
Huang et al.	2021	Conducted a systematic review of the literature on equity crowdfunding web applications and identified factors such as platform reputation, investor experience, and campaign quality as important determinants of fundraising success.



CONTRIBUTIONS

Dhruv Rathi

- Developing the Frontend Interface for Marketing Event Tracker
- Designing and developing logic for the frontend
Form validations and submissions
- Developing the home page for Entrepreneurs and Investors
- Designing and Developing the chat app using Socket.io to initiate Socket connections with the backend Server
- Developed the Error Modal and Loading Spinner for the app

Kumar Aryan

- Designed the frontend Interface of the application
- Managing the deployment of the frontend code and backend api of the app
- Implementing master-slave practice in Jenkins
- Containerizing the webapp using Docker
- Writing paac script for jenkins

Kartikeya Vishnoi

- Designed and Developed the Backend Schema using mongoose
- Implementing Logic for Backend data validation and error handling
- Developing logic for JWT tokens to impose authorization and authentication on routes
- Designing and Developing the backend chat app server using Socket.io to initiate one-to-one live chatting
- Developed and exposed routes to store media files like video pitches or company logo using Multer as a library



Conclusion

Bridge connects the gap between upcoming Entrepreneurs and Investors and gives an opportunity to gather funding for a startup and allows the Investors and Venture Capitalists to invest their capital on the right venture





Thank you!