



CROWDFUNDING & BLOCKCHAIN

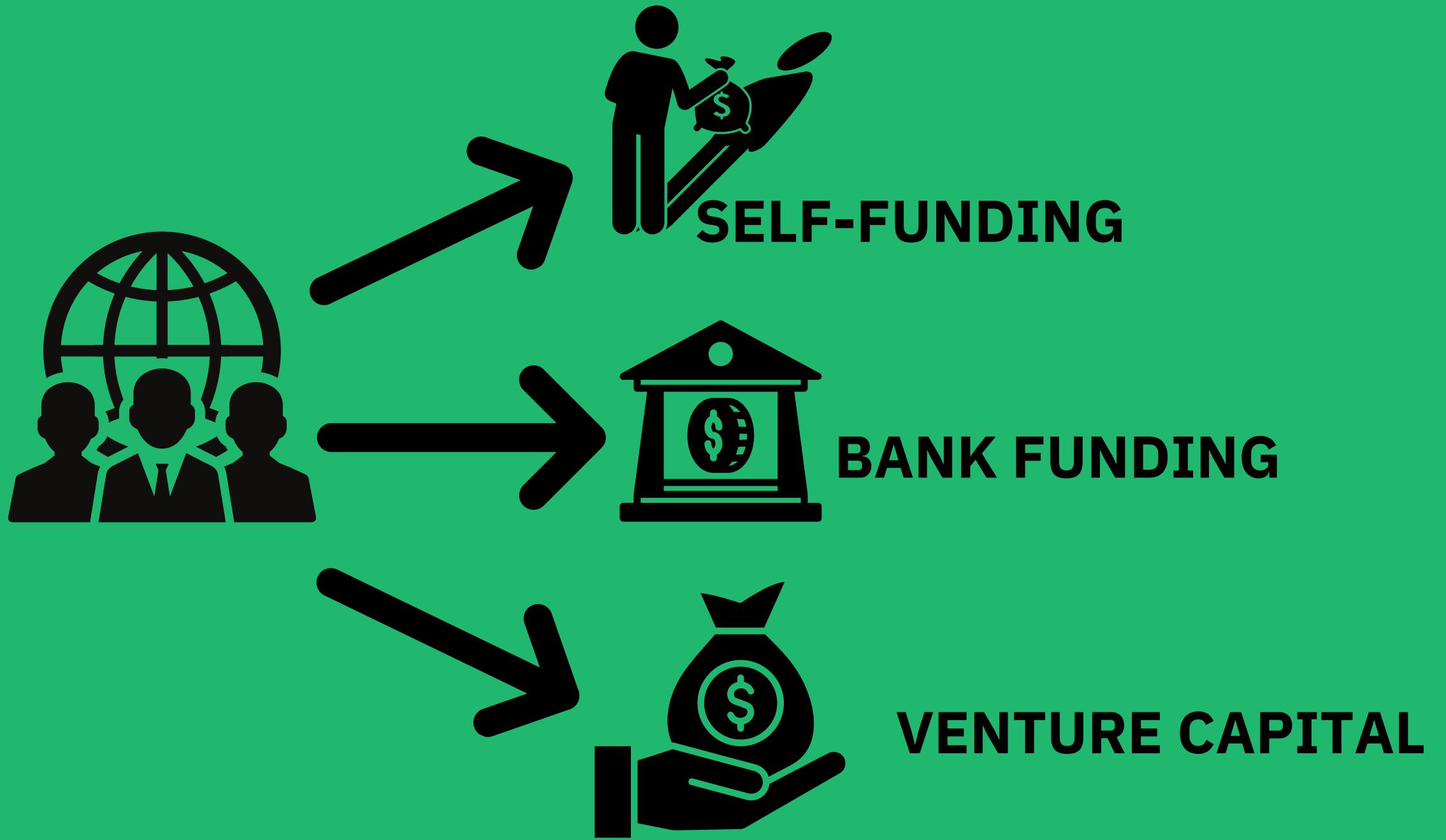
ASM 2: FINANCIAL INNOVATION AND TECHNOLOGY SYSTEMS

Presented by Lam Truong

WHY CROWDFUNDING EXIST?

**Traditional businesses/
Start-ups usually take
these forms of funding**

(Bansal 2023)



However,....

A Venture Capital firm receives **1000** Proposals/ year
(Howarth 2025)



BUT

Less than 1% off small
bussinesses receive funding

→ **High Competition**
BUT
Limited Resources



Many projects are using this form of funding but...

Failed in calling for investment

(Vietreader n.d.)

The screenshot shows a news article from VIET READER. The headline reads: "Indiegogo locks down Mr. Sonny Vu's Scotsman All-Carbon Fiber fundraising campaign". The article discusses a project that failed to reach its goal.

Dự án game Việt 300475 dừng sản xuất do gọi vốn bất thành

By Quốc Thịnh - 02/05/2022

(Trong Dat 2021)

Gọi vốn bất thành, tựa game Việt về chiến thắng 300475 “gác lại giấc mơ”

(Quoc Thinh 2022)



Failed in product delivering for customers

The screenshot shows the Indiegogo campaign page for the "Scotsman All-Carbon Fiber Scooter". The project is suspended, having raised \$610,600 USD from 299 backers. The goal was 593% of the \$100,000 flexible goal. The page includes a video thumbnail of a man riding the scooter and basic campaign details.

(Indiegogo n.d.)

No guarantee about Project success or Investment refund



(Sustainability Directory 2025)

Lack of transparency led to Lack of trust in society

From Start-up perspective....



Lack of effective Funding management tool



**Limited financial resources
Poor access to finance**

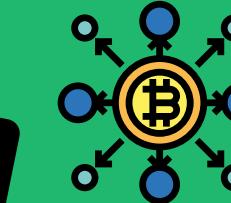
**Awareness
Low community awareness**

Require a better funding management tools with lower risks

Blockchain offers new solution...



**Blockchain-based
Crowdfunding platform**



Decentralized

≡ **Decentralized Crowdfunding**

(NaveenKumaran et.al. 2023)



Traceability



Data integrity

→ **With promises to be....**

(Hassija et.al. 2020)

→ Reliable

→ Effective funding management

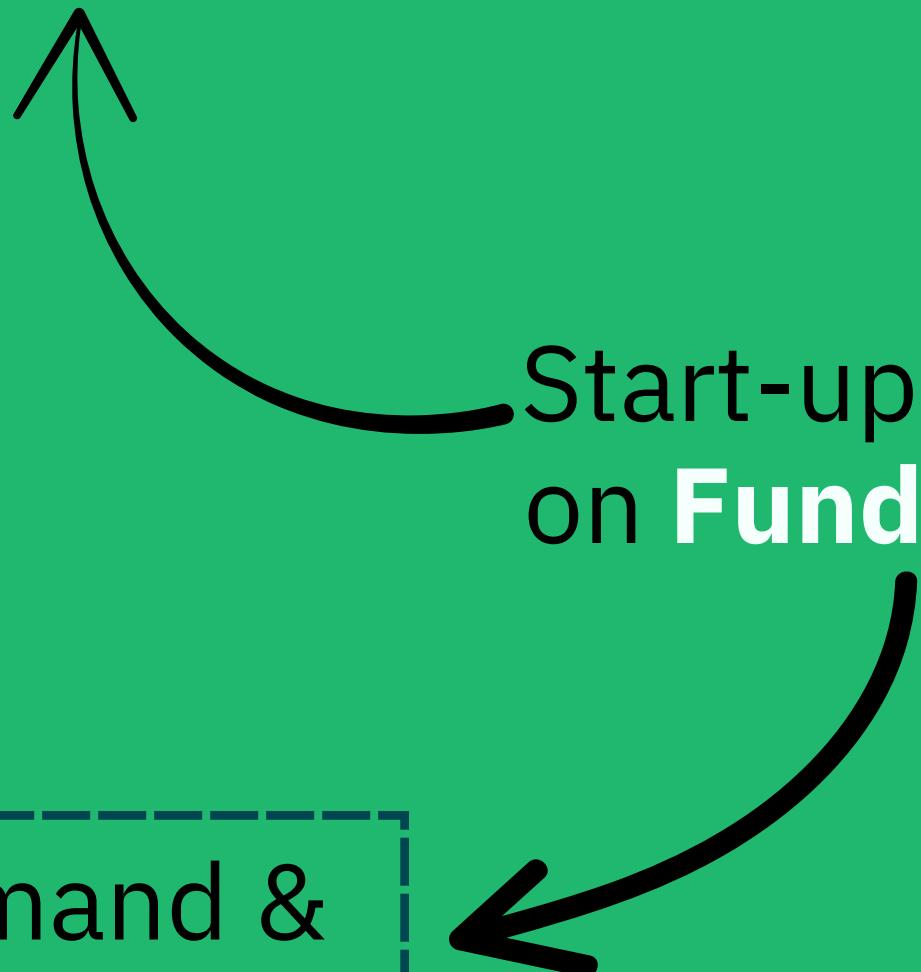
While blockchain technology strengthens trust,..

More than half experience failures despite Blockchain application

(Kriptomat 2018)

Market-demand &
Execution

Start-up does not based
on **Funding Mechanism**



So do we really need Blockchain in crowdfunding ?

**Blockchain brings security and transparency to crowdfunding, but
doesn't solve the core problem**

Most startups fail due to market risks, not funding methods

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