

# goFundIt

## TEAM:

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# Aim

To build a platform that democratizes access to capital for small businesses via crowdfunding.

# Inspiration

Most startups founders don't have those connections or profits to get funding and especially in a year full of uncertainties many big investors are scared to invest in small businesses. And not all startups makes million dollars in their beginning years.

Meanwhile, most people are not as rich but want to invest. So we want to build a platform that benefits small and medium scale businesses and Investors both. Startups put their video pitches to help make investor a decision on the startup and investor can make an appointment with the business to know about their future goals before investing.

# POTENTIAL USERS

Retail investors - who will be investing in the companies that are listed on our platform.

Small and Medium Businesses - they sign up for crowdfunding in exchange for selling their products.

# Features #1

goFundIt is a an app for small businesses to get crowdfunding by retail investors.

Users can login and authenticate their credentials via Apple/Google/Email

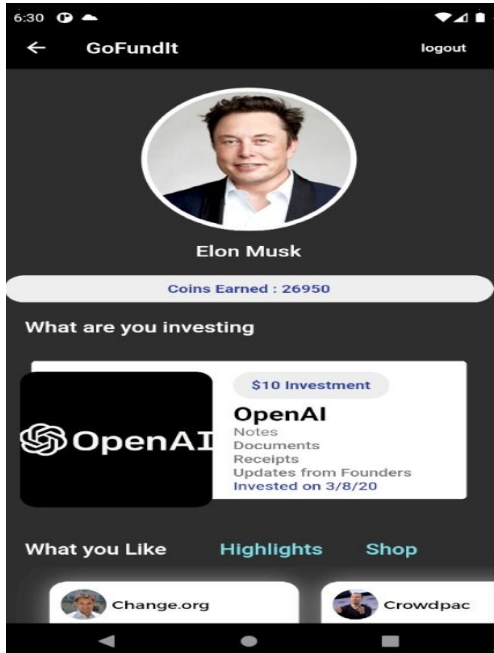
Startups can post data such as Pitch videos,PDFs, Images, and Text to supplement their crowdfunding campaign and help investors to make investment decisions

Investors can browse all campaigns via a Tab view

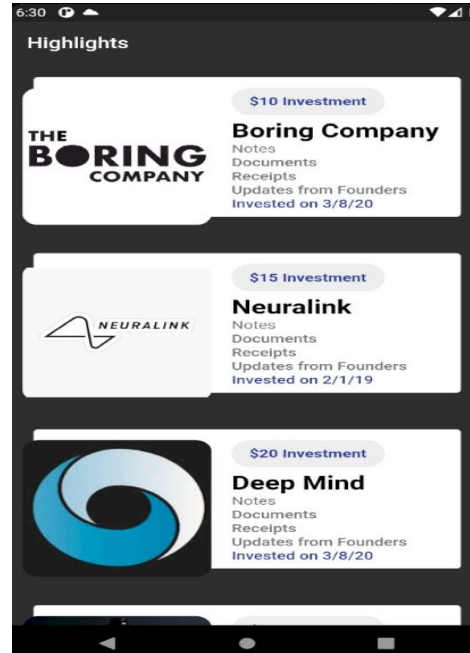
## Features #2

- Investors can schedule a virtual meeting with the representative of startup that will help investor know about the future plans of the business
- Investors can pay as little as Rs.1000 for a share in the startup's equity offered in the crowdfunding campaign
- Investors can view their past investments & their total investments on a profile view
- Startups can checkout the funds raised from the crowdsourced campaign via Wallets .

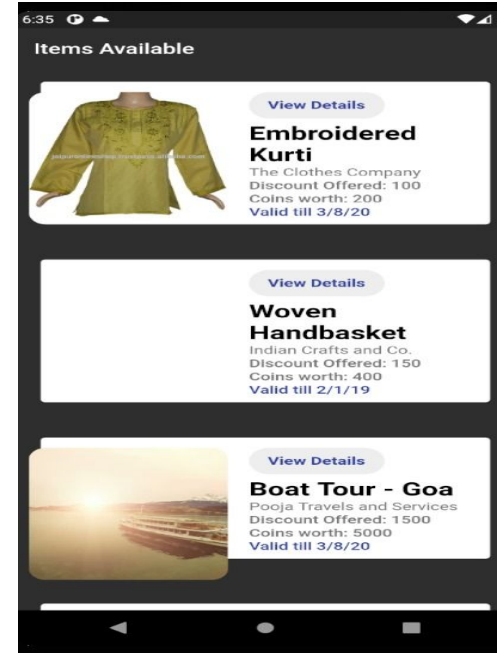
# TRANSACTION FLOW - INVESTORS



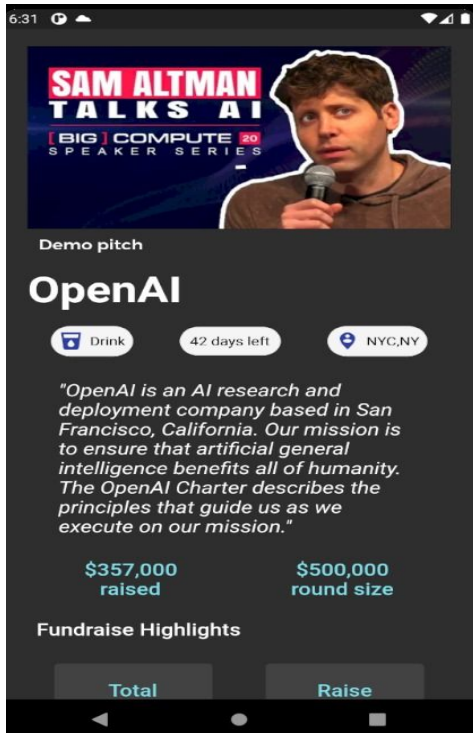
Investor profile showing coins earned through small investments



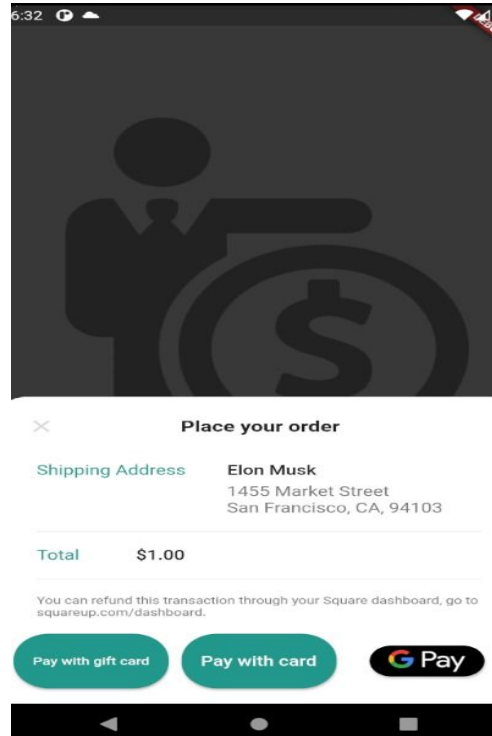
Investors can view different businesses and invest money accordingly



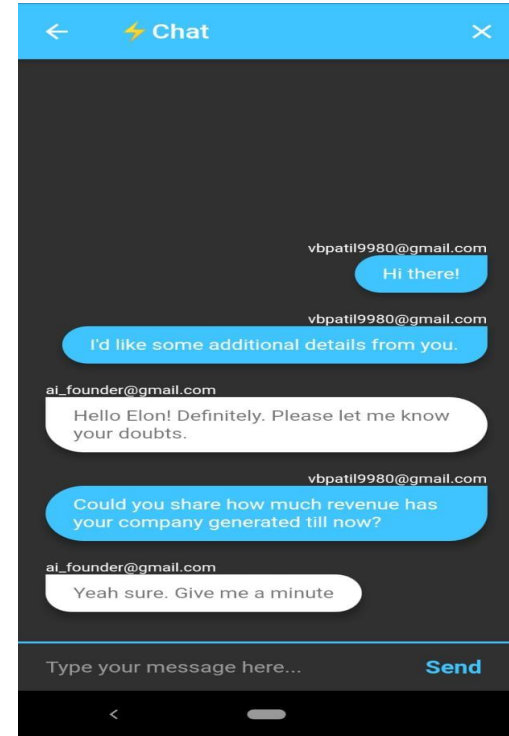
Coins generated through investment can be used to purchase items on the platform



They can view pitch and make an informed investment



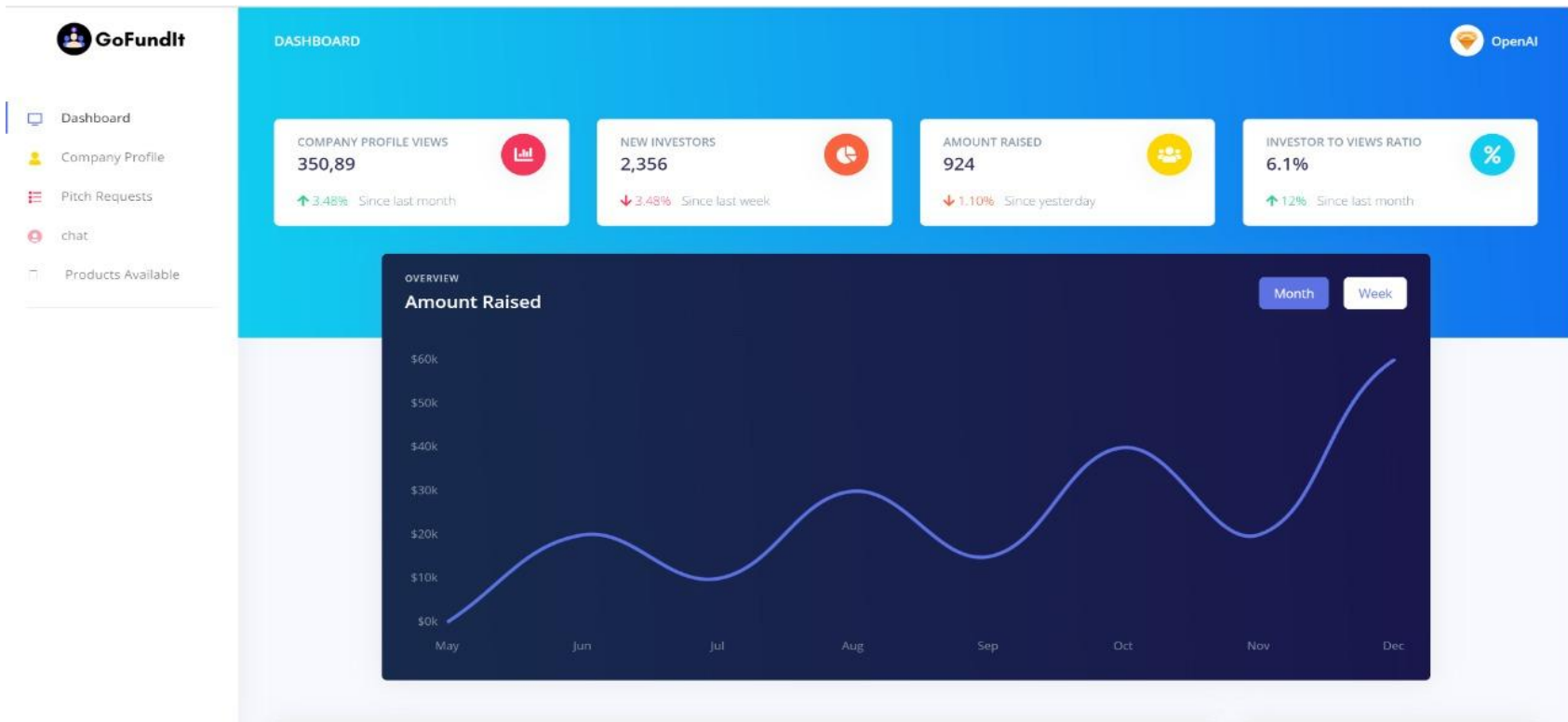
Smaller investments can be made directly through app using Square API




For larger investments and clarity on other queries, they can contact the business



# COMPANIES' Interface -Display analytics related to their business



# COMPANIES' Interface -Edit profile as displayed to the investors



Dashboard

Company Profile

Pitch Requests

chat

Products Available

COMPANY PROFILE

OpenAI

Edit profile

My Company Profile

FOUNDER INFORMATION

Username

musk.elon

Email address

elonmusk@gmail.com

First name

Elon

Last name

Musk

COMPANY DETAILS

Address

Salarpuria tech point, The oasis center 5th Floor

City


Bengaluru

Country

India

Postal code

560047



Elon Musk, 45


Gurgaon, India


Founder-Musk India pvt limited


University of Software engineering


I'm passionate about revolutionazing the world of tech


# COMPANIES' Interface -Check queries and other requests by investors




 Dashboard

 Company Profile

 Pitch Requests

 chat

 Products Available

PITCH REQUESTS


OpenAI

Pitch Requests

INVESTOR NAME	AMOUNT TO INVEST	QUERY	SCHEDULE A MEETING/ CHAT
Kruthika K	4000	Requesting meet to talk about investment	Meet   Chat now
Pooja Kumari	3,980	What is the major USP of your product?	Meet   Chat now
Vineet Patil	2,500	The targeted audience?	Meet   Chat now
Rekha Sinha	1,200	Interested in larger investment, need more details	Meet   Chat now

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# COMPANIES' Interface -Chat with the investors for any discussions.

 GoFundIt

Dashboard

Company Profile

Pitch Requests

chat


Products Available


CHAT


OpenAI


Messenger


Search Messages


 Eva Nichols


 Anouk Dupuis


 Alejandra Guerrero

 Keith Carroll

 Aydan Hofmeester

 Vincent Grewal

 Darrell James

 Gonca Çankaya

Conversation Title

THURSDAY, AUGUST 20, 2020 6:29 PM

Hello world! This is a long message that will hopefully get wrapped by our message bubble component! We will see how well it works.

It looks like it wraps exactly as it is supposed to. Lets see what a reply looks like!

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Type a message, @name

# COMPANIES' Interface -Edit the products to sell in the store.



Dashboard


Company Profile

Pitch Requests


chat

Products Available

ICONS

 OpenAI


Your products in store



Blue bloom pouch

Price : \$50

Edit product



Pink Floral Messenger

Price : \$100

Edit product

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# INCENTIVES

## INVESTORS

Small investors : can redeem coins given as a result of investment in order to purchase various items sold by companies on the platform provided through our application.

Larger investors: can discover companies with great potential and can be facilitated with respect to interaction with these businesses.

## COMPANIES

Small and Medium Businesses: They are provided easy access to capital and obtain a chance to interact with large investors through the platform.

Companies also receive a platform to showcase their products and thus reach a larger target audience.

## goFundIt

As a part of the registration of companies we charge a one time sign-up fees in order to provide our services.

We have plans of various levels with added features to facilitate larger investments and highlight the products on our application for users.

# Tech Stack

Firebase: For authentication and data storage



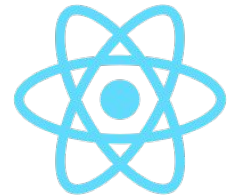
Flutter: Dynamic Mobile Applications that runs both on Android and iOS



Square: Payment Processing



React-Web application for the companies.



**THANK YOU**