KIU

Let's Grow

Project Proposal

Software Engineering Project 2024

Project ID: Group 11

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Abstract

This proposal presents the development of Let's Grow, an online platform designed to help startups connect with potential investors. The platform allows startups to post their business proposals, which investors can review and directly contact them if interested in funding their ventures.

The significance of this project lies in simplifying the investment process, giving startups greater exposure while providing investors with a centralized hub to discover innovative business opportunities. By eliminating complex matchmaking systems, Let's Grow ensures a straightforward and transparent connection between entrepreneurs and investors.

The platform will feature a user-friendly web interface, secure proposal submission, and investor review functionalities. It will be developed using modern web technologies, ensuring accessibility, security, and scalability. By creating a centralized and efficient funding space, Let's Grow aims to foster business growth and innovation in the startup ecosystem.

Introduction

The **Let's Grow** platform is an online system designed to bridge the gap between startups and investors by allowing entrepreneurs to post their business proposals. Investors can review these proposals and directly contact startups for potential funding. Unlike other platforms that use matchmaking algorithms, Let's Grow provides a transparent and straightforward investment process, ensuring that both parties have full control over their interactions.

This platform is crucial in supporting startup growth and investment opportunities, reducing the challenges entrepreneurs face in securing funds while giving investors access to a diverse range of business ventures.

3.1.Problem Specification

Current Situation

Currently, startups face significant challenges in finding investors. Many rely on networking events, pitch competitions, and social media to secure funding. While some platforms exist for startup funding, they often come with issues such as:

- **High competition** – Startups struggle to stand out in overcrowded marketplaces.
- **Lack of direct communication** – Many platforms do not allow startups to communicate directly with investors.
- **Complex application processes** – Some investment platforms require lengthy applications and evaluations.

Existing Software Systems

Many startups use LinkedIn, AngelList, Kickstarter, and personal networking for investment opportunities. However, these platforms either focus on crowdfunding, require lengthy approval processes, or lack direct investor engagement.

Problems Faced

- **No direct investor-startup interaction** – Many platforms do not allow **immediate** investor engagement.
- **High rejection rates** – Startups struggle with rejection from **venture capitalists and crowdfunding platforms** due to strict criteria.
- **Lack of transparency** – Startups often do not know why investors reject them or what improvements they need.
- **Time-consuming funding process** – Finding the right investor can take months or even years.

3.2.Solution Outline

Proposed Solution

Let's Grow offers a dedicated platform where startups can publish their business proposals, allowing investors to browse and connect with them directly. The platform ensures that the investment process is simple, efficient, and transparent by removing unnecessary complexities.

Core Features

- **Startup Proposal Submission:** Startups can submit detailed project descriptions.
- **Investor Browsing:** Investors can filter and review proposals based on industry, funding stage, and growth potential.
- **Direct Contact:** Investors can contact startups without third-party involvement.

3.3.Key Benefits

1. Faster Investment Process

The platform enables **quick and direct** interactions between startups and investors, reducing the time spent searching for funding.

2. No Middlemen or Third-Party Fees

Unlike traditional funding platforms, Let's Grow allows **direct connections** without intermediaries or commission fees.

3. Increased Visibility for Startups

Startups get exposure to a **wider range of investors**, increasing their chances of securing funding.

4. Simplified Investor Search

Investors can **filter and browse** projects based on **sector, growth potential, and funding needs**, making decision-making easier.

5. Transparency and Control

Startups and investors **maintain full control** over their interactions without external intervention.

Objectives

The objectives of the Let's Grow platform are divided into general and specific accomplishments to ensure a well-structured and realistic development approach.

4.1.General Objectives

The main goal of the Let's Grow platform is to bridge the gap between startups and investors by providing a simple, transparent, and efficient way for startups to showcase their business proposals and for investors to discover and connect with them directly.

4.2.Specific Objectives

Platform Development Objectives

1. **Develop a user-friendly interface** that allows startups to create and submit business proposals with ease.
2. **Enable investors to browse and filter proposals** based on industry, funding stage, and potential return on investment.
3. **Implement a secure login and authentication system** to protect user data and privacy.
4. **Provide a structured proposal submission process** where startups can upload business details, financial plans, and growth strategies.
5. **Ensure responsive design** so that the platform is accessible on desktops, tablets, and mobile devices.

System Functionality Objectives

6. **Investor Dashboard** – A personalized dashboard where investors can manage their profiles.
7. **Startup Dashboard** – A dedicated space for startups to manage their proposals, and profiles.

8. **Search and Filter Functionality** – Investors can refine their search based on startup category, funding needs, and expected ROI.

Security and Data Protection Objectives

11. **Role-based access control** to ensure only authorized users can access certain features.
12. **Data encryption** to protect sensitive financial and personal information.
13. **Regular system updates** to maintain security, improve performance, and address bugs.

Operational and Business Objectives

14. **Facilitate direct engagement** between startups and investors without the need for matchmaking algorithms.
15. **Provide transparency** by ensuring startups have visibility into investor interest.
16. **Increase investment opportunities** for startups by making their proposals easily accessible to investors worldwide.
17. **Encourage startup ecosystem growth** by fostering a simple and effective investment process.

4.3.Main System Functions

For Startups

- **Create and submit proposals** with detailed project descriptions and financial needs.
- **Update and modify proposals** as needed.
- **Manage the profiles** as they needed.

For Investors

- **Browse, search, and filter proposals** based on sector and funding stage.

- **Directly contact startups** to discuss investment opportunities.
- **View proposal insights** (traction, revenue, business plan details).

Platform Administration

- **User management** (startup and investor registration, profile verification).
- **Content moderation** to ensure quality and prevent spam or fraudulent activities.

Procedures

This section details the methodology for developing the **Let's Grow** platform. The project will be conducted in **three main phases**: **Planning, Development, and Implementation**. Each phase will include specific activities, participant roles, and management structures to ensure successful completion.

5.1.Flow of the Project

Phase 1: Planning (Weeks 1-4)

1.1 Requirements Gathering

- Perform market research to analyze competitors and understand user expectations.
- Document functional and non-functional requirements.

1.2 System Design and Architecture

- Develop the high-level architecture of the platform.
- Define system components, database structure, and user interface (UI) wireframes.
- Select technology stack, including programming languages, frameworks, and hosting environment.
- Create the first draft of the **UI/UX design** to enhance usability.

1.3 Risk Assessment and Feasibility Study

- Identify potential risks, such as data security concerns and platform scalability.
- Evaluate the feasibility of implementation based on resources and time constraints.

Participants and Roles in Planning Phase

- **Project Manager** - Oversees planning and timeline adherence.
- **UI/UX Designers** - Develop the wireframes and interface prototypes.

Phase 2: Development (Weeks 5-12)

2.1 System Development

- **Frontend Development:** Build a responsive web interface for startups and investors.
- **Backend Development:** Develop APIs and databases to manage platform interactions.
- **User Authentication:** Implement secure login, role-based access, and data encryption.

2.2 Testing and Quality Assurance

- Perform **unit testing** for individual modules.
- Conduct **integration testing** to verify the interaction between system components.
- Execute **user acceptance testing (UAT)** with selected startups and investors.

Participants and Roles in Development Phase

- **Software Developers** – Build and test the platform features.
- **QA Testers** – Ensure system stability and functionality.
- **Project Manager** – Monitors feature completion and overall project progress.

Phase 3: Implementation and Deployment (Weeks 13-16)

3.1 Deployment and Hosting

- Configure cloud hosting (if applicable) or deploy to an on-premise server.
- Perform security audits before making the platform live.

3.2 Official Launch and Promotion

- Open the platform for public use.
- Conduct marketing campaigns through social media and startup communities.

- Provide onboarding tutorials for new users.

5.2.Project Plan

A **realistic timeline** is essential to track progress and ensure completion within the available timeframe. Below is the **project timeline divided into major tasks and expected durations.**

Project Timeline

Task	**Start Date**	**End Date**
Requirements Gathering	Week 1	Week 1
System Design & Wireframing	Week 2	Week 4
Frontend Development	Week 5	Week 8
Backend Development	Week 6	Week 9
User Authentication Setup	Week 7	Week 9
Testing & Bug Fixes	Week 10	Week 12
Deployment	Week 13	Week 14
Final Adjustments	Week 15	Week 15
Official Launch	Week 16	Week 16

Milestones and Deliverables

1. Requirement Specification Document
2. scope management plan

3. Platform Wireframes and Design Prototypes
4. Home page
5. User Registration and Login
6. User Profile Management
7. Filtering system
8. Create Dashboard
9. Create a place to share business needs
10. User portfolio Management
11. Developed System(half)
12. Testing and Quality Assurance Report
13. Final Report

Resource Allocation

Team Member	**Role**
Project Manager	Oversees project phases
Software Developers	Build frontend & backend
UI/UX Designers	Design user interfaces
QA Testers	Test and debug system
Documentation Specialist	Manage all a documentations

Personnel and Facilities

6.1.Personnel

Team Member	**Role**	**Responsibilities**
Project Manager	Oversees project phases	Ensures deadlines and deliverables are met
Software Developers	Build frontend & backend	Develop system features and fix bugs
UI/UX Designers	Design user interfaces	Create and enhance the user experience
QA Testers	Test and debug system	Identify and fix software issues
Documentation Specialist	Manage all a documentation	Ensure there aren't any mistakes in the documents

6.2.Facilities

- **Testing Environment:** Staging server for QA and user acceptance testing.
- **Collaboration Tools:** Slack, Trello for project management and team communication.

Hardware and Software Requirements

7.1.Hardware Requirements

Component	**Specification**
Database Server	High-availability database system (e.g., PostgreSQL, MySQL)
Network	High-speed internet connection (1 Gbps or higher)

7.2.Software Requirements

Software	**Description**
Programming Languages	JavaScript (React.js, Node.js)
Database Management	MySQL for structured data storage
Development Tools	VS Code, GitHub for containerized deployment

Budget

Hosting - LKR 15,000/-

Development Tools – LKR 7000/-

Data collection - LKR 10,000/-

Other - LKR 10,000/-

Total budget = LKR 42,000/-

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