

Web Application Development – Project Proposal

Submitted by,

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The website that the team is planning to build is called **Capital Round**. It primarily serves as a crowd-funding platform that facilitates interactions between entrepreneurs and investors. One of the primary features of the website is to provide a medium for startup companies to showcase their novel products to the investors. Consequently, it allows investors to fund startup products of their choice. Apart from incorporating social-networking features, Capital Round aims to create an ecosystem of startups and investors providing multiple functionalities such as mentoring, campaigning, monitoring etc.

We are planning to implement the website using Ruby on Rails. This is because Ruby on Rails has an in-built MVC architectural pattern; that aligns with the teaching objectives of the class. Also, Ruby on Rails is a light-weight, agile framework that enables adopters to build websites quickly and with ease. A lot of startup companies themselves have adopted Ruby on Rails, and the team members wish to keep up with this industry trend. Moreover, Ruby is a fairly new programming language to some team members, and we wish to fulfill some learning goals of these team members.

We think that our idea is 'cool' because on investment, investors earn a stake (equity) in the start-up company. This creates a win-win situation for both the investors and the startup owners. Using our platform-product, startup owners raise significant amount of money from the huge pool of investors; and investors are, now, more keen on investing in startups because of the exciting equities. This is our product differentiation from traditional crowd-funding websites such as Kickstarter, and Indigogo. Both these sites don't have an option where investors can own equities of companies that have invested in.