Project Report

On

STARTUP INVESTMENT PLATFORM CAPITAL CONNECT

Submitted by

Yograj Pagar (45)
Akshay Khandare (35)
Raj Nandale (42)
Avadhut Jagtap (28)
Digvijay Patil (49)

Guide
Prof. Shilpa Mene
Prof. Yogita Shewale

K. K. WAGH INSTITUTE OF ENGINEERING EDUCATION AND RESEARCH, NASHIK, MAHARASHTRA.
DEPARTMENT OF INFORMATION TECHNOLOGY

Certificate

This is to certify that the project report entitled **STARTUP INVESTMENT PLATFORM – CAPITAL CONNECT** being submitted by **RAJ NANDALE(42)** is a record of bonafide work carried out by her under the supervision and guidance of **Prof. SHILPA MENE and Prof. YOGITA SHEWALE** in partial fulfillment of the requirement for **S.E (Information Technology Engineering)**-2019 course of Savitribai Phule Pune University, Pune in the academic year 2022-2023.

Signature of Student
Date:
Place: Nashik

Prof. Shilpa Mene
Mentor

Prof. Yogita Shewale
Mentor

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ABSTRACT

This project report focuses on the development and implementation of a startup investment platform. Despite the increasing popularity of startup investments, individual investors face numerous challenges in navigating the complex world of startup financing. Therefore, the objective of this project is to create an accessible, efficient, and transparent platform that connects startups with potential investors.

The startup investment platform serves as a marketplace where startups can showcase their business ideas and investment opportunities, while investors can explore and evaluate potential investments. The platform aims to streamline the entire investment process, from initial contact to due diligence and finalizing investment terms. By providing a centralized hub for startups and investors, the platform simplifies the otherwise time-consuming and fragmented nature of startup financing.

Transparency is a critical aspect of the platform, ensuring that both startups and investors have access to relevant information. Startups can present their financials, business plans, and growth projections, while investors can review these details and make informed investment decisions. This transparency fosters trust and encourages collaboration between startups and investors.

Importantly, the startup investment platform also addresses the issue of diversity in startup funding. By promoting equitable access to investment opportunities for underrepresented founders and investors, the platform seeks to level the playing field and overcome existing biases and barriers. Through targeted outreach initiatives and inclusivity-driven policies, the platform encourages a diverse range of startups and investors to participate actively.

Overall, this project report outlines the development and implementation of a startup investment platform that aims to revolutionize the way startups and investors connect and collaborate. By providing accessibility, efficiency, transparency, and valuable resources, the platform strives to facilitate successful fundraising, promote diversity in startup funding, and contribute to the growth and innovation of the startup ecosystem.

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Chapter 1

INTRODUCTION

1.1 Scope:

The scope of the "CAPITAL CONNNECT-STARTUP INVESTMENT PLATFORM" web application includes:

1. **Startup Discovery and Presentation:** Enable startups to create profiles that showcase their business ideas, value proposition, market analysis, team members, financial projections, and any other relevant information that can attract potential investors.

2. **Investor Discovery and Preferences:** Allow investors to search and discover startups based on various criteria such as industry, location, investment stage, funding requirements, and sector preferences. Investors should be able to save and manage their preferred startups for future reference.

3. **Investment Opportunities:** Facilitate the connection between startups and investors by providing a platform for startups to publish investment opportunities or funding rounds. Investors should be able to express their interest, ask questions, and negotiate investment terms.

4. **Investor-Startup Interaction:** Enable startups and investors to communicate securely through messaging systems or video conferencing to discuss investment details, clarify questions, and establish relationships.

1.2 Objective:

The main objectives of the " CAPITAL CONNNECT-STARTUP INVESTMENT PLATFORM " project are:

1.Facilitate Access: The primary objective is to provide startups with a platform that enables them to access a wide network of potential investors. This involves creating a user-friendly interface where startups can showcase their business ideas, investment needs, and growth potential, making it easier for them to connect with interested investors.

2.Enhance Transparency and Trust: Transparency is a critical objective of the platform. It seeks to provide startups with a platform where they can present relevant information about their businesses, including financials, market analysis, and team backgrounds. Investors, on the other hand, can access this information, conduct due diligence, and make informed investment decisions. This transparency fosters trust between startups and investors, creating a foundation for successful collaborations.

3.Promote Diversity and Inclusion: The platform aims to address the lack of diversity in startup funding. By actively promoting equal access to investment opportunities for underrepresented founders and investors, it seeks to create a more inclusive ecosystem. This objective involves implementing policies and initiatives that encourage diversity and equal representation.

Chapter 2

SYSTEM ARCHITECTURE

2.1 Problem Statement

Despite the increasing popularity of startup investments, it is still difficult for individual investors to navigate the complex world of startup financing. We create an accessible, efficient, and transparent platform that connects startups with potential investors providing a marketplace for startups and investors to connect and collaborate on investment opportunities in a seamless and efficient way, while also providing valuable resources and tools for both parties to facilitate successful fundraising and investment opportunities. This platform also addresses the lack of diversity in startup funding, by promoting equitable access to investment opportunities for underrepresented founders and investors.

2.2 Methodology

1. **Requirement Analysis:** Conduct a thorough analysis to understand the needs of investors and startups, identify key functionalities, and define user requirements for the web application.
2. **Database Design:** Design a database schema to store investor and startup information, ensuring efficient data management and retrieval.
3. **User Interface Design:** Create an intuitive and user-friendly interface using frontend languages, allowing event startups and investors to easily register, browse, and connect with each other.
4. **XAMPP Connection:** Connected XAMPP server and used PHP and JavaScript to handle user authentication, store user profiles and data
5. **Testing and Deployment:** Conduct thorough testing of the web application to ensure functionality, usability, and security.

Chapter 3

SOFTWARE REQUIREMENT

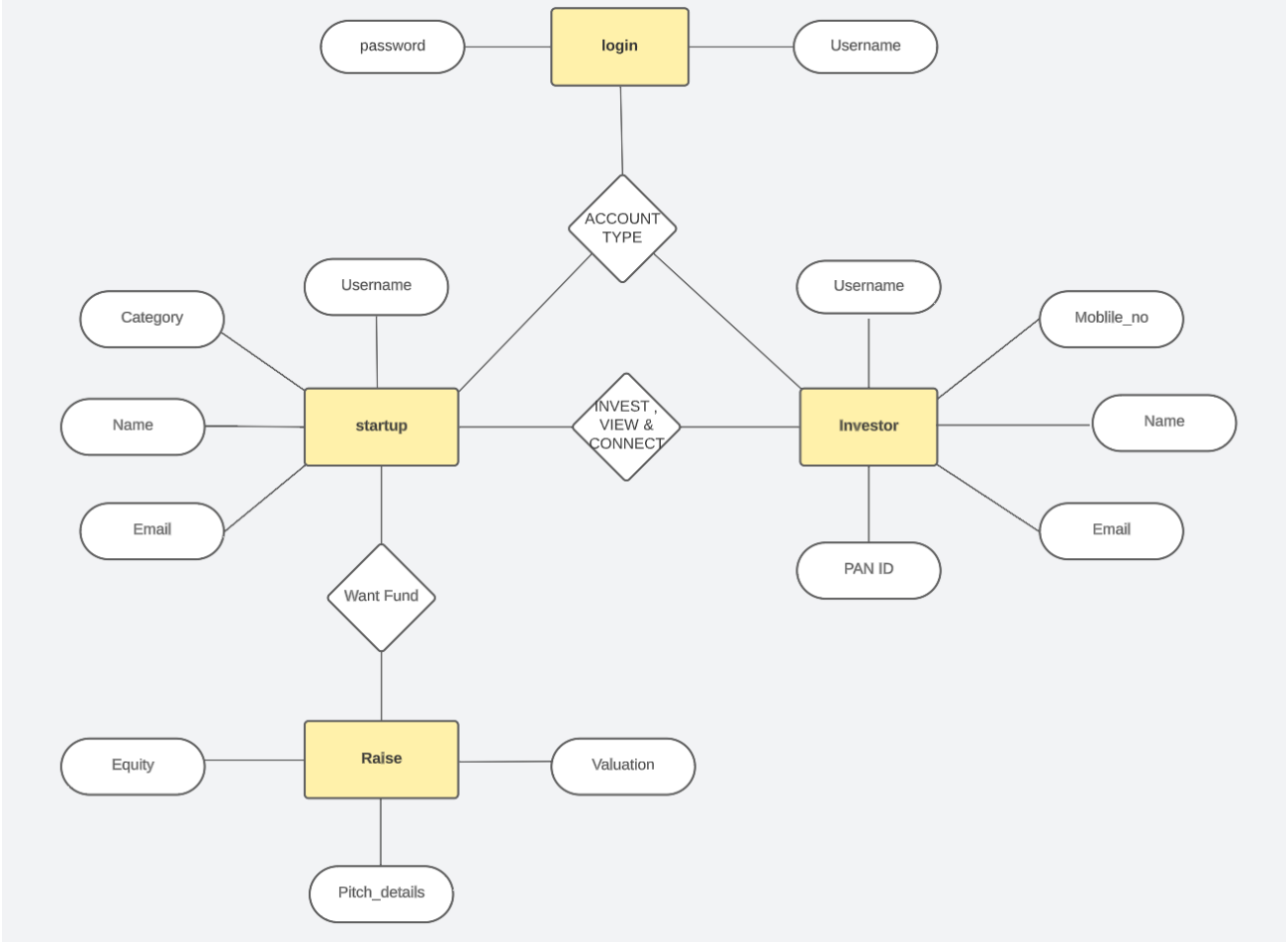
3.1 Software Requirement

1. Development Framework: User interface built by using HTML, CSS, JS.
2. Backend Framework: Utilize XAMPP server as the backend framework to handle user authentication and data storage.
3. Database: Implement MySQL Database using XAMPP server to store investor and Startup information.
4. User Authentication: Authentication using PHP and JS to handle user registration, login, and authentication.
5. APIs and Libraries: Utilize Firebase APIs for various functionalities such as user management, database operations, and real-time updates.
6. Communication and Coordination: Implement messaging functionality using chatbot to facilitate communication .
7. User Interface Design: Use HTML, CSS, and JavaScript to design an intuitive and user-friendly interface.
8. Documentation: Create comprehensive documentation, including user guides and technical documentation, to assist users and developers in understanding and using the application effectively.

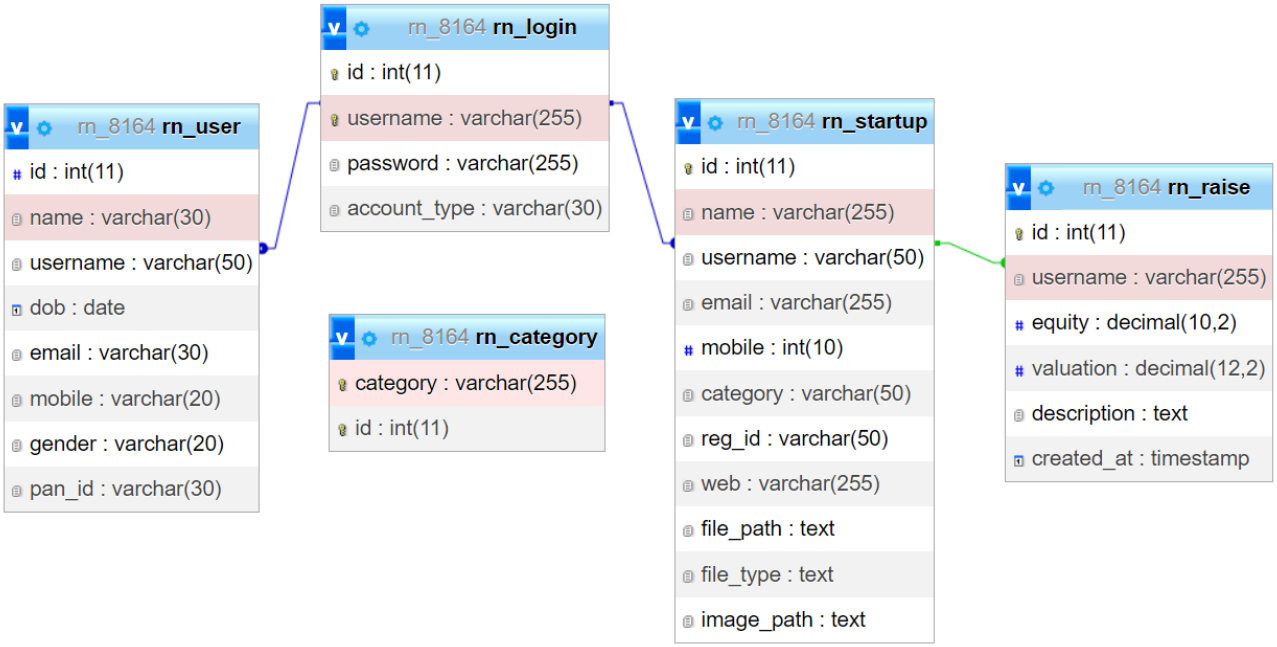
Chapter 4

DESIGN

4.1 ER Diagram



4.2 Schema Diagram



Chapter 5

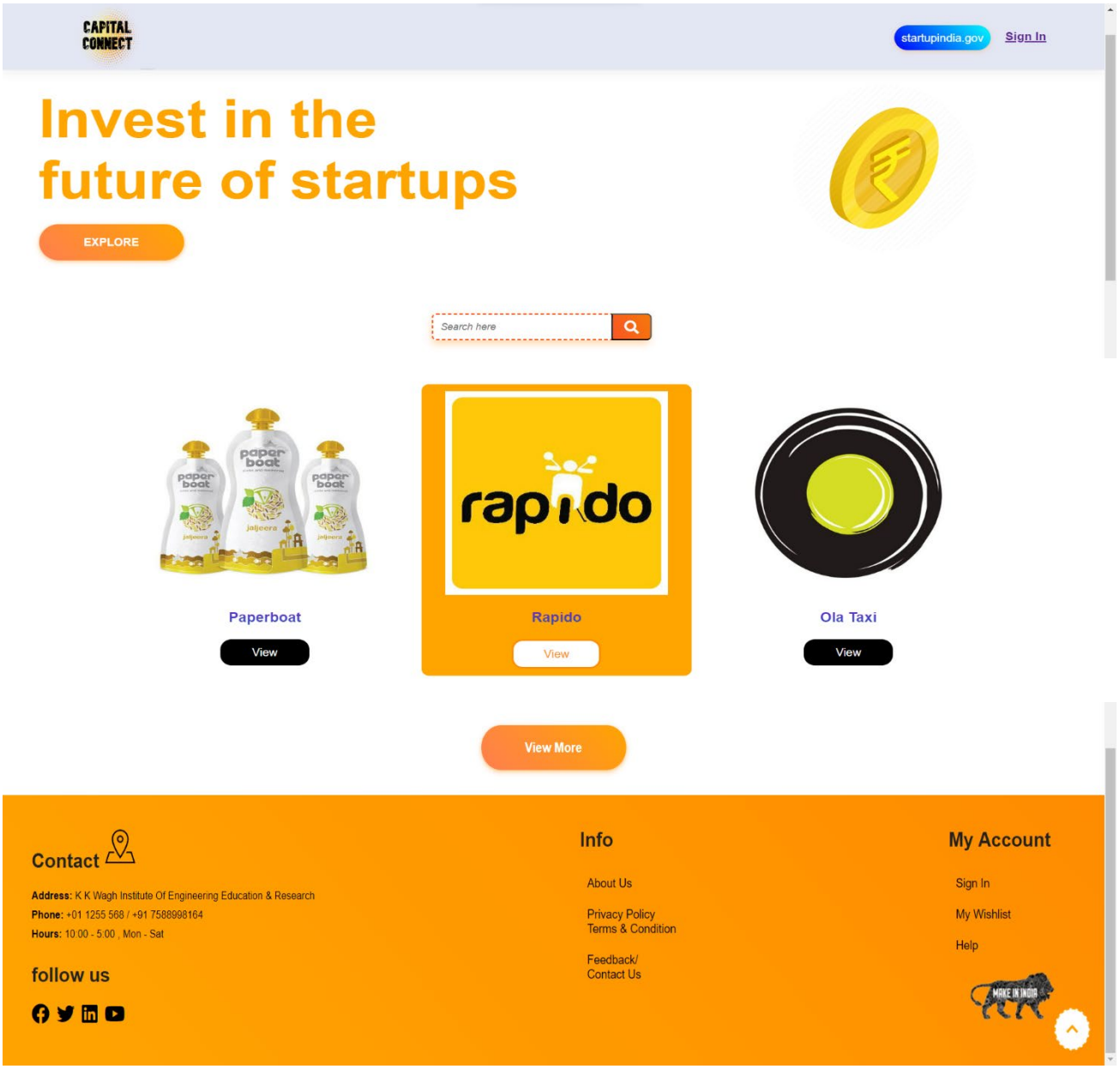
PROJECT PLAN

5.1 Project Timeline

1. Project Initiation and Planning (1 week)
    - Define project scope, objectives, and deliverables.
    - Create a detailed project plan.
    - Allocate resources and define roles and responsibilities.
    - Conduct meetings to discuss and finalize the project plan.
2. Requirements Gathering and Analysis (1-2 weeks)
    - Identify and document functional and non-functional requirements.
    - Analyse existing systems and processes for event management and food distribution.
    - Design the ER diagram.
3. Design Phase (1-2 weeks)
    - Design the database schema for user registration, startup details and investor information,
    - Create wireframes and UI/UX designs for the web application.
4. Technology Learning (2-3 weeks)
    - Research and learn AWS services relevant to the project requirements (if needed).
    - Learn Firebase for user authentication and data storage.
    - Start to work on XAMPP server.
5. Development (2-3 weeks)
    - Set up the development environment.
    - Implement user registration functionality for Investors and Startups.
    - Integrate authentication for user management.
    - Develop features for startup registration, user registration .
    - Integrate Chatbot.

Chapter 6

RESULT AND EVALUATION



Home

Raise the FUNDS

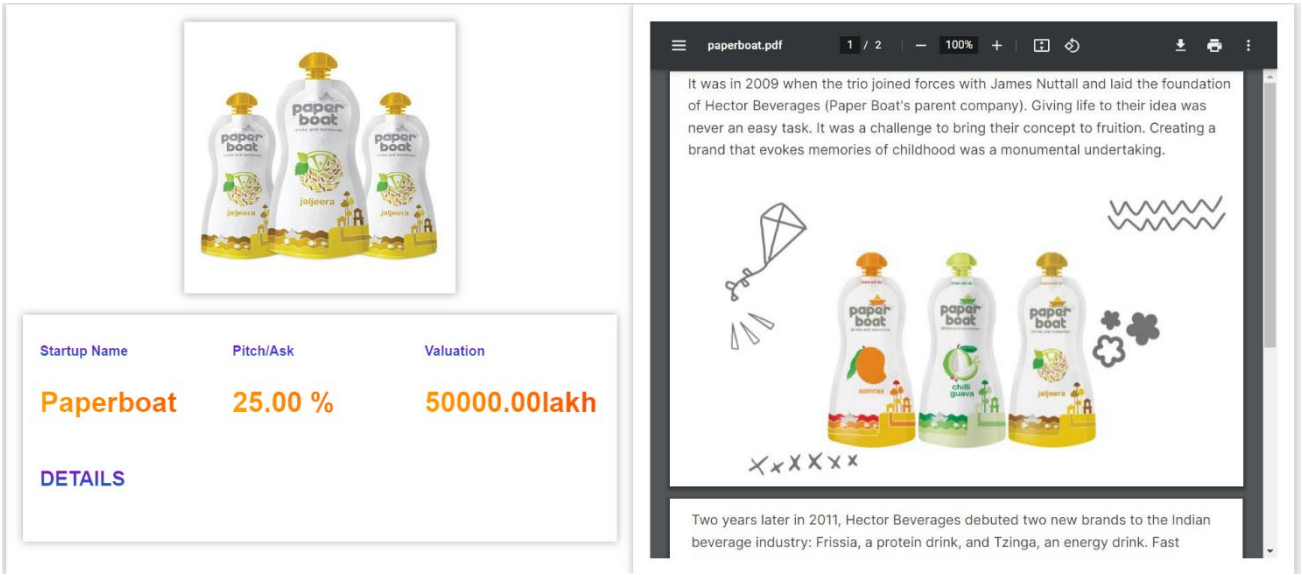
Equity and Valuation:

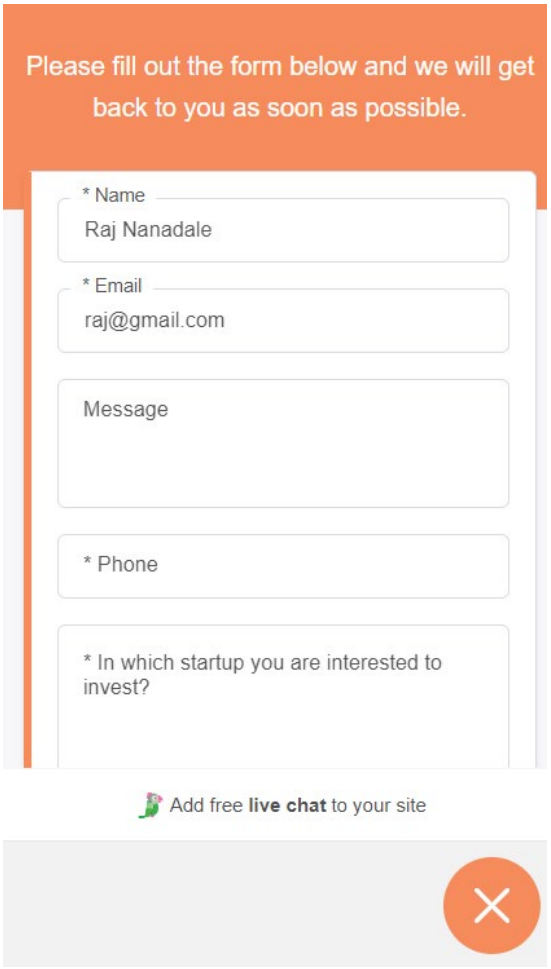
Amount of Equity Offered (%):

Current Valuation of your company(lakh):

Description:

Submit




Please fill out the form below and we will get back to you as soon as possible.
* Name
Raj Nanadale
* Email
raj@gmail.com
Message
* Phone
* In which startup you are interested to invest?
Add free live chat to your site

CODE

```
<!DOCTYPE navbarhtml>
<html lang="en">
<body>
<section id="header">
   <a href ="index.php"> <img src="vector.png" width="130" height="100" class="logo" alt=""> </a>
   <div>
      <ul id = "navbar">
         <li><a href ="https://www.startupindia.gov.in/content/sih/en/startup-scheme.html" >startupindia.gov</a></li>
         <?php
session_start();
$dbhost = "localhost";
   $dbname = "rn_8164";
   $dbusername = "root";
   $dbpassword = "";


         $conn = mysqli_connect($dbhost, $dbusername,$dbpassword, $dbname);
if (isset($_SESSION['login'])) {
   $username = $_SESSION['login'];
   $_SESSION['username'] = $username; // Set username session variable
   $query = "SELECT * FROM rn_startup WHERE username = '$username'";
   $result = mysqli_query($conn, $query);
   if (mysqli_num_rows($result) > 0) {
   echo '<li><a href="startup_details.php?key=' . $username . '" class="raise-button">My Startup</a></li>';
   echo '<li><a href="raise.php?username=' . $username . '" class="raise-button">* Raise *</a></li>';
  }
         </div>
      </div>';
<?php
   // Database connection
   $dbhost = "localhost";
   $dbname = "rn_8164";
   $dbusername = "root";
   $dbpassword = "";
```

```
    $db = new PDO("mysql:host=$dbhost;dbname=$dbname", $dbusername, $dbpassword);

    // Fetch startups from the database
    $stmt = $db->prepare("SELECT * FROM rn_startup");
    $stmt->execute();
    $startups = $stmt->fetchAll(PDO::FETCH_ASSOC);
?>
<!-- startup grid -->

<div class="startupgrid">
    <?php if (empty($startups)) { ?>
        <p>No startup registered</p>
    <?php } else {
        $counter = 0;
        foreach ($startups as $startup) {
            if ($counter >= 6) {
                break; // Exit the loop if we have displayed six startups
            }
            ?>
            <div class="startup">
            <?php echo "<img src='" . $startup['image_path'] . "'/>"; ?>
                <h2><?php echo $startup['name']; ?></h2>
                <!-- <p><?php echo $startup['description']; ?></p> -->
                <a href="startup_details.php?key=<?php echo urlencode($startup['username']); ?>">View</a>
            </div>
            <?php
            $counter++;
        }
    } ?>
</div>
```

Chapter 7

CONCLUSION

In conclusion, the development of our startup investment platform website aims to address the challenges faced by both startups and investors in the investment ecosystem.

Through its innovative approach, the platform aims to bridge the gap between investors and startups, offering a centralized marketplace for investment opportunities.

Through the platform, startups gain increased visibility and access to a larger pool of investors, enabling them to secure the necessary funding to fuel their growth and development.

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