CrowdfundMe

Vision

Vision

# Introduction

The current intention is to design a web application similar to Kickstarter and where people can post business ideas and fund the ideas they like. The current problem is that many start-ups with brilliant ideas fail because of lack of funding. Other companies do not have sufficient funds to invest in proper advertising since they prefer to work on their products’ capabilities. Most users would be individual product designers who would present their ideas and make special offers for the other part of the community represented by investors. The investors could be either normal people who like a particular idea or an angel investor who would like to claim ownership over the product if the original designer agrees with that.

## Purpose

The purpose of this document is to summarily describe the scope of the application and the needs it solves. It also describes the target group and the benefits it offers.

## Definitions, Acronyms, and Abbreviations

Angel investor - affluent individual who provides capital for a business [start-up](https://en.wikipedia.org/wiki/Startup_company), usually in exchange for [convertible debt](https://en.wikipedia.org/wiki/Convertible_debt) or [ownership equity](https://en.wikipedia.org/wiki/Ownership_equity).[[1]](https://en.wikipedia.org/wiki/Angel_investor)

## References

[[1]Angel investor, Wikipedia The Free Encyclopedia](https://en.wikipedia.org/wiki/Angel_investor)

# Positioning

## Problem Statement

|  |  |
| --- | --- |
| The problem of | Lack of crowdfunding |
| affects | Individual product designers |
| the impact of which is | Market overflowing with the same kind of items produced in bulk without passion and creativity |
| a successful solution would be | Funding locals, even inexperienced ones, to encourage creative and useful designs |

## Product Position Statement

|  |  |
| --- | --- |
| For | Individuals and investors |
| Who | Wish to develop a viable product or invest into one |
| The CrowdfundMe | is a web application |
| That | Eases the search for an investor or for a good product to invest in |
| Unlike | Kickstarter |
| Our product | Will be available in Romania |

# Stakeholder and User Descriptions

The stakeholders could be any people with the desire to help the development of the local community and the passion of discovering talented people to which funds would be directed to develop an innovative product. There are three categories of users: the individual product designer who need people to fund his ideas, the investor and the application administrator who would be in charge of keeping the application healthy.

## Stakeholder Summary

|  |  |  |
| --- | --- | --- |
| **Name** | **Description** | **Responsibilities** |
| Local authorities | People who have access to advertisement and distribution means and desire to develop the community they represent | ensures that the system will be maintainable  ensures that there will be a market demand for the product’s features  monitors the project’s progress  approves funding |
| Any person with civic responsibility | The stakeholder should care about the state of the community and the future creative development | monitors the project’s progress  ensures that there will be a market demand for the product’s features |

## User Summary

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Description** | **Responsibilities** | **Stakeholder** |
| Innovator | Any person with an innovative idea of a product | Implements the promised design  Respects the deadline  Pays the promised part to angel investors, either percent of the profits or gifts | Anyone  Companies linked to the domain of the product designed |
| Investor | Simple individual, company representative or CEO | Funds the project with the promised amount | Business consultants  Banks |
| Admin | Volunteers to maintain the application | Moves projects in a suitable category in case they were mislabeled  Removes offensive projects,  Bans spammers | Anyone |

## User Environment

The target user could be a single person with an innovative idea and who picks his own deadline and manages his time accordingly. The other type of users would represent any company willing to fund regardless of their domain of activity.