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The Development Approach of Operational Performance for Ventures Funding System in Online Social Networks

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Abstract: Crowd funding is an innovative and relatively new concept that connects investors to entrepreneurs, innovators and organizations. It is a new method to raise small amounts of money from individuals. The biggest aim of crowd funding website is to encourage innovative ideas by giving the innovators a huge platform to showcase their ideas and attract investors. Our Crowd funding website also encourages creativity by sharing its platform with creators in different fields. Our paper mainly focuses on the security, implementation of crowd funding in social networks, and benefits of the investor. This paper enhances the usage of crowd funding website by making it user-friendly. This paper also focuses on the administrative and accounting challenges, protection of ideas from being stolen and spams. This paper also incites cashless economy; all the transactions are securely done online. Appending social media to the crowd funding website gives a great strength. It allows the campaigners to share it over different available social Medias and make it cognitive among public.

Key words: Crowd funding, donation, fund raising, start-ups, financial support, social media.

I. INTRODUCTION

Crowd funding is a method for funding a variety of new ventures by raising funds through internet. Start-ups, organizations, innovators will get benefitted by using this platform. The internet and its new applications like social networks have empowered the crowd funding model to suit today's market and needs of the entrepreneurs, capitalizing on the power of the source of the crowd to provide, along many benefits, financing and marketing. The investors play a pivotal role in crowd funding campaign. Investors are attracted through social media ads posted by the campaigner. They are provided with multiple categories from which they can selectively fund their favourite innovation or business venture. An investor can fund any number of campaigns and can keep a track of each campaign funded. Likewise, a campaigner can manage all the funds received from various investors. Both investors and campaigners can access all these features provided in this website effortlessly.

There are major four categories of crowd funding campaigns which are listed below:

Donation Based Crowd funding.

Rewards Based Crowd funding

Debt Based Crowd funding.

Equity Based Crowd funding

A. Donation Based Crowd Funding - (Social Relevance Applications)

In this type the campaigner is not expected to give anything in return to the investors. These types of crowd funding campaigns work well for fostering social causes, community projects, charities etc.

B. Rewards Based Crowd Funding - (Target Products)

In this type the investor receives varying levels of rewards based on their contribution. Rewards based crowd funding campaigns tend to work particularly well for consumer goods and other tangible products.

C. Debt Based Crowd Funding - (Business Investors)

This type is suitable for campaigners who look to borrow money from multiple people. The campaigner would payback after the launch of the product or business with interest. This depends upon the terms and conditions of the campaigner which will be mentioned at the time of investing.

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D. Equity Based Crowd funding - (Entrepreneurs Ownership Level)

In this type, the investor expects to receive some ownership in the company which is raising funds. They can expect return on their investment by receiving a share of the profits. This is the most used by start-ups and entrepreneurs to start and take their business to the next level.

II. RELATED WORK

As per the author Prinsha K “A Study on Crowd Funding and its Implications in India”, this paper focuses on the funding for start-ups and SME’s. There is no such funding platform for social and personal cause to be present in the current scenario which is needed to evolve the service based crowd funding operations. [1]

As per the author Ethan Mollick “Geographic factors influence the nature and success of crowd funding”. This paper says that the geographic factors influence the success of crowd funding, but using social media we can take our ideas all over the world and attract investors from different parts of the world. [2]

As per the paper “A Guide to Scientific Crowd funding” by Julien Vachelard - “Crowd funding does not concentrate much on the funders; the investors are not benefitted comparatively”. Using the above-mentioned type of crowd funding the various investors can wisely fund the campaigns. It is found that the level of equity Based Crowd funding is suitable for investors who expect to receive some ownership from the company which raises funds. [3]

III. PROPOSED WORK

The goal of this paper is to give a huge platform for the new innovations, start-ups and business to raise funds to take it to the next level. Our paper also concentrates on the benefits of the investors after the product is launched or the campaign is over. The integration of online social networks enhances and takes it to a wide range of audience.

The campaigners can be benefitted by using the social media effectively and easily by sharing their campaigns in various available social networking sites. This model is not only for business people, it also encourages creativity by letting various non-profit organizational to post campaigns.

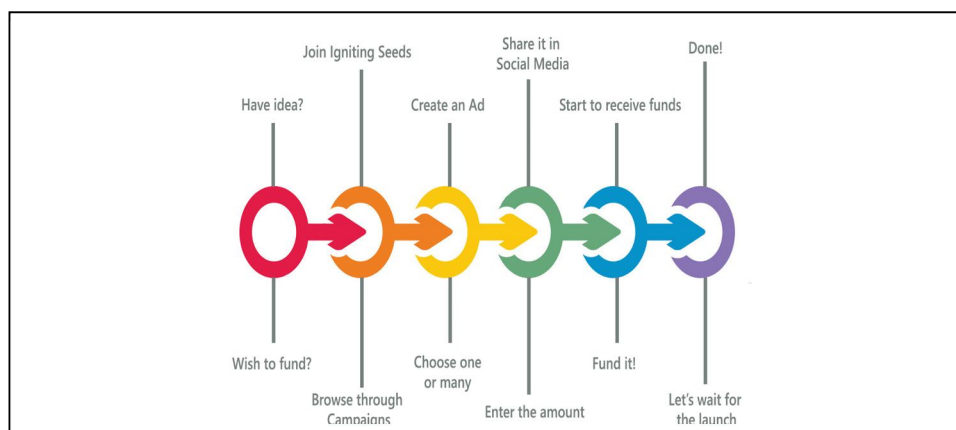


Fig: 3.1 Illustration of System Framework

The main aim is to make a simple user interface that a layman can be able to use it easily. All the campaign creation or the funding process will be in few clicks and the process will reflect into the product investor services.

Different set of process components are evaluated and implemented in the social media. The start-up will be displayed in the fund raising platform to enable the concern operational sequences in the widely adopted by the enhancement of crowd funding process.

IV. IMPLEMENTATION WORK

An initial step is the project creator /new actions / new initiatives creator needs to set a proper target funding level. The created project funding target is not reached to the other individuals from the public community then, at that moment need to ensure the support hands of crowd funding. It will ensure that the target point is possible for the creator to deliver on their project and the rewards can be offered.

The various evaluation components are used which is listed below:

Type of start-up'

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Mode of fund raising

Implementation process UI's

Investor's features

Popularity factors, tools, models through social media interaction.

Campaign's product launch

Investors target policies

Increasing the chances for SSB and MSB

The following picture comprises all the functionalities of crowd funding system operation along with the specified operational evaluation components which is used to describe the functions of inter process fund raising / fund investors target level.

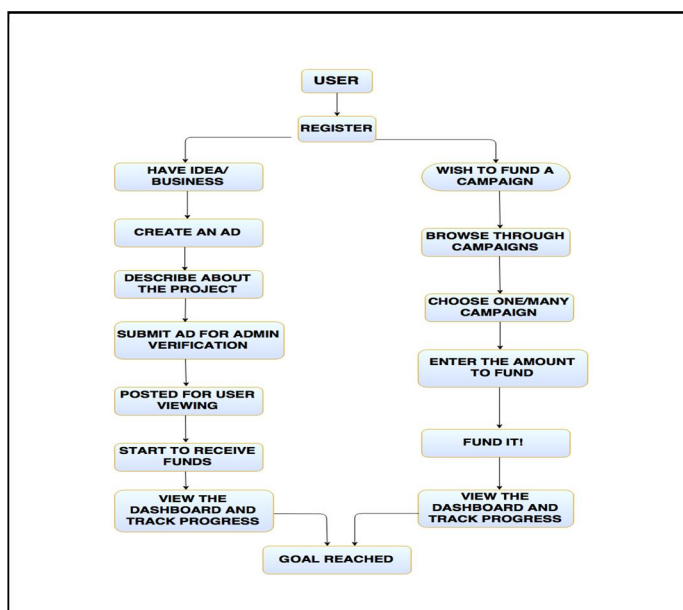


Fig: 4.1 Flow chart approach for evaluating the operational performance

The cumulative process can be iterated in the various assertions and segments based policy to optimize the control in the service processing environment. It will eliminate the problem of fund raising in small scale business and medium scale businesses.

V. SIMULATION WORK

In the recent survey analysis tells about the process of crowd funding in the past few centuries. By using the equity or debt based crowd funding model which is following the crowd funding operational values at the targeted level. The information is given below for the easy establishment of customer level interaction and fund raising process.

Using the crowd funding platform companies can raise up to Rs.10 crore in a year with maximum 200 individual investors for every new initiative process taken.

Retail investors can invest maximum up to Rs. 60000 or 10% of their net worth.

Only those entities which are not associated with any business group having turnover.

More than Rs.25 crore shall be allowed to raise funds from crowd funding which enables the higher level transition from SSB to MSB type of businesses.

This approach could be an effective mechanism, to prevent the fund transaction among the fund donation community. This approach is used to make the Ads, posts and new initiatives much popular through the social media sites. While accessing the ads and posts through online social networks it is mandatory to analyze the security and privacy factor. If anyone is stealing the posted Ad or someone is blocking the fund transfer. This information is processed by using the image selection and image matching process.

For these techniques, early prediction is applied and also monitoring the login access frequently should be used to adapt the service based transactions control. It will increase the performance of client level fund offering, fund raising process will be done effectively.

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Table – 5. 1

Ventures process	Start –up Status location	Social media access	Simulation outcome (%100)
Initiated	L-58	Accepted	56.8
Migrated	L-291	Accepted	78.084
Optimized	L-142	Accepted	98.14
Processed	L-09	Denied	87.54
Terminated	L-23	Denied	12.49

Table – 5. 2

Campaign's Request location	Venture process	Economical outcome of Crowd funding (10 Scale Pt)
192.187.16.10	Initiated	3.76
187.116.18.190	Migrated	6.631
193.163.90.1	Optimized	7.98
167.56.10.342	Processed	9.872
167.04.67.981	Terminated	2.34

An above table shows that the outcome of ventures funding system with social media interactive relevance which specifies the limit of the access constraints which is specified in table 5.1 and 5.2. The optimized result set process which indicates the operational specifications for establishing the constraint level accounting services.

VI. EXPERIMENTAL RESULTS

From the result analysis outcome, it has been proved that the cashless economy has been processed and monitored in the accounting sectors for efficient crowd sourcing operational performance. These kinds of approaches are implemented in the service processing social media sectors to popularize the crowd funding based requirement levels.

Fig: 6.1 Accounting based Iteration process

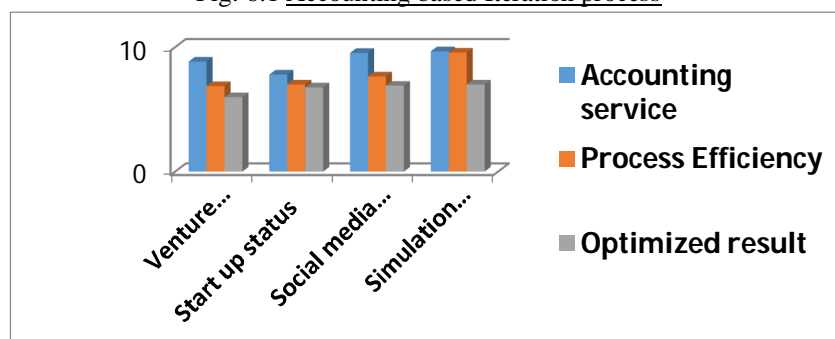
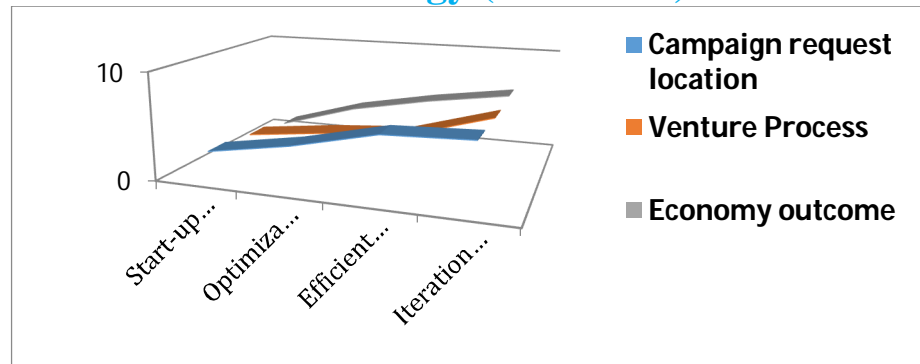


Fig: 6.2 Crowd funding outcome process

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From the above figure 6.1 and 6.2 it will shows the improvement of accounting data based venture funding system. It will strengthen the process of specifying the optimal solution of the process.

VII. CONCLUSION

The processes of crowd funding components are implemented and evaluated based on the possible occurrences of the processed outcomes of the crowd sourcing phenomenon. It will enhance the process of optimizing the various service oriented constraints in the non profit economical systems which perhaps to simplify the specifications in to the venture system.

VIII. FUTURE ENHANCEMENT

The real time scientific computing process has been operated in to the market strategy decision applications. It will specify the distinct components of service based new initiative process. This kind of mechanism will be applied in to the various business intelligence processes.

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