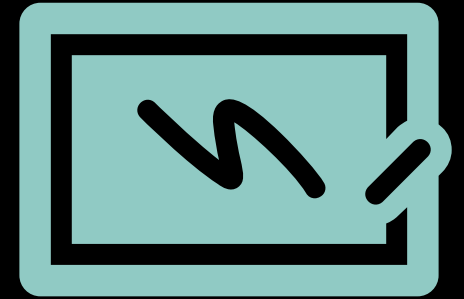
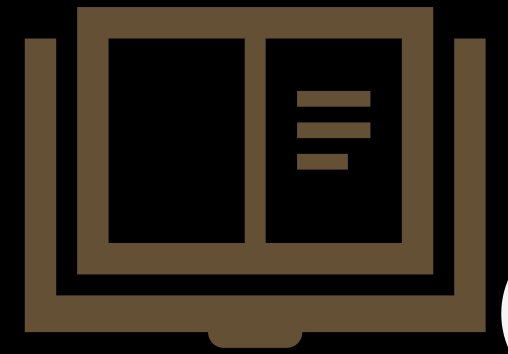
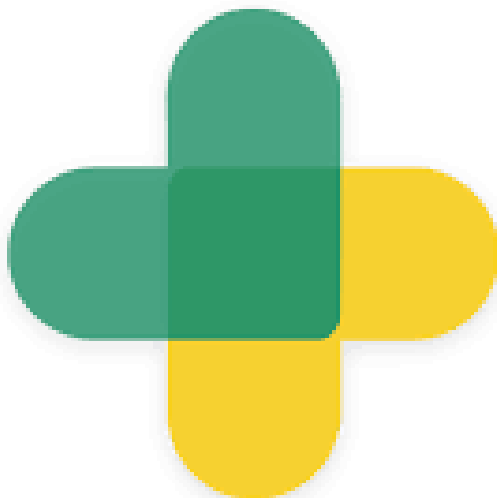


PEOPLE'S PERCEPTION TOWARDS CROWDFUNDING

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ImpactGuru.com



Organization Profile

1

India's leading online crowdfunding platform

that enables NGOs to fund their programs as well as individuals to fund their medical expenses, creative projects, hospital and personal projects .

- Artificial intelligence supported medical fundraiser platform

2

1st world innovative medical crowdfunding platform & Born in July 2014.

Impact Guru has raised around **Rs 950 Crore** from over **2 lakh** donors from 150 countries

"The mission to make healthcare access to all and saving more lives"



How it works



Can't get the right treatment due to the lack of funds?



Start a fundraiser in 5 minutes to raise money online



Share your fundraiser with your family, friends and others



Get contributions to pay medical bills and recover without debt

How Impact Guru Works on

Medical Crowdfunding

???

Introduction:

- **Crowdfunding**, a method for funding new venture varieties allows individual founders of cultural or social projects for profit to request funds from many individuals for equity.

- **Types of Crowdfunding**

1. Donation based- funding campaign where individual or company running their campaign is not expected to give anything, in return to the contributors.

2. Debt based- In return, the individuals agreeing to lend money to the company receive the company's binding commitment to repay the amount at set time intervals and at a set interest rate.



3. Rewards Based- funding campaign where the individuals contributing their money and expect to receive varying levels of “rewards”.

Rewards in terms of vouchers of any shopping app or anything.

4. Equity Based- individual contributing money can expect to receive some ownership in the company who raised the funds. Eg- Company selling their shares and membership.



Objective of the Study



Rationale- The purpose of this study is to assess the factors responsible for failure of crowdfunding campaign by understanding people's perception.

- To Understand people's perception towards crowdfunding.
- To understand the root cause of reluctance towards Online Crowdfunding.
- To suggest the recommendations for successful medical crowdfunding campaigns.

Research Methodology

- **Sources of Data Collection**

Primary data

Data Collection through floated questionnaire and telephonic interview.

- **Research Design**

Random sampling technique

The research design adopted in the study is descriptive design.

- **Sample Size**

The total taken into consideration were 300

- **Sample Area**

Mumbai, Maharashtra

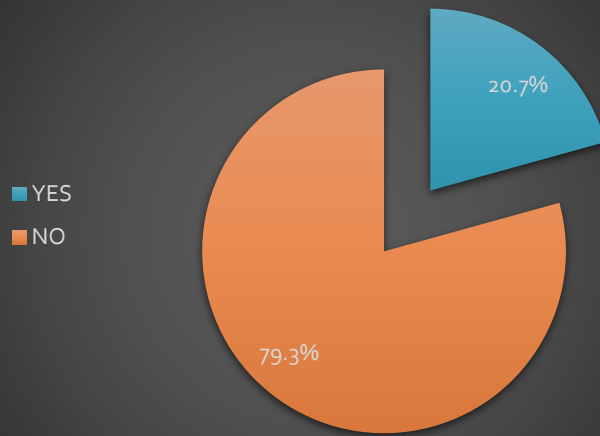
- **Data Analysis**

Data analyzed and interpreted by using tool MS-Excel and Power BI tool.

- **Period of the study**

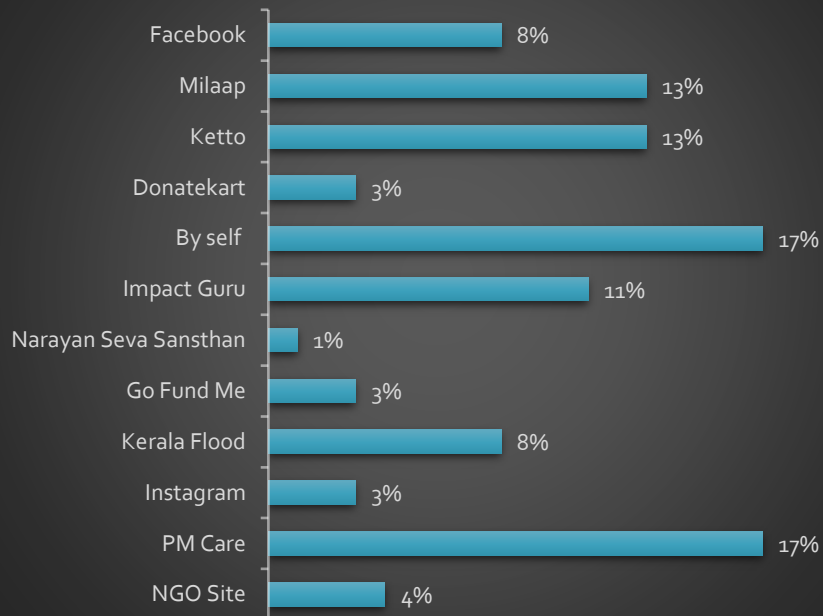
The study was conducted for a period of **3 months** from March 2, 2020 to June 2, 2020.

Analysis and Findings from the study



- 60% of the people aware about “what is crowdfunding”. however only **20.7 %** people raised funds using online platform which depicts a reluctance.

Donation Platform

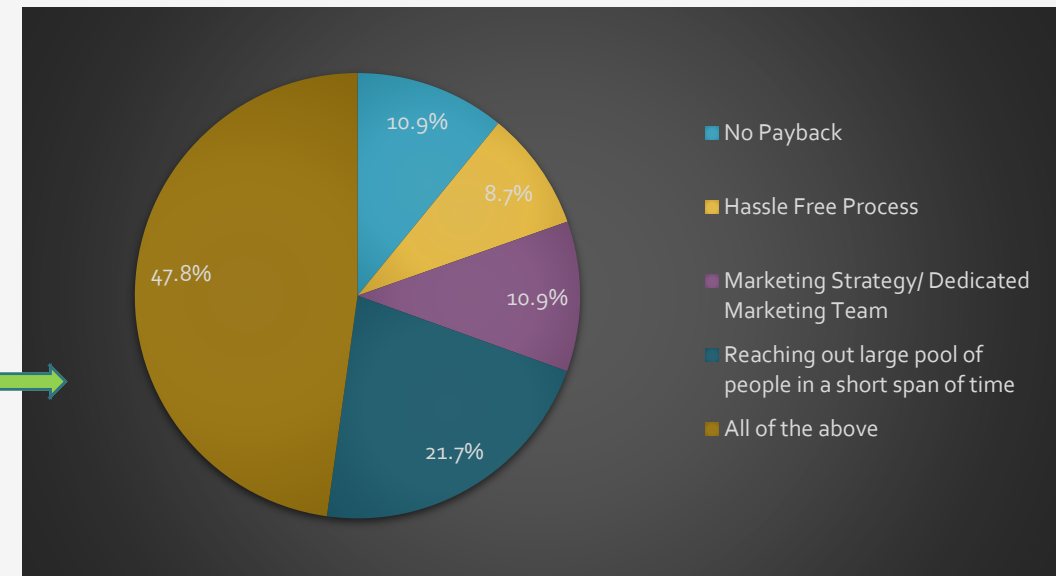
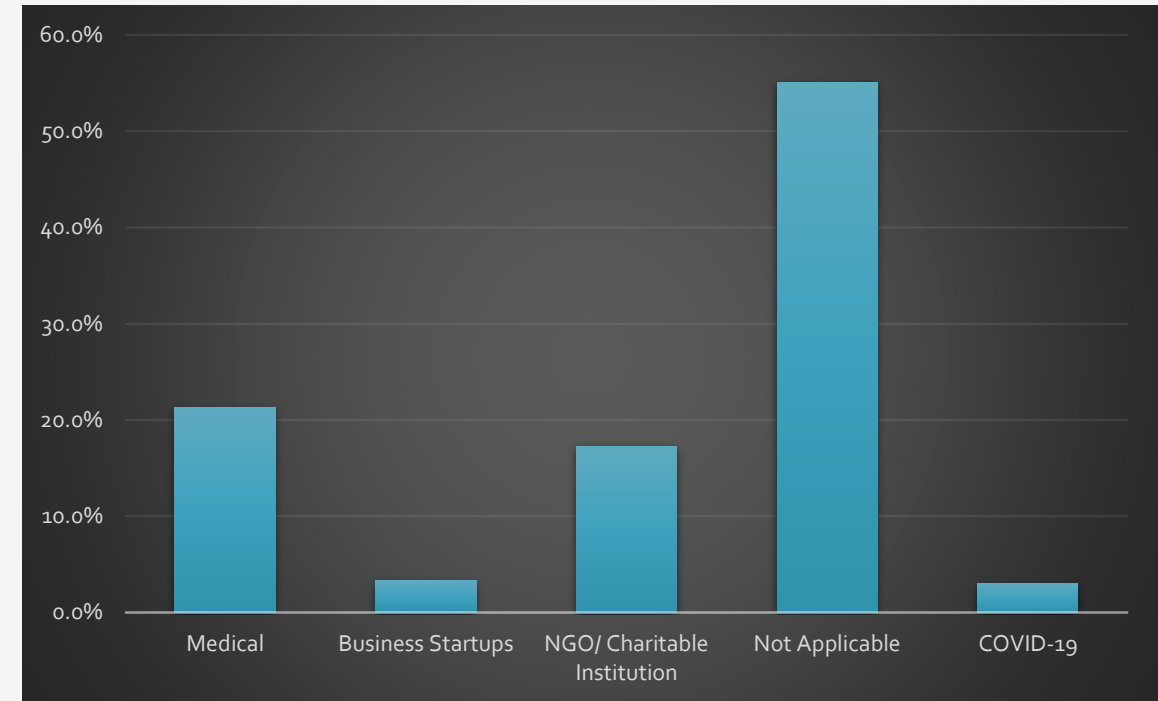


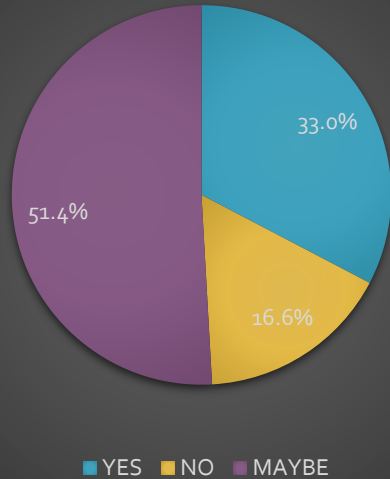
- Out of the 20.7% Population who raised funds using online platform, the most common and highly used platforms are **PM Care Model and Raising funds through themselves.**

If talking about the Medical Online Platform Milaap and Ketto were the most common Online Platform used **with ImpactGuru being 3rd** on the list.

- The main purpose of the 20.7% population to raise funds was for the **Medical expenses incurred** while Hospitalization followed by raising funds for NGO's and charitable Organization. →
- As the Pie chart depicts the common reason for people to use Online Platform is no payback, hassle free process , marketing strategy using for marketing campaign and reaching out to a large pool of people in a short span of time.

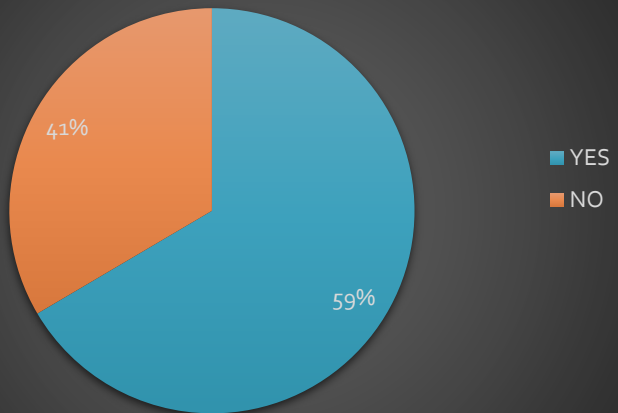
But the most common being **reaching out to large number of people in a short span of time.** →



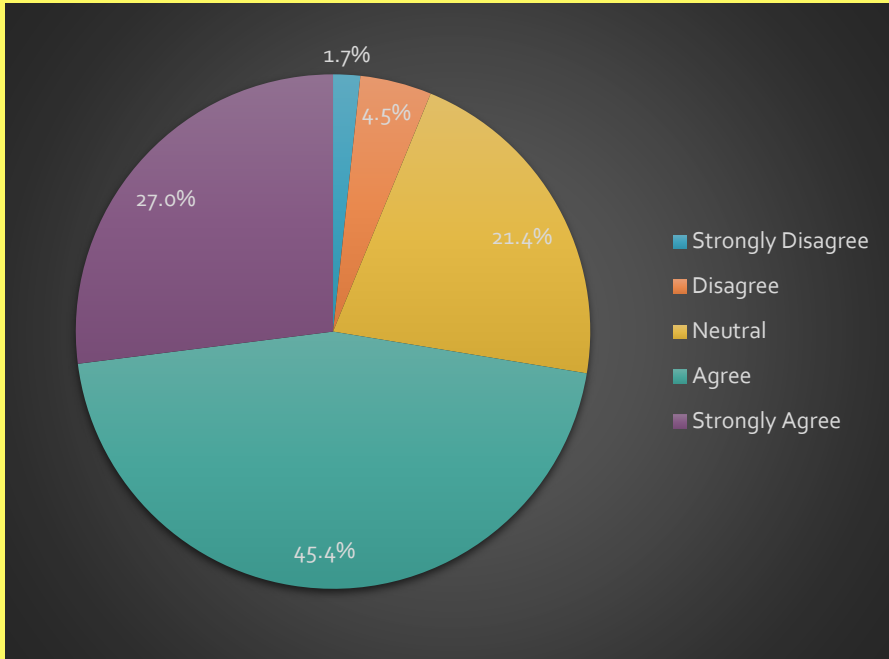


- Found that **52.3%** people have donated to the Online platform before which gives a clear picture that still there falls a reluctance somewhere.
- According to the data, it is found that **33%** of the population have positive sides and **51.4%** says maybe, if we talk about the promising result of online fund raising.

It depicts that people are not sure if this concept will help people in future .

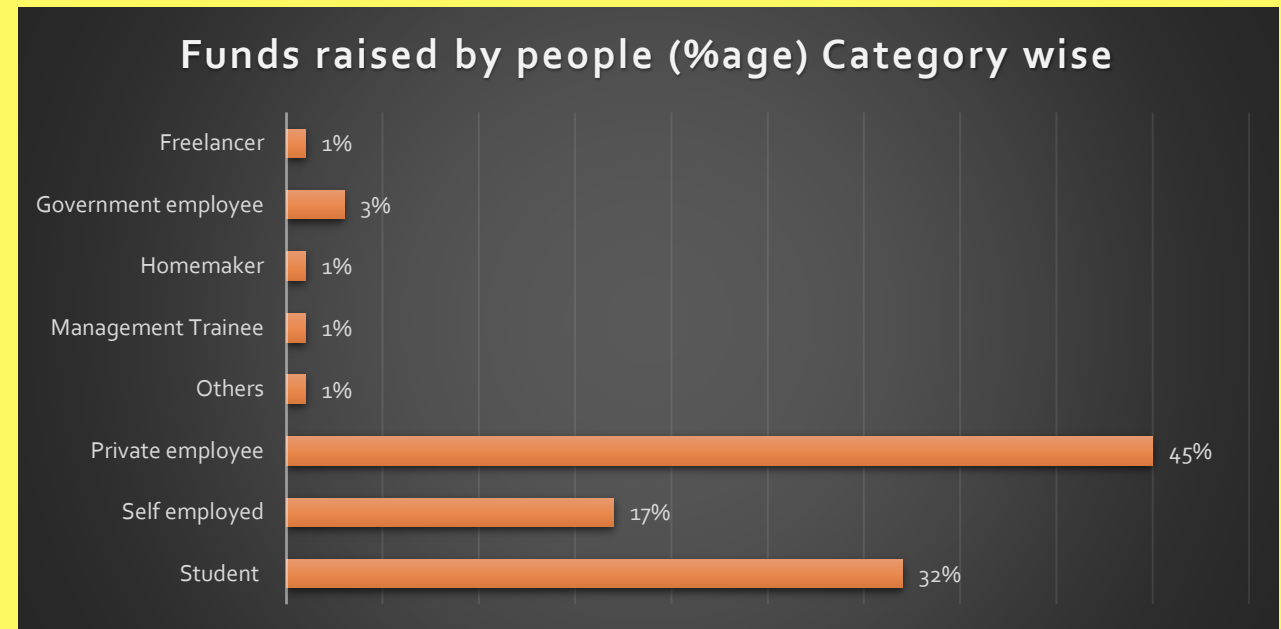


- According to the pie chart it seems that 59% of people are aware of the Platform Impact Guru which is the pioneer of this Industry.

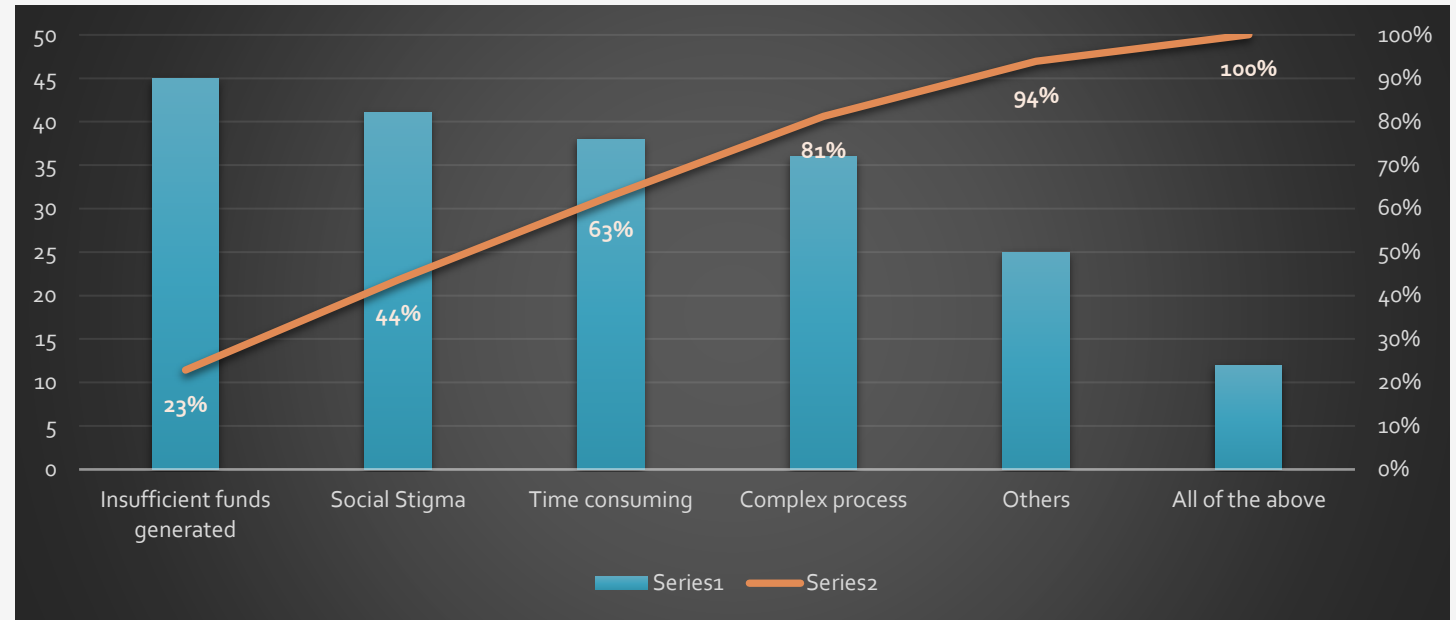


- **73.4% of the population supports this concept at the time of crisis and utilize the platforms for the financial assistance.**

- **As per the response it was concluded that the Private employees raise funds more as compared to any other category followed by students.**



*Things that
hold back
people from
raising funds*



- By using Pareto analysis, the fact that 80% people does not go for crowdfunding due to the following factors:
- Insufficient Funds generated through the campaign.
- Social Stigma
- Time Consuming

Conclusion

Medical Crowdfunding still remains the booming concept in India and can be a really helpful tool during the time of crises. The only problem lies in awareness. The more the people are aware the more they will like the concept and utilize it.

Recommendations

- People should be educated regarding the concept through the help of webinars and seminars which will be solving the issue of social stigma.
- Counselling should be done by companies Executive Regarding the crowdfunding concept using various events as a platform taking place in the Hospital.
- People should be encouraged to accept this concept by giving them tax benefit.



THANKS !!!