

Internship with

Impact Guru

Topic

**An Empirical Study of the
Field of Crowdfunding**

Presented

by

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Crowdfunding
Introduction

**Crowdfunding is a
process of soliciting
funds from the general
public to support an idea
or create projects or
fund businesses.**



Aim and objectives



1. To understand the crowdfunding scenario in India

2. To study the functioning of various Indian online (CFPs)



Research Question



1.What are factors related to a project could influence the Campaign result

2.What is the role Crowdfunding website Plays?



Study Methodology

Study Methodology



1. Research Review



2. Case Study



3. Comparative analysis

Parameters



1. Operations



4. Cost

2. Founders



5. Funds Raised



3. The Catch



6. Types of Campaigns



7. Campaign Page

Key finding

Virtual Payment Method

A virtual payment is a terminal-based payment method

Types of Payment method

Paytm

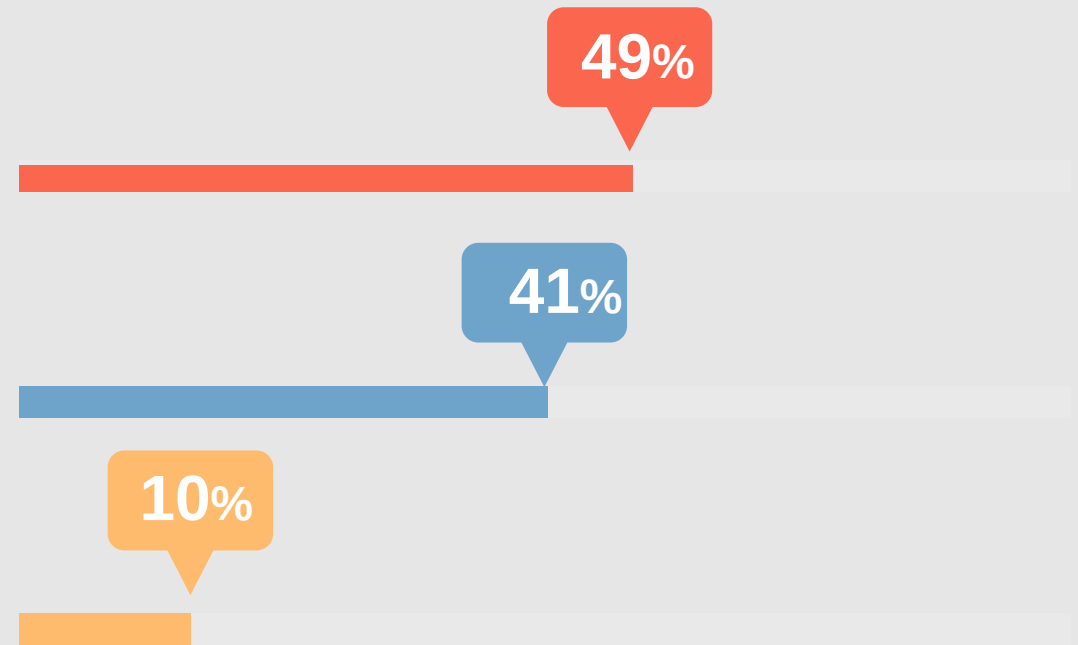
Most preferred method of donation used by the donor is the Paytm.

Google Pay

Google pay is less popular among the donor

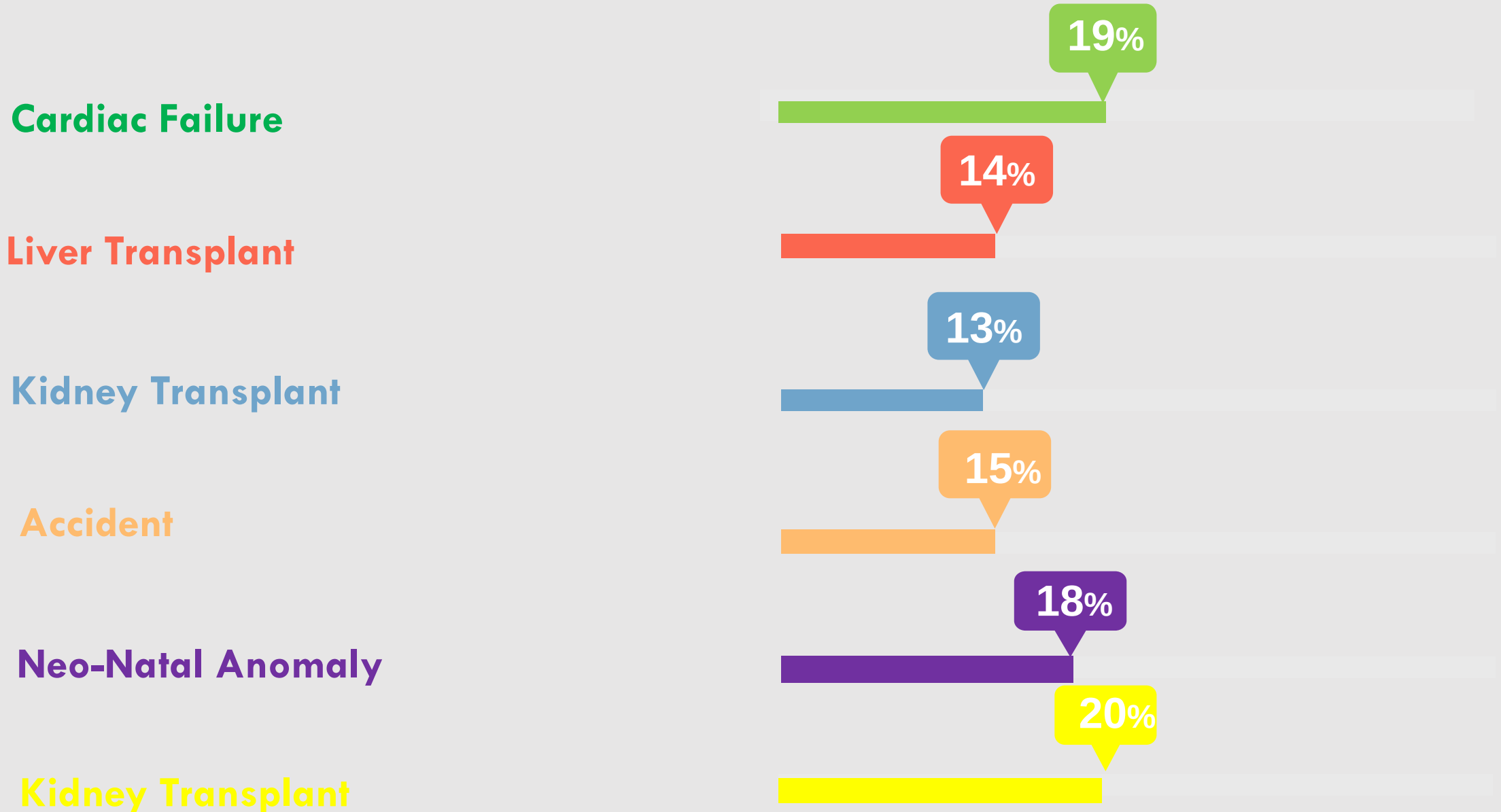
NEFT

Least preferred method amongst the donor.



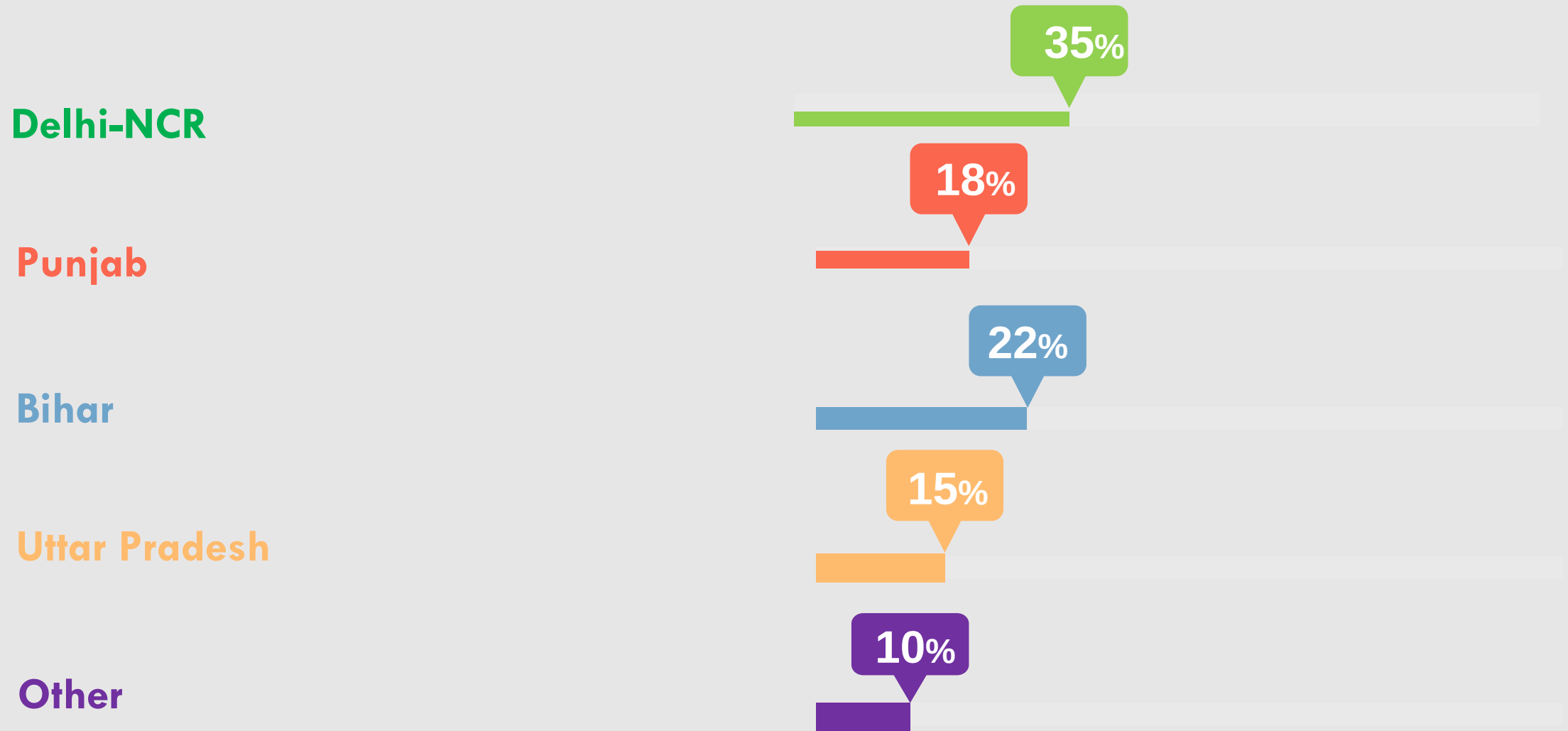
Patient Opted for Crowdfunding

Patient from different department opted for crowdfunding



Location Based

Patient from different department opted for crowdfunding



Recommendations

Marketing

Need to focus on marketing strategies with emphasis on digital marketing.

01



Skilled Worker

There is a shortage of skilled worker in the company

02



03

Salary Hike

Salary of the staff should be hiked as most of them are under paid.



04

Web Site Design

website design is an important factor which may affect the efficiency of crowdfunding



Conclusion

The study concludes that the primary focus of the platforms was fundraising for either social-cause based or creativity-based projects.

01



Business model in all CFPs was either reward-based or donation-based. An investor can contribute as low as Rs.50

02



03

Crowdfunding is in nascent stage in India. It will take time to increase the awareness and change in the mindset of people.



04

Crowdfunding has a bright future as internet penetration and e-commerce success will pave the way for more crowdfunding initiatives.

