

A PROFICIENT IMPLEMENTATION STRATEGY OF CROWD FUNDING SYSTEM THROUGH SOCIAL MEDIA

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ABSTRACT

The recent developments of computing mechanism, it will mainly focus on how to speed up the process and application performance by increasing the computing power, operational procedures and other factors. The main objective of the process is, to get the financial support for the purpose of improve the business agility process. The total outcome of the product development depends on the type of development environments clients used. In this proposed work, it will emphasizes the various applications, SSB (Small scale business), MSB (Medium scale business) and other new start-up's can be financially benefited from the innovative start-up's investors. Based on the possible features, using the service (or) new initiated product at free cost money donor will satisfy about the key-idea. This mechanism will helps to improve the small businesses, small initiatives and their valuable key opinions could be benefited through the advertisement and the product / start-up's on the social media networks. This approach can bring the solution to increase the success rate of the business agility process.

Key Words: Crowd Funding, Donation, Fund Raising, Start-Ups, Financial Support, Social Media.

I INTRODUCTION

Nowadays, in all the web based applications developments, data process, data analysis, user behavioural pattern analysis and other kind of tasks are running through the social media. It plays a major role in all the service based transactions and also potentially increasing the business firms, controls and other features via

online social networks (OSN). It will facilitate the operational sequences of crowd sourcing, crowd funding process. Day by day the development of discovering new ideas, key solutions, government small projects agencies are involved in the process of computing the different information, data and service transfers with the help of advertisement and creating the popularity through the social media.

The various service based transactions will take place in the market strategy in order to analyze the recent market level developments, processing the all types of business solutions and finding the easy way of solutions.

It will operate the various businesses, new key-initiative's and other mechanism need to be done through the social sites namely face book, whatsapp, twitter and other social media based interactive methods.

The various mechanisms that have been came up with the new solutions to increase the business profit level. But it is very important to operate the services on real time applications and scientific applications.

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]

An author John Riedl, “Crowd funding technology Innovation”, this paper mainly focused on the different new tasks for crowd funding need to be processed in the client end locations to eliminate the problem less efficient service process in crowd sourcing phenomenon. [2]

As per an author Daniel Dem, “Crowd funding for hardware”, this work has been iterated with the process of finding the suitable hardware components for performing the job of crowd sourcing operational procedures in the service process access platforms. [3]

So, from this process it has been specified that crowd funding has not been processed with the social media components in the earlier approaches. So, the proposed work will focus on the increasing business firms through social media.

III PROPOSED WORK

The proposed architectural work, it implements the various processes for betterment of crowd funding services across the web users. It will specify all the implementation as a strategically process should run on the desired platform and also it is important to process the different generic level components in the service process areas.

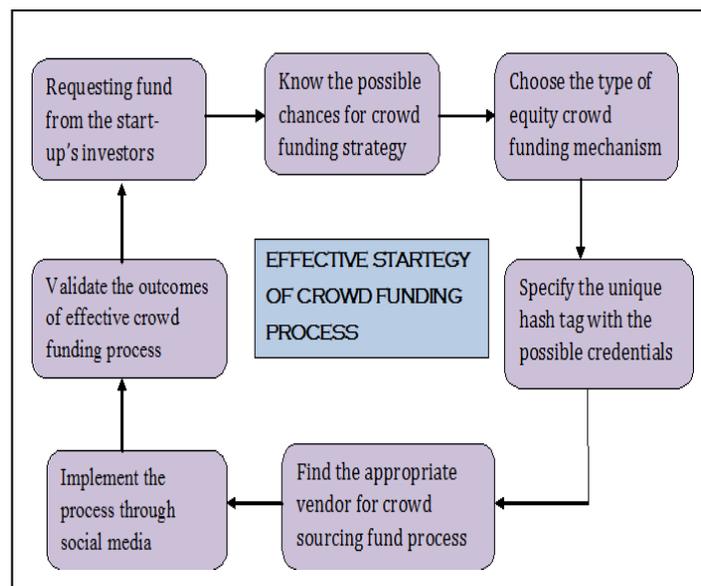


Fig: 3.1 Illustrating System Framework

The major purpose of the implementation process can mainly deals with the process of getting more information on current trend technological development in addition with that they need to process the product investor services.

There are numerous application based services will be specified in the crowd funding supporter's end. The major advantage of the service oriented process of crowd funding majorly analyze the type of investors based on that it will create the start-up's across the service platforms.

IV IMPLEMENTATION WORK

The huge set of process can be iterated in the service process environments to improve the process of crowd funding operational procedures.

The following process can be used in the implementation strategy of crowd funding system through social media.

❖ Picking the correct platform

Choosing the correct audience plays an important part in crowd funding. One can't simply rely on his or her Facebook friends. This doesn't mean that you should be in all the social media websites and share the campaign. You should choose the correct platform by the type of audience you are going to target.

❖ Choosing a unique hashtag

Social media websites allow users to create unique hash tags. You can create one for the campaign and use it wherever you share the posts. This helps you to organize the campaign in all the social media websites. Choose hash tags that are short, catchy and powerful. If you get enough mentions. Your campaign might even start trending.

❖ Pitch campaigns to Journalists

Twitter is widely used by journalists to not only share information, but also communicate with other users and find leads for stories. Task finder will be surprised how many published stories originate from companies pitching an idea. In your pitches, keep your message short and link to your campaign or a recent story with the hashtag so journalists can find out more information about the campaign.

❖ Track Results and Refine Content

Start by creating one week of content that can be used across all your social channels. Review and monitor the performance of each social media post. On Face book, look for shares and comments to measure engagement. On Twitter, look for mentions and retweets. Based on which posts perform the best, tweak your content to get the most impact.

❖ Build a Crowd

Your next step is to build up these social media accounts by following people, posting and gaining followers. Show people what you can do for them and teach your followers the basics of crowd funding. When you launch, they will be ready to support your campaign.

Understand what your audience wants, then give it to them. Engaging the crowd is more important. Ask questions, participate in conversations and share things. Taking the time to make meaningful connections can mean the difference between people following you on social media and choosing to actually back your crowd funding campaign.

V SIMULATION WORK

Based on the different types of crowd funding model the investors are benefited in different ways. Crowd funding allows investors to get a glimpse into their investments before taking the plunge. Crowd funding is possible due to online marketing, businesses have endless possibilities to market and share their brand.

Equity crowd funding opens the door to a larger investor base in the previously segmented and opaque angel investing and venture capital investing markets. This creates the opportunity for potentially superior returns, but with a high degree of risk than many other forms of investing. Investors also have the benefit of choosing to invest in companies that have meaning or align with something that they are passionate about. The investor can provide funding and potentially see that product or idea grow into something that makes a difference in the world.

The various processes has been computed in the cloud computing environment and its need to specify the different set of implementation process in the crowd funding based platform. It will process the operation of proficient based service utility process.

The outcome of the process has been tabulated as follows:

Table – 5. 1

Type of Start-up's	Crowd funding domain	Social media process	Hash tag entry values
Enterprise	Processed	Enabled	A016
Educational	Processed	Enabled	20F2
Software development	Processed	Enabled	EF63
Data analysis	Processed	Enabled	B048
Public sector	Iterated	Enabled	A093

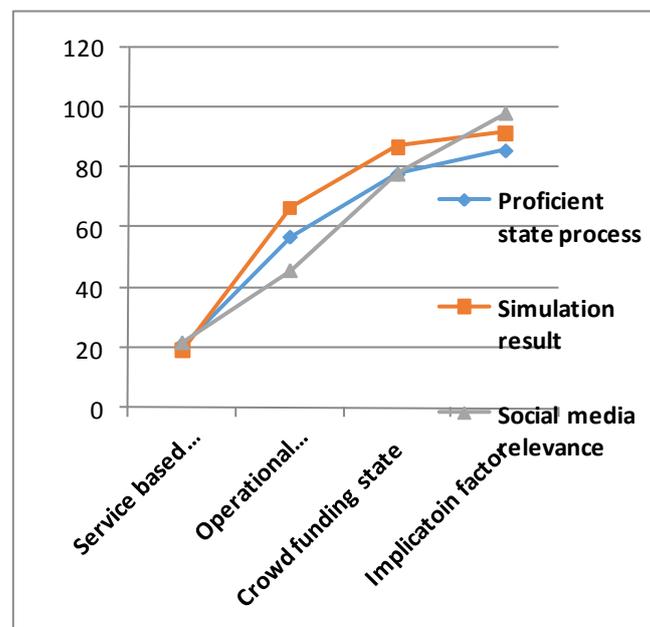
Table – 5. 2

Crowd funding process	Simulation process outcome (/ % 100)	Strategical Crowd funding solution rate (%10)
Initiated	26.4	1.95
Enabled	56.97	5.83
Processed	67.05	5.97
Iterated	78.42	8.76
Complete	96.31	9.75

An above table 5.1 and 5.2 specifies that, the various decision making strategically proven methods to be iterated in the concern solution development process. The results are showing that, business agility process has been improved in the various set operations.

VI EXPERIMENTAL RESULTS

The crowd funding has been operated on the various service based platforms and also increasing the utility of business process. It is to be determining the evaluation process of service based crowd funding solutions in a proficient manner. It will increase the suitability of fund investor in the service assess platforms.



An above graph has been showed that, the different processes to be iterated in the service based crowd funding platform and also it is to be improved in the crowd sourcing environment to get the proper services.

VII CONCLUSION

Crowd funding process will be the generic approach for creating the new models and development platforms. It can specify the service transactions in the public sector to get the fund from the donors to get the optimal processed outcome for the crowd sourcing, crowd outfitting

VIII FUTURE ENHANCEMENT

The service based components need to be implemented and processed in the different funding agencies. It is a major role to improve the process of SSB (small-scale-business) and MSB (medium-scale-business).

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