

Invest HUB – A Hybrid Crowdfunding Platform

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ABSTRACT

Crowd funding platforms have revolutionized capital-raising by granting individuals and businesses broader access to funding. Invest HUB stands out as a pioneering hybrid platform, seamlessly blending donation-based, reward-based, and equity-based models. What sets Invest HUB apart is its provision of both a mobile application and a website, significantly enhancing accessibility and user experience. This paper delves into a comprehensive examination of Invest HUB, elucidating its array of features, architectural framework, system design intricacies, and its potential transformative impact on the crowd funding ecosystem. By incorporating various funding mechanisms into a single platform and prioritizing user convenience through multi-platform accessibility, Invest HUB not only addresses the diverse needs of fundraisers but also attracts a wider pool of potential backers. As crowd funding continues to gain momentum as a viable alternative to traditional financing avenues, platforms like Invest HUB are poised to play a pivotal role in reshaping the dynamics of fundraising and investment.

Keywords: crowd funding landscape, democratization of capital, donation-based, equity-based

INTRODUCTION

In the contemporary landscape of finance, crowd funding platforms have emerged as powerful tools for democratizing access to capital. These platforms transcend traditional barriers, empowering individuals and businesses to realize their dreams by connecting them with a global network of backers. Within this dynamic ecosystem, Invest HUB stands out as a pioneering hybrid crowd funding platform, poised to revolutionize the way projects are funded and investments are made.

The genesis of Invest HUB lies in the recognition of the diverse needs of fundraisers and backers in the crowd funding space. While traditional models have predominantly focused on single approaches such as donation-based or equity-based crowd funding, Invest HUB takes a holistic approach by integrating donation-based, reward-based, and equity-based elements into a unified platform. This unique blend of financing options not only expands the possibilities for fundraisers but also offers backers a range of investment opportunities tailored to their preferences and risk profiles.

Unlike other hybrid crowd funding platforms, Invest HUB goes a step further by providing users with both a mobile app and a website. This dual-channel approach enhances accessibility and user experience, ensuring that individuals from all walks of life can participate in the crowd funding process seamlessly. Whether accessing the platform on their smartphones or computers, users can explore campaigns, make investments, and engage with the community effortlessly.

The architecture and design of Invest HUB reflect a commitment to user-centricity and efficiency. The platform's front-end interface boasts intuitive navigation and sleek aesthetics, while its back-end infrastructure is engineered for scalability and reliability. Through a combination of cutting-edge technology and user-friendly design principles, Invest HUB aims to set a new standard for crowd funding platforms, offering a seamless and rewarding experience for fundraisers and backers alike.

As we delve deeper into the features, architecture, and potential impact of Invest HUB, it becomes clear that this platform represents more than just a tool for raising funds—it is a catalyst for innovation, entrepreneurship, and positive social change. By democratizing access to capital and fostering a vibrant ecosystem of collaboration and investment, Invest HUB has the power to reshape the crowd funding landscape and unlock new opportunities for growth and prosperity.

LITERATURE SURVEY

Crowd funding platforms as new financing alternatives

The use of the Internet and the appearance of online platforms have revolutionized communication between human beings. This has allowed new financing alternatives such as CFPs to be available to entrepreneurs and their new innovative products. In recent years, CFPs have gained notoriety among capital-constrained entrepreneurs and small investors. Digital financing sources such as the CFP reduce the costs of access to information and facilitate communication between entrepreneurs and investors. The Internet and online platforms have made it easier for homeowners to express their ideas more efficiently and for investors to learn more quickly. Even so, banking entities continue to be the main sources of investment attraction for the start-up of business projects. Some of the traditional sources for financing new projects are business angels, venture capital and private equity investors.

Crowd funding is a method of raising capital in small amounts from a large group of investors without traditional financial intermediaries, but usually with the help of a platform. One of the characteristics of this method is the democratization of financing, allowing all types of entrepreneurs to take advantage of opportunities to enhance their products. Although the term crowd funding dates back to times before the use of digital platforms, its implementation has been a creative method to finance business projects, revolutionizing the market. It is important to emphasize those small investors can widely benefit from CFPs by finding more opportunities to generate financial returns in times of low deposit rates, helping to reduce the risks associated with investment decisions. As for entrepreneurs, the advantages are multiple, since the interaction in the CFPs allows obtaining feedback by taking advantage of the collective skills and knowledge of the investors, which can help them develop their products or services before being launched on the market.

SYSTEM ARCHITECTURE

Invest Hub’s robust system architecture is meticulously designed to deliver a seamless and engaging user experience across both its mobile and web applications. This section provides a detailed overview of the platform’s front-end and back-end components, as well as additional features that enhance functionality and user interaction.

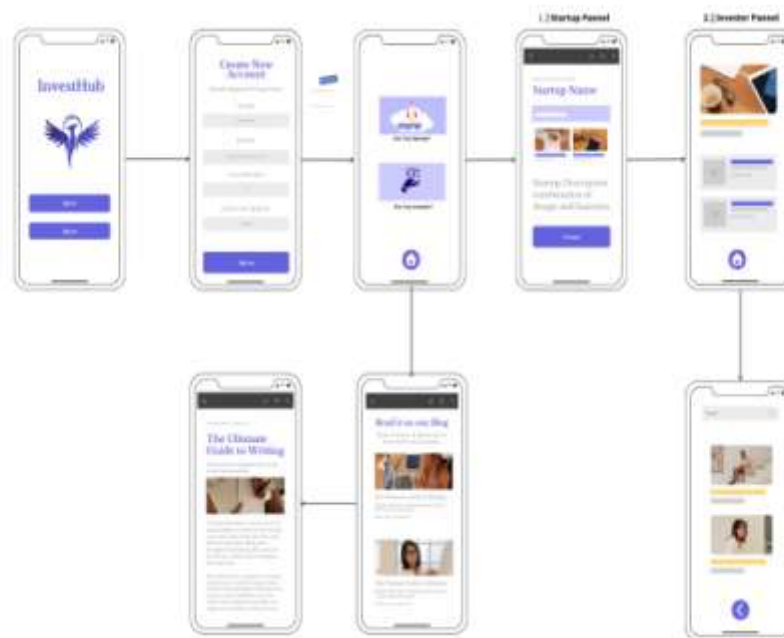


Fig. 1



Front-end:

Invest Hub’s front-end interface comprises two key components: the mobile app and the web app. These interfaces serve as the primary channels through which users interact with the platform, offering a rich array of features and functionalities tailored to their needs.

Mobile App:

The mobile app stands as the cornerstone of Invest Hub’s user interface, providing users with on-the-go access to campaign browsing, investment management, account administration, and community engagement. Designed with a sleek and intuitive interface, the mobile app enables users to seamlessly navigate through campaigns, explore investment opportunities, and participate in discussions via the virtual chat box. Whether they're browsing campaigns during their morning commute or managing their investment portfolio from the comfort of their homes, users can rely on the Invest HUB mobile app for a smooth and responsive experience.

Web App:

Complementing the mobile app, the Invest HUB web app offers users an alternative interface for accessing platform features and functionalities. With a similar layout and functionality to its mobile counterpart, the web app provides users with flexibility in how they choose to engage with the platform. Whether accessing Invest HUB from their desktops or laptops, users can enjoy seamless navigation, robust investment management tools, and real-time communication through the virtual chat box.

Back-end:

Invest Hub’s back-end infrastructure serves as the backbone of the platform, facilitating seamless communication between users and the system while ensuring data security, scalability, and reliability.

API:

At the heart of Invest Hub’s back-end architecture lies the Application Programming Interface (API), which plays a pivotal role in exposing the platform's functionality to both the mobile and web apps. The API handles a myriad of user requests, including campaign browsing, investment management, account administration, and chat box interactions. By abstracting complex backend operations into simple, user-friendly interfaces, the API empowers developers to create innovative features and integrations that enhance the overall user experience.

Database:

The database serves as the central repository for all platform data, including campaign information, user profiles, investment data, and chat messages. Designed for scalability and reliability, the database ensures seamless access to critical information, enabling Invest HUB to deliver a responsive and personalized experience to users.

Additional Components:

In addition to its core front-end and back-end components, Invest HUB incorporates several additional features that enrich the user experience and enhance platform functionality.

Email Server:

The email server plays a crucial role in keeping users informed and engaged by sending notifications about new campaigns, investment confirmations, campaign updates, and chat-related messages. Whether alerting users to exciting investment opportunities or keeping them updated on the latest developments within the community, the email server ensures timely communication and fosters a sense of connection and belonging among users.

Push Notification Server:

The push notification server further enhances user engagement by sending push notifications directly to users' mobile devices. These notifications provide real-time updates on new campaigns, investment confirmations, campaign updates, and chat-related activities, ensuring that users stay informed and connected even when they're not actively using the Invest HUB app.

By integrating these additional components into its architecture, Invest HUB goes above and beyond to create a dynamic and immersive crowd funding experience that empowers users to connect, invest, and succeed.

SYSTEM DESIGN

Android App:-

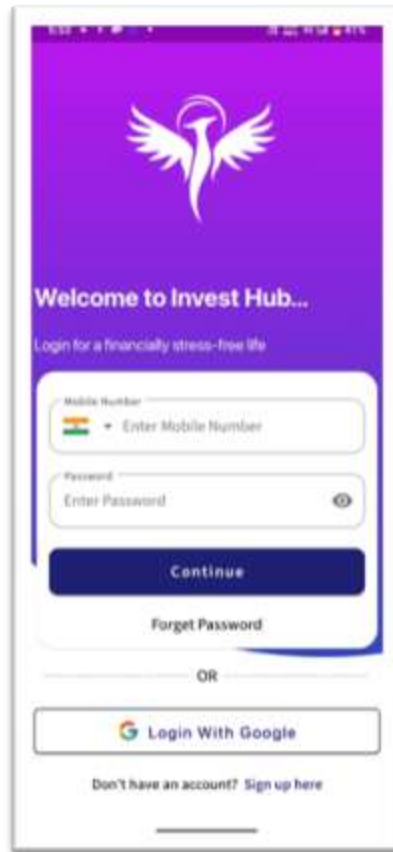


Fig. 2(a)



Fig. 2(b)

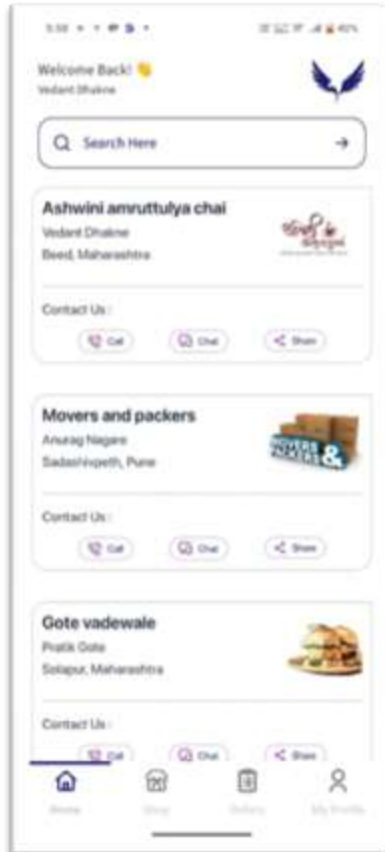


Fig. 2(c)



Fig. 2(d)

Website:-

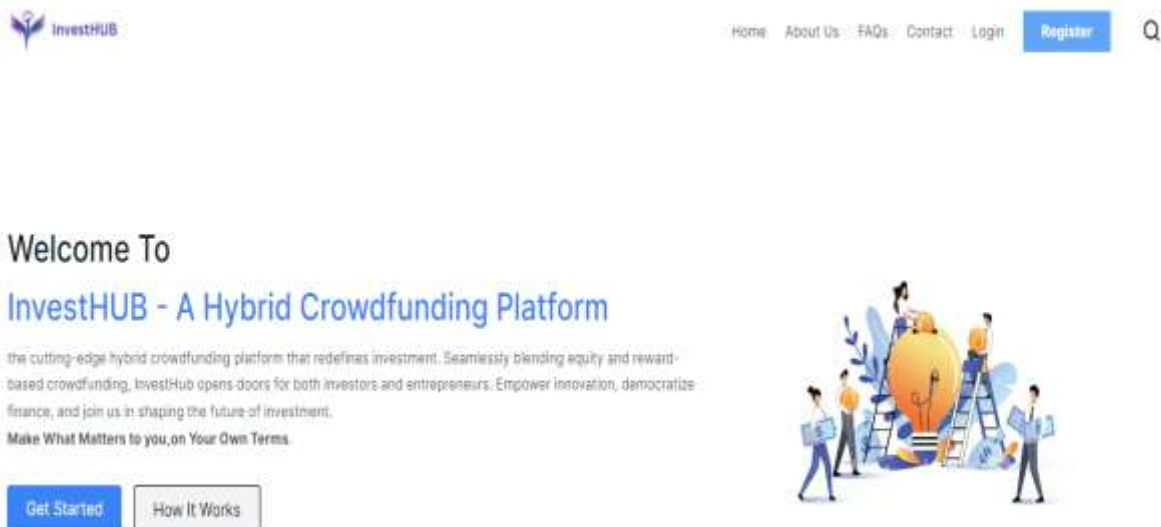


Fig.3(a)

Why Choose Us

The Reason Why You Choose Us Is Because We Are:

Simple

Blue tooth wireless smart watch fitness tracker heart rate monitor waterproof sports watch microdosing touch screen

Safe

Blue tooth wireless smart watch fitness tracker heart rate monitor waterproof sports watch microdosing touch screen

Secure

Blue tooth wireless smart watch fitness tracker heart rate monitor waterproof sports watch microdosing touch screen

Know About Us

Discover more about our products and services. Explore our latest news, articles, and more. [Explore More](#)

Fig.3(b)

Top Features

Navigate the Future of Finance

Photo booth fan kirifak cold-pressed
 srinacha leggings janting microdosing
 tassel waistcoat.

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 tassel waistcoat.

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Diverse Fundraising Options

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Targeted Business Funding

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Fig.3(c)

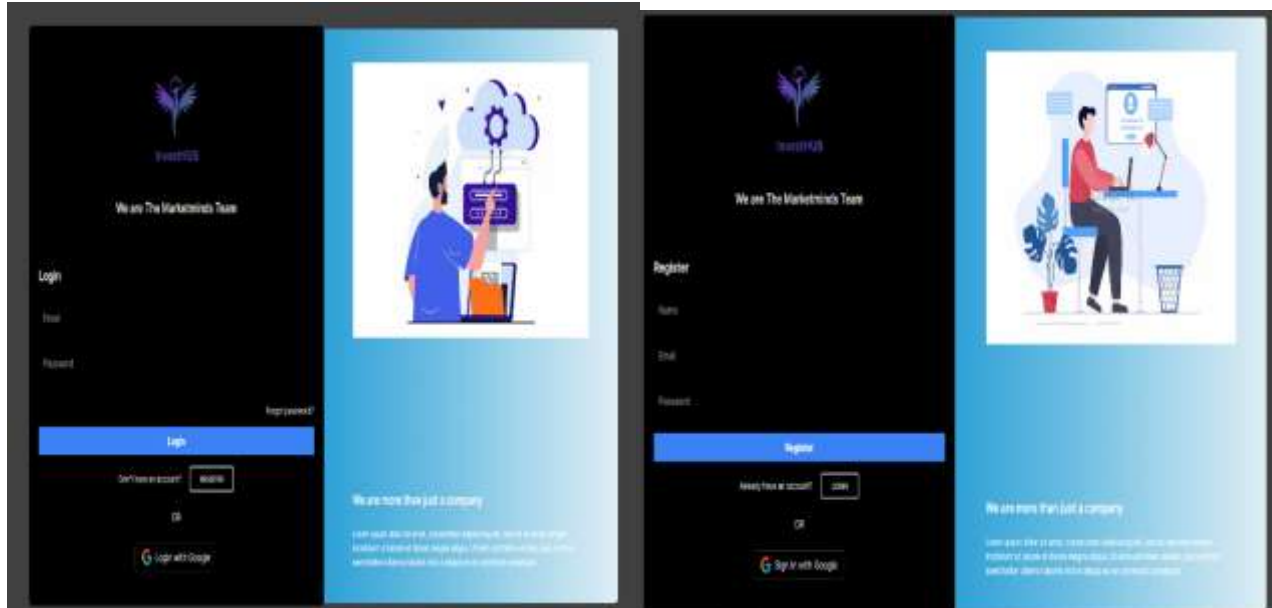


Fig.3(d)

Fig.3(e)

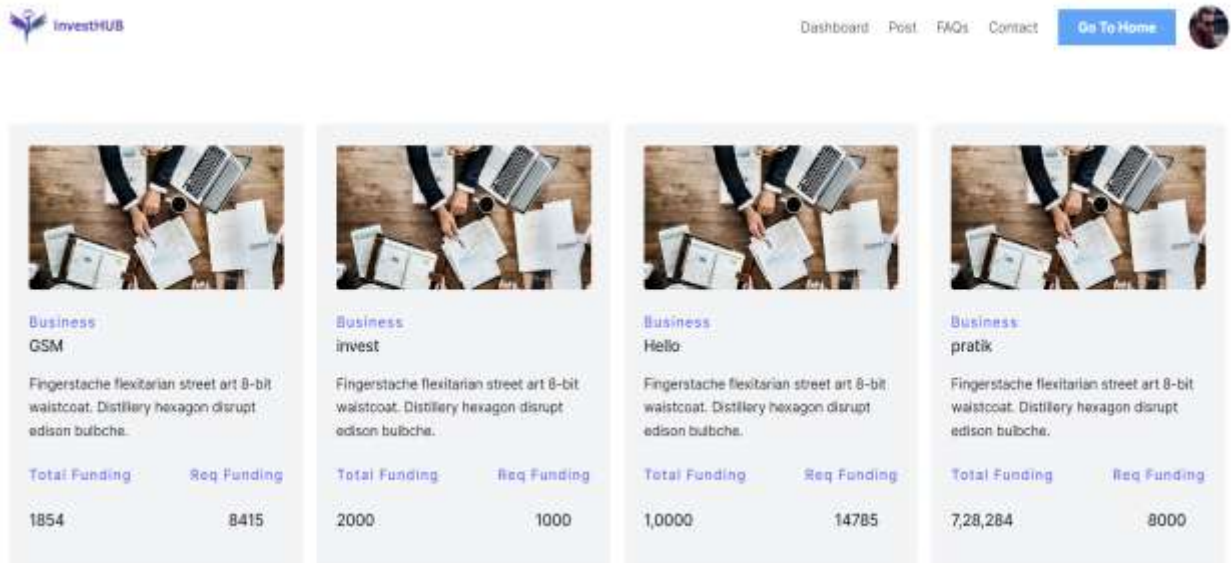


Fig.3(f)

Ad Posting Form

Select an option

Business Ad

Business Advertisement Form

Category

Business / Sponsorship / Charity

Business Name Business ID

Owner Name Email

Phone Number

Business Address

Required Funding Total Funding

Business Description

Product/Service Description

Website URL (if Any?)

Terms And Conditions

Cancel Save

Fig.3(g)

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