



Crowdfunding Platform for Startup Companies



INDUSTRY

FINANCIAL SERVICES

LOCATION

MILAN, ITALY

TECHNOLOGIES

REACTJS | NODEJS | MYSQL | BOOTSTRAP |
MICROSOFT AZURE CLOUD

RELATIONSHIP TENURE

1-YEAR AND ONGOING

ABOUT THE CLIENT

The Client Company is an online platform offering Real Estate and FINTECH Crowdfunding on equity-based investments. Their primary goal is to offer various investment opportunities to investors for their savings to earn better returns, build their own portfolio of investments with confidence and an opportunity for entrepreneurs to raise funds on global stage so they can accomplish their business plans for faster growth with investors funding. The Client's current focus is to protect it's customers so they feel comfortable investing in opportunities they believe in.



WHY THEY CHOSE US?

Building a crowdfunding platform requires technical skills in software development, payment processing, and security, among others. The Client wanted to build a platform that meets their unique requirements, and customize it according to their specific needs. With Solace, they were able to build a platform from scratch which not only helped them deal with the technical challenges but also created a seamless user-experience necessary for business growth.



CHALLENGE

As a crowdfunding platform, there are several technical challenges that you may face. Some of the common ones include:

- **Scalability:** One of the biggest challenges of a crowdfunding platform is scalability. As the platform grows and attracts more users, you need to ensure that the infrastructure can handle the increased traffic and transactions.
- **Payment processing:** A crowdfunding platform needs to integrate with payment gateways to accept payments from backers. Payment processing can be complex, as different countries may have different regulations and payment methods.
- **Security:** Security is critical when handling financial transactions. You need to ensure that the platform is secure and that user data is protected.



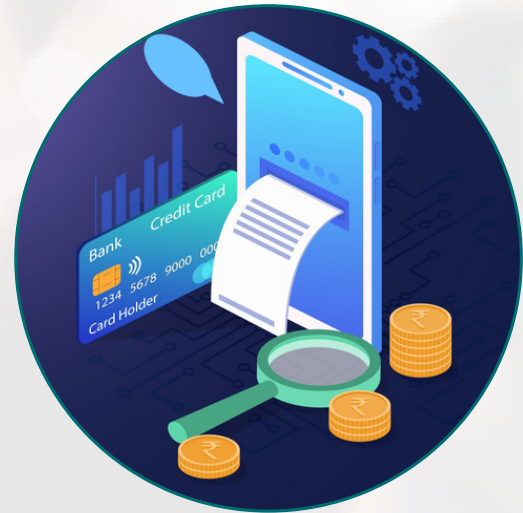
CHALLENGE

- **Fraud prevention:** Fraud can be a major issue in crowdfunding, where malicious actors may attempt to launch fake campaigns or steal user data. You need to have measures in place to prevent fraud and ensure the legitimacy of campaigns.
- **User experience:** The user experience is critical for a crowdfunding platform. The platform needs to be intuitive and easy to use, with clear instructions for creating campaigns and supporting projects.
- **Integration with social media:** Crowdfunding campaigns often rely on social media to spread the word and attract backers. Integrating with social media platforms can help to increase the visibility of campaigns and attract more backers.
- **Analytics:** Analytics are essential for measuring the success of campaigns and identifying areas for improvement. A crowdfunding platform needs to provide detailed analytics and reporting tools to help campaign creators understand the performance of their campaigns.



SOLUTION

- We built a user-friendly website with clear navigation and an easy-to-use interface is critical to ensure that users can easily create campaigns, browse campaigns, and make donations. The website was made to be mobile-responsive, and accessible on all devices.
- We integrated few APIs which enabled the investors find the right project and idea they want to invest or what they were looking for to invest.
- Integration of a secure payment gateway is essential for collecting donations and processing payments. We created a payment gateway that is reliable, secure and able to accept multiple payment methods.
- We completed social media integration that can help promote campaigns, and encourage more people to share and support them. Users were made able to easily share campaigns on social media platforms like Facebook, Twitter, and Instagram.



SOLUTION

- To increase the investments, we created an algorithm that provides free rewards to the employees of the company who brings in new users based on their performances.
- Customer support is essential to provide assistance to users who have questions or issues with the platform. We added FAQ section, helpdesk and other resources to facilitate the users.
- To increase user engagement, we added a blog section where multiple people can publish their posts once reviewed by the Admin and the visitors can then read and react to the blogs.
- We provided measures like data-encryption, two-factor authentication to ensure that the user data and financial information remains safe and secured.
- Tracking facility was provided so that investors can track their money going into the projects they want to invest



BUSINESS BENEFITS



**Integration of
Social media
helps the Client
to increase the
reach**

**Transparency
was increased
to make users
feel secured**

**The website was
enhanced to
increase user
engagement**

**Use of Analytics
helped track
user behavior to
boosts
investments**



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US?**

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