

## Effective use of crowdfunding opportunities in the organization of electronic business in the conditions of the digital economy

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### ARTICLE INFO.

#### **Kalit so'zlar:**

artificial intelligence, mobile technologies, smart media, preferences, automation, smart media.

### ABSTRACT

*The role of crowdfunding in the formation and development of e-business, as well as the most popular crowdfunding platforms in the development of e-business in the digital economy of crowdfunding, their areas of application and factors influencing it are discussed in the article. The purpose of this study is to examine the important issues that motivated the development of crowdfunding in e-business organizations in the digital economy.*

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**Introduction.** A collective collaboration of people who voluntarily pool their money or other resources, usually through the Internet, to support the efforts of other people or organizations (recipients). Fundraising can pursue various goals: disaster relief, fan support, political campaign support, startup and small business funding, free software, co-investment returns, and more. There are also constant manifestations in this type of financing. A project that receives collective funding is usually called a startup. The applicant for funds, the representative of the project is called the founder. Investors are people who make material contributions to the project - supporters.

Crowdfunding combines the concepts of crowdsourcing and microfinance, bringing together different people to raise small amounts of money for projects and organizations they want to support. This is often done through websites that make it easier for organizations to find potential funding. Foundations may expect something in exchange for their contributions, such as capital, products or services, or may otherwise donate funds.

- Crowdfunding occurs when a business asks a large number of people for small dollar amounts.
- The Funds may or may not expect anything in return for their funds. This can be seen as a donation, or they can count on capital, products or services.

**Analysis and results:** market check. Crowdfunding campaigns serve as a way to test market demand for a product or service. Successful crowdfunding can demonstrate strong market interest.

**Community Building:** Crowdfunding allows us to build a community of early supporters and customers. Engage with donors through updates, surveys and discussions, and engage customers by pitching ideas to the community.

**Pre-sale of products or services.** Using crowdfunding as a platform to pre-sell your electronic products or services not only raises funds for production, but also builds a customer base even before the product launches.

**Marketing and advertising.** Crowdfunding campaigns are a great way to get your e-business noticed, using social media and other online channels to reach your audience.

**Access to investors and partners.** A successful crowdfunding campaign can attract the attention of potential investors and business partners who are interested in supporting your e-business in the long term.

**Transparent communication.** Maintaining transparent communication with backers during the crowdfunding process, communicating regularly about e-business and how funds will be used builds trust.

**Legal aspects and compliance.** Make sure you comply with the legal requirements associated with crowdfunding. This includes understanding the rules of crowdfunding when offering equity ownership.

**Sponsorship rewards.** Sponsorship offers include exclusive access, early bird pricing or benefits to support your e-business.

*The impact of crowdfunding on the business model of modern companies:*

**Firstly**, crowdfunding has made it easier for businesses to raise funds for their projects or ventures. By using crowdfunding platforms, businesses can access a large pool of potential investors who are willing to invest small amounts of money into their projects or businesses. This has lowered the barriers to entry for many businesses, especially those struggling to raise funds through traditional channels.

**Secondly**, crowdfunding helps businesses validate their ideas and test market demand. By launching a crowdfunding campaign, businesses can test the viability of their ideas and understand whether there is a market for their product or service. This reduced the risk of failure and helped businesses make more informed decisions about their products and services.

**Thirdly**, crowdfunding allows a business to build a community of supporters who have a vested interest in its success. By involving supporters in the development and launch of their products or services, businesses gain ownership. This results in increased sales and revenue, and helps businesses build stronger, longer-lasting relationships with their customers.

Thanks to crowdfunding platforms, small businesses have found a path to capital through the Internet. A new US startup bailout law allows small investors to invest directly through crowdfunding campaigns, but investors and entrepreneurs need intermediaries and a traditional payment method, usually bank cards. The mediator is the arbiter of all these matters, including deciding who owns what. Now companies can collect funding on the blockchain and issue virtual securities corresponding to the company's material assets. They can reflect the positions of market participants on the platform, as is the case with stocks and bonds, giving their owners the power to decide which markets the company will open. Ethereum has made even more progress by funding the development of an entirely new blockchain to service pre-orders.

**Conclusions and Recommendations:** Crowdfunding helps validate a product or idea by measuring public interest and support. This allows entrepreneurs to bypass traditional financial institutions and

provides an alternative source of financing, especially for those who have difficulty accessing traditional financing channels.

**First:** set clear goals: Be clear about the purpose of the campaign and how the funds will be used. This helps build trust and transparency among potential financiers.

**Second:** Develop a compelling story. Create a compelling story that resonates with potential donors. Focus on the problem you solve, the impact of your project, or the benefits your product provides.

**Third:** Use social media and networking. Use social media platforms and personal networks to reach a wider audience. Engage with potential donors and build a community around your campaign.

**Fourth:** Build trust. Build trust by providing information about your team, past accomplishments, or testimonials from satisfied customers or supporters.

**Fifth:** Create a detailed plan. Develop a comprehensive plan that outlines how you will implement the campaign, including marketing strategies, regular updates, and a schedule for communicating with potential donors.

**Sixth:** Communicate regularly: Keep supporters informed throughout the campaign. Provide updates, achievements and thank you for your support.

**Seventh:** Maximize your opportunities: Explore partnerships with influencers, media outlets, or relevant communities to generate more attention for your campaign.

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