



DOI: **10.5958/2249-7137.2021.01040.5**

THE ROLE OF CROWDFUNDING IN INVESTMENT PROCESS AND INTERACTION OF CROWDFUNDING PLATFORMS

Ruzibaeva Nargiza Khakimovna*; Khotamkulova Madina Sanjar kizi**

*Senior Lecturer,
Samarkand Institute of Economics and Service,
UZBEKISTAN

**Student,
Samarkand Institute of Economics and Service,
UZBEKISTAN

ABSTRACT

The emanation and essence of crowd funding in investment process is analyzed in this manuscript and several researches have been conducted for revealing deeply the significance of crowd funding in businesses. A successful project mandates that the several months' worth of meticulous networking be set aside even before the campaign is launched. A poorly prepared campaign is a recipe for disaster. A campaign is never just a day's work – owners of the company will need to be constantly

KEYWORDS: *Crowd Funding, Investment, Economy, Innovation, Start-Up, Equity, Reward, Dividend, Entrepreneurship*

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