

# FUZZY TOOL FOR CROWDFUNDING READINESS LEVEL ASSESSMENT FOR INNOVATIVE PROJECTS

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## ABSTRACT

Stimulating creativity in technological entrepreneurial education leads to knowledge and connection to current trends in the development of innovative technological projects and the creation of innovative start-up and spin-off enterprises. Their success or failure depends on a number of factors such as the market, the team, the technological level of the product, but also on the funding methods, including crowdfunding. The project proposes a Fuzzy tool for preliminary assessment of the opportunity of crowdfunding campaigns for innovative projects resulting from the stimulation of entrepreneurial creativity through gamification-based education. Fuzzy logic with membership functions and the set of rules allows the identification of Crowdfunding Readiness Level, based on the elements evaluated by the crowd of students, and thus the opportunities to launch a successful campaign are evaluated.

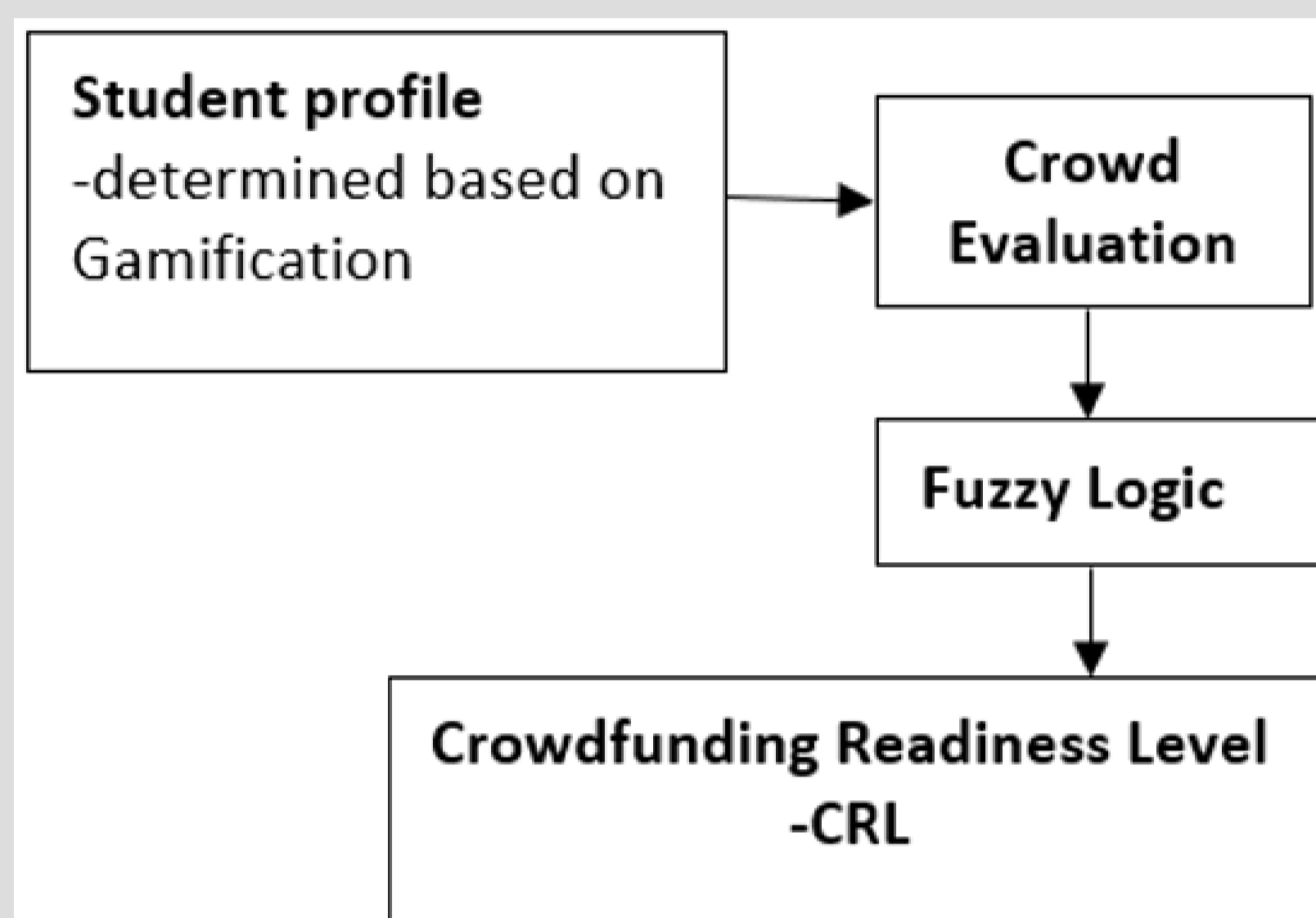
## KEYWORDS

Crowdfunding,  
Readiness level,  
Fuzzy

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In Fig.1 the conceptual framework is presented with the following elements: student profile, crowd evaluation, fuzzy logic system and crowdfunding readiness level (CRL) assessment.

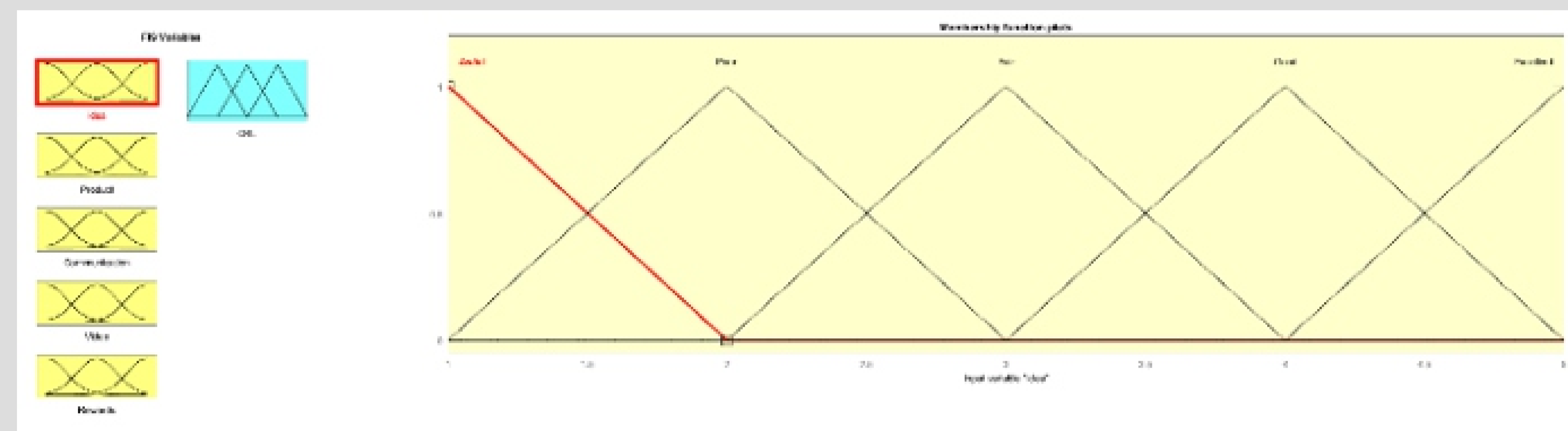


**Figure 1.**  
Conceptual framework

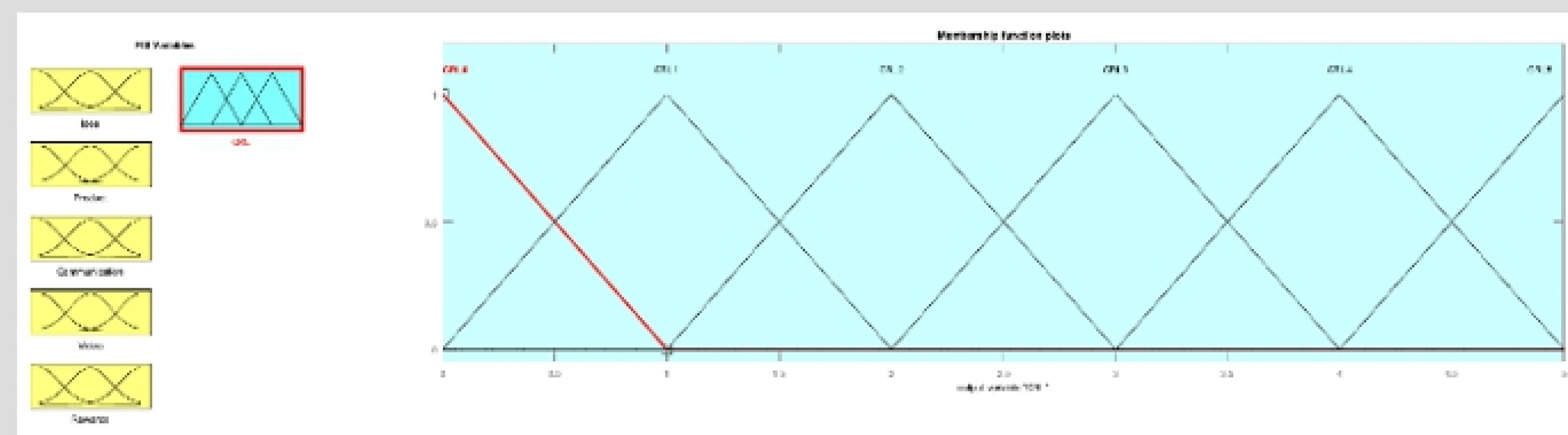
## RESULTS

Fuzzy logic with membership functions and the set of rules allows the identification of CRL, based on the elements evaluated by the crowd of students, and thus the opportunities to launch a successful campaign are evaluated.

In Fig.2 membership functions are presented for one of the 5 inputs (Idea), all entries having triangle type memberships, and in Fig. 3 is the output (CRL).

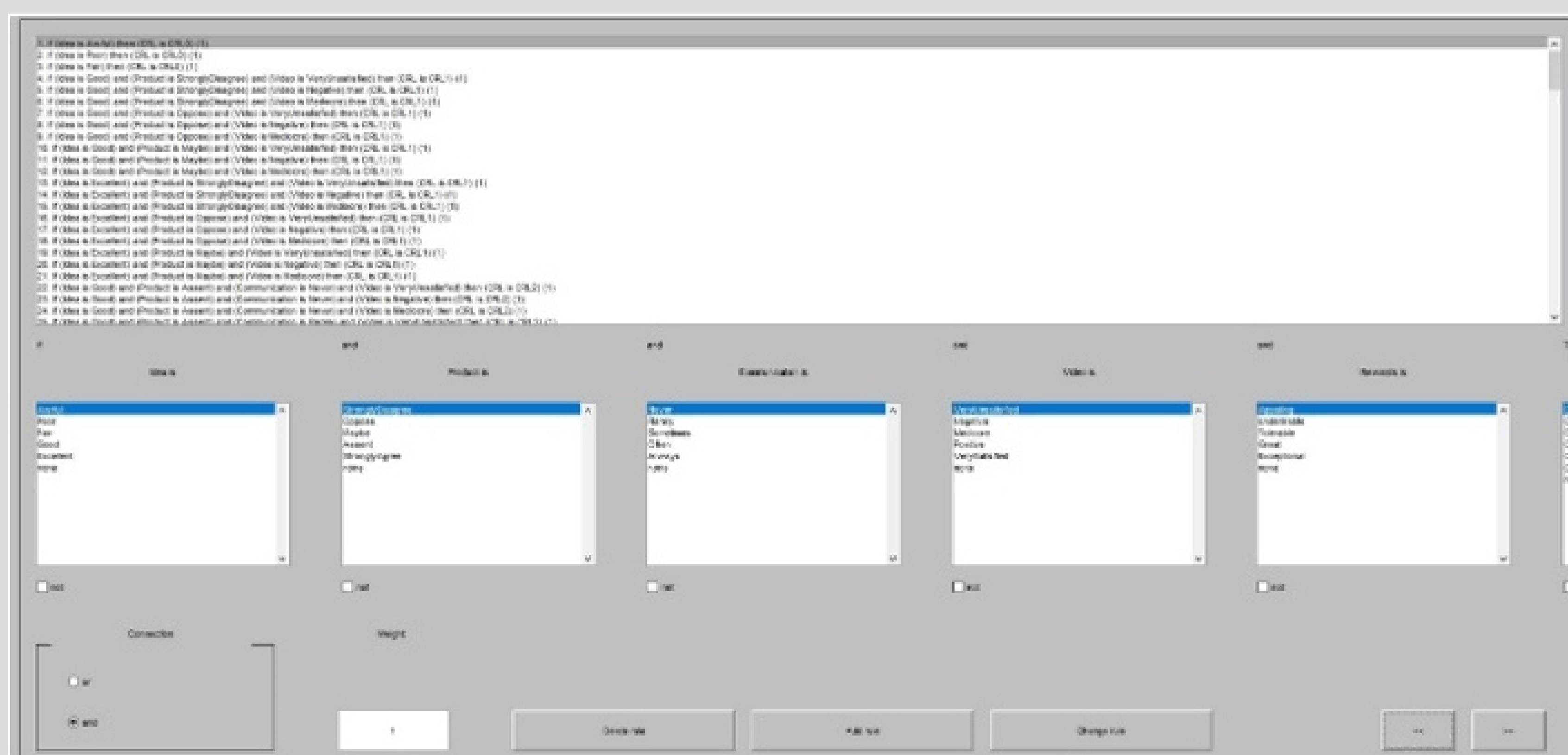


**Figure 2.** Fuzzy input Idea

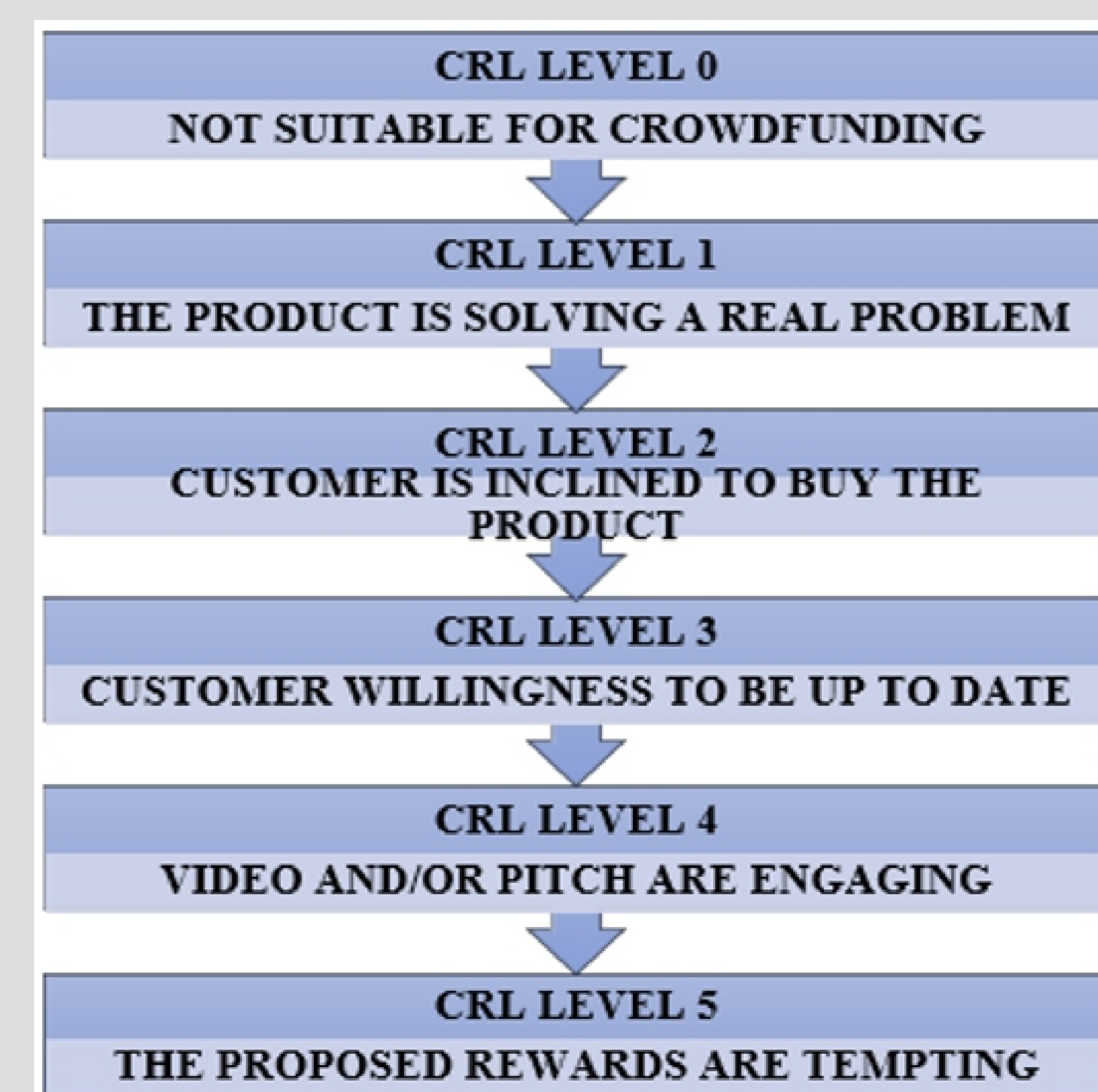


**Figure 3.** Fuzzy output CRL

The general rules used are presented in the Fig. 4. In total, 163 rules were used. CRL levels are shown in figure 5.



**Figure 4.** Fuzzy rules



**Figure 5.** CRL levels