**Abstract**

Crowd funding, the term itself have a deeper meaning. Crowd funding makes an infant industry grow fast. It is simple as the name suggests “crowd “funds yours business. Now this may sound very simple process of collecting fund from the crowd or people who like yours business but underlines a giant puzzle which has to be started out. It provides new investment avenues and provides a new product for portfolio diversification of investors. Crowd funding is a new paradigm for the young individuals to start up a business. Crowd funding platforms, on the other hand, turns those funnel on-end. By giving you, the entrepreneur, a single platform to build, showcase, and share your pitch resources, this approach dramatically streamlines the traditional model.