

RMIT LaunchPad

A university-based crowdfunding platform
for student innovation

Project Overview



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PROJECT DESCRIPTION

RMIT LaunchPad is a university-based crowdfunding platform that helps students showcase ideas, gain support, and track progress using virtual Class Coins.



BACKGROUND & MOTIVATION

Many students have strong ideas but limited access to funding, visibility, and feedback. RMIT LaunchPad offers a safe space to validate ideas through virtual crowdfunding before entering real-world markets.

OBJECTIVES



ENCOURAGE STUDENT INNOVATION

Empower students to present and develop their ideas.



ENABLE VIRTUAL CROWDFUNDING

Allow users to support projects using virtual Class Coins.



IMPROVE COMMUNITY ENGAGEMENT

Connect Creators and Backers through interactions, investments, and updates.



ENSURE SECURE MANAGEMENT

Provide safe, role-based access for all users on the platform.

KEY FEATURES



BACKER

Discover & Support

- ✓ Discover approved projects
- ✓ Invest Class Coins
- ✓ View investment history
- ✓ Comment and interact with projects



CREATOR

Share & Build

- ✓ Request Creator access
- ✓ Create and manage projects
- ✓ Publish project updates
- ✓ Track project funding



ADMIN

Manage & Oversee

- ✓ Manage users and roles
- ✓ Approve Creator requests
- ✓ Approve or reject projects
- ✓ Provide RMIT Endorsement



A STRONGER INNOVATION ECOSYSTEM

- ✓ More ideas validated
- ✓ Greater student engagement
- ✓ Real-world readiness

ADMIN SUPPORTS & OVERSEES THE PLATFORM FOR BOTH CREATORS AND BACKERS

FUTURE WORK & SCALABILITY

01



ADVANCED PROJECT DISCOVERY

Improve search, filtering, and personalised project recommendations.



02



NOTIFICATIONS & ENGAGEMENT

Add email and in-app notifications for updates, approvals, and funding milestones.



03



UNIVERSITY INTEGRATION

Integrate RMIT accounts to verify students and simplify authentication.



04



SCALABLE CLOUD DEPLOYMENT

Deploy the platform using cloud infrastructure with improved performance, scalability, and reliability.



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*Students.
Ideas.
A Better
Tomorrow.*