ABSTRACT

Doing business or entrepreneurship is a positive activity and can be done by anyone. This activity can provide benefits to everyone who involved, whether it's the community itself or investors who want to invest in a business. Currently, applications are rarely found that can help the public and business people to meet potential investors.

Based on these problems, an iterative and incremental method is made is to connect business people with potential investors. This method applies an application development model through iterations where each iteration has several stages, namely requirements, analysis, design, and coding. Analysis and design of this application using the PHP programming language and laravel framework, and tested by using black box testing.

The result of this research is an application that connects business people with website-based potential investors. based on the results of testing using black box testing, it can be seen that the whole system can work optimally as expected. The suggestion for this research is to add some features that are not currently available in the application.

keywords: investor, business, application, iterative and incremental.