

ABSTRACT

During the Covid-19 pandemic, there was an increase in digital donations two to four times than before. The mobility limitation during the pandemic has driven fundraising institutions to add online fundraising channels, either using their website or through a crowdfunding Platform. DonasiAja captured this opportunity by releasing a crowdfunding site plugin in April 2021. Even though more than 200 institutions buy the license, managing crowdfunding sites is still complicated for institutions with limited resources. With these considerations, DonasiAja needs to develop its business ecosystem into a crowdfunding Platform.

Platform as a facilitator in the crowdfunding ecosystem needs to look at the needs of the project initiators and donors. In addition, the Platform Business Model that is different from the pipeline business needs to be analyzed more deeply to determine the Business Model. The data obtained in the research is analyzed and mapped on the Platform Business Model Canvas to create a suitable Business Model. So that the Crowdfunding Platform can be a solution to market needs and compete with the existing Platforms.

The research's results are in the form of a Business Model design for the crowdfunding Platform, including value creation, value delivery, and value capture. By benchmarking against existing Platforms, there is a need to improve the transparency of donor data, Platform fees charged, and customer relations management. In terms of monetization, the Platform can charge less than 5% per donation and maintain plugin license revenue. And in business competition, DonasiAja can take advantage of the current plugin as an integration feature from the organization's website to the Platform which will become a unique selling point.

Keywords: *crowdfunding, Platform, Business Model.*