Claims

1. A funding management and post-management system using an open platform, comprising:

an investor terminal which accesses an open platform server system over a communication network, checks histories and current achievement statuses of milestones of companies, and inputs investment intentions;

a company terminal which accesses the open platform server system over a communication network, registers company information and current achievement status of a milestone, and inputs whether funding is in progress; and

the open platform server system which operates a homepage for providing the company information to the investor terminal and the company terminal accessed over a communication network, displays the current achievement status of the milestone of each company, makes public a funding situation of a company which has requested funding, extracts a potential investor who has registered a company which has started funding as an interest company, and performs crowdfunding while individually providing notification,

wherein the open platform server system comprises:

a business opening unit which stores the company information, such as a business model or financial situation of a company, in a company database by registering the company information and displays the company information on the investor terminal which accesses the open platform server system over a communication network;

a milestone management unit which sets several targets achieved while each company carries business in a stepwise milestone and updates and displays a current achievement status of the milestone;

a stock issue management unit which registers funding information, such as a funding amount to be funded by a company stored in the company database by issuing stocks, and announces a start of the funding;

a potential investor-individual notification unit which extracts an investor who has registered a company that has started funding as an interest company from an investor database in which human information about investors has been stored as a potential investor and individually notifies each investor of a progress situation of the funding using a notification method set by each investor; and

a funding management unit which receives investment intentions of investors who have accessed the open platform server system over a communication network during a period in which funding is performed and have inputted the investment intentions of participating in investment, makes public the investors who have participated in the investment, and performs the funding, and

wherein the milestone management unit comprises:

a milestone setting unit which sets and stores several targets expected to be achieved by a company step by step; and

a milestone display unit which represents and displays a point currently reached by the company in a milestone item in which a plurality of steps is displayed visually, and

wherein the potential investor-individual notification unit comprises:

a potential investor extraction unit which extracts a potential investor who has registered a company whose funding is on progress as an interest company through the stock issue management unit by searching the investor database for the potential investor; and

a notification means activation unit which individually notifies the extracted potential investors funding progress situations of the interest companies through SNS.

2. The funding management and post-management system of claim 1, wherein the open platform server system is configured to comprise a web server which operated and manages a homepage which is accessible over a communication network through the company terminal or the investor terminal, assign a sub-homepage to companies and investors who have become members, select contents registered with sub-homepages of other companies or investors, scrap the selected contents, and registers the scrapped contents with a sub-homepage of a corresponding company or investor.

3. The funding management and post-management system of claim 1, wherein the stock issue management unit is configured to display a list of companies whose funding is in progress in an independent block of a main window of the homepage and to activate an investment button through which visited investors are able to directly participate in the funding while displaying information about the funding of a corresponding company in the sub-homepage of the company.

4. The funding management and post-management system of claim 1, wherein the funding management unit is configured to comprise:

An investment intention reception unit which accesses a sub-homepage of a company whose funding is in progress using the investor terminal, receives an investor's investment intention displayed when the investor inputs an investment amount, and accumulates and stores the investment intention in the funding database;

an investment intention publication unit which displays the investor's investment intention, received from the investment intention reception unit, on the investor terminal by disclosing the investor's investment intention to other investors who have accessed the sub-homepage of the company; and

an investment termination unit which terminates the funding by deactivating the investment button if an investment amount accumulated in the investment intention reception unit exceeds a target funding amount or after a new stock subscription period elapses.

5. The funding management and post-management system of claim 4, wherein the investment intention publication unit displays a list of investors who have expressed their investment intentions through the investment intention reception unit on their investor terminals so that investors who subsequently access the sub-homepage of the company are able to view the list of investors.

6. The funding management and post-management system of any one of claims 3 to 5, wherein the open platform server system is configured to comprise a timeline management unit which receives an activity history of a company to be invested from the company terminal of the company according to a chronological sequence, stores the received activity history in the company database, and displays the stored activity history through a sub-homepage so that investors who have participated in investment through the funding management unit are able to monitor the activity history of the company after the investment.

7. The funding management and post-management system of claims 6, wherein the open platform server system is configured to further comprise a company information update unit which updates and stores a change of company information, registered through the business opening unit and displayed through a sub-homepage assigned to a company, in the company database if there is the change and registers, updates and displays the change in the sub-homepage.

8. A funding management and post-management method using an open platform, comprising:

an investor registration step of storing human information of investors who access an open platform server system over a communication network using investor terminals in an investor database;

a company information publication step of storing, by companies which want to receive investment, their company information and current achievement statuses of milestones in a company database and displaying the company information and the current achievement statuses of the milestones on an investor terminal which accesses the open platform server system;

a stock issue intention publication step of registering, by a company stored in the company database, funding information comprising a funding amount to be raised by issuing stocks and a new stock subscription period and notifying investors of a start of funding through a homepage;

a potential investor-individual notification of extracting potential investors who have registered the company that started the funding as an interest company from the investor database and individually notifying each potential investor of a funding progress situation of the interest company;

a leading investor investment intention reception unit of recognizing the progress of the funding through the homepage or the individual notification, receiving an investment

intention inputted by an investor terminal which accesses a sub-homepage of the corresponding company, and accumulating and storing the investment intention in a funding database;

an investment intention opening step of displaying investment situations of leading investors accumulated and stored in the funding database on the investor terminals by disclosing the investment situations of the leading investors to other investors who access the sub-homepage of the corresponding company;

a following investor investment intention reception step of receiving investment intentions of other investors inputted after the disclosed investment situations of the leading investors are checked and accumulating and storing the received investment intentions in the funding database; and

a funding termination step of terminating the funding if the target funding amount is exceeded or the new stock subscription period elapses,

wherein the company information publication step comprises:

the investor terminal which sets and stores several targets expected to be achieved by a company step by step in the company database, and represents a point currently reached by the company in a milestone item in which a plurality of steps in displayed visually; and

wherein the potential investor-individual notification step comprises:

a potential investor extraction process of extracting potential investors who have registered companies for which a start of funding has been determined as interest companies in the stock issue intention publication step from the investor database; and

a potential investor notification process which individually notifies the extracted potential investors funding progress situations of the interest companies through SNS.

9. The funding management and post-management method of claim 8, wherein the investor registration step comprises:

accessing the open platform server system over a communication network, checking company information and a current achievement status of a milestone, and storing and registering individual notification means for individually receiving human information of investors, an interest company selected by the investors, and a funding progress situation and past investment history of the interest company in the investor database.

10. The funding management and post-management method of claim 9, wherein the company information publication step comprises:

setting, by each company, a milestone that is a target to be achieved while managing business, storing the milestone in the company database, and displaying an achieved milestone through the main homepage managed by the open platform server system and a sub-homepage of a corresponding company if the corresponding company achieves the milestone so that investors' interest in the corresponding company is attracted.

11. The funding management and post-management method of any one of claims 9 to 10, further comprising an investment post-management step of displaying an activity history of the company to be invested to the investors who have participated in the investment through the funding through the sub-homepage in a form of a timeline, updating and storing the company information, and displaying the updated and stored company information so that the investors are able to monitor the company to be invested.

12. The funding management and post-management method of claim 11, wherein the timeline update process comprises:

storing the activity history of the company for which the funding has been completed generated while the company manages business in the company database, and updating and displaying the stored activity history in the sub-homepage of the company according to a chronological sequence in the form of the timeline.

13. The funding management and post-management method of claim 12, wherein the investment post-management step comprises a company information update process of modifying the company information disclosed by the company to be invested in the company information publication step if there is a change in the company information, updating and storing the modified company information in the company database, and updating and displaying the updated and stored new company information in a sub-homepage of the corresponding company.