

Catalystoo Founder-Investor Platform – Developer Instruction File

Overview

This document outlines the requirements and workflow for building the Catalystoo platform, which connects founders and investors under the management and moderation of Catalystoo. The platform must enable registration, proposal submission, status tracking, and monetization features as described below.

1. User Roles & Registration

Founder

- Register with name, email, startup details, and pitch deck upload.
- Can submit funding proposals and track their status.

Investor

- Register with name, email, investment interests, and ticket size.
- Can browse hero sections (teasers) of founder proposals; must pay to unlock full details.

Catalystoo Admin

- Full access to all proposals and investor profiles.
- Manages review, shortlisting, and matching process.
- Controls which proposals are shared with which investors.

2. Login & Dashboard

Landing page with two login/register options: “Founder” and “Investor.”
Each user type has a tailored dashboard:

Founders: Submit proposals, see status (Submitted, Under Review, Shortlisted, Matched, Feedback/Decision), pay for featured/top listing, view analytics (optional).

Investors: Browse hero sections, pay to unlock full proposal, see matched proposals, express interest, track status.

Admin: Review proposals, match founders with investors, manage payments, monitor activity.

3. Proposal & Status Management

Each proposal gets a unique ID and status.

Founders can edit/update proposals until locked by admin.

Status changes trigger notifications to relevant users.

All communications and introductions are handled by Catalystoo—no direct contact between founders and investors.

4. Monetization Features

Investors:

- See only hero/teaser sections by default.

- To unlock full proposal details, must pay (single unlock, bundle, or subscription).

Founders:

- Free basic listing.

- Option to pay for top/featured listing (higher visibility).

Optional: Pay for analytics (who viewed/unlocked their deck).

Payments:

Integrate secure payment gateway (e.g., Stripe, SSLCommerz, bKash, Nagad).
Payments unlock access or features as described above.

5. Security & Compliance

All proposals and user data must be securely stored and access-controlled.

Only Catalystoo admin can approve, match, or facilitate connections.

Ensure transparency in payment: make it clear what each payment unlocks (info access, visibility, analytics).

6. Notifications & Communication

Automated notifications (email/SMS) for status changes, payments, and matches.

All feedback and messages routed through Catalystoo, not direct between founders and investors.

7. Optional Features

Activity logs for admin review.

Analytics dashboard for founders (views, unlocks, interest expressed).

Admin moderation tools for user and content management.

8. Suggested Tech Stack

Frontend: React.js, Vue.js, or similar modern JS framework.

Backend: Node.js/Express, Python/Django, or similar scalable backend.

Database: PostgreSQL, MongoDB, or similar.

Payment Integration: Stripe, SSLCommerz, bKash, Nagad (as per local needs).

Cloud hosting: AWS, Google Cloud, or DigitalOcean.

9. Next Steps

Start with wireframes for each user dashboard and main flows.

Set up user authentication and role-based access control.

Implement proposal submission, status tracking, and payment features.

Test all flows for security and usability.

Questions? Contact the Catalystoo product owner for clarifications before development begins.