

POC Specifications for "salestraction"

Objective

Create a **web platform** connecting:

- **Early-stage startups** (who need sales traction to attract VCs but can't afford salaries),
- With **young, motivated student salespeople**,
- On a **commission-only basis**.

Core Features – MVP

1. Landing Page

- Short pitch of the concept
- Two clear CTA buttons:
 - “I’m a Startup” (register/post offer)
 - “I’m a Sales Talent” (find offers/apply)
- Info section about the commission model & platform benefits

STARTUP PORTAL

Registration

- Lookup by name or SIRET from:
 - [Xplore.vc Ouest 2025 Map](#) (integrate static dataset of 1000 startups)
 - Or manually enter company name + SIRET
- Email + password (or LinkedIn login)

- Admin validation if not on list

Create an Offer (after login)

- Add:
 - Product / Service to sell
 - Sales pitch (short text)
 - Price range
 - Commission % offered to student
 - Target customer
 - Upload sales materials (pitch deck, brochure, offer sheet)
- Confirm standard terms of commission and platform T&C

Dashboard (post-login)

- Track applications from students
- See basic profile of candidates
- Accept / contact best fit
- Upload updates to offer or documentation



SALES STUDENT PORTAL

Registration

- Email + Password (or LinkedIn/Google sign-in)
- Add:

- Age / University / LinkedIn
- Sector preferences (health, tech, etc.)
- Languages spoken
- Time availability

Offer Marketplace

- See card layout of startup offers
 - Filters: Region, Industry, Commission %, Remote/Pitch physical
- Click to see:
 - Product/service
 - Sales doc
 - Commission %
 - Startup profile
- “Apply” button: short motivation text + profile submission

Student Dashboard

- See offers applied to
- Messages from startups
- See commissions earned (manual for now)



COMMISSION & BUSINESS MODEL

Platform Revenue Model

- 10% of **commission earned by student**
 - Collected via Stripe (future phase)
- OR 50€ flat fee per match (simpler for POC)



TECH STACK (Suggested)

Layer	Tech Suggestion
Frontend	React / Next.js
Backend	Node.js / Express
Database	PostgreSQL or Firebase
Auth	Firebase Auth / Auth0
File Uploads	AWS S3 / Cloudinary
Hosting	Vercel / Heroku / Firebase



Admin Panel (for internal use)

- Validate new startups (if not from preloaded list)
- Manage disputes
- Basic analytics: # offers, # matches, total € of commissions



Phase 2 (Post-POC ideas)

- Messaging between startup and student
- Payment gateway for commission tracking
- AI matching: startup <-> student fit

- Rating & reviews
- “Success story” profiles



Initial Dataset (1000 Startups)

- Preload static data from [Xplore Map Ouest 2025](screenshot or crawl/export needed)
- Add script to scrape other public startup lists in Paris (e.g. from Station F, BPI France, French Tech)



Success Metrics for POC

- 100 startups register + publish offer
- 200 students register and apply
- 10 matches with positive feedback

Deliverables :

- Create a Figma mockup of the UX/UI
- Draft a Notion page or developer brief
- Generate onboarding email templates for students/startups