

Atmosphere

Functional Requirements Document (FRD)

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1. Overview

Atmosphere is a professional networking platform built for Startups, Investors, and Personal users. It enables users to discover innovative companies, collaborate, hire talent, explore investment opportunities, and schedule business meetings. The platform focuses on simplifying professional interactions and increasing visibility for startups.

2. Account Types

Atmosphere supports three user account types with specific objectives:

Account Type	Purpose
Startup	Showcase company details, attract investors, hire team members
Investor	Discover startups, track portfolio, explore selling opportunities
Personal	Find jobs, network professionally, learn about startups

Users select their account type during onboarding, which determines profile fields and available features.

3. Home – Startup Discovery

The Home screen displays startup discovery cards. The goal is to provide maximum visibility for startups in the ecosystem.

Startup card components:

- Company name and logo
- Sector / Industry category
- Stage of startup (e.g., Ideation, MVP, Seed, Series A)
- Location
- Short summary

Interactive actions:

- Upvote startup for visibility ranking
- Comment to engage with the founding team
- Crown endorsement (only available to Investors)
- Follow company profile
- View detailed profile page

Additional features:

- Weekly “Hottest Startups” Page
- Infinite scroll with activity-based ranking logic

4. Search

Users can search across multiple entities in the platform including:

- Startups
- Investors
- Personal users
- Industry categories

Filtering capabilities:

- Industry/Sector filter
- Location filter
- Startup stage filter

Search includes a recommended section based on user preferences.

5. Reels and Posts

A modern content engagement feature used for startup promotion and user expression.

Content types supported:

- Short promotional videos (reels)
- Static image-based posts

Access and engagement:

- All account types can create and publish content
- Users can like, comment, share, and endorse (Crowns available only to investors)

Content ordering:

- Randomized display with future plan for interest-based ranking

6. Notifications

The platform provides real-time notifications including:

- Likes, comments, crown endorsements, and follows
- Job application updates
- Meeting invitations and status notifications
- Account verification status updates
- Wakeup calls for inactive users

The notification centre includes timestamp-based sorting and unread indicators.

7. Profile Management

User profiles are designed to communicate professional background and intent.

Common fields for all account types:

- Profile picture
- Username and Full name
- Bio / Introduction

- Email ID (verification required)

A profile completeness indicator encourages users to finish setup.

7.1. Startup Profile – Additional Fields

- Company legal name
- Company type (e.g., SaaS, Services)
- About section with detailed description
- Sector/Industry
- Headquarters location
- Founded year
- Funding profile (Bootstrap / Capital raised)
- Team members with role designations
- Previous investments received (optional document upload)
- Admin verification status

7.2. Investor Profile – Additional Fields

- About investor section
- Investment interest sectors
- Preferred funding stages (e.g., Seed, Series A)
- Geographic focus
- Minimum and maximum check size
- Portfolio companies list
- Verification status

7.3. Personal Profile – Additional Fields

- Professional skills
- Work experience and education (optional)
- Job preferences including role and location

7.4. Profile Settings

Settings allow users to manage account controls including:

- Edit personal or company profile information
- Change password
- Privacy settings to control profile and messaging visibility
- Notification preference toggles
- Logout
- Account deactivate/delete request
- Saved and liked content
- Professional Dashboard

8. Jobs and Opportunities

A unified marketplace for hiring and professional opportunities consisting of:

1. Jobs Section
 - Startups post roles with detailed descriptions
 - Personal users can search and apply directly
2. Grants Section
 - Funding and incubation grant listings for startups

3. Events Section

- Networking and business events relevant for users

Job posting details include:

- Position title
- Sector and employment type
- Location (onsite/remote)
- Compensation (if disclosed)
- Role requirements and responsibilities
- Custom questions for applicants
- Display of key team members

9. Messaging

An integrated communication system enabling:

- One-to-one direct messaging
- Group chats for teams or communities
- Media and document sharing

Used as the primary medium for negotiation when investors indicate selling interest in a holding.

10. Video Meetings

Platform feature for scheduling business meetings.

Capabilities:

- Request a meeting with date and time selection
- Accept or decline meeting requests

- View upcoming and completed meetings separately
- Extend meetings duration while active

Future enhancement: In-app video conferencing integration

11. Investor Holdings and Sell Interest

Investors can maintain and manage investment portfolios within the app.

Functional requirements:

- Add existing startup holdings including amount and date invested
- Mark a holding as “Available for Sale” to indicate exit intentions
- Platform connects interested buyers via chat

Legal and transaction documentation is handled outside the system.

12. Admin Dashboard

Admin panel to ensure smooth platform governance.

Primary controls:

- Profile and document verification approval workflow
- Content, grants and Events management

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