

Wealth Map Challenge Details

Timeline: 3 Weeks

Team Size: 1-4 members

Deliverables: Functional prototype, technical documentation, and a pitch deck

Main Reward: Cash Prize, merchandise, and gift cards | First place winner has the chance to work with Fountane to develop the product

Judges: [Saawan Patel](#), [Aditya Siripragada](#), [Kathleen Reedy](#), [Thayer Atkins](#)

What is Wealth Map?

Wealth Map is a corporate platform that allows employees to explore property ownership and net worth data across the US through interactive maps and third-party data integrations.

Suggested User Stories & Acceptance Criteria

1. Company Registration & Administration

User Story

As a company administrator, I want to register my company and manage employee accounts so I can control access to the platform.

Acceptance Criteria

- Admins can register a company with a name, logo, and required information
- Admins can invite employees via email
- Admins can manage employee permission levels
- Admins can view employee activity and usage statistics
- Admins can revoke access for former employees
- Admins can set company-wide data access preferences

2. Employee Onboarding

User Story

As an invited employee, I want to easily set up my account so I can access the property mapping platform.

Acceptance Criteria

- Employees receive email invitations with clear instructions
- Employees can create accounts with secure password requirements
- Employees can set up multi-factor authentication

- Employees can view and accept the terms of service
- Employees can complete a brief onboarding tutorial
- Employees can set notification preferences

3. Property Map Interface

User Story

As a user, I want an interactive map showing property locations so I can explore ownership data across the US.

Acceptance Criteria

- Users can view a responsive map of the US with property indicators
- Users can zoom in/out and pan across the map
- Users can toggle between satellite and standard map views
- Users can filter properties by various criteria (value, size, etc.)
- Users can save map views for future reference
- Map loads data efficiently with appropriate clustering at different zoom levels

4. Property Information Display

User Story

As a user, I want to view detailed information about properties so I can understand their characteristics and ownership.

Acceptance Criteria

- Users can click on properties to view basic details (address, size, value)
- Users can expand to view comprehensive property information
- Property cards include images when available
- Users can view ownership history and transaction records
- Users can bookmark properties of interest
- Users can export property data reports

5. Owner Wealth Analysis

User Story

As a user, I want to access wealth data about property owners so I can evaluate their financial profile.

Acceptance Criteria

- Users can view the estimated net worth of property owners
- The system displays the confidence level of wealth estimates
- Users can see wealth data sources and the last update date

- Users can view breakdowns of wealth composition when available
- The system handles both individual and entity owners appropriately
- Users can compare multiple owners' wealth profiles

6. Third-Party API Integration

User Story

As a user, I want comprehensive data from multiple sources so I can make informed decisions.

Acceptance Criteria

- System integrates with Here.com for mapping and location data
- System integrates with PitchBook for company and investor data
- System integrates with Wealth Engine for net worth estimates
- System integrates with ReportAll.com for aggregated reports
- System integrates with ZoomInfo for business contact information
- System integrates with Zillow for property valuation data
- System integrates with Fast People Search for individual information
- System handles API rate limits and authentication appropriately

7. Search & Filtering

User Story

As a user, I want powerful search and filtering capabilities so I can find specific properties or owners.

Acceptance Criteria

- Users can search by address, owner name, or property characteristics
- Users can filter results by property value, size, type, and location
- Users can filter by owner net worth ranges
- Users can save and name search filters for future use
- The system provides auto-suggestions during search
- Results update dynamically as filters are applied

8. Data Export & Reporting

User Story

As a user, I want to export data and generate reports so I can use the information in my workflow.

Acceptance Criteria

- Users can export individual property data in multiple formats
- Users can create custom reports with selected properties and data points

- Users can schedule recurring reports
- Reports include visualizations of data trends
- Users can share reports with team members
- The system maintains export history for reference

Judging Criteria

Technical Implementation (30%)

- **Code Quality:** Well-structured, maintainable, and documented code
- **System Architecture:** Scalable design with appropriate technology choices
- **API Integration:** Efficient and reliable connections to third-party services
- **Security:** Proper authentication, authorization, and data protection
- **Performance:** Map responsiveness and data loading optimization

User Experience (25%)

- **Usability:** Intuitive navigation and workflow
- **Map Interface:** Smooth interaction and information display
- **Design:** Visual appeal and consistency
- **Accessibility:** Compliance with accessibility standards
- **Performance:** Response times and system reliability

Feature Implementation (25%)

- **Property Mapping:** Accuracy and functionality of the map interface
- **Wealth Data Integration:** Comprehensive and accurate owner information
- **Search & Filtering:** Effectiveness and flexibility of search capabilities
- **Data Visualization:** Clear and informative presentation of complex data
- **Feature Completeness:** Coverage of must-have requirements

Business Viability (20%)

- **Market Fit:** Alignment with identified business needs
- **Scalability:** Potential for growth in users and data volume
- **Privacy Compliance:** Adherence to relevant regulations
- **Differentiation:** Advantages over existing solutions
- **Data Governance:** Appropriate handling of sensitive information

Feature Requirements

Must-Have Features

- **User Authentication & Authorization**
 - Company registration and admin dashboard
 - Employee invitation and account management
 - Role-based access controls
- **Interactive Property Map**
 - US map with property markers
 - Zoom and pan functionality
 - Property clustering for performance
- **Property Information Display**
 - Basic property details
 - Ownership information
 - Transaction history
- **Third-Party Data Integration**
 - Integration with at least 3 data sources
 - Consolidated property owner profiles
 - Net worth estimations
- **Search & Filter System**
 - Address and owner name search
 - Property characteristic filters
 - Net worth range filters
- **Data Security & Privacy**
 - Encrypted data storage
 - Access logging and monitoring
 - Compliance with relevant regulations

Nice-to-Have Features

- **Advanced Search Capabilities**
 - Natural language processing for queries
 - Saved searches and alerts
 - Relationship mapping between owners
- **Enhanced Data Visualization**
 - Wealth distribution heat maps
 - Ownership network graphs
 - Property value trends over time
- **Mobile Responsiveness**
 - Optimized mobile interface
 - Location-based services
 - Offline data caching
- **Collaborative Features**
 - Team sharing of property collections
 - Collaborative notes and annotations
 - Activity feed for team awareness
- **Advanced Reporting**

- Custom report templates
- Scheduled report generation
- Interactive data dashboards
- **Machine Learning Integration**
 - Predictive property value models
 - Owner wealth trajectory predictions
 - Anomaly detection in ownership patterns

Performance-Based Features

System Performance

- Page load times under 2 seconds
- Map rendering under 1 second
- Property data display under 500ms
- Support for 500+ concurrent users

User Engagement

- Average session time > 10 minutes
- 80%+ feature discovery rate
- 70%+ return user rate within 7 days

Data Accuracy

- 95%+ property location accuracy
- 80%+ owner identification accuracy
- 70%+ wealth estimation accuracy

Security & Compliance

- Zero data breaches during competition
- Full compliance with privacy regulations
- 100% of sensitive data properly encrypted

Tech Stack Suggestions

- **Front-end:** React.js with mapping libraries (Leaflet, MapBox, or Google Maps API)
- **Back-end:** Node.js or Python with RESTful API
- **Database:** PostgreSQL with PostGIS extensions for geospatial data
- **Authentication:** OAuth 2.0 with MFA
- **Hosting:** Cloud-based deployment (AWS, GCP, Azure)
- **API Management:** API Gateway for third-party integrations

- **Caching:** Redis for performance optimization
- **Version Control:** Git repository with documented commits

Submission Suggestions (in order of judgment weight)

1. **Working Prototype**
 - Deployed application URL
 - Test account credentials
 - Source code repository
2. **Technical Documentation**
 - System architecture diagram
 - Database schema
 - API documentation
 - Setup instructions
3. **Pitch Deck**
 - Problem statement
 - Solution overview
 - Technical approach
 - Business model
 - Future roadmap
4. **Demo Video**
 - 5-minute walkthrough of key features
 - A narrated explanation of technical and business decisions

Timeline

- **Week 1:** Planning, research, and basic implementation
- **Week 2:** Core feature development, API integration, and UX refinement
- **Week 3:** Testing, documentation, final polish, and presentation preparation

Mentorship Support

- Weekly calls with mentors
- Technical office hours (2 hours/week)
- Data integration mentorship (2 hours/week)
- UX design review sessions (2 hours/week)
- Final presentation feedback support

Evaluation Process

1. **Technical Review:** Code and architecture assessment by technical judges
2. **User Testing:** Prototype evaluation by potential users

3. **Pitch Presentation:** 10-minute presentation followed by Q&A
4. **Deliberation:** Judges' scoring and discussion
5. **Winner Announcement:** Based on cumulative scores

Good luck to all participating teams! This competition aims to develop innovative solutions for property ownership intelligence that balance powerful features with appropriate privacy and security measures.

Prizes

- **INR 1.6 lakh Cash Prize:** Split between the first and second positions as INR 1,00,000 and INR 60,000 respectively.
- **Internship or FTE opportunity with Fountane** (after peer assessment and one behavioural round)
- **T-shirt Merch** for the top 50 participants
- **Amazon gift cards** for the top 25 participants.