Product Requirements Document (PRD)

Product Name: Crowdchain dApp

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Status: Draft

1. Executive Summary

Crowdchain is an on-chain crowdfunding and investment platform connecting Web3 startups with communities, investors, and mentors. The MVP aims to deliver a functional web-based dApp allowing users to launch campaigns, invest/donate using their wallets, and participate in DAO governance. Key features include wallet integration, DAO voting, startup and investor dashboards, mentorship resources, and a landing page to showcase curated startups.

2. Goals and Objectives

- Enable campaign creation and donation through wallet connection
- Launch DAO-powered voting for decentralized decision-making
- Provide dashboards for startups and investors

- Offer educational and mentorship resources
- Build a content base (blogs, newsletters) to nurture community trust

3.Target Users
- Startup founders seeking funding
- Retail investors/donors interested in Web3 opportunities
- Mentors and educators
- DAO community members

4. Key Features & Functional Requirements

Landing Page
- *Connect Wallet* (MetaMask, WalletConnect, etc.)
- Call-to-action: "Create Campaign" or "Donate"
- Display of featured startups (dynamic content)
- Tech: Web3.js or Ethers.js integration

About Page
- Static informational page
- Include "What is Crowdchain?", security, benefits
- Markdown or CMS backend optional

DAO Voting Page
- View proposals: active, past, upcoming
- Vote via wallet (Snapshot, Tally, or custom voting)
- Each user can vote based on token/stake ownership

Mentorship / Learning Page

- Static/dynamic resource hub

- User can apply as mentor/mentee
- Sign-up form linked to backend or email capture
- Optional: Discord/Telegram integration

Startup Listing Page

- List of all live campaigns
- Filters: funding stage, industry, status (active/closed)
- Campaign Card includes:
- Name, Description, Raised Amount, Target
- CTA: View Campaign

Startup Dashboard

- Create/Edit campaigns
- Track donations/investments
- Upload pitch decks, videos, milestones
- Smart contract backend to store campaign data

Investor Dashboard
- View invested campaigns
- Funding performance analytics
- Subscribed startup newsletters
- Option to vote/comment

Newsletter & Blog Page

- CMS or Markdown-based
- Email capture (Mailchimp, ConvertKit, Brevo)
- Articles written by Crowdchain team or partners

5. Non-Functional Requirements

- Responsive (Mobile/Desktop)
- Optimized for speed (under 3s load time)
- Wallet authentication must be secure
- GDPR-compliant email collection

6.Technical Stack

- Frontend: React.js / Next.js
- Backend: Node.js / Express / Firebase
- Blockchain: Solidity / Ethers.js / Web3.js
- Wallets: MetaMask, WalletConnect
- CMS (optional): Notion API / Sanity / Markdown
- Database: Firestore / MongoDB
- Hosting:Vercel / Netlify / AWS

7.KPIs (Success Metrics)

- 100+ wallets connected in first month
- 10 campaigns created within 30 days
- 1 successful DAO vote with 50+ voters
- Newsletter opt-ins: 200+
- Avg. time on platform > 2 mins

8.Milestones

August - October

Milestone	Timeline
Feature Planning & Wireframes	Week 1
Frontend & Wallet Integration	Week 2
Campaign Creation + DAO Voting	Week 3
Dashboards (Startup & Investor)	Week 4
Mentorship + Blog/Newsletter Pages	Week 5
Quality Assurance & MVP Launch	Week 6