Design section. ===========

List of designs that we can discuss

1) Design, that we've used at Prototype website.

2) Website design, by owner vision. Was created few years ago.

3) Design, that will connect company branding(logo, fonts, color scheme) and functionality, that will be created in future.

4) Landing page design.

5) Application design, that will be created in future.

1) This option contain main color scheme that owner likes - orange boxes, green links, green buttons and green form labels. We need this design only for showcasing proposals to investors. Main idea is create website in short amount of time and show vc that BBC have more that just idea. With sales process - this website can make money right now. We can rid of this design when (3) will be done. So right now it's just a list of pages, with preliminary functionality and main purpose to looks pretty.

2) Design, that mostly used only on pitch decks, other documents are preliminary. We cannot use it as sample - how project will looks when BBC will get funding.

I need to make my position clear.

Main problem of this design - it's outdated. My proposal - we need to check all documents, accounts, where this design is showed. If vc will review this documents, we need to mention that this is 'vision', not completed design for future project. In ideal world it will be cool to redo all presentations and documents and put an updates from prototype website (a).

Why prototype? It have simple and neutral design.

3) Homepage design: All pages and elements must be explained on paper before start. This will save bunch of time for designer. Also this will save money. Homepage design costs contain

* logo update, if needed
* custom icons pack, can be used on different pages
* typography
* Main color scheme for website

Inner pages design: The cost will work only, when designer exactly know what he need to do.

Note: Design must be created in 3 different resolutions. This will save time to frontend developer. He will know how website will look at tablets and mobile devices.

So, each page must have 3 psd files: desktop-version, tablet-version, mobile-version.

Designer must convince owner, that website design must have latest trends in internet. With good design, we can solve problems of heavy pages.

Ex: Imagine PayPal main payment form. It have 12-18 fields. it's a big pain for users to fill it. Then check how payment forms looks at mobile platforms - design can deal with heavy functionality. This can save time for users.

4) Landing page design. Most fast and simple way, that we used for set up a website. Can be used for future requests call pages. Not important. We used purchased premium HTML template and adjust color scheme. We can forget about this design when (3) design will be started.

5) Design for application. Below I put some links, that can help to launch "good looking" application.

Why application? It can add more value to clients, suppliers, investors. it will also increase strategies to interaction with users. Before design for application will started - we need to have list with all pages and elements on each page.

So good idea to build alpha version of application with "default simple design". This application will have all functionality, but without sharp design. Later, when design for application will be done - we'll need to add styles in code and user will be able to use it.

Please check UI kits, that I put below, they can save about $800 for application design. Using this UI kits frontend developer need to convert them to HTML/CSS3 and move this styles to application code with "default simple design".

Other great point - with UI kit - you can save a lot of time.

Most detailed UI kits was build by Invisionapp team: https://www.invisionapp.com/tethr https://www.invisionapp.com/now https://www.invisionapp.com/relate https://www.invisionapp.com/do

Note:

Designer must have at least 5 years of experience and take part of creating design for startups and projects, oriented to US market. This is a big difference between local website designer and designer for competitive markets.

He must have portfolio at behance, dribbble account and use invisionApp and task tracker.

-------------------


==================== Team:

1) Tech lead, backend developer, frontend developer, designer, tester, project manager, finances manager.

Tech lead will cover development results

PM will feel gaps between owner, developers, specification. Without PM you'll face a lot of issues: delays, budget extensions, misunderstandings. All tasks must be (very important) stored in task-tracker(JIRA, Asana, Basecamp) and PM must know how things going at project using trackers. So questions, discussions wouldn't lose, tasks will clarified and owner can see how things at project development going in real time.

                ====================


Mistakes, that can be avoided.

* Run out of money, when revenue stream are not configured

* Unfocus. Do few things in same time and spend resources not wisely or have conflicts between these things. Each action must complement and develop whole business. Not take time, money, other resources
* Postpone launches for a few month
* Not launch update, because it's "not perfect"
* Loose connection between (live branch) and (future update branch) * Have a huge plans
* Don't want to change main plan when situation was changed.
Note:
It's important to move updates on live website, test functionality on your users and then fix issues in fast mode.
In other way - things will really slow down. You must track developers and push them by deadlines. This will help to produce working solution that is important for right now.
Ex: If you need to create a gun for killing rabbit, you should not to create a plasma gun for killing big mammals.
===================
Step-by-step plan with stages
1) Intro stage. Specification approved by tech lead. With small amount of money - this is backend developer
2) Design stage
3) HTML markup creation stage (Cannot start without designed pages). Can have some issues with elements from design and throw come back to design change for some fixes.
4) Project architecture(Database, API, Forms, Validations, Authentication, Security)
5) All backend working without design - this is part of Project architecture stage. I move it to separate stage, because there always troubles to go from things written at specification to "all pieces working well together"
6) Frontend pages implemented, backend changes done. During this stage you need to be ready make changes at backend part.
When something work good without design - it will broke, or have some mistakes with a new frontend changes. Usually this is not take a lot of time, but you need to be aware that developer can 'stuck' working on some custom functionality. This is cannot be ignored, so owner must track this stage carefully and discuss with developers different options.
7) Tests and fixes stage. Usually, if you want to get stable product - you need to move functionality to live few times.
You must test, how users will react and use your project. And it's important to test cases on "live users". Before this stage all data was entered by developers and this is how project will work in "ideal world". "Live users" will interact with project as they wish - you can catch a lot of issues after going live. And this is good. You must fill a list with errors, that was caused by users - move this list to developers - fix errors - move updates to live site. This cycle can be repeated while you project will work fine for your users.
Notes:
It always can be trouble on 6,7 items

Developer can 'stuck' with vendor API integrations, payment gateways, using some custom modules. These breakdowns always will be and you must be prepared to them. Usually they have place at latest stages or if you don't have a proper management and testing.

===================== Technologies

When I describing technology stack, I assume that project development will be outsourced to one for companies in Ukraine.

Talent market, prices, all this information based on information from Ukraine market. In other situations - you can chose other technology stack.

If you'll find a good tech lead - he can advice you too, about different technologies.

I've tried to abstract from technical language and explain everything by human language - this document must explain development process for BBC. This will help to avoid misunderstandings, mistakes. So both sides (owner and development team) understand what they want from each other and what must be in the end.

-----------

It's important to create project sitemap, before software development will started. In that sitemap you need to draw pages hierarchy and what will be on these pages (simple explanation of functionality)

It's important to have list of all pages that must to be created. Ideally, if you also explain in text each elements on each page.

Usually, during development, this list will be extended, but with this list you'll avoid situations, when some pages "missing", because they was not discussed. This list will be useful for owner too, because it can be used as checklist of how development is going. Owner must go due all steps, check that all functionality working well, find "bottleneck" places, discuss what must be completed, removed, improved, etc. It's important, because developers wouldn't use this project later.

It'll be good to get tutor for owner: study how admin side working.

Ideally, project must have administrator, but owner also must understand how to operate website.

-----------

1) I propose to use Yii2, because this is famous and fast improving framework, it's popular in Ukraine.

It's more stable, less risky option to develop BBC.

Why I think it's more stable? I participated at 4 projects, that was developed on Yii, so I understand good and bad points of using Yii. So you can trust to my opinion.

2) More risky, but giving more opportunities in less time - using Laravel PHP framework. It's simple and fast improving framework too. It also have paid modules((Laravel Spark($100-$300)). With this modules you'll be able to setup project with recurring payments, different pricing plans, other SaaS features. More info at https://spark.laravel.com

This functionality used on each SaaS and spend less time before start. That features works and tested well.

This functionality equal to $2000-$5000, if you'll do it from scratch. Including database development, payment gateways, testing, basic features, etc.

If you'll find great engineer with deep skills in Laravel and he will be able to provide you a tech support - then Laravel can be a great, fast solution. But I'm personally don't code at Laravel, so I cannot be a good source.

Another point of concern: you'll need frontend developer, with particular skills. I mean another experienced engineer.

Laravel use Vue.js frontend framework. This is awesome tool, but like Laravel - this is not the most popular tool at Ukraine. So it will be a trouble to find great talent.

Also you'll need frontend developer with special skills. I mean experienced engineer. Laravel uses Vue.js - it's fresh and powerful tool, but like Laravel, this is not most popular in Ukraine.

Otherwise, Yii & Laravel are preliminary similar MVC frameworks, written in PHP.

Yii Advantages:

Big market of experienced engineers, more simple and "clear" for custom project development from scratch.

You'll be able to create exactly what you need. Have great security at core. Don't have a big library of additional modules. So you'll need to spend money and time for realize some features. But it wouldn't be easy to 'crack' your project.

It's not easy for developers to catch updates for different payment systems.

So if you need to include PayPal, Autorize.Net and Square - developer must have previous experience with that payment gateways.

Laravel Advantages:

Big advantage of using stack: Laravel + Laravel Spark + Vue.js - you'll be able to create API and application for your project faster.

Laravel have great library, related to payment systems. This save a lot of time and help to work with payment gateways.

=======================

Plans, organized by amount of investments.

a) BBC get funds, equal or more than 2x for software development. In this case you can start to think about full project development. Time for development: 5-6 month.

b) BBC have 10% of project development budget. In this case - you need to focus on important features on website, look for other investments and sales from project.

c) BBC got 1% of budget for development. You need to create revenue streams with high margin. You must find out, what your users need, want and can afford. On this case you cannot handle huge amount of categories. Because this will distract.

In this situation I'll propose to work only with wholesale suppliers. Wholesale with big amount of product numbers.

On this case you'll manage a lot of processes: delivery, contract creation, lawyers support, etc. This way is high-risky, but you can grow fast. You cannot afford to think about website development, because you haven't money for do it right.

Note:

A lot of big companies have "startup programs", like Microsoft. They can help to save first money on development related costs: advertising, hosting, etc.

Hosting environment.

Right now current hosting interrupt development.

You must use hosting with developer friendly "stuff". You need to buy hosting with ability to setup server from scratch. With full access to work on it. Setup emails, databases, backups, etc. AWS, DigitalOcean, Heroku, Linode - right candidates. Have similar functionality

Pricing similar too: $10-$20 per month. So for first year you must have $250.

My personal choice: Linode or Digital Ocean - they have different method for server setup, but each experienced developer can cooperate with them easy. This will help you to cover important parts of development, as code version control, migrations, staging version setup, roll-in/roll-out updates, testing, backups. etc.

-------

In the beginning you'll have slow growth. You can see it right now. This will be because you don't have critical mass right now: users, products, countries, followers at social media, engaged followers(Important), revenue per month, articles in media, etc.

When you've got your critical mass - you'll got your fast growth and this will be a mark, when you find out that your startup is useful and you know WHAT your clients need. Before this moment you need to test different ideas. It's better to have few options, rather than on. This will give you opportunity to grow fast.

----------

You must to explain, how user will work with BBC. It's name - User story. Step by step. Just imagine that you explain how will work BBC to someone, who don't have a good skills in Internet. I imagine that I explain functionality to my granny :)

You must to explain, how client will work with BBC.

Maybe you need to check how this was covered at all.biz, amazon, etsy. This can give you a lot of insights.

It can be an opportunity if you'll create and manage a simple job board/craigslist - this can generate additional traffic and attention to BBC.

Any option for increasing traffic can be reasonable. Especially, if this is easy to do and cheap. If this system are self sustainable and don't eat a lot of time for support.

Later this functionality can be removed, or mimic to separated project and generate additional money.

----

Get attention for big companies.

Successed history of completed stories will be important for them. Long story short - they must to know how much money you can generate them. If you don't know - it will be not easy. So BBC must have good story, nice show cases.

How you can get this good story.

o) Make a big order, with min profit

o) Make a big order(single contract) with max margins. This will give you opportunity to project evolution.

In any option - showcases - it's important part for big companies.

For small companies any sales growth - it's good, because they don't have a lot of sales funnels, usually.

Cost for get attention of small companies is lower. They have low pricing, this is important too.
Small companies don't spend a lot of time for thinking. Big company must run a lot of meetings, before they make a decision.
But if you'll get big company, this can generate a stable delivery, low worries, stable payments and serious work approach.
Small companies are not stable and can have problems.
и менее стабильные и подвержены проблемам
================
Create a simple procedure for adding "paying links" to BBC for big companies.
Imagine data, that must be imported and related to iPhone:
images, video, tech specs, product attributes( color, data storage, etc.) additional accessories( cases, earPods, etc. )
For simplifying database development process I propose 2 stages: simple - that will working well for small companies and will be limited for big companies, complete - will work well for big clients.
related products - i think this feature must be in future releases.
Images for "paying links". Image uploading can be a big trouble when you'll have a lot of clients. Maybe we can integrate image google search, so duplicated images can be imported from other websites.
Interesting feature: integrate service, that can manipulate images. This can make products look more beautiful and increase online sales. This service not only can trim images, it also can remove backgrounds programmatically. So when you upload image - it can make a new image with transparent background. This will help your clients to use not only professional or high-res product photos. This can be done by hands too.
But with big amount of products - this is a lot of work.
Another automation tool is data scraper or data miner - this tool can be very helpful, when you want to import a lot of products in bulk from marketplaces like Amazon, Ebay, Etsy, etc.
Using data miners for small websites is not valuable. Only for big companies. It'll take some time to integrate scraper to website functionality, test how it works, fix, etc.
If you want to use it, you need to answer a question how to be pleasant with all client wishes.
Annual subscription for data scraper will cost $3k-$4k. Of course you can try a monthly plan, but you'll need to spend $2k-$4k for integration too.
So in order to making this functionality profitable for first year - it must bring(or increase) profit not less than $45k. In this case it can worst to do it. On the next year you'll got more profit, because you don't spend on integration.
$45k is equal to 180 month subscriptions of big companies. Only in this case this functionality worth trying. If you have enough funding and your subscription database growing fast - this is not a problem. Including this functionality to project can be discussed after 8-14 month of launched project, using Yii/Laravel Framework, when you continue project development and with team of at least 3 developers.
In any cases - we need to build a simple importer. This will increase speed of product population.

As additional feature, to motivate small business owners to add products on website - include inventory management section. A lot of small business don't use an online inventory management - and we can bind them to BBC system. Later this also can migrate to separate project and create additional revenue stream.

=======

If you'll have a lot of data, you'll need to solve problem related to static content hosting. Right now this is not an issue, don't need to worry about. This is problem of fast growing company. But you need to be ready, so this wouldn't be a surprise for you.

======

Visible company profile. Do you need it? I think this is functionality worth to build. This will add some confidence for buyers.

What information must be displayed? Maybe we can "steal" this logic from companies, that working on same field?(Amazon, Etsy).

On BBC we can only display "paying links" for products, or we can sell links for services too?

=======

Users workflow===========

What your users can?

Only review information, buy products?

Or they can help to promote BBC or find issues and make some money from it?

I need very clear description about what countrypreneurs can do on BBC. What he cannot do, do they have some obligations?

We need to understand how countrypreneurs can make money on BBC.

Ex.: Users can help to improve search results, and they can have some commision. Catch is, they only can get payment in the end of the year or if they have more than $x($200 for example) on their accounts. This will reduce spend on commision with small payments. This can be relevant if you can make your calculations well. This terms can be tested and changed later. This can stimulate project evolution, by using time of other people, and postpone small payments to the end of the year.

Feature: development chatbot for messengers, so users can display information about products, without visiting to BBC website. Bots show big growth in last year, so it can worth trying.

How it works: enter command to messenger - you get category listing - click on one category - check list with products - scrolling products - click on product to see product description.

---------------

It's important to find out solution, which will work for different type of clients. Solution for collecting statistics or views, website clicks, get information what visitors doing at business owner website. It will be not easy. Because of different platforms, different websites, different owner knowledge about technologies.

But google analytics don't really care about that, when they apply to ownership verification.

I think we need inner dashboard with some functionality: Manage users, who can manage whole website (Admin user role)

Manage users, who can manage content website (Editors, Reviewers user role) Business descriptions management

Images management

Paying links reviewing process, statistics with visitors, other tracking information

notifications, tips, help section, support for logged/paying users

Admin side for Main Admin Role

User management with ability to switch session to user account. This can save time, when you'll help to restore password or with something else.

Country Management, languages management, translation management. Content management

Pages management

Support workflow

Blog workflow

------

You need to follow instructions on this website to get more PR:

https://casual.pm/how-to/startup-press-coverage

-------

Notification system

Later can be integrated with push-notifications in application

Q: do we need to work with FB? Use it for promotion different products and display it in FB group - for straight sales.

-----

Emails:

You should create plan for email campaigns Setup 'follow up emails' system

SendGrid/Mailchimp/Mandrill for email campaigns (mass mailing)

You also can create and invite people to sales events from Facebook pages. Really cool method to be engaged.

You can use emails for marketing, sales, tips for sellers, share coupons, emails for free-trial period, registration emails, payment reminders, unsubscribe email, account suspension, billing / receipt information

You should have answers for these questions:

Ok, user are interested to work with BCC, and he want to try how "paying links" would work for his business - what's the next step?

- How he will understand what plan he need to pick?

- How he can pay?

During the live prototype website, we have a special of $20 / 6 months . This can be paid through Paypal, credit cards, etc. Once the first version of the website is up, linked companies pay an amount a month (as in website – might review these later) – minimum period one year. The plan to pick is based on the company size – number of employees.

What will be next, when he send money?

- What information he must to provide, in order to list "paying links" on BBC website?

How much time will take to put all data to website? In what format he must to provide data to you?

All they need to provide is the website URL in order for visitors to be transferred to their website. Links are for B2B and their plan payment is the only source of revenue that BuyByCountry gets

from B2B. BuyByCountry must create a form for B2B customers to fill in – 1. what type of plan (based on the company size)

2.URL of their website or even facebook shopping page

3. Country where Head Office is located

4. Tab where company will be placed i.e. TRADITIONAL PRODUCTS tab, MANUFACTURED IN ……… tab, COMPANIES tab, SERVICES tab or PRODUCTS tab

Their data will not be in the website just their link, which will open in a new tab

No format, just URL and logo if (they wish to advertise – at a cost per day)

What exactly is paying links and what he will get in exchange of money?

Page with product description and link to main business website? With image? Something else? Am i miss something?

In exchange for companies to have their paid link in BuyByCountry, they will get additional traffic to the website, which may lead to conversions, so we are offering VISIBILITY and AUTHENTICITY

Just a link under the respective Country, appropriate Tab and type of industry in the sub-menu.

See CORKBRICK in the current prototype website – it is listed under the Portugal page > Traditional Products > Cork

No image, unless you want to pay for advertising

For instance, BMW would be listed under the GERMANY page > Manufactured in Germany > Automotive (in the sub-menu)

That's it.


Where he will be able to review only his products?

In his website, which will open in a new tab if a visitor clicks on his company

How you'll contact him, when all will be done (import to BBC website)?

Will he be able to make changes after import, in order that he don't like something?

Not applicable, any changes to his website (as long as he/she does not change the domain) will be visible in the new tab of his website

How you'll make him understand that all is working fine?

Once we have quite a few traffic to our website, linked companies will be able to see the added traffic from the BuyByCountry page under the analytics in their page and hopefully conversions

Marketing plan

Sharing, posting - important stuff!

Sales, Single product promotions - that will bring attention.

10 posts in soc media per day using Buffer.

Use crowdfire/paper.li for posting and growing subscription base.

Haven't tried buffer, will give it a go but Social Media is taking a lot of my time, because I do everything myself.

Each week make digest for authenticity shops or products with links to their websites. 5-10 posts to Instagram per day. Make growing goals. Ex: - get each month + 100.

Will try, met a lady just down the road from me that offered to do my social media for free, as long as it only takes her tome, no costs. I must chat to her again.

Recreate pitch deck - add more beauty (make it modern looking, but keeping the same logic of information)

I share an archive in trello to you. Buzz me and I'll explain. This template will add shine to pitch deck.

I don't use it, but it's good. I can share samples with data - to give idea how it must looks Submit to different startup networks:

- f6s update, add more information to profile

index.io update, add more information

Will look into trendy pitch decks and do another one. Agree that mine looks a bit home-made

https://gust.com + updated pitch deck add to this website

Will do

Think about video marketing. maybe you can cooperate with some artist and make barter and get video. or pay $50 and get simple professional video for youtube.

Can try freelancer or barter in exchange for a free lifetime link in BuyByCountry. Gonna make a list of priorities to do.

Create press release, prepare archive with marketing kit - logos in different colors, information about owner, main project description

Will try, have a few tech reporters as connections. Have to be careful where I post for consumers/clients and where I post for media and funding. Advice?

Grow your network AngelList & Linkedin

Add each connection from AngelList to Linkedin with note "from AngelList" - reason.

Doing that, over 1,100 connections on AngelList including quite a few investors and 2488 connections on Linkedin.


ask your friends to link FB page of BBC, facebook have automatic functionality for this ------

Will do

Promotion for different type of clients.

Maybe you need to create a different Landing pages for different countries. With different form elements

Different type of clients will motivate different benefits from your project.

I don't like to name it "different landing pages". It's better to call - pages with different submission process. Focused on different type of countries, product categories.

I'd call it country pages inside buybycountry website

For increasing revenue I think it'll be great to have a multilingual project, support different currencies. I think it must be included to specification.

You can have a different ways - create a dictionary for project labels and translate it - this is common way, but you'll need help of native speakers. Or you can pay to localization service. It will help you to translate a lot of things on the fly.

Once I can afford it

It'll be good to have a lawyer with knowledge of foreign laws. So you'll be able to make a contacts, sign documents, etc.

I have. Adams & Adams trade worldwide and my son/partner is a barrister for short agreements.

Address book extension must categorize different countries and company addresses. Extended version of database must have complex logic for categorization.

I propose to have 3 stages for categories:

easy) just copy content from first BBC website.

difficult) complex structure, that cover most types of products

not easy) leave only categories, that makes profit. Other categories can be just trashed, or moved to "other/uncategorized" section

I'm concentrating on Traditional Products, Micro Companies' products (handmade/handicrafts, etc) and countryXclusive tabs for now.

//////////////////////////////// Big topics to cover. Payments

Auto Posting functionality for "paying-links" Admin validation for companies and "paying links"

"Open BBC in new countries" - fast way

Big, fast, easy and accurate product import. Ex: Large company have 500 products on different categories with different content and different product attributes: outfit, shoes, accessories, perfumes. Like Louis Vuitton houlding.

Business directory of companies(I think you'll need it). It can be created using data that will submit business owners to you. This will also add some functionality to your project and can increase profits.

---

Note: for managing contacts - you need to use CRM start with hubspot Sales - free and easy to manage.

---

- Affiliate management

- Link generation and click counts. We need to create a rule for good SEO of paying links. And add statistics and count how many users click and go to business website and buy it or not something, sign up or not. Like reverse affiliate management.

- relative products. I think you can find a few big affiliate networks and use it for some money and growth. Like Etsy, Amazon. Better way to use data scraping, but manage categories and countries by hands.

Amazon and Etsy are my competitors

- Categorization. DB schema, analytics, types. A lot of things to discuss. - Address book. A lot of databases or frameworks have it like extension. - Working with SEO, meta tags, titles, shares, etc.

- Marketing stuff.

- Blog content management. Will also help in SEO.

- Each page / Paying links must have extended version of meta attributes, schema.rog attributes

- It will be foreseeing move to create an API at backend/architecture development stage.

- Another feature can be chatbot development. it can be integrated on different messengers and will help users to browse products on BBC from Fb Messenger app

- Search functionality must use search engine with indexes, caching, etc. it will be important, when you'll store big amount of data

- Products Delivery. Did you plan to organize product delivery? I think you need delivery, if you'll be well funded. In other case you can risk your reputation if business owner(paying links buyer) fail something. With product delivery you'll need to include shipping calculations.
- support
- Money-Back situations. in this case you must have Escrow protection service. So, if user buy something, but later want to return money - you'll be able send back his money from escrow account.
- chat/inbox functionality between user and business owner
- How website will work in different countries, who will manage it and who will be responsible for growth. How you'll measure 'country success' for BBC.
- What do you think about including sms notifications for business owners? =========
Database parts:
***Address book Countries
Towns
Business Addresses Contact Data
***Users ***Categories ***Countrypreneurs
***Business types
***Orders ***Statistics ***Affiliates ***Google maps data
***Products/paying links
Product attributes like size, count, color, etc. Paying links statistics
Options/ settings
Chat DB
***Languages, localization stuff ***Blog
blog stuff in latest stages:
- create blog section using Yii/Laravel frameworks
- create separate website, using WordPress(will work fine, because it will have only blog functionality)
- it can be a separate CMS project, using nodejs frameworks - i like this option
- use prototype setup for blog section. we'll need disable and remove all functionality, that is not related to blog. Maybe change design, but this is not important. This option will save money and time.
Application===============
For starting point I propose to build a simple, but working well application.
It will have login, registration process on app.
Primitive database, that in first stages wouldn't bind with main website. I assume that this version of application will be done when main website still will be operated on WordPress prototype core.
Why don't integrate first app with WordPress:
I don't see a big impact with this integration, because "paying links" at wordpress realized, by default e-commerce options(WooCommerce or EDD). This is not a custom solution and it will add some problems to app(related to WordPress database structure). As we're using WordPress only for prototype matters and don't want to support it very long time - it's not relative to spend time on integration between first app and prototype.

It'll be better to think about app like about different project, that will have only necessary functionality, that can be showed to investors. And it can be a starting point to create a working well version of application, that will connect to BBC via API and extend main BBC features.
This application will give a tempo and will indicate that BBC in short time can roll-over a working application, when time will come. It also help to create and manage API on BBC website. First version wouldn't have a great design, will looks common. But later it can use design from one of UI Kits(explained at Design section)
Later you can integrate push-notifications( OneSignal is simple way or use Firebase for whole db storage process)
In first version we can show all products, or only products, related to countryXclusive category
So first version of app will show how "paying links" will display information
- Simple search functionality
- Related products section
- Display information about product
- Display seller contact information
- All data will get from json file, without database, for simplicity. You will be able to update file on server and information on application will be updated too.
So we wouldn't create bridge between first version of app and prototype website. And later you'll be able use it with updated website.
Support===========
best choise - use intercom, but it's not cheap.
It's a good choice if you have more than 50 daily tickets. It give ability to create 'helpers' for different project pages - this helpers can motivate and help users to registrate, purchase pricing plans, add something to website, etc.
This tool can increase revenue.
2) Zendesk - good
3) HGroove - free version of zendesk. have less functionality.
----------------------------