

Startup management system

Motivation

Starting a new business is tough because it's hard to find people who want to invest money in it. At the same time, for people who have money to invest, it's not easy to find the right new business that is worth their investment. This is where a Startup Management System can be very helpful. It can make it easier for new businesses to show investors what they are all about and why they are a good choice for investment. And for investors, it can help them find those new businesses that are likely to succeed. This system can make the whole process of bringing together new businesses and investors a lot smoother.

Purpose

The purpose of this document is to define detailed requirements for the Startup Management System.

Audience

This document is intended for developers as well as any stakeholders

Objective

The main aim of the Startup Management System is to offer a clear, automated solution for investors to evaluate startups by linking any relevant data sources. This means startups can connect a variety of accounts, such as advertising platforms like Google Ads, Meta, and TikTok, along with payment processing tools like Apple Pay, Google Pay, PayPal, and Stripe. Having all of the above, the system can automatically calculate essential metrics, such as profitability. Additionally, it can integrate feedback tools like Trustpilot and Hotjar, as well as performance indicators from App Stores to gauge customer satisfaction. Custom statistics like daily and monthly active users (DAU/MAU) can also be tracked. This comprehensive approach ensures investors have access to a broad spectrum of data to inform their decisions.

Definitions

Investor: a person or an organization that gives money to a business with the hope that the business will make more money in the future

Startup: in this case - any company that seeks investment.

Share: represents a portion of ownership in a company or startup. When an investor buys shares, they are buying a piece of the company. If the company does well and makes money, the value of these shares can go up, which means the investor can make a profit

Functional Requirements

Investor

Authentication and authorization

- The system shall allow investors to register and sign in with email and password
- The system shall allow investors to log out

Profile

- The system shall allow investors to create profiles, where investors can describe themselves
- Investor profile is visible to any authorized or unauthorized user

Payment Info

- The system shall allow investors to add payment info, then it will be used for investments and accrual of dividends
- The system shall allow investors to delete payment info
- The system shall allow investors to see information about all transactions

Home page

The system shall allow investor to see

- all startups they invested to
- investment amount
- shares amount
- Dividends amount

Startup

Authentication and authorization

- The system shall allow to register the startup account and sign in with email and password
- The system shall allow to log out from the startup account

Payment Info

- The system shall allow startup to add payment info, then it will be used for accrual investments and paying dividends
- The system shall allow startup to delete payment info except the last
- The system shall allow investors to see information about all transactions

Profile

- The system shall allow startups to create and edit profiles, where startups can describe themselves
- The system shall allow startups to add and delete metrics to the profile

- Startup profile is visible to any authorized or unauthorized user

Startup Search

- The system shall allow all users to search startups by keywords
- The system shall allow all users to search startups by specified level of specified metrics

Startup profile view

- The system shall allow all users to check profile of any startup

Investing

- The system shall allow investors to make investment proposal to startup
Investment offer consists of:
 - Amount of funds investor wants to invest
 - Amount of shares investor wants to receive
 - Additional info
- The system shall allow both investor and startup to make a counteroffer, consisting of the same fields but dedicated to the opposite side..
- The system shall allow both investor and startup to decline an offer from the opposite site.
- The system shall allow both investor and startup to accept an offer from the opposite site.
- The system shall generate and allow to digitally sign all legal documents
- The system shall transfer corresponding funds to startup from investor account and add corresponding shares to the investor account