

User Stories – JEB Incubator Platform

1. Public Visitor

As a visitor, I want to explore the platform and its content without needing an account, so that I can understand its purpose and discover interesting startups.

- Explore featured projects – As a visitor, I want to browse highlighted startups and their projects, so that I can learn about the innovations supported by the incubator.
- Browse the catalog – As a visitor, I want to filter and search projects by sector, maturity, or location, so that I can find startups that align with my interests.
- Access news and events – As a visitor, I want to see the latest announcements, news, and upcoming events, so that I can stay informed about the incubator's activities.
- Learn about the incubator – As a visitor, I want to access an 'About' page describing the mission and support provided by the incubator, so that I can decide if it is relevant for me as an investor, startup founder, or partner.
- Contact the incubator – As a visitor, I want to find a contact form or email address, so that I can reach out for more information or opportunities to collaborate.

2. Startup Founder

As a startup founder, I want to showcase my company, track opportunities, and connect with investors, so that I can secure visibility and funding.

- Profile management – As a startup, I want to create and update my profile (name, email, location, and contact details), so that investors and partners can find and reach me easily.
- Project presentation – As a startup, I want to publish and update details about my project (description, needs, progress), so that potential investors and partners clearly understand what I do.
- Dashboard insights – As a startup, I want to access a dashboard with metrics (sales, growth, activity), so that I can track my performance and share results with investors.
- Opportunities – As a startup, I want to see available funding or collaboration opportunities, so that I can apply or express interest directly.
- Messaging – As a startup, I want to exchange messages with investors, so that I can pitch my project, answer questions, and build partnerships.

3. Investor

As an investor, I want to identify promising startups, review their profiles, and contact them, so that I can discover and evaluate new opportunities.

- Browse startups – As an investor, I want to explore the catalog of startups and filter by sector, maturity, or geography, so that I can focus on ventures aligned with my investment thesis.

- Startup profiles – As an investor, I want to consult detailed startup profiles (project description, metrics, needs), so that I can evaluate their potential.
- Messaging – As an investor, I want to initiate and maintain private conversations with startups, so that I can request additional information and negotiate opportunities.
- Follow news and events – As an investor, I want to stay updated on incubator announcements and upcoming events, so that I don't miss relevant pitch sessions or networking opportunities.

4. Admin

As an admin, I want to manage users, startups, projects, events, and news, so that I can ensure the platform remains active, accurate, and trustworthy.

- User management – As an admin, I want to add, update, and remove users (startups, investors, other admins), so that the platform remains secure and up to date.
- Project management – As an admin, I want to create, edit, or delete projects, so that only accurate and approved projects appear on the site.
- Event management – As an admin, I want to publish, update, and remove events, so that the community is aware of upcoming networking opportunities.
- News management – As an admin, I want to post, edit, and delete news items, so that the platform always reflects the latest updates.
- Content moderation – As an admin, I want to oversee interactions (messages, posted content), so that I can ensure compliance with the incubator's guidelines and maintain a professional environment.

Conclusion

The JEB Incubator platform serves multiple stakeholders:

- Visitors explore innovation and learn about the incubator.
- Startups showcase projects, manage profiles, and connect with investors.
- Investors discover startups and engage in direct communication.
- Admins maintain the ecosystem by managing content, users, and events.

Together, these user stories define the expected functionality of the platform and ensure it delivers value for all its participants.