

# WEBSITE WORKFLOW

## QUESTION

act as a partner expert for ngo incubator and csrs

And tell me

ngo and incubator as a user of the site vo kis criteria ke basis pr select krenge that this csr is the right choice

and csr kis basis pr select krnege that this ngo or incubation is the right choice to fund them

actaully m baat smjha nahi paa rhi hu

ill tell in general

sbse phele we will talk about jab NGO CSR ko serach kr rhe ho

to problem ky a h ki outreach krne ke liye ngo ya incubator ko yhi problem rhti h ki ye company ky kr hi hai kise fund kr rhe hai fund provide kr rhi h ya seek kr rhi hai

kis region me kr hi hai hamare liye theek h bhi ya nahi yahi dekhne me sbse zada time lagta hai

to isliye humne ye solution nikala tha ki ek esi websit ebanayenge ki jisme

vese to saare csr ki list show hogi login signup krne ke baad

but jb ngo apni detials fill kr dega tb uske relevant matchese show kiye jaynege

for example agar koi ngo ya incubation stem education pr kaam kr rha h

to vo ese csr search krenge jo us field me means stem education ko unse fund krte ho ya unke ese project ho jism vo collab kr ske ya koi programs kr ske partnership built kr ske grant me instead of cash resource kuch provide kr ske

isliye hi humne score vala method banaya tha konsi csr company kis specific ngo ko kitna percent relevant hai like yidan prize and british council, lemelson foundation, seimen stiftung , jacob ye saari international organization aligned hai acic ki workings se

isis trh se

i hope now you understand what i wan to say

so isliye csr ke liye to jo bhi genuine companies csr perform kr rhi hongi sab is site pr hongi but

agar csr ngo ko search krte hai to vo apna time waste krna nahi chahenge isliye ngo t genuinely jo society ko suppprt krte hai actuall me dedicatedly kamm krte hai sirf honge show csr ko jisse csr ka time waste na ho serahc krne me

this is how time consumtion willl be reduced

also aage chal kr hum isme agar sab final h and approach rkna ha to emial proposal creationa nd ppt generation ak bhi option rakhenge

jisme ppt will be created jo define kregi in ashort and interactive way ki ye specific ngo incubation ya csr choose kiya h to ku kiya hai

unka overview, mission and vision

last work and impcts, partners with them and future goals etc

## ANSWER

You are solving **one core problem**:

*Time waste + uncertainty in outreach and shortlisting.*

Everything else (AI, PPT, auto-emails) is **secondary**.

---

## PART 1: NGO / Incubator POV

# “Is this CSR the RIGHT choice for me?”

NGO or incubator **does NOT care about brand name.**

They care about **probability of success**.

So their selection logic is brutally practical.

---

## 1 NGO / Incubator selection criteria for CSR

### ◆ Criterion 1: Sector Fit (NON-NEGOTIABLE)

- Does this CSR **actually fund** my domain?
- Not “mentions” on website.
- **Past funded projects in same sector**

If mismatch → instant rejection.

---

### ◆ Criterion 2: Geographic Fit

- Do they fund in my **state / region / country**?
- Many CSRs are **location-locked**.

This alone kills 40–50% outreach attempts today.

---

### ◆ Criterion 3: Funding Style

NGOs waste time because this is unclear.

They need to know:

- Grant or reimbursement?
- Cash or resources?

- Long-term or one-time?
- Pilot-friendly or only scale-stage?

If unclear → NGO hesitates.

---

#### ◆ Criterion 4: Access Path

NGOs ask ONE question internally:

“Can we realistically reach them?”

They check:

- Open call vs invite-only
- Email vs portal
- Implementing partner model

No clarity = low outreach priority.

---

#### ◆ Criterion 5: Track Record with Similar NGOs

This is where your **score logic** becomes powerful.

NGOs trust:

- “This CSR funded NGOs like us before”  
Not:
  - Big logos
  - Fancy CSR reports

---

#### ◆ Criterion 6: Decision Speed & Reliability

NGOs learn this the hard way.

They avoid:

- CSRs that reply after 6 months
- CSRs that ghost after PPT

This is **tribal knowledge**, not online data — huge opportunity for you.

---

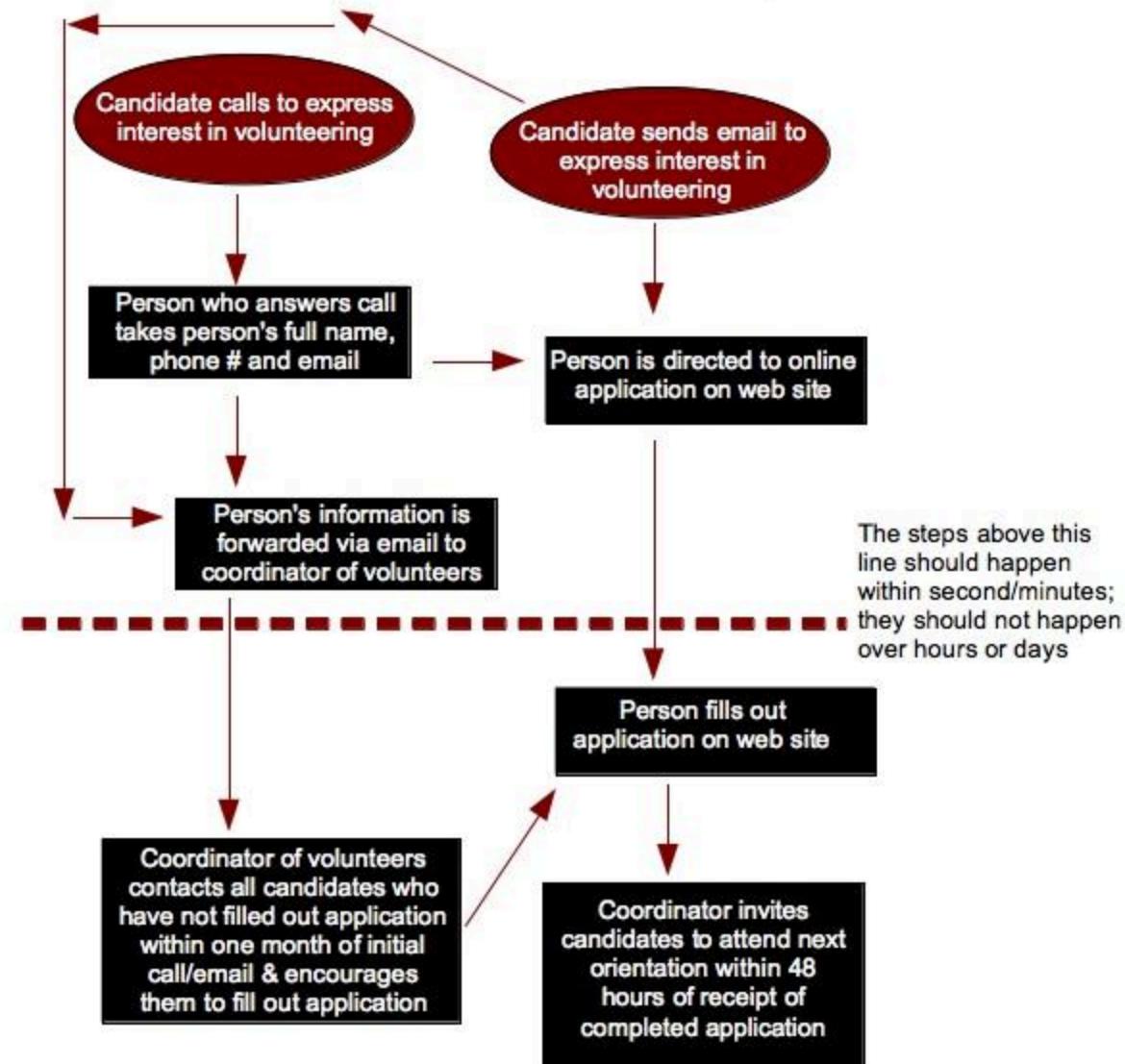
### 👉 NGO / Incubator FINAL question:

“Is this CSR worth my TIME?”

Your platform must answer this in **30 seconds**.

---

## Example: volunteer in-take process





## PART 2: CSR POV

### “Is this NGO / Incubator worth funding?”

CSR's mindset is **defensive first**, impact second.

They think:

“What can go wrong if I fund this?”

### **② CSR selection criteria for NGO / Incubator**

- ◆ **Criterion 1: Compliance Cleanliness**

Absolute first filter.

- Registration valid?
- Mandatory filings done?

- Any red flags?

Fail here → auto-reject.

---

#### ◆ **Criterion 2: Execution Proof**

CSRs don't trust intent.

They trust:

- Past projects
- Delivered outputs
- On-ground proof

Not:

- Vision
  - Long text descriptions
- 

#### ◆ **Criterion 3: Operational Capability**

They ask:

- Can this NGO actually handle money?
- Can they report quarterly?
- Can they scale?

Small NGOs get rejected **not for impact**, but for weak ops.

---

#### ◆ **Criterion 4: Risk Profile**

CSR avoids:

- One-person NGOs
- Zero past funding
- No ecosystem partners

Incubators score higher here because of structure.

---

◆ **Criterion 5: Alignment with CSR Mandate**

CSR has:

- Board pressure
- Annual targets
- Thematic focus

Even a good NGO is rejected if it doesn't fit mandate.

---

◆ **Criterion 6: Signal of Seriousness**

This is subtle but real:

- Clear data
- Clean pitch
- Structured proposal
- Consistency across platforms

Messy info = perceived incompetence.

---

👉 **CSR FINAL question:**

“Will funding this NGO make my life easier or harder?”

Your platform must answer this **without them digging manually**.

---

## PART 3: Your MATCHING + SCORE logic (this is your CORE IP)

Your idea is **correct**, but here's the refined logic.

### Matching inputs:

- Sector overlap
- Geography overlap
- Funding style match
- Past similar collaborations
- Risk compatibility

### Output:

- **Relevance % (not recommendation)**
- Clear reason WHY matched
  - “Sector + Geography + Past funding similarity”

 Do NOT say: “Best CSR for you”  
 Say: “High alignment because X, Y, Z”

Transparency builds trust.

---

## PART 4: Why your solution ACTUALLY reduces time

## **Today:**

- NGO checks 10 websites
- CSR checks 50 NGO profiles
- 80% time wasted before first call

## **With your platform:**

- NGO sees only **high-probability CSRs**
- CSR sees only **verified, execution-ready NGOs**

You're not saving **hours**.

You're saving **emotional fatigue + decision paralysis**.

That's real value.

---

## **PART 5: PPT + Proposal feature (REALITY CHECK)**

This is **useful**, but ONLY if:

- Data is already trusted
- Match logic is clear

Your PPT should answer:

1. Why this match exists
2. What problem it solves
3. Proof of capability
4. Expected outcome

If data layer is weak → PPT is useless.

---

## **Brutal truth (final)**

You are **not building a directory**.

You are building a **decision-compression engine**.

If users can decide faster with confidence → product wins.

If they still need manual checks → product fails.

## **WORKFLOW**

- 1. Exact matching parameters + weights**
- 2. NGO → CSR score logic (formula-level)**
- 3. CSR → NGO trust score**
- 4. MVP scope: what to build, what to ignore**

# DESCRIPTION OF WORKFLOW

## 1 EXACT CSR CARD FIELDS (NGO / Incubator view)

👉 Goal: NGO ko 30 seconds me decision lene layak banana.

### CSR Card (what appears in list view)

#### Top section

- CSR / Company Name
- Relevance Score (%)
- Status badge: Active CSR / Limited Intake

#### Middle (decision data only)

- Focus Areas (icons): Education | STEM | Health | Skill | Environment
- Geography Covered: State / Country
- Funding Type:
  - Cash Grant
  - Resource Support

- Program Partnership
- **Typical Funding Range** (₹ / \$ bracket)
- **Application Method:**
  - Email
  - Portal
  - Invite Only

#### **Bottom (trust signal)**

- **Past Similar Projects:** Yes / No
- **Last Verified:** Month + Year
- **Source:** Annual report / CSR disclosure / Website

#### **Actions**

- View Full Profile
- Save CSR
- (Later) Generate Proposal / PPT

 No mission essays  
 No marketing text

---

## **2 EXACT NGO / INCUBATOR CARD FIELDS (CSR view)**

 Goal: CSR ka risk kam karna.

### **NGO / Incubator Card**

## Top

- **NGO / Incubator Name**
- **Trust Score:** High / Medium / Low
- Verification badge: **Verified**

## Core info

- **Sector** (Education / STEM / etc.)
- **Region of Work**
- **Experience Level:**
  - New (0–2 yrs)
  - Growing (3–7 yrs)
  - Mature (8+ yrs)
- **Past Projects Count**

## Risk indicators

- Compliance: ✓ Complete / △ Partial
- Reporting Capability: ✓ Yes / ✗ No
- Past CSR Partner: ✓ Yes / ✗ No

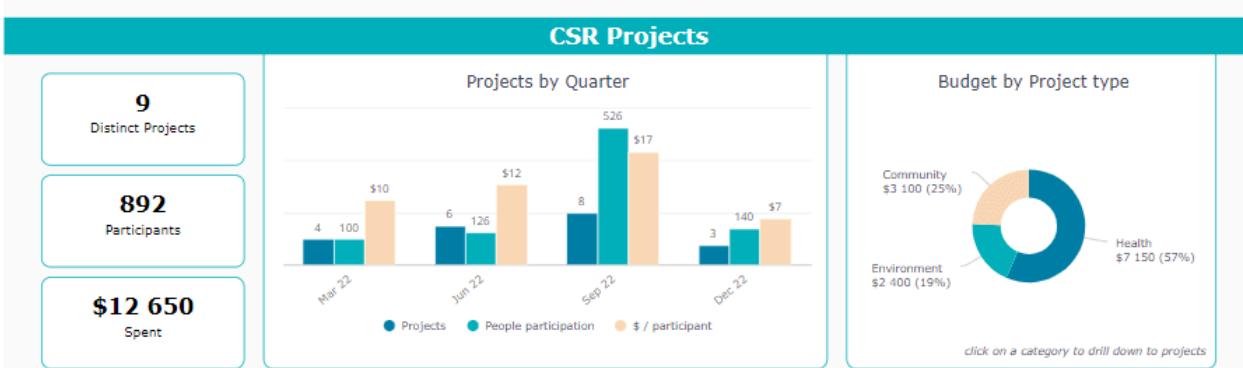
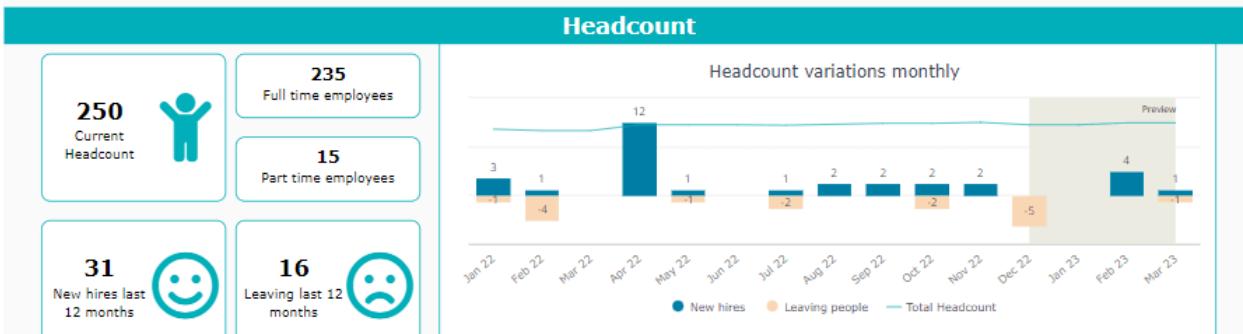
## Actions

- View Profile
- Shortlist
- Request Proposal

- X No emotional stories
- X No long descriptions



## CSR Policy





## 3 MATCH SCORE LOGIC (SIMPLE + TRANSPARENT)

👉 Don't over-engineer. Keep it explainable.

### NGO → CSR Relevance Score

Factor	Weight
Sector Match	30%
Geography Match	20%
Funding Type Match	20%
Past Similar Projects	20%

Access Ease (Email/Portal)	10%
<b>Total</b>	<b>100%</b>

### Example shown to user:

**82% Match**

- ✓ Sector match (STEM)
- ✓ Region match (North India)
- ✓ Funded similar NGOs
- ✗ Invite-only access

👉 Always show **WHY**, not just number.

---

### CSR → NGO Trust Score

Factor	Weight
Compliance Status	30%
Past Execution Proof	25%
Reporting Capability	20%
Alignment with CSR Focus	15%
Org Stability	10%
<b>Total</b>	<b>100%</b>

### Output format:

- **High Trust (75–100)**
- **Medium Trust (50–74)**

- **Low Trust (<50)**

 Never say “recommended”  
 Say “high alignment” or “high trust”

---

## 4 MVP WIREFRAME FLOW (STEP-BY-STEP)

### A. NGO / Incubator FLOW

#### Step 1: Login → Profile Setup

- Sector
- Region
- Type (NGO / Incubator)
- What they seek (Grant / Partnership / Resources)

#### Step 2: Dashboard

Two tabs:

- **Recommended CSRs** (default)
- All CSRs (filterable)

Each CSR shown as **CSR Card**

#### Step 3: CSR Profile Page

Sections:

1. Overview (1 screen max)

2. What they fund
  3. Past projects
  4. How to apply
  5. Why this CSR matches YOU
- 

## B. CSR FLOW

### **Step 1: Login → Mandate Setup**

- Focus sectors
- Geography
- Funding size
- Risk comfort

### **Step 2: Dashboard**

- **Verified NGOs only**
- Sorted by Trust Score

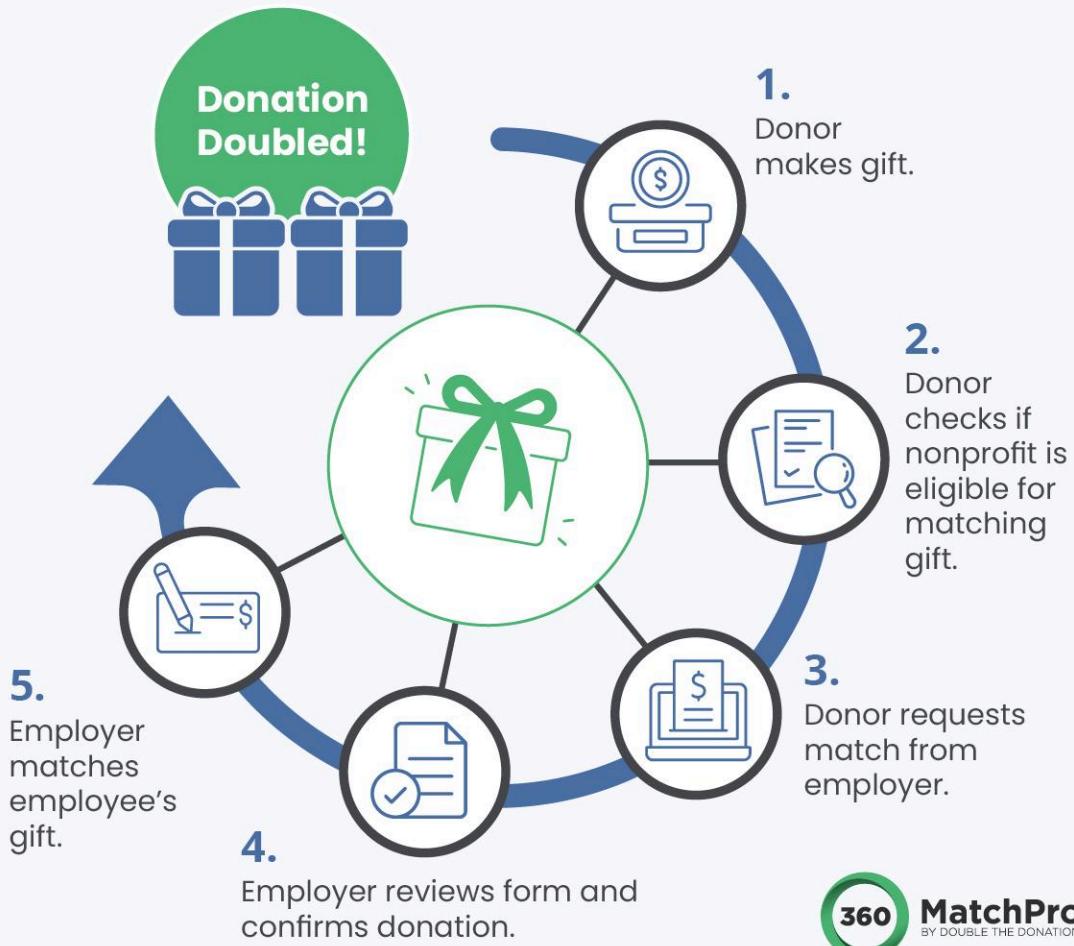
### **Step 3: NGO Profile Page**

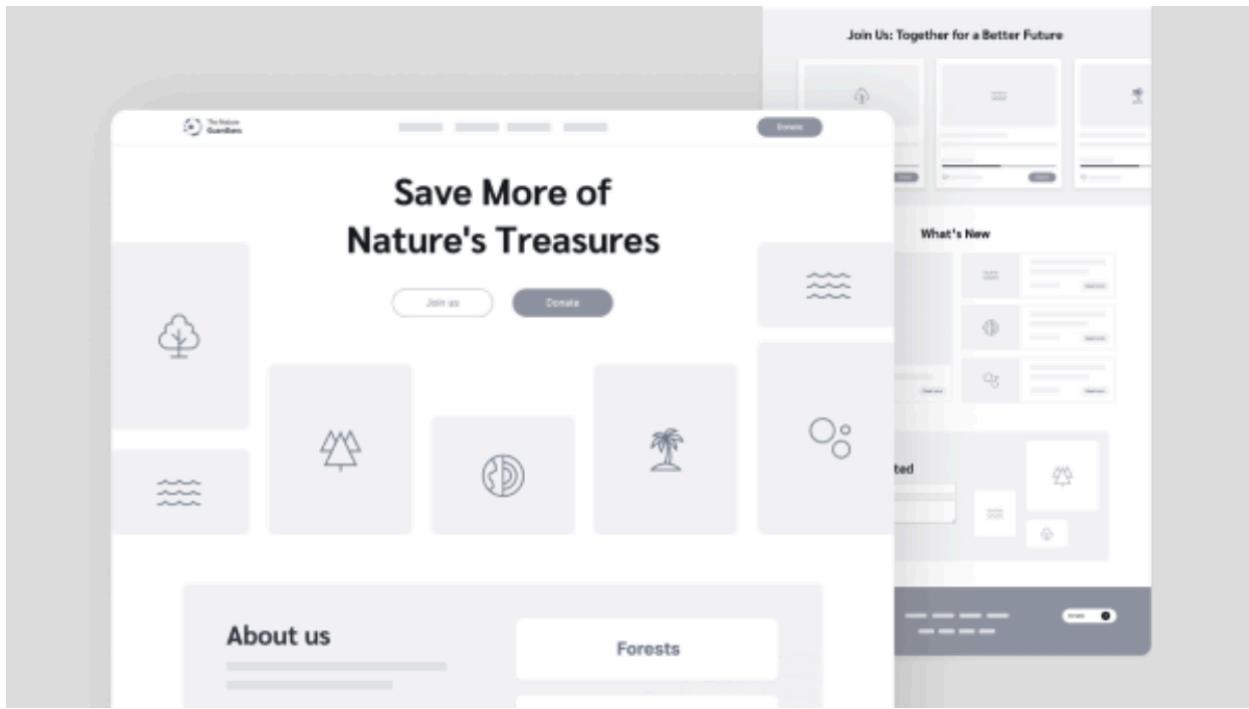
Sections:

1. Overview
2. What they do
3. Proof of work
4. Compliance snapshot

5. Why this NGO matches YOUR mandate

## The 5 Steps of the Matching Gift Process





---

## HOW THIS SOLVES YOUR ORIGINAL PROBLEM (CLEARLY)

### NGO problem today:

“Is CSR relevant ya nahi — samajhne me time waste”

### Your solution:

- Relevance score
  - Clear filters
  - Past proof visible
- 

### CSR problem today:

“Kaunsa NGO genuine hai?”

**Your solution:**

- Verification
  - Trust score
  - Compliance snapshot
- 

## **FINAL NON-NEGOTIABLE RULES (FOLLOW THESE)**

1. **No long text anywhere**
  2. **Every score must have reason**
  3. **Admin controls verification**
  4. **Data > features**
  5. **MVP first, automation later**
- 

## **NEXT ACTION FOR YOU (DO THIS NOW)**

Tell me:

- Are you building this **solo or with dev team?**
- Tech stack (basic is fine)

Next I'll:

- Convert this into **database tables**
- Or **copy-paste form fields**

- Or **exact UI page list**

Reply with:

👉 Solo / Team + Stack

FOR MORE INFO [CLICK HERE](#)