Website General Requirements:

1. Analytics – the website should have full integration with Google Analytics (keys will be provided) and ability to shoot custom events for deep website analytic and management. Over google analytics, adding external analytics' systems (e.g. Fullstory).
2. Design – the website should be as clean and minimalistic as possible. Examples for design to aim for: OurCrowd, Pipelbiz, SeedInvest.
   Coloring should aim for these colors: #6AB142, #36436B & Logo colors
   Fonts: English- Raleway font family, Hebrew (IL-he)- Assistant Font Family
   Replacing texting with images: the homepage should not contain more than 3-5 lines in a large-sized font, and texting should be replaced with images wherever possible (while preserving a clear and vivid user experience, without clogging the screen with too many images).
   The entire website must have full support for Hebrew (HE-IL) language (fonts, imaging).
3. Traffic – the website needs to be able to handle tens of thousands of visits a day, and as much as tenfold on peak days (when a new campaign is being launched). The number of registered users the database should hold is also estimated in tens of thousands.
4. Admin Panel – needs to have the following requirements:
   - CRUD **(Create, Rename, Update, Delete)** all the data structure entries
   - CRUD by bulk operation (Multiple choice)
   - All admin-made changes must be logged in event_log
   - edit all pages' texting, image links, paragraphs (for quick information update)
   - all specialized pages in sections 9-13
5. The website should have full support for all major browsers (Chrome, Firefox, Safari, Opera, Samsung Browser, etc.) on all major operating systems and devices (Windows, Mac, Linux, Android, iOS, Windows Phone)
6. OneSignal integration – the website should have full integration with OneSignal (written in JS), as it would provide the system for Push Notification delivery or e-mails (by user preference, in user-settings page including opt-out instructions).
7. Website Roles:
   • Guests: Organic (came to the website without a referrer parameter), Non-Organic (came to the website through a funded campaign or with a referrer parameter).
   • Entrepreneurs
   • Investors
   • Admins: SysOp (full admin rights), Project manager (Project page CRUD rights, Campaign management rights)

8. Website's paging:

   Navigation bar buttons: Home, How does it work?, About us, Entrepreneur seeking funding, Contact us, Login/Register

   Bottom of page links & Texting:

   Home page: https://www.ipo-il.com/ (this is our domain, the site is still non-existent (the project is from scratch)The website is not live- this project will be from scratch (it doesn't exist yet). when it will be done- we will put the domain.

   the website's service mainly involves the running projects, therefore we will place them in the home page (attachment 1)

   in "How does it work?" – we will supply a short explanatory video to implement in popup box, and a "learn more" link to a text explanatory page. After viewing the video- a "don't show me this again" checkbox should appear, allowing the user to remove this button from navigation bar (with a cookie).

   in Center of homepage- the "Approved projects" section: side-scrolling, 2 Project Boxes in page, up to 3 pages, automatically switching between pages (if possible, not always there will be 3 pages) for the users to easily understand there is more than one page.

   the "Project box" should contain primary data of the project (Name, Field, Dates), explanatory embedded video, project purchases statistics

   under the "Approved Projects" section, the "Projects in evaluation" section will appear.

   this section should contain the following: Side-scrolling, 5 mini-project boxes per page, up to 4 pages, each containing primary project data and embedded video link.

   Project page: The project page should show all relevant data for the project (from a database). The project data should include the following: Summary, Video, Statistics (will be thoroughly explained), The Team and extra data on the project-specific level (some projects will include special types of data unique to them, the project page needs to have flexibility to view them).

   The project page should also include a large "Purchase" button at the beginning of the page & at the bottom.

   Purchase page: The purchase page is where we combine the user-collected data with the

selected Project data. There will be three user cases: Unregistered Unsigned user, Registered Unsigned user, and Registered & Signed user. The flow of the purchase page will be used to determine the user case for all users.
The flow will be the following: if user is guest (1^{st} type or 2^{nd} type), move to Personal Details form (full name, email, phone) -> Checks if registered (runs the details from personal details form on the DB to find similar entries). If found, the user will be prompted to log-in if he/she already has an account (a message such as "provided email already exists in our system. Please log in if you already have an account for your convenience and ease of future purchases." Following a link to reset forgotten password). If not found, the user will then move to a sign-up form. Inside this form we will also collect Bank Details (choose your bank from a drop-down list, enter your account number and a few extra fields), including an e-mail with a registration confirmation link (through OneSignal if possible. If not- we will find another autonomous flexible mailer system). After the user has registered, the user is the 3^{rd} type (users must be Registered & Signed in order to make a purchase), he/she will then move to the Bank Details form. At this point we will be able to almost automatically fill the bank details form from the data collected. If the user has changed any detail in the page- update his/her data in the DB (example- if I registered and bought once from my account on my bank, and this time I am using a second account on the same bank- update my saved bank account details on the DB)
The next and last form is the Purchase Details form. This form will collect the number of units to purchase, price per unit (Note: for some banks there will be an extra option to enter a number of these "unit-price" pairs).
After the last form- the user will move to the "Signing" page, in order to view the Document the system created with the provided data and sign (digitally, on-screen draw with the mouse, like Paint- but secure). On some cases the user will also be required to fill some extra details according to the doc-template. After signing the user will move to the "Review & Send" page, where he/she will have a chance to review and change all data entered to the form (including going back to any form to change any detail that was wrongfully entered while saving all other results entered). After the user click's "SEND" -> the form is sent as is with all details entered to the bank of the clients' choosing (in bank details form), with a confirmation and copy of the form sent back to the client (if they would like to print or save the document for later use).

New Project Registration Page: This page will serve for Entrepreneurs looking for funding- that wish to add their project to our platform. A wizard will guide the user to filling all details regarding the project (including links to explanatory video / extra documentation). After the client has filled all required information, the Project details will then be saved for SysOp review and evaluation. (The page will be "On Hold" state, waiting for a SysOp to make it "active").

Dashboard: The dashboard will output all data saved in the DB regarding the user (for full data disclosure, editing, saving and purchase history). Therefore it should include the following capabilities: Personal details View/Edit (email, password, phone number), Favorite projects' management (view, remove from favorites, make purchase for project, add reminder (push notification- onesignal), Bank Options (which data to save, view, edit, delete current data), Purchase history.

Blog

Contact us

Login page (email / username, password) + Sign up page

9. Documents -
   - **Document templates** will be uploaded through the admin panel for easy document generation. the template will be a PDF file (? optional). the site needs to be able to get the template, change certain fields inside the doc (enter data from data structure into it's appropriate place in the doc), and all document templates will be connected to pre-defined banks (e.g. Bank of america -> Bank of america doc_template).
   - **Completed (signed) documents** will be recorded in the database for later use by client UID (each document must be signed [and generated] by a client). if a document was only partially made (all data entered [programmatically], but no sign was made)- the document will be saved as a temporary document for easy client return to sign. there can be only one temporary document at a time for each client.
10. Campaign - Funded campaign management should also be enabled through the admin panel. the campaign management page should output all campaign related data in an organised table (visits, conversions, affid/name, subid) and provide appropriate filters (sort by visits or conversions, show only entries from selected affids, etc..) including an option to export to CSV.

11. Projects management - CRUD capability for all projects (running and in evaluation with bulk operations). for every update the system must verify the admin has entered correct details (so that projects aren’t accidentally set with wrong data).
12. Investors list - output the currently registered clients’ list (including CRUD capability with bulk operations), with the capability to view each client’s dashboard (without the ability to make a purchase in the client’s name).
13. Purchases history - output the recorded purchase history, with update/delete functionality and custom filter/sorting capability (by client uid, by bank, by date/date span)

14. Data Structure

Media:

Field	Type	Restrict
UID		
Type	enum	Image
		Video
		Audio
Path	string	

Doc_Template:

Field	Type	Restrict	Comment
UID			
Path	string		Path to the template document (PDF)

Doc:

Field	Type	Restrict	Comment
UID			
Doc_Template_UID	string		Optional, only if the document was generated by the system
Type	enum	PDF	unsure, maybe only PDF
		XLS(x)	
		PPS(x)	
Path	string		Document location

Campaign(?):

Field	Type	Restrict	Comment
UID			
Type			
Name	string		
affid	string		
subids	list[] of strings		
Payout_Method	enum	CPA	
		CPM	
		CPL	
Start_date	Date()		
End_date	Date()		
ext_url	string		Campaign url
ClickID (Pixel param)	string	External_CID	external pixel tracking parameter provided by the network as a placeholder
Status	enum	Active	
		Suspended	
		Finished	

Project:

Field	Type	Restrict	Comment
UID			
Contact_person	Contact{}	First_name	
		Last_name	
		Email	
		Phone	
Project_Name	String		
Project_Team	list[] of team_member{}	Contact{}	
		Title	
		linkedin_link	Optional
		facebook_link	Optional
Status	enum	new	only visible to admins and project managers
		under_eval	everyone can see this project in “projects under evaluation” section
		approved	everyone can see this project and make purchases
		done	project is “Sold-out”
		suspended	only admins & project managers can see this project
min_unit_price	float	NIS	Minimal unit price in NIS
min_units	int		Minimal units
media_list	list[] of media.uids		
doc_list	list[] of doc.uids		

Bank:

Field	Type	Restrict	Comment
UID			
Name	string		
Po_template_id	string		Purchase order template document ID
ToS_doc_id	string		if exists- the user will have to accept it
Documents	list[] of docs		

Investor:

Field	Type	Restrict	Comment
UID			
Cmp_id	string		Optional, if came from a funded campaign
Contact	contact{}	First name, last name, email, phone	
Password	String		
email_conf	boolean		has the user confirmed his sign-up email?
phone_conf	boolean		has the user confirmed his phone
bank_uid	string		
bank_details	Bdetails{}	name (of bank)	
		charter	
		account	
Purchases	list[] of Purchase.uid		purchases made from that account

Event_logs:

Field	Type	Restrict	Comment
created_by_role	enum	Investor	
		Admin	
		Purchase	
		Project	
action_type	enum	Create	
		Rename	
		Update	
		Delete	
Timestamp	String		ts of creation
Reason	String		Optional, if supplied (system generated log entries will mostly have Reason)

Purchase:

Field	Type	Restrict	Comment
UID			
Investor_uid	String		
Project_uid	String		
unit_count	int		
unit_price	float		
Purchase_date	date()		
bank_uid	string	take from investor UID, if bank_id exists there. if not, prompt the user to choose bank from a dropdown list	
po_doc_id	string		
start_time	string		
Status	enum	po_new	user has just opened the purchase form (could be false click)
		po_details	details has been placed into doc, the client is now reviewing the document created (unsigned)
		po_signed	client has signed the form after reviewing it
		po_sent	the PO has been sent to the bank for approval
		po_confirmed	Bank returned a positive answer
		po_canceled	Bank has canceled the PO
Status_reason	String		

documents	list[] of doc.uids		