Admin System Specifications for Startup List

**<Core function of the Admin System>**

* Allow the admin to view of all the data in the system
* Allow the admin to edit any entry in the system
* Allow the admin to add new entries in the system
* Allow the admin to export all the data in the system to a csv file
* Allow the admin to import all the data into the system via a csv file
* Allow the admin to delete entries in the system

**<Sample look and feel of the admin system>**

* Top level navigation for specific categories
* Clear table layout of content for easy viewing
* Easy way to directly edit data and view more data
* Clear summary of data and the end of the page

**<Sample Screenshots>**

Top part of the system: <http://d.pr/i/poAS>

Bottom part of the system: http://d.pr/i/RL82

**<Top Level Tabs>**

* **Tab 1 – Latest Updates**
  + Refer to the section on <Latest Updates Tab>
* **Tab 2 – Companies**
  + Refer to the section on <Companies Tab>
* **Tab 3 – People**
  + Refer to the section on <People Tab>
* **Tab 4 – Investment Organizations**
  + Refer to the section on <Investment Organizations>
* **Tab 5 – Blog RSS Feeds**
  + Refer to the section on <Blog RSS Feeds>

The system should allow for more tabs in future.

1. **<Latest Updates Tab>**

Key objective: It allows the admin user to see exactly what was added, edited and deleted in the system in chronological order

The data is text only and cannot be edited. It is just a timestamped log file of everything that is happening in the system. Examples would be:

* John Fearon details were edited
* Movend was edited
* 2c2p was added to the system
* Catcha Group was deleted from the system

Clicking on John Fearon would link to the John Fearon page in the admin system. Clicking on Movend, 2c2p and Catcha Group will link to their respective company pages in the system.

1. **<Companies Tab>**

Key objective: It allows the admin user to add, edit, delete, search and view Company records in the admin system.

When the admin user first clicks on the Companies tab, he will see from top to bottom:

* A search field with a search button so that he can search for companies. When the user types into the search box, there will be a dropdown with 10 companies and when a user clicks on one of them, he can directly edit it.
* An [ADD NEW COMPANY] button
* A list of companies in a table form, organized by Name of the company
* The following fields:
  + No. (a sequence number starting from 1 – X)
  + Name of the company
  + Email address
  + Action links (Edit, View)
  + Active?
* Pagination so that the admin user can go to the next pages
* A total count for the total number of entries

The tab should show 50 results per page.

**Searching for Companies**

When the user enters the company details in the search field (can be anything e.g. Name, Email address, website, twitter handle etc.) and clicks search, the systems should show the list of companies in the system.

**Adding New Companies**

When the user clicks on the [ADD NEW COMPANY] button, he will be brought to the page to add all the fields for the company. The primary key will be the company name and the location. This means that if there are 2 companies with the same name but different location, the system will allow it. The user will have to enter the following fields:

* Name of the company
  + Text and numbers
  + System should check if the company already exists in the system
  + Eg. 2359 Media, 2c2p, Optimatic Pte Ltd
* Description
  + Text and numbers description of the company
  + Should not have a limit on the amount of text
  + E.g. Kiip is a mobile rewards company based on the idea that…
* Category
  + The system should have a predefined list of categories. This is a list of categories: http://d.pr/i/mKMQ
  + The user will select the category based on the dropdown menu
  + The user must be able to select more than 1 category, if necessary
* Website
  + User should be able to key in a standard URL
  + Eg. <http://www.yourcompany.com>
* Blog
  + User should be able to key in a standard RSS feed
  + Eg. <http://feeds.feedburner.com/e27/Kabk>
* Twitter Username
  + The user will be able to enter the twitter handle of the company. It shouldn’t be the full URL
  + E.g. @kiip, @e27sg
* Facebook
  + The user will b able to enter the Facebook Page URL of the company
  + E.g. facebook.com/e27
* LinkedIn
  + The user will b able to enter the LinkedIn Page URL of the company
  + E.g. http://www.linkedin.com/company/e27-optimatic-
* Number of employees
  + User will be able to enter the number of employees the Company has
* Email address
  + Standard email address
  + System should check if the email address is in the right format
  + Eg. [yourname@domain.com](mailto:yourname@domain.com)
* Year Founded
  + User should select day/month/year from dropdown menus
  + The minimum information the user should have is year. If the user doesn’t have date or month, its fine.
  + Default value is 2012
  + Eg. 1999, 2012
* Logo
  + Logo image needs to be uploaded to the server
  + Should accept all the standard formats (JPEG, PNG, GIF)
  + 220x220 logo
* Country
  + User should select from a dropdown menu of all the locations in the world
  + E.g. Singapore, Indonesia, India
* People
  + The user will be able to enter the People involved in the company
  + There should be a search box that will allow the admin user to tag People to the company
  + It should look like this: http://d.pr/i/UkJf
  + This data is pulled from list of People within the system, thus if the person is not already added in, the admin user is able to add the person into the system via the <People Tab>.
  + It should look like this: http://d.pr/i/pNlF
  + A role needs to be assigned as well. This role is a generic text, e.g. Chief Executive Office, CEO, Product Manager
  + The admin user will be able to select via a tick box if the Person is currently at the company of not
  + Admin user will be able to enter a start date and end date: http://d.pr/i/ER9t
  + In theory, there can be an infinite number of People in a company
  + E.g.:
    - John Lim
    - Chief Executive Officer
    - Start date: 12th Jan 2011, End data: blank (person still in the company)
* Funding
  + Admin user will be able to select the round of the funding: <http://d.pr/i/O32k>
  + Admin user will be able to enter the amount of funding raised. There needs to be a dropdown for the currency. We should have a list of standard Asian currencies
  + Admin user will be able to set the date of the funding
  + Admin user will be able to select the type of investors that provided the funding for the company:
    - Company
      * Admin user will be able to select the company involved in the funding
    - Person
      * Admin user will be able to select the person involved in the funding
    - Investment Organization
      * Admin user will be able to select the investment organization involved in the funding
  + Each round can have multiple types of investors coming
  + E.g:
    - Seed round
    - USD$100,000
    - 1st Jan 2012
    - Company (Netprice)
    - Person (Mohan Belani)
* Tags
  + User should be able to enter tags. If the tag is multi word, then user should be able to enter then with spaces.
  + If more than one tag is entered, users will need to put in commas to separate them.
  + Example:
    - “mohan belani”, “optimatic”, “web development”
* Screenshots
  + The admin user is able to upload screenshots to the system
  + Every screen shot should be given a title
  + Should accept all the standard formats (JPEG, PNG, GIF)
* Competitors
  + The user will be able to add competitors
  + Users can key in the competitors in a search box and there will be a dropdown menu of all the companies in the system: <http://d.pr/i/GMqE>
  + Competitors can be added and removed
  + In theory, there can be an infinite number of competitors in the profile
  + E.g. Dropmysite, Box.net etc.
  + When Company A adds company B as a competitor, this should automatically be reflected on both profile pages. So if Company A is a competitor of Company B, Company B then becomes a Competitor of Company A
* Status
  + Users will be able to select the Status of a company via a dropdown menu.
  + Every company will have a default status of “Live”.
  + Status can be changed to “Closed”.
  + The user will be able to change the status via a dropdown menu.
* Active?
  + This is a checkbox. The box is ticked by default.
  + When the box is ticked, this would mean that the company profile page is active and people can search for the company and see its details on the frontend. When a person is tagged with this company, e.g. John Lim is the CEO of Movend (company), users can click on the Movend link and see details of the company.
  + When the box is not ticked, this will mean the company page is not active, but is in the admin system.

**Deleting Companies**

Companies can be deleted in the following way:

* Admin user will need to click on Edit and be brought to the full details page of the company
* Admin user will scroll down all the way to the bottom where there will be a [DELETE] button.
* Admin user will see a confirmation box after the [DELETE] button is clicked.
* If the admin user clicks [YES], the Company is deleted from the system and the user is brough back to the Company Tab.
* If the admin user clicks [NO], the user is brought back to the Company details page.

**Viewing all the Fields for Companies**

In order for the admin user to see all the fields of the company, he will need to click on the [Edit] link for the company, in the Company Tab page. Once there, the user will see all the fields shown in the [Adding New Companies] portion. All the fields will be editable and the user will need to click on the [SAVE] button in order to save any changes made.

1. **<People Tab>**

Key objective: It allows the admin user to add, edit, delete, search and view people records in the admin system.

When the admin user first clicks on the People tab, he will see from top to bottom:

* A search field with a search button so that he can search for an individual person
* An [ADD NEW PERSON] button
* A list of people in a table form, ranked by Name
* The following fields:
  + No. (a sequence number starting from 1 – X)
  + Name of the person
  + Email address
  + Current Company
  + Current Role
  + Active
  + Action links (Edit, View)
* Pagination so that the admin user can go to the next pages
* A total count for the total number of entries

The tab should show 50 results per page.

**Searching for a Person**

When the user enters the person’s details (can be anything e.g. Name, Email address, company, twitter handle etc.) and clicks search, the systems should show the list of Persons in the system, just like above. The user can subsequently edit and view more details about the person.

**Adding New People**

When the user clicks on the [ADD NEW PERSON] button, he will be brought to the page to add all the fields for the person. The primary key will be the Name and the Email Address. The user will have to enter the following fields

These are the key fields for every Person in the system:

1. Name
   1. This will be the person of the name. It’s a combination of the first name and last name
   2. This is an reqired field for the page
   3. Field type: text
   4. Examples: John Tan, Michael Johnson Parker
2. Blog
   1. This will be a standard website address
   2. Sameple: <http://blog.yourname.com>
3. Twitter
   1. The user will be able to enter the twitter handle of the company. It shouldn’t be the full URL
   2. E.g. @mohanbelani
4. Facebook
   1. The user should be able to enter the user’s Facebook profile
5. LinkedIn
   1. This will be the link to the person’s public profile page
   2. Sameple: <http://sg.linkedin.com/pub/dir/Brian/Wong>
6. Profile Image
   1. This is a standard sized profile image (size depends on the mockup) uploaded by the admin user to the system.
7. Description
   1. Text and numbers description of the company
   2. Should not have a limit on the amount of text
   3. E.g. Brian Wong is an expert on the mobile rewards industry.
8. Tags
   1. User should be able to enter tags. If the tag is multi word, then user should be able to enter then with spaces.
   2. If more than one tag is entered, users will need to put in commas to separate them.
   3. Example:
      1. “mohan belani”, “optimatic”, “web development”
9. Companies
   1. The user will be able to enter the various companies which the person was involved in
   2. This should work exactly the same as when entering People to new companies in the Companies Tab
   3. There should be a search box that will allow the admin user to tag Companies to the People
   4. It should look like this: http://d.pr/i/bD13
   5. This data is pulled from list of Companies within the system, thus if the compani is not already added in, the admin user is able to add the company into the system via the <Companies Tab>.
   6. It should look like this: http://d.pr/i/G6xx
   7. A role needs to be assigned as well. This role is a generic text, e.g. Chief Executive Office, CEO, Product Manager
   8. The admin user will be able to select via a tick box if the Person is currently at the company of not
   9. Admin user will be able to enter a start date and end date: http://d.pr/i/ER9t
   10. In theory, there can be an infinite number of Companies under a Person
   11. E.g.:
       1. Digg
       2. Chief Executive Officer
       3. Start date: 12th Jan 2011, End data: blank (person still in the company)
10. Investment Organizations
    1. The user will be able to enter the various investment organizations which the person was involved in
    2. This should work exactly the same as when entering Companies to to a person (detailes just before this)
    3. There should be a search box that will allow the admin user to tag Investment Organizations to the People
    4. It should look like this: http://d.pr/i/bD13
    5. This data is pulled from list of Investment Organizations within the system, thus if the Investment Organizataion is not already added in, the admin user is able to add the company into the system via the <Companies Tab>.
    6. It should look like this: http://d.pr/i/G6xx
    7. A role needs to be assigned as well. This role is a generic text, e.g. Chief Executive Office, CEO, Product Manager
    8. The admin user will be able to select via a tick box if the Person is currently at the company of not
    9. Admin user will be able to enter a start date and end date: http://d.pr/i/ER9t
    10. In theory, there can be an infinite number of Investment Organizations under a Person
    11. E.g.:
        1. Google Ventures
        2. Chief Executive Officer
        3. Start date: 12th Jan 2011, End data: blank (person still in the company)
11. Email
    1. This will be the person’s email address. It should follow the standard email format and should check for errors
    2. This is a required field in the system
    3. Sameple: [yourname@domain.com](mailto:yourname@domain.com)
12. Active?
    1. This is a checkbox. The box is ticked by default.
    2. When the box is ticked, this would mean that the person profile page is active and people can search for the company and see its details. When a company is tagged with this person, e.g. John Lim is the CEO of Movend (company), users can click on the John Lim link and see details of the company.
    3. When the box is not ticked, this will mean the person page is not active, but is in the admin system.

**Deleting People**

People can be deleted in the following way:

* Admin user will need to click on Edit and be brought to the full details page of the company
* Admin user will scroll down all the way to the bottom where there will be a [DELETE] button.
* Admin user will see a confirmation box after the [DELETE] button is clicked.
* If the admin user clicks [YES], the Company is deleted from the system and the user is brough back to the Company Tab.
* If the admin user clicks [NO], the user is brought back to the Company details page.

**Viewing all the Fields for People**

In order for the admin user to see all the fields of the company, he will need to click on the [Edit] link for the company, in the People Tab page. Once there, the user will see all the fields shown in the [Adding New People] portion. All the fields will be editable and the user will need to click on the [SAVE] button in order to save any changes made.

1. **<Investment Organizations Tab>**

Key objective: It allows the admin user to add, edit, delete, search and view investment organizations in the admin system.

When the admin user first clicks on the Investment Organizations tab, he will see from top to bottom:

* A search field with a search button so that he can search for a investment organizations
* An [ADD NEW INVESTMENT ORGANIZATION] button
* A list of investment organizations in a table form, ranked by Name
* The following fields:
  + No. (a sequence number starting from 1 – X)
  + Name of the investment organization
  + Email address
  + Active?
  + Action links (Edit, View)
* Pagination so that the admin user can go to the next pages
* A total count for the total number of entries

The tab should show 50 results per page.

**Searching for a Investment Organization**

When the user enters the person’s details (can be anything e.g. Name, Email address, company, twitter handle etc.) and clicks search, the systems should show the list of investment organizations in the system, just like above. The user can subsequently edit and view more details about the investment organization.

**Adding New Investment Organizations**

When the user clicks on the [ADD NEW INVESTMENT ORGANIZATION] button, he will be brought to the page to add all the fields for the person. The primary key will be the Name and the Email Address. The user will have to enter the following fields

These are the key fields for every Investment Organization in the system:

* Name of the investment organization
  + Text and numbers
  + System should check if the company already exists in the system
  + Eg. 2359 Media, 2c2p, Optimatic Pte Ltd
* Description
  + Text and numbers description of the company
  + Should not have a limit on the amount of text
  + E.g. Kiip is a mobile rewards company based on the idea that…
* Website
  + User should be able to key in a standard URL
  + Eg. <http://www.yourcompany.com>
* Blog
  + User should be able to key in a standard RSS feed
  + Eg. <http://feeds.feedburner.com/e27/Kabk>
* Twitter
  + The user will be able to enter the twitter handle of the company
  + E.g. @kiip, @e27sg
* Number of employees
  + User will be able to enter the number of employees the Investment Organization has
* Facebook
  + The user will b able to enter the Facebook Page URL of the investment organization
  + E.g. facebook.com/e27
* LinkedIn
  + The user will b able to enter the LinkedIn Page URL of the investment organization
  + E.g. http://www.linkedin.com/company/e27-optimatic-
* Email address
  + Standard email address
  + System should check if the email address is in the right format
  + Eg. [yourname@domain.com](mailto:yourname@domain.com)
* Year Founded
  + User should select from a dropdown menu of years
  + Default value is 2012
  + Eg. 1999, 2012
* Logo
  + Logo image needs to be uploaded to the server
  + Should accept all the standard formats (JPEG, PNG, GIF)
  + 220x220 logo
* Country
  + User should select from a dropdown menu of all the locations in the world
  + E.g. Singapore, Indonesia, India
* People
  + The user will be able to enter the People involved in the investment organization
  + There should be a search box that will allow the admin user to tag People to the investment organization
  + It should look like this: http://d.pr/i/UkJf
  + This data is pulled from list of People within the system, thus if the person is not already added in, the admin user is able to add the person into the system via the <People Tab>.
  + It should look like this: http://d.pr/i/pNlF
  + A role needs to be assigned as well. This role is a generic text, e.g. Chief Executive Office, CEO, Product Manager
  + The admin user will be able to select via a tick box if the Person is currently at the company of not
  + Admin user will be able to enter a start date and end date: http://d.pr/i/ER9t
  + In theory, there can be an infinite number of People in a investment organization
  + E.g.:
    - John Lim
    - Chief Executive Officer
    - Start date: 12th Jan 2011, End data: blank (person still in the company)
* Status
  + Every company will have a default status of “Live”.
  + Status can be changed to the “Closed”.
  + The user will be able to change the status via a dropdown menu.
* Active?
  + This is a checkbox. The box is ticked by default.
  + When the box is ticked, this would mean that the company profile page is active and people can search for the company and see its details. When a person is tagged with this company, e.g. John Lim is the CEO of Movend (company), users can click on the Movend link and see details of the company.
  + When the box is not ticked, this will mean the company page is not active, but is in the admin system.

**Deleting Investment Organizations**

Investment organization can be deleted in the following way:

* Admin user will need to click on Edit and be brought to the full details page of the investment organization
* Admin user will scroll down all the way to the bottom where there will be a [DELETE] button.
* Admin user will see a confirmation box after the [DELETE] button is clicked.
* If the admin user clicks [YES], the investment organization is deleted from the system and the user is brough back to the investment organization Tab.
* If the admin user clicks [NO], the user is brought back to the investment organization details page.

**Viewing all the Fields for Investment Organization**

In order for the admin user to see all the fields of the investment organization, he will need to click on the [Edit] link for the investment organization, in the investment organization Tab page. Once there, the user will see all the fields shown in the [Adding New Investment Organization] portion. All the fields will be editable and the user will need to click on the [SAVE] button in order to save any changes made.

1. **<Blog RSS Feeds Tab>**

Key objective: This is read only and will allow the admin user to view all the RSS blog links and click on them to go to the various sites.

There should be a 2nd layer on top level navigation that breaks down the links to the following categories:

* All
  + This page shows all the blogg rss links from the entire system
* People
  + This page shows all the blogg rss links from all the People in the system
* Companies
  + This page shows all the blogg rss links from all the Companies in the system
* Investment Organizations
  + This page shows all the blogg rss links from all the Investment Organizations in the system