Archmage Industrious
Applied Knowledge
www.mage-io.com

Hoop Street Technical Specification
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https://www.hoopstreet.com

Tech Stack

- **Website Component**
  - Wordpress.org (Open source) running on Linux / Apache server
  - Not to be confused with Wordpress.com, that's a blogging hub.
  - Open source plugins
  - Google Cloud Platform based hosting
- **Web Application Component**
  - Laravel Framework
    - Which is a renowned PHP based web application framework
  - Stripe API
  - KYC Modules API

Core Elements

The Website

1. Reduce the video size on the home page
2. Website design, with all marketing content, literature, videos, graphics & images available for visitors to view
   a. Some of my website design work can be seen here

3. Home page, about page, contact section, social media integration
4. Whatsapp integration
5. FAQ section
6. Privacy policy & legal section
7. Image gallery

The Web Application

The Investment Form

1. Customer invest now button
   a. This opens a pop up, which captures the user's email address
2. Second screen
   a. This screen has the investment amount slider, which the user can drag from $500 - $50,000,000
   b. It can only be incremented in multiples of 50, example, 50, 100, 150, 200, 250, 300, 350 and so forth...
3. Next, all relevant customer details are captured in the form
   a. Name

    b. Account password (For login)
    c. Address
    d. Phone number
    e. Accredited Investor / Non-Accredited Investor select box
    f. If accredited investor, then
        i. Verify your annual income
        ii. Verify your net worth
    g. Credit card details captured
4. Stripe / Other payment gateway API integration
    a. Note: Stripe also does KYC, maybe we don't need a third party KYC later, research this.
5. Bank transfer payment option available as well, which will simply show the account details to the customer, and send them the same via email
6. KYC API to be integrated here as well (Maybe, if Stripe is not sufficient)
7. Email confirmation to customer & admin both, upon payment, or the customer choosing bank transfer as an option
8. Incomplete form
    a. This should also generate an automatic email to the customer, as a follow up, asking them why they left so soon
    b. An email should be dispatched to the admin as well
9. Payment options
    a. STRIPE
    b. AUTOMATIC CLEARING HOUSE
    c. BANK TRANSFER

KYC / AML (Anti-Money-Laundering) Check

1. After investor makes the investment payment
2. The KYC API will activate and check if the investment is good
3. This will need to be achieved via some paid KYC APIS

Dynamic Agreement Generation

1. As the customer is filling his form mentioned above;
    a. A dynamic agreement template will be populated with customer details
    b. This will be a term/agreement that once generated, will pop up on screen, after the customer has made the investment
    c. The customer has to agree to this dynamically generated request
    d. A copy of the same should be emailed to the customer

The Unique Share/Stock Issue

1. The system will have 1,000,000 shares with unique serial numbers available in its database
2. Upon customer investment, one unique share will be allotted to the customer
    a. Sent to his email as a PDF
    b. Added to the Customer Portal (See Customer Dashboard section)
3. The share will have a unique serial number and all appropriate customer details

The Customer Dashboard

1. The customer can login here and see his/her relevant details
2. Invested amount
3. The total amount investment publically in the project so far

4. The customer will be able to invest multiple times, all of these investments will be recorded in a list format, within his/her customer dashboard (as well as the admin dashboard, see next)

The Admin Dashboard

1. The admin can login here and see a list of all customers, along with their KYC, personal and investment details
2. Reports to be generated using customer data
    a. Filter by state
    b. Filter by investor type (Accredited / Non-Accredited)
    c. Filter by date of investment
    d. Total investment to date
    e. Individual investments
    f. CSV Export
3. Incomplete forms filled
    a. Should show a small red tag on the customer list entry
    b. Click on it, and it should show what was left incomplete by the customer

The Dividend System

1. The admin dashboard can be used to enter and declare a dividend
2. This dividend, should be added to each customer's portal, in relation to their invested amount and send dividends to registered customers
3. 'Dividends Received' along with a value & timestamp

Further Development (Next Phase)

- Admin dashboard should talk to the **Quickbooks API**
- **Referral System**
    - Where did the customer come from?
        - Track this
        - List the source
        - This should show up a tag in the admin dashboard, on each customer listing
    - The idea behind
        - http://www.bigprofitads.com
        - Watch the video
        - We need to implement that code generation idea into this system

Source Code

- Will be provided to client

SECURITY

- **Website security**
    - All in one WP Security plugin will be installed and configured on the website to stop all potential malware
- **Web application security**
    - Using Laravel, being a robust a secure web application framework, we will include all security practices mentioned here, Laravel Securty Features
    - *Namely*

- Preventing SQL injections
- Managing cookies & insecure cookie sessions
- CSRF protection
- Cross site scripting protection
- Auth0

Best Regards,
Saad Ali
CTO, Archmage Industrious
www.mage-io.com
Business Address: 24/2, 23rd Street, Khayaban-E-Tanzeem, Phase V, D.H.A, Karachi, Pakistan. Postal Code: 75500
Telephone: 0092-0321-338-5508