**EndoFertiLights**

Please note that this Company is focusing on 3 major parts, 1. Endometriosis (a condition in a woman which is unknown) – Here we want to create an awareness of this to the public by having seminars/meets to showcase the symptoms etc. The platform will have Endometriosis Experts along with specialist clinics/hospitals/labs etc. 2. New Gynaecologists – Here we will have Gyneacs registered for Consultations. 3. Andrologists & Urologist – Male Fertility Experts for Consultations.

**This will be a platform exclusively for Fertility (Male and Female) and Endometriosis.**

**Requirements on the Website**

1. Design Logo and tag name of Company. – Looking at a womb/uterus with a Sunflower as the logo. We can discuss on this.
2. Colour – Pastel (Lavender, Light Blue, Beige, Pink, Yellow).
3. About Sheila and Preetam (Founders) - Our story
4. About the Company and what we intend to do
5. Blog Section & Knowledge Bank on Endometriosis/Fertility
6. Registration for Doctors, Clinics, Hospitals, Laboratory and Pharmacies – They will need to fill in a form with their details.
7. Customer/Patient Sign Up/Log in Page – to have a database of them and also create a unique code for them (can use this code for future correspondence/offers etc.). Planning to have a Paid registration for Customers/Patients too (for an Online Consulting – meaning Patients ask questions and Doctors or Experts answer)
8. ‘Doc Speaks’ Section – Where Patients ask questions and Doctors answer (Can look at this in Phase 2)
9. Video Consulting/Audio Consulting configuration.
10. Payment Gateway – Doctors will have to pay a registration fees to be a part of the portal. Customers/Patients will have to pay through this gateway for the consultation – Video, Audio, Inhouse (face to face) and for other services like pharma and labs.
11. The Doctors/Clinics/Hospitals/Labs/Pharmacies needs to be Geo Tagged, meaning if the Customer/Patient opens the browser, he should be able to see the doctors/clinics etc, in that particular area.
12. Provision to feature videos.
13. Testimonials section
14. Case Studies – Once we have customers who have used the platform
15. Partnership Programme
16. Place for Advertising by Doctors/Clinics/Products etc. with a hyperlink to the respective company websites.
17. Awareness Programmes - Colleges, Women Associations and Clubs, Apartment Complexes, Companies etc.
18. FAQ Section – Questions TBD
19. Also looking at an E-Commerce Section for Product Sales.

**Header**

1. Home
2. About Us
3. Services (Name of this needs to be decided)
   1. Endometriosis
      1. Doctors
      2. Laboratory
   2. Fertility
      1. New Gynaecologists (Female Fertility)
         1. Doctors
         2. Laboratories
      2. Andrologists & Urologists (Male Fertility)
         1. Doctors
         2. Laboratories
   3. Pharmacies
4. Blog
5. Knowledge Centre – Articles and News on Endometriosis/Fertility
6. Products (E-Commerce) – This can be in phase 2
7. FAQs
8. Contact Us