User Spec For InnovXchange Web Demo

Business Overview

InnovXchange’s mission is two fold:

1. To help student entrepreneurs at top universities obtain a better form of seed capital for their startups.
2. To help large companies increase visibility of innovation at the earliest stage while increasing speed and lowering the cost of innovation.
3. See [www.innovxchange](http://www.innovxchange) .com for more info.

Design Strategy

The Xchange is a market place that will be accessed by two distinct and different audiences – University Graduate Students and large company Directors of Corporate Development/M&A.

The GUI for each audience must be a targeted user experience.

The image of the site needs to be focused on innovation.

Back End

While no backend is required for the web demo we require handshankes with existing google docs database accounts for all form input fields.

The existing website is built on Squarespace. [www.squarespace.com](http://www.squarespace.com)

We will also want this demo password protected.

Link to existing site [www.innovxchange.com](http://www.innovxchange.com)

**Page Functionality**

1. Top Nav

* Home
* Join The Xchange
* My Xchange
* Student Companies
* Xchange Sponsors
* About
* Contact

1. Home Page [www.innovxchange.com](http://www.innovxchange.com)

Required:

* InnovXchange branding
* Log in Field Email/Password
* Scrolling List of New Startup Listings
  + Name of Company
  + Logo
  + Business Type
* Scrolling List of New Sponsors
  + Companies with logos
* Scrolling List of Sponsored Companies
  + Company Name
  + Sponsor Name
  + Business Type

1. Join The Xchange
   1. Are you a…..
      1. Sponsor
         1. Link to Sponsor Reg Form (See file)
      2. Start Up
         1. Link To [www.enterinnovxchange.com](http://www.enterinnovxchange.com)
2. My Xchange (Company)
   1. See Dashboard Image
   2. Click On Company Logo
      1. Sponsorship Dashboard Box Drops Down that includes:
         1. Sponsored Company Name
         2. Project Timeline with Red, Yellow, Green Status
         3. Company Profile Link
         4. Key Contacts Drop Down
         5. Documents Archive Drop Down
            1. Legal
            2. Project
         6. Alerts Link
         7. Video
         8. Schedule An Online Meeting with Join Me Icon
3. Student Companies
   1. Search Box Drop Down
      1. Business Type
      2. Sponsorship Amount
      3. Stage
      4. Location
   2. Make Business Type Hot
   3. See File for fomat
4. Xchange Sponsors
   1. See Form For List
   2. Click on sponsor and see sponsorship profile with contact button.
5. About
   1. Current Website