

*Term 'inventor' in this text means author of any idea which has chances to be turned into the business.*

*In many cases in this text is used present tense for features which are intended to be implemented in the future.*

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# Idea development

What is every inventor dreaming of? To implement his idea into reality and eager to make money on it. Inventor can create working prototype or pre-alfa version, discover local market statistical data, ask friends and family opinion. Inventor makes video and description and post them to crowdfunding platform. Startuper can try to find 'angels' for seed investment or take credit in a bank. Every of these methods to get money have their own pros and cons. And there is one thing which unites all these ways - they are based on past world with those old rules and 'classic' fiat money.

It is time to create a new method and to change the rules according to the new abilities and challenges.

Statistically it is about 10% of startups that become successful businesses. Why 90% are failed? It happens because of lack of some factors for success. Fundaria creates environment to perform all needed conditions for an idea to be turned into successful business.

## Proving strength of an idea

When inventor is discussing an idea with community, it acquires specific features. Everybody involved in discussion adds views and thoughts. Community in Fundaria will be able to rate an idea in several core characteristics. Eventually everybody can see all main aspects of an idea, estimate author's point of view and feel project strength and

probability to be successfully implemented. People are interested in thinking about an idea and discussing it because soon they will be able to invest their money in it and their advices will be turned into profit. It motivates, doesn't it? That's why crowdfunding communities are not involved in ideation process and projects development preparation – they do not have strong motivation. Practically most of backers give money as a gift because of desire to help the project to become reality. This is a new modern culture of charity. Yes, it works but.. Should backers increase thinking process also to help project teams to make their products even better? Through the past years Kickstarter did not develop such tools, even in simple form. Fundaria is creating motivation for people to help develop an idea with its author.

## Building the team

Actually current web state has no service to build the team for an intended project. Venture investors, crowdfunding platforms and their communities expect that the project already has a formed team in offline before considering and evaluating the project. Fundaria intends to change it. With creating motivation to participate directly or partly in developing of interesting, perspective projects Fundaria brings conditions even for eternally lonely geeks to get followers which liked their ideas. At the same time an inventor is evaluating skills and views and can invite community members to join them to go on the way for the dream to become true.

## Planning of the initial development

While discussing and forming the team, an inventor will be able to plan pre-alfa version (or something similar to it) or prototype development. If you bethink to create local store and sell organic products for your neighbours it will be more than simple initial development, of course. So an inventor can access all Fundaria business development tools, starting planning funds and costs, projects (i.e sub-projects belonging to the main Project), tasks and approximate time and their performing right away after registering and posting the idea. Everyone will be able to see how an inventor understands at his own idea initial realization and even help with this planning.

## Collecting investment intents

It can be useful for inventor to receive information about willingness of community to invest in the idea development before real initial investment phase. It does not oblige people to invest 100%, it looks as a promise to invest and gives the great indicator of probability for an idea to be invested by the community. Fundaria will be able to research tempo of delivering of investment intents, to compare it to those ideas which successfully invested and to give a precise tip to an inventor. The intention is 'free' and useful, why not to work with it?

## Investment

When investment goal, set by an inventor, is achieved, which means the community saved enough investment intents, the inventor creates Ethereum solidity pool contract. This will be company's pool of ether for business tasks performing. The contract would be designed in such structure that investors will have their delegated signature used in the contract which by default allows any transaction to be executed. Hopefully in rear cases this signature may be used to block company activities and start withdraw funds back to investors. The contract will be integrated in Fundaria business development tools in such way that ether may be spent using the contract only according to planned tasks.

# Business development tools

Fundaria intends to provide all needed tools for anyone, who even was not familiar with business early, to carry on business activity, to manage finances, team, assets and time.

## Working area

The 2 dimensional areas may be scrolled in all sides and is the place for figures representing 3 core entities: funds, projects and tasks. Pool considered as a fund in this case. The entities can be connected to each other by representing sources of financing or belonging of tasks to projects. Figures have graphical representation of tasks performing percentage connected to the entity; correlation of needed and already funded finances. Figures also contain switching blocks with information representing summary of resources related to the entity. Currently this can be observed on the main page of Fundaria web site <https://fundaria.com>

## Finance management

Director or responsible teammate can create funds which represent ways for company financing activities. Every entity has current financial summary with such values as: need, available, distributed, used and funded. While creating an entity one can define needed money for the entity or transfer money from the source which has available money defined. Actually no financial transactions are occurred in inner transfers - such activities only open access to finances and show distribution of them. Every task as result can have actual financial transaction with defined recipients. When the task is performed and approved by the responsible teammate, the appropriate payment is occurred and company pool contracts are involved transacting ether to recipient account or to exchanger account for automatically further propulsion to no-ether recipient account.

## Project management

Responsible teammates, with appropriate roles which are defined by the director or voting can create and rule projects. One can define requirements, risks, goals, needed money, involved team members and deadline. The team can inform about risks probabilities and ways of solving risks. Project manager assigns teammates or do it by his own to create tasks related to the project and monitor quality and timeliness of performing of these tasks. Project manager can give bonuses for some premature performed tasks but accordingly within the project's budget or special 'Bonus fund' if exists. Concerning risks management, there will be implemented tools to automatically warn about risks factors approaches with simple user-friendly conditional programming using business state parameters.

## Time & task management

Time and task are close to each other in business. Fundaria intends to provide advanced service respecting to details to manage time of task performing. Let's think about such thing as 'downtime'. Rare project management software pays attention to the time periods in time line of task performing when performers do not work according to the time table. Usually you can see task performing time as solid one color line. But will it be useful for the director or project manager to know if the task is performing exactly now? Or can you see when exactly the task will resume of performing after downtime by freelancer which works in another country with different time zone? Fundaria is very attentive to such details and intent to create comfortable service for successful business development. Responsible teammates can pause and resume task performing, indicating whether the end time of the task should continuously carried over or stay the same. Task manager can indicate what results should be achieved with task performing: will it be some effect or payment? Should some asset get off, arrive or to be created as the result? A task can be prioritized and linked to other task as a dependent on.

## Team management

Of course, every team member can be assigned to a fund, a project or a task. Then for the team member some additional rights are opened: to distribute money from fund, to rule the project implementation, to be involved to the task performing etc. While these activities are occurring statistical data is stored to database. Team members, if appropriate rights provided by director can see such statistics. Directors finds useful not only see but also analyze such data to note which team members are more productive than others, what current and planned employment status they have. Team member can estimate other's task performance. The director or a manager can reward or penalize workers or even create achievement goals with money bonuses on them (like in modern games). All these features are intended to be implemented in Fundaria.

## Assets management

Assets are materials or non-material resources which mostly have value and used for business. At the first phase of development Fundaria intends to provide main needed tools to manage assets: classification and repository, pricing and depreciation, belonging to company locations, linked to projects and tasks. We will create two classifications - standard, according to wikipedia information on 'assets' page (of course we will learn this aspect deeper than only observing wiki page) and Fundaria's special classification to simplify assets management.

## Communication

As to interviewing of many project managers, strong communication abilities is the main condition of successful project implementation. Fundaria will be saturated at maximum with communication tools, especially with chats. We would have not usual chats, of course, but innovative, next generation chat systems. You will be able to post emoticon on chat message. Some popular messages will be stored under the tab 'popular messages'. You will be able to add messages to favorites. Messages from one chat can be used as citations on other chats with link to the native chat. You will be

able to create dynamic chat tabs based on response to concrete chat messages. And of course, there will be different types of chats: chat related to defined task, project, fund, pool; public chat for all team; group chats based on specific team groups interests; thematic chats; private chats. Most of mentioned features should be implemented on the first phase of Fundaria development. On the further phases innovative forum, innovative blog and innovative mail system, of course, will be added :-)

## Events, notifications & warnings

Much of the attention will be paid to occurring events informing system. There should be administrative tool for advancing tuning of what events you want to follow. Fundaria will have at least two areas for event informing: global and related to task-project-fund. The director will be able to define what events can be visible to the team and available in their events admin sections.

## Roles & rights

Fundaria 'must have' powerful rights administrative system. The system will be used to define who can do and what can do. Some right can be defined locally, relative to a task, a project or a fund. The director will even be able to define what rights can others define . Should some teammate be able to create projects? What part of the fund's financial resources can be distributed by a project manager? Who can pause and resume the task? These all will be defined in 'rights & permissions system'. Role - is the term which will be used in Fundaria, which will help to understand what skills teammates have and what rights should be assigned to them. The term 'role' is used instead of traditional 'position', as to this the 'director' is a role too, which has initial rights to define roles and rights to others.

## Voting

In the good modern business development system should have strong democracy aspect, implemented by Fundaria policy. Almost whole Fundaria community, including investors, teammates, inventors will be able to vote for Fundaria development improvements. Some (or many) important parameters can be voted by community. Inside a Company's environment teammates can vote for many things, related to business, for example: for creating new fund, project, task propositions; increasing of financing a project; buying useful for team asset; inviting in the team new members; changing managers and maybe even for changing CEO. It is important to admit the abovementioned abilities are not exist by default for every new Company based on Fundaria. Inventor, the future director of the Company will be able to set these initial abilities and everyone will see these initial Company conditions. Of course Company's investors will be able to vote for time of profit distribution and part of profit, which should be distributed. Investors also will be able to vote to stop all Company business activities if something goes very wrong. So every Company based on Fundaria by its stakeholders practically will choose the level of freedom in business decision-making: from the direct democracy to the full autocracy (or to many middle states between these extreme points).

## Support, analytics and statistics

After communication abilities, the second main factor for good business development system is support. On the first phase of Fundaria development help tips for most of tools, features and detailed tutorial with some learning aspects will be create. Also we are planning to post a videos, titled 'Fundaria development diaries' with new features implemented. In order to bring full satisfaction for business managers Fundaria will contain tools to generate reports according to the International Accounting Standards Board to send them to local authorities if needed. Also custom statistical reports can be generated according to local the requirements of local laws. And of course various customizable and predefined analytics data sheets will be available to research for investors, directors, managers and employees. Live support will be implemented as one of the first projects during the next phase of development.