

Features	Must-have	Should-have	Could-have	Won't-have
Onboarding	<ul style="list-style-type: none"> - automatic browse without signing up - Sign up: company name, password - log-in/log-out 			<ul style="list-style-type: none"> - profile fill-in
Company Profile	<ul style="list-style-type: none"> - Company name and logo - Company website - Profile edit - Company address - <i>Must show description of inquiry requirements and of their company</i> - Compatibility score - Founded date - # of employees - Primary location - Share option - Main markets (by percentage) - Previous advertisements/posts - Outline requirements for proposals - Availability (open for requests/not) - Company goals - Show favourited profiles - Allow multiple accounts to attach to the company - Competitors 	<ul style="list-style-type: none"> - who they worked with before (in app and outside app) - CTA to be associated with a company (follow) - Profile goals (to make profile more efficient) - Link to other way of contact (no icons, allow them to write what it is) - Can be visible/invisible without an account - Usually all information is visible to suppliers unless deemed private - Available timeline for projects/requests - Expected requirements to work with them - Stats on requests, how many searches, viewed profile - Show recent edits from shared account 	<ul style="list-style-type: none"> - Analytics of their growth, activity - Recommendations from other companies - Relevant key words to the company - Language translation - Terms of engagement - Task bar to add in sections to profile - Company certifications, patents - Total annual revenue 	<ul style="list-style-type: none"> - must-fill in areas

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Supply Profile	<ul style="list-style-type: none"> - list of products they sell (images and name) - digital and/or physical locations - Product pricing - Highlight best features of the products/ company - Current primary target audience 	<ul style="list-style-type: none"> - Map of where their main distribution is currently - Product details: Ingredients of products, size, colour - Product collection - Favourite products, awarded products - How-to-use product - Current sales/ offers 	<ul style="list-style-type: none"> - video description of their product - Map locations they want to expand to 	<ul style="list-style-type: none"> - public review of product - Star rating - Product shipping options - Shipping options - Similar product listing - Business type
Agency Profile	<ul style="list-style-type: none"> - List of marketing options - Pricing - People they worked with - Their Influence in the location - Primary target audience - Examples of their work - What do they specialize in 	<ul style="list-style-type: none"> - Experience with marketing to certain target - Map of where they market audience to mostly - Available packages 	<ul style="list-style-type: none"> - Video demonstrations - Process of work - Approach to work (case studies) 	<ul style="list-style-type: none"> - Review of agency - Blog information
Proposals (Request for... information, proposal, qualifications, quotations, vender profile)	<ul style="list-style-type: none"> - Questions for proposals - Language options (based on translators they have or require) - Describe your change management plan - References for current customer - Describe how you handle issues - Describe your competitors - Describe your training options 	<ul style="list-style-type: none"> - multi-step proposal process - Open time for submitting proposals - Trial period option 	<ul style="list-style-type: none"> - plug-ins from other RFP-building programs - Open fields for further info 	<ul style="list-style-type: none"> - RFP management - RFP builder

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Inquiry Information (Collaborate) Supplier -> Agency OR Agency -> Supplier	<ul style="list-style-type: none"> - Request for collab based on idea to market product - description of their company - CTA to profile - Proposal to project (metrics, criteria) - Project schedule - Choose options from marketing agency (can alter options that agencies listed) - Choose options from supplier's products to market - Pricing based on options - Current roadblocks - Terms of engagement - accept/deny them - Attached documents 	<ul style="list-style-type: none"> - edit system write RFP, drag and edit information around - Save inquiry information for future collabs 	<ul style="list-style-type: none"> - Description of team - Timeline (short-term collab, long-term goals) - Estimated profits from collaboration - Show reputation 	<ul style="list-style-type: none"> - details of products
Matching System	<ul style="list-style-type: none"> - description/ highlight why they are a match - Use inquiry information to match - Based on compatibility - Respond with RFP or message 	<ul style="list-style-type: none"> - Automatic notification for both parties of the match - Delete, un-match 	<ul style="list-style-type: none"> - auto respond to matches 	<ul style="list-style-type: none"> - Will not force users to take action with matches
Search System	<ul style="list-style-type: none"> - geographic location of marketing agency - Specific geography (city, country) - Budget - Based on services - Availability - Permanent search section (allow automatic matching) - Speciality - Based on compatibility - Based on target audience 	<ul style="list-style-type: none"> - Specialized outreach teams to help companies match / consultancy / advice for KPIs - based on companies with open RFP submissions - Based on consultation availability - Similar target audience - Based on similar scheduling 	<ul style="list-style-type: none"> - company size - Based on who they worked with - Search based on key words 	

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Messages	<ul style="list-style-type: none"> - Messages are only aspect that are individual based on the account - On navigation bar, list of current messages - Tab for new message requests - Delete messages - Create message from list of favourited - Text message - New message 	<ul style="list-style-type: none"> - Create/name Group - Block messages - Voice message - Reply to message - Reply with emoji - Call with voice - Call with video 	<ul style="list-style-type: none"> - favourite message/people - Automatic translation 	
Inquiries in Nav	<ul style="list-style-type: none"> - In nav bar - In tab form - Auto-move inquiries from messages - new inquiries - Read by who in the company - Un-read - Favourited - Pending - Discarded - Accepted - Respond back to inquiries CTA 	<ul style="list-style-type: none"> - open when accepting RFP (can turn off accepting rfps if it is past the deadline) - Notes in read inquiries 	<ul style="list-style-type: none"> - automatic translation 	
Account	<ul style="list-style-type: none"> - Personal profile image - Profile name - Privacy - Preferences - Language - Help center - Report a problem - Display / accessibility - Login / logout 	<ul style="list-style-type: none"> - Profile activity 		