

Hi,

Please find our initial analysis based on the details shared in your earlier email. We understand the platform connects hosts and event participants to allocate contributions between a physical gift for the host and a donation to a selected charity in Singapore. For this phase, we are assuming all events originate in Singapore. Each event will have a unique URL to ensure privacy and accountability.

## **A. Scope of Work**

### **1) Informational Website Pages**

- Home
- About
- Charities
- Testimonials
- Contact Us
- Terms & Conditions
- Privacy Policy
- Blog

### **2) Event Management**

- Users must be logged in to create an event. Once logged in, they can access the event creation form.
- In the event creation form, the host will enter:
  - Title
  - Venue
  - Date and time
  - Participant list
  - Description
  - Selected charity
  - Donation details/split rules
- Based on the participant list, the system will email each participant a unique event link and the event details.
- By clicking the link, participants can view event information and proceed to payment. They will be able to choose how their contribution is split between the gift and the charity (within defined rules).
- Once payment is completed, funds will be credited to the platform's merchant account.
- After the event date, the admin will manually settle payouts to the charity and the host.

- The event link will remain active until the event date; it will not be accessible thereafter.
- Hosts can view all current and past events, including contribution details, from their dashboard after logging in.

### **3) Admin Capabilities**

- View all events and the amounts collected for each, with a breakdown between host (gift) and charity.
- Mark payouts to hosts and charities as “paid” or “pending.”
- Manage disputes manually.
- Delete or suspend events and host accounts as needed.
- View and export reports by event and by charity.
- Manage website pages and blog posts.

### **4) Charity Management**

- Admin can manage charity profiles and their details.
- Each charity profile will include:
  - Title
  - Logo
  - Description
  - Location
  - Legal information
  - Bank account details (admin-only)
- Soft delete will be supported; deleted charities will not be selectable when creating events.

### **5) Payouts**

- Payouts to hosts and charities will be managed manually by the admin.
- All online payments will be collected in the merchant account; from there, the admin will make settlements according to due dates.

### **6) Reports**

- Hosts can view event-level details, including participant contributions and allocation splits.
- Admin can view payout reports by event, host, and charity.

## **B. Technical Details**

- Front end: HTML, CSS, JavaScript
- Back end: PHP (WordPress core functions)
- Database: MySQL

- Payments: Stripe, with optional PayPal
- Hosting: Providers such as GoDaddy/Hostinger
- CMS: WordPress
- Email: SendGrid

## **C. Estimate**

- Cost: Approximately SGD 2,000–2,500 (based on the scope above).
- Timeline: Approximately 2 months.

## **D. Clarifications/Notes**

- Do you intend to charge a fee for event creation, or will there be a platform fee per transaction?
- Could you share more detail about the “gift options” you have in mind?
- For payment settlements, what level of automation are you expecting? We will need your input on the legal terms for collecting payments and remitting funds to charities.
- What is the minimum age requirement to use the platform?

Thank you!