

microFunding Partner Sites

Introduction

Of the two ways to create a microFunding Partner site, effectively a portal to the microFunding® Exchange, this briefing note describes what could be considered the easy option and what is required to set one up.

The task is subcontracted to PCE Systems Ltd*, the web designers responsible for designing the microFunding® Exchange (so they should know their stuff!). Two major advantages of this approach are (a) a contingency payment system available to allow Partners to adapt their sites at no cost, and (b) it includes promotional activity.

Partner sites can be designed to look however you want: most Partners want them to look like their own site, but this is optional**. Some of the information needed is business and design oriented to promote your site and the portal, and some technical details are needed to do the actual linking.

How it is done

- 1 You read these notes and think about the issues.
- 2 To help you analyse and decide what you want from your portal, our marketing partner will need a detailed telephone briefing with you. She will be helping you focus on how to achieve the best results from the link as well as determining the technical requirements.
- 3 We will produce the text and design of your marketing oriented 'link pages'.
- 4 **You approve or appropriately modify** our design proposal
- 5 PCE Systems Ltd creates the pages and links on a test site
- 6 **You approve the test site.** Unless otherwise agreed you have one week to do this.
- 7 Either PCE Systems Ltd or your own web manager uploads the files and the site goes live.

What We Need from You

It would be very helpful if you can have given some thought to these before the briefing:

- 1 Your focus on Investors, Managers or Inventors, or any combination of the three, which will guide towards the text that you want on the new link pages
- 2 The amount that you wish to charge for filing an invention (excluding VAT)
- 3 Electronic copies of any images that are to be shown***. You can have images, logos and other graphics on various pages, but obviously you need to make these available to us. We can crop and resize them as required and make minor colour adjustments if necessary, but more extensive image editing is not included.
- 4 The text that you want on the user's home page (if any) There is an area of 350 x 450 pixels (about 4" x 5") on the user's home page, where you can place text such as advertisements and/or logos.
- 5 The text that you want on the payment page (if any) At the top of the invention payment page, immediately below the page title and above the line that says how much is to be paid, you can add a few lines of text. This facility is provided so that you can explain what the visitor is getting for your fee.
- 6 The organisation name that you wish to be known by, as some of the microFunding pages refer to the partner by name.

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- 7 The branding that you wish to use for Inventique magazine: Partner sites promote content of the magazine which can be branded to the Partner site name.
- 8 The microFunding identity of the person in charge of your account. Each partner needs to nominate one person to be the main point of contact and to administer the site.
- 9 The URL of your web site This is simply the address of your web site – e.g. www.newpartner.com
- 10 The Exit URL: when a visitor logs out, they automatically return to one of the pages on the partner site. Which one?
- 11 The location of a directory where we can store some files: some of the information listed here, which typically comprise about 100 Kbytes depending on how many images are needed and how large they are, is eventually stored on your site, in a directory we call “External” by default.
- 12 The top banner details
- 13 Your style sheet (CSS file) – if used. A cascading style sheet is a file that defines the styles to be used on your site.
- 14 The inventor's, manager's and investor's guides, PDF files that explains how everything works for the respective populations. We will use the microFunding ones, which we can rebrand if you wish, unless you specify otherwise.
- 15 A support email address. Default is the microFunding one.
- 16 A support phone number If you are offering support by telephone, then we need to know the phone number to put on the site. Default is no phone number.
- 17 Access to your site, or confirmation that you will load everything yourself as soon as it is ready
- 18 Contact details of someone who can resolve any problems

Testing Uploading Going Live and getting paid!

Once you have approved everything, it is uploaded and goes live. Our marketing partner promotes your site and links, your site visitors and link users increase. The link users pay as appropriate, and you get all the credits for microFunding introductions. As soon as our partners have recouped their fees, you start to get paid – job done!

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* Please note that PCE Systems Ltd reserves the right not to proceed, or to make additional charges, if the prospective Partner web site has any unusual characteristics that make the task difficult or if it is a CMS site on which the necessary files cannot easily be added.

** There are legal notices on the microFunding® Exchange to make it clear that any agreements entered into by the visitor are with microFunding rather than with the partner organisation.

*** It is your responsibility to ensure that you either own the legal rights to any images to be used or that you have permission to use them. You also need to ensure that you have the right to allow us to place them temporarily on our test site. By providing them to us or allowing us to copy them from your web site, you are deemed to have given us permission to use them for the purposes described in this document. We cannot guarantee that the test site will not be seen by members of the general public.