Website Strategy Document

ARGONAUTIC VENTURES

argonauticventures.com

OVERVIEW/PURPOSE:

This document serves as the strategy plan for Argonautic Ventures' new website. It is the roadmap for the new website, outlining main objectives, target audience, current benchmarks, and the metrics that will be measured to ensure the website is a success. The insight included in this document will determine the site map that our agency recommends for the new website.

1 | CORE OBJECTIVES

What are you trying to achieve with your website? Defining your website objectives prior to its development is crucial for establishing direction and ensuring all your goals are met.

MAIN GOALS:

The main goals and objectives for the new website are the following:

Generate more traffic	No
Improve search engine rankings	No
Improve lead generation	No
Increase brand awareness	Yes
Improve user satisfaction	No
Increase ecommerce sales	No
Improve sales support	No
Engage potential and existing customers	No
Become an authoritative resource	No
Retain customers	No
Promote content online	Yes
Get more email subscribers	No
Get your eBook downloaded	No
Establish professional online presence	Yes

Other:
Utilize the website as a marketing asset

CALLS-TO-ACTION (CTAs):

The following CTAs represent the primary and secondary actions the website will encourage users to take, in order to meet the goals and objectives of the website:

Primary CTA:

1. Investors
   a. CTA: **CONTACT US**

2. Founders
   a. CTA: **CONTACT US**

   • We want to know which industries the users are interested in. For example, on the main contact form we will provide a dropdown list of options for users to select their industry.
   • Another important aspect of the new contact form will be to include the ability to qualify the leads that are coming in. We will include form fields such as "How many customers do you work with?", to gather as much information as we can once a lead is submitted. Argonautic Ventures will provide a list of potential questions they would like to ask.

   Function:
   Will trigger a contact form pop-up which upon submission will send lead information via email (email TBD).

KPI's & Measuring Success:

The following KPI's, or Key Performance Indicators, will be used to measure the performance of the website in order to gauge its success.

ACQUISITION METRICS

METRIC	YES/NO	CURRENT
Traffic by Source	No	
Unique Visitors	No	
Organic Traffic	No	
Domain Authority	No	
Search Rankings	No	

Other:

ENGAGEMENT & BEHAVIOR METRICS

METRIC	YES/NO	CURRENT
Bounce Rate	Yes	
Average Session Duration	Yes	
Pages Per Session	Yes	

Other:

CONVERSION METRICS

METRIC	YES/NO	CURRENT
Number of Conversions	No	
Conversion Rates	No	
Goal Completions	No	

Other:

2 | TARGET AUDIENCE

Who are you trying to reach with your website? Defining your target audience, or the group of people to whom you direct your marketing and advertising efforts, is one of the most essential steps towards success.

PRIMARY TARGET AUDIENCE:

Below is a breakdown of the Primary Target Audience to whom the website will be marketed towards:

Who They Are:

1. Investors
2. Founders

What They Are Looking For:

1. Investors
   a. Looking to make smart investments in early-stage / start-up companies that are believed to have long-term growth potential
   b. Looking to make high returns on their investments
   c. Interested to see Argonautic's experience, expertise, and track record
2. Founders
   a. Looking for investors like Argonautic Ventures to invest money in their company
   b. Interested to see Argonautic's experience, expertise, and track record
   c. Looking for a a team that can negotiate for them

3 | COMPETITORS & MARKET TRENDS

Who are your competitors and how can you show that you're different from them? Our agency will examine the competition, other industry websites, and current market trends in order to develop strategic recommendations to ensure your goals are met.

COMPETITOR WEBSITES:

Below is a list of competitors with links to their current websites:

- 8VC: http://8vc.com/
- F-Prime: https://fprimecapital.com/
- Menlo Ventures: https://www.menlovc.com/
- Cultivation Capital (agriculture): https://cultivationcapital.com/
- Sequoia: https://www.sequoiacap.com/
- Alexandria Venture Investments (biotech/life sciences)

  https://www.are.com/venture-investments.html
- S2G Ventures (Biotech/agriculture): https://www.s2gventures.com/
- Softbank: https://visionfund.com/
- Kleiner Perkins: https://www.kleinerperkins.com/

Additional Notes:

- Any early state investor fund
- No direct competitors
- Want and need other competitors to join them
- Friendly with other funds (split deals)

INSPIRATIONAL WEBSITES:

Below is a list of websites that have design elements our agency will use as inspiration:

1. **Inspirational Website**: http://8vc.com/

   Reason:
   Dark, modern, bold, sleek

2. **Inspirational Website**: https://www.kleinerperkins.com/

   Reason:
   High contrast, modern, sleek, use of whitespace

3. **Inspirational Website**: https://millenniumtower-sf.com/

   Reason:
   Use of imagery and video, large images, modern,

OBSERVATIONS & TRENDS:

Below are our observations and analysis of competitor websites, inspirational websites, and current trends:

Competitors:

Content:

- Most website sitemaps include a variation of: Home, Portfolio, Strategy, Team, News, Contact
- Short write-ups for each portfolio item and some high-level stats (usually pop-ups or accordions instead of dedicated page)
- Statistics are highlighted on homepage
- Clear messaging that explains the industries the have funds for

Design / Style:

- Clean and bright
- Mostly sans-serif fonts
- Typical team headshots
- Some include photos of the companies they invest in

Inspirational Websites:

- High contrast black and white
- Full width graphics/sections
- Heavy whitespace

Current Trends:

- Big photography
- High contrast
- Readability (avoiding large text chunks)
- Subtle animations

RECOMMENDATIONS:

Based on our observations and analysis of competitor websites, inspirational websites, and current trends, we have the following recommendations for the new website:

Content:

- Homepage
    - Highlight some statistics (ex. Number of clients, money invested, money under management, etc.)
- Portfolio Pages
    - Include two filters (fund "AVSS, AVSG, etc." & "industry")
    - List to-be-provided by Viken
- Funds
    - Include a dropdown/filter with all the funds (that will anchor link users down the page to that specific fund)

Design / Style:

- Dark and Light Contrast
    - Utilize white space for airy feel
    - Dynamic, different, not cookie-cutter
- Simple Content
    - Utilize large images/graphics
    - Compelling/Bold headlines and copy
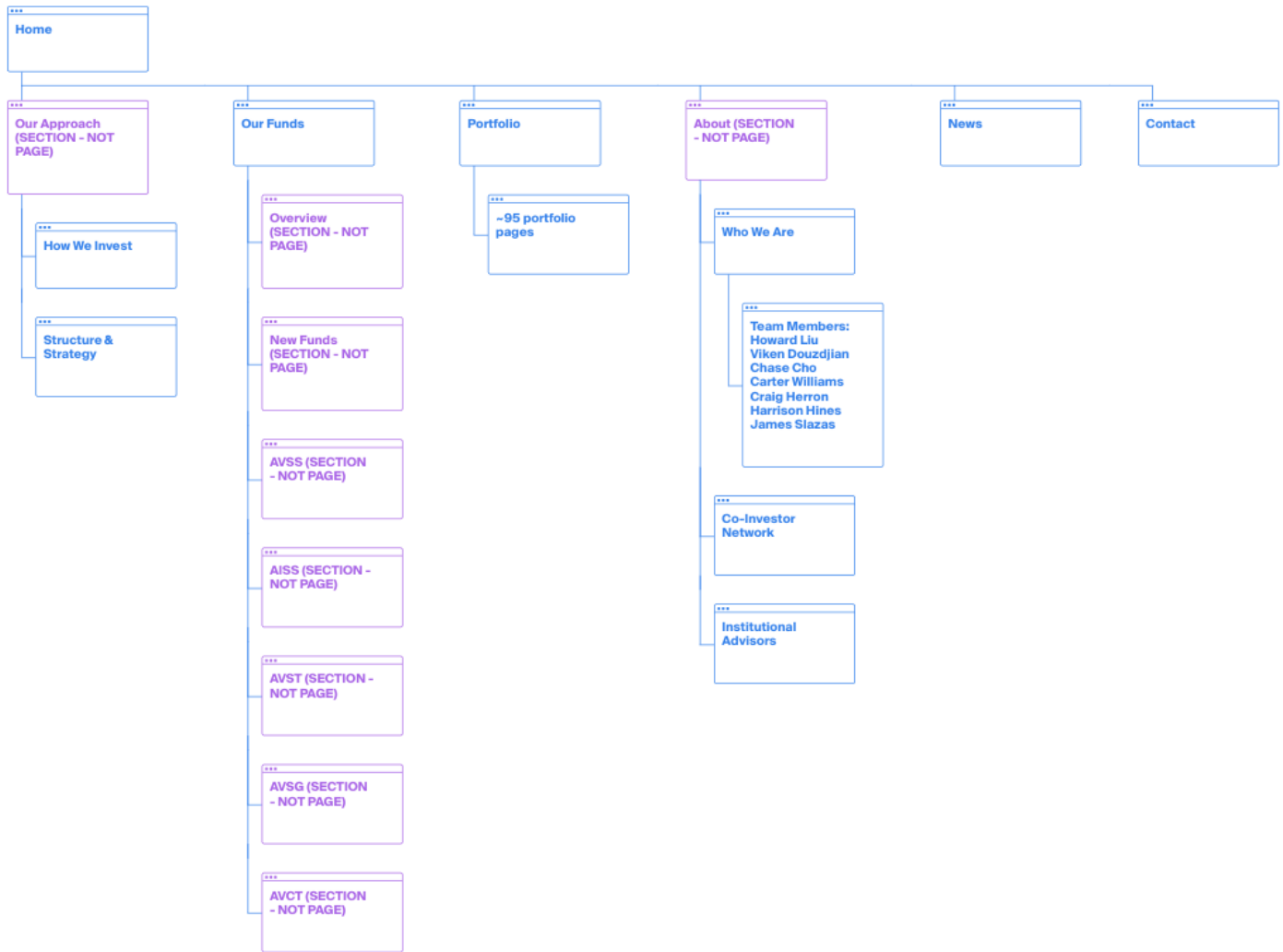   - Highlight personalized experience (testimonials, operators investing in operators, etc.)

4 | RECOMMENDED SITE MAP

Based on the analysis and recommendations, the following site map is recommended for the new website.

4 | RECOMMENDED SITE MAP

[View Sitemap Here](#)

- **Home**
  - **Our Approach (SECTION - NOT PAGE)**
    - How We Invest
    - Structure & Strategy
  - **Our Funds**
    - Overview (SECTION - NOT PAGE)
    - New Funds (SECTION - NOT PAGE)
    - AVSS (SECTION - NOT PAGE)
    - AISS (SECTION - NOT PAGE)
    - AVST (SECTION - NOT PAGE)
    - AVSG (SECTION - NOT PAGE)
    - AVCT (SECTION - NOT PAGE)
  - **Portfolio**
    - ~95 portfolio pages
  - **About (SECTION - NOT PAGE)**
    - Who We Are
      - Team Members:
        Howard Liu
        Viken Douzdjian
        Chase Cho
        Carter Williams
        Craig Herron
        Harrison Hines
        James Slazas
    - Co-Investor Network
    - Institutional Advisors
  - **News**
  - **Contact**

By signing below, you accept that the Website Strategy Document for the Argonautic Ventures website is approved by Argonautic Ventures. Any additional changes or revisions will be considered "out of scope" work and will require additional charges for the time and materials required to complete the work.

The Client Contact

Name: Argonautic Ventures

Signature/Date:

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