**Aquamarine Digital Website Brief**

February 7, 2022

**Overview**

* We are very small startup research organization focused on crypto / digital assets
  + First produce will be a crypto investment fund, will consider future consulting, speaking, other research projects
  + Currently 1 founder + 3 interns, scaling to ~5-6 people over next few years
* No current website; *we need something to establish credibility with future investors, employees, partners, and companies we are researching*
  + Investors: high net worth people with interest in technology, investment advisors who are more forward thinking vs typical (but still a relatively traditional group)
  + Companies we’re researching: typically younger, very tech savvy, a bit anarchist / independent
* This is basically an online brochure with functionality to collect email addresses for a newsletter
  + No need at this point for login/credentials, etc

*Other*

* I am OK using a website builder (WIX, etc)
* We would like to launch by March 4

**Website Functionality / Structure**

*Home page <-borrow liberally from the structure of decentral park capital’s home page*

-navigation bar across the top with logo on top left

-Tag phrase and lead image (see below)

-scroll down to copy describing the firm and our research process

-“News” section with links to us in articles/podcasts/etc (hide for now until we have something)

-links to most recent research reports and the Research page

-subscription form for the newsletter

-bottom of page has additional navigation and “follow us” links to Twitter and LinkedIn

*About*

-Copy on background of the firm, research philosophy

-Team photos

*Research*

-blog posts with our investment thesis on various crypto assets (see decentral park’s site)

-Include subscription form for newsletter

*News*

*-*Links to articles, podcasts, blog posts where we’re quoted

-Notices of upcoming appearances etc

->hide this section for now

*Careers*

-hide this for now but will want it later

*Contact*

-Include subscription form

-Media appearances / podcast links (hide this section for now until I have some)

**Visual Aesthetic**

* I do \*not\* want a black background like so many crypto websites
* Keep with the “urban” / “street” art theme of the logo
  + Edgy and creative but modern
  + Not a generic finance look
* On the home page, I’d love to incorporate a version of this image (you can search for a high resolution version of it—it’s Banksy’s graffiti wall
  + Behind the curtain, instead of the graffiti can we do something with a lot of web3/crypto logos or ideas?
  + This might be something we save for v2 of the website so let’s not burn a lot of time/money on it at this point



**Disclaimer copy**

We need to include the legal copy at the bottom of the main page and research page regarding not offering a security, not financial advice, etc

**Sample websites**

<https://www.decentralpark.io/> <- I love the structure of this site, let’s copy most of it

<https://www.starkiller.capital/> <- very basic site, but most of what I need