

Reccy Website Brief

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About Reccy

Reccy is an online SAAS (Software as a Service) tool that offers the most effective means to give rapid and deep insights of groups of electronic documents.

It is private and secure and uses a range of software including AIs that analyse all the documents and aids users to quickly identify, query and draw conclusions from the data provided.

It will initially be developed for Data Rooms for the finance community (M&A, Finance and Investments).

What Reccy offers:

- Conversational chat AI capabilities to provide answers to questions about the data in the documentation
- AI-generated analysis of the contents to look for gaps/missing information
- AI-generated summaries of documents
- Document Categorisation, in areas of relevance, ideally where it is more than one area, for example, 10% about employment
- Quick identification of information - in which document(s) and what they say
- A single container for each project with full control over access (view, read, edit)
- A secure encrypted document store of all submitted documents - Word, Excel, PDF, Images

Main Business Objective

Reccy aims to speed up, reduce the cost and improve the effectiveness of document analysis initially for the Due Diligence process for the evaluation of files and their associated data. This will help clients' time and resources, and help them to make better, more informed decisions as a part of their decision-making process.

Reccy Branding

Brand

reccy

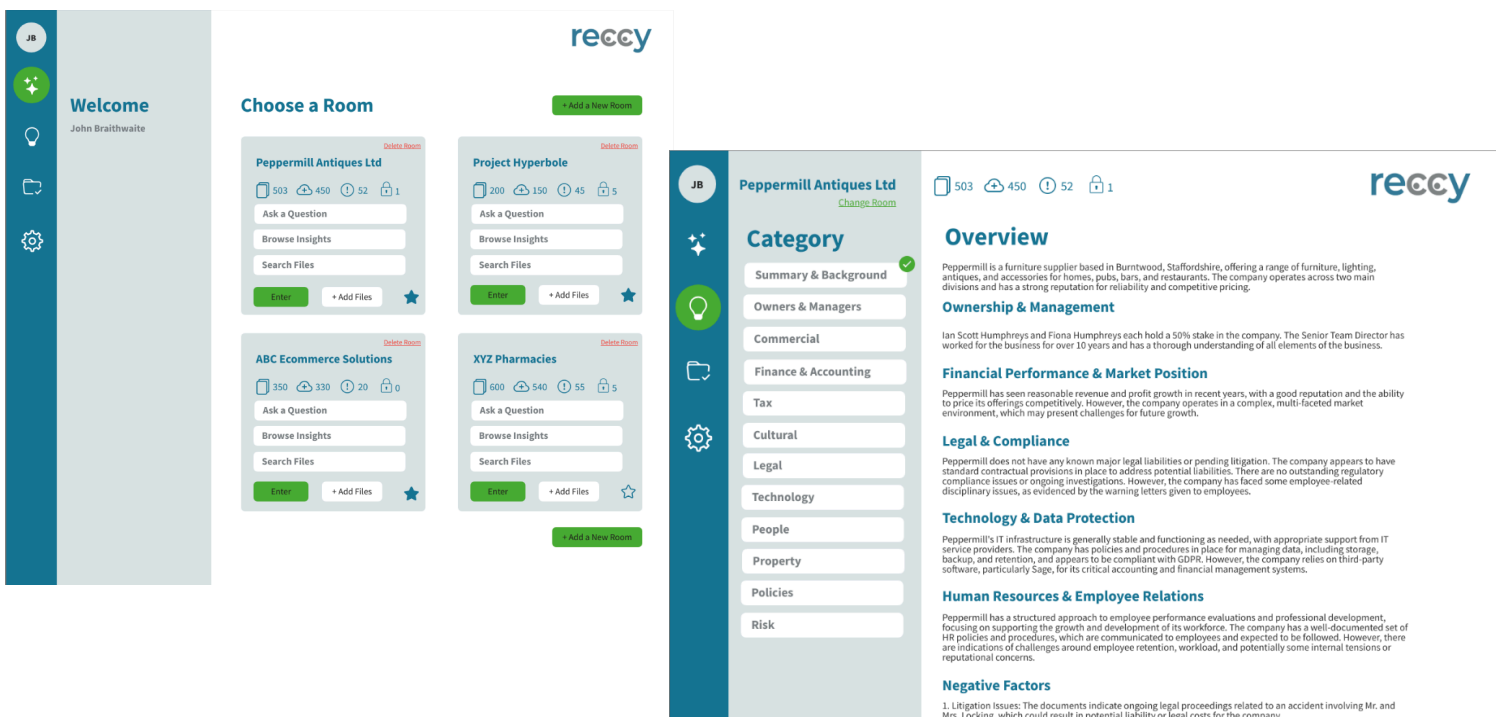
We have variations of the logo, but the above is the main corporate identity.

Brand Colours

- Reccy Blue: #177494
- Lighter Blue: #d8e2e5
- Mid Grey: #7a8083
- Action Green: #4aab32
- Normal Font Grey: #212121

Design

Here are two designs for the app which is the internal product that the users will be spending most of their time in. It is therefore really important that both designs seem part of the same product - however the website should be more visually appealing.



Website

Aims

The purpose of the website is to generate enquiries for Reccy, specifically for the Data Room Analysis product, as well as offering the ability to access the app.

It will need to have bold messaging and calls to action inviting contact and discussions, with consistency throughout.

Domain

The website will be hosted at (www.reccy.ai).

Imagery

Imagery (where used) should communicate Technology, Security, Insight, Reconnaissance, Automation and Artificial Intelligence. Choose all imagery from the iStockPhoto Essentials collection.

Fonts

We are generally using the Open Sans family for the fonts. If you choose different fonts they will need to be open and license free, ideally from the Google Fonts family.

Messaging

- Find the important information more quickly
- Ask simple questions, get swift answers
- Accelerate and drive forward the due diligence process
- Identify gaps in the Data Room
- Private and secure data room AI-powered analysis tool
- Save time, resources and money using our AI-powered platform

Website Site Structure

Main Menu

- Home
- How it Works
 - Pricing
- Privacy & Security
- Projects
- News

Top Menu [split above the main menu - more functional or contact-based]

- Login
- About Us
- Book an Appointment
- Contact Us

Footer Links/Pages

- Terms of Use of Website
- Terms of Use of App
- Privacy Policy

Page Wireframes

The wireframes the winning designer needs to create are:

- Home
- How it Works
- Pricing
- Privacy & Security
- News
 - Post
- Contact Us

Although only focus on the Homepage design to 'win' the project.

Page Notes

Home

The homepage of the site should be professional and modern, pointing to the rest of the sections and outlining the vision for the App.

Page sections:

- Logo & Top Menu
- Image Header with Message “Fast and Secure Analysis of Data Rooms”
- Main Content Section: Data Rooms: Full of Data, But Hard to Work With
 - Content relating to this
- How Reccy Works
- Privacy and Security: all the data is encrypted on the server, access restricted to approved visitors, hosted on a private AI that does not take any data out of the data room, once deleted, everything is removed
- Trial Offer - value add to set up Meeting/Appointment
- Blog (News)
- Footer

How it Works

This is where we scope out the app and how it helps. Initially, we are focusing on the Data Room Analysis tool, but in time we might develop this to include other applications of the technology (such as Property Portfolios or Internal Business Documentation for larger corporations).

We will not call Reccy a Data Room, otherwise, the right comparison won't be made: it is a tool used to analyse data rooms for all the different companies on the Acquisition side: acquirers, accountants, lawyers, investors so that they can better explore a data room and achieve more informed conclusions.

Sections:

- Logo & Top Menu
- Image Header with Message: "Accelerate and Improve Your Data Room":
 - Eats Data Rooms for breakfast: add to, remove or replace as it grows
 - Digests all types of files (Word, PDF, Excel, Image) and reports on ones it cannot access or read
 - Provides an immediate 60-point overview of the data room in question
 - Has a conversational AI that only pulls data from the data room and provides references to where the source information is
 - Identifies what is missing in the data room
 - Share with all the key members of the acquisition team
 - What is this worth to you? Check out our pricing
- [Video / Feature on what's in the box]
- Privacy and Security
- Trial Offer - first room for free for 14 days - book now
- Blog (News)
- Footer

Pricing

This is within the Application section, and may not be a separate page. Ideally, we need them to read that first to gain an understanding of the software and functionality before progressing to the pricing and soft offer (first month 50% off?)

Sections:

- Logo & Top Menu
- Image Header with Message: "Free trial: Your first Room on Us"
 - Save Time with estimate of time saving
 - Improve Insights with example
 - See What's Missing with example
 - More Team Visibility - acquirer, corporate finance, accounting, legals can all look at the same data, at the same time
- Trial Offer - first room for free for 14 days - book now
- Privacy & Security
- Blog (News)
- Footer

Privacy & Security

This page is intended to tackle the various issues around security and confidentiality to ensure trust in the project.

Sections:

- Logo & Top Menu
- Image Header with Message: “Enterprise-Level Privacy & Security”
 - The website is encrypted so that any searches and information supplied
 - All files stored are fully encrypted
 - All access to the rooms are in full control of the admin of a specific account
 - There is no AI ‘Leakage’ as we have a private AI that doesn’t store or take any information out of each Room [Mark T to elaborate/clarify]
 - Each Room is firewalled from another, even if accessed by the same person or account
 - Each Room can be deleted once no longer needed, with all stored information erased forever
- How it works
- Trial Offer - first room for free for 14 days - book now
- Blog (News)
- Footer

Projects

This page will serve two purposes. Firstly it will invite specific requests, for example, we might find that certain clients want their own hosted solution on their own private servers/cloud.

This is also where we can put some case studies and examples of how Reccy can be used and what kind of solutions it provides and build these out over time.

Sections:

- Logo & Top Menu
- Image Header with Message: “Looking for Custom AI Solutions?”
 - Private hosting Within Your Cloud
 - Connect with Different AI Services
 - API Connectivity with Your Systems
 - Custom-Build Solutions to Your Specification
- Privacy & Security
- Blog (News)
- Footer

News

This is a blog, intending to publish useful content about M&A, AI, Features etc.

Sections:

- Logo & Top Menu
- Image Header with Message: "News and Announcements from Reccy"
- Blog List (5 to a page?)
- How it Works
- Trial Offer - first room for free for 14 days - book now
- Privacy & Security
- Footer

Login

This is a link that takes them to the app. Hosted at <https://app.reccy.ai>

About Us

Tells the story of Reccy and the collaboration of the two founders.

Sections:

- Logo & Top Menu
- Image Header with Message: "The Perfect Combination of Technical and Industry Knowledge"
- Suggest two columns:
 - Image & Relevant Bio: John B
 - Image & Relevant Bio: Mark T
- How it Works
- Trial Offer - first room for free for 14 days - book now
- Privacy & Security
- Footer

Book an Appointment

This should take them to an interactive calendar where they can book a conversation with 'Sales' and set up a trial if they would like to.

Sections:

- Logo & Top Menu
- Image Header with Message: "Demo and Try Reccy for Your Firm"
- Embedded Calendar Booking
- How it Works
- Trial Offer - first room for free for 14 days - book now
- Privacy & Security
- Footer

Contact Us

This is a Contact Page inviting contact with Reccy.

Sections:

- Logo & Top Menu
- Image Header with Message: "We Provide Good Answers to Challenge Questions"
- Invitation to contact
- Contact form
- How it Works
- Trial Offer - first room for free for 14 days - book now
- Privacy & Security
- Footer

Post

Blog post ideas:

- Tackling the challenges of hallucination in AI
- How can you stop an AI from leaking confidential information?
- Which AI model is right for me?
- How to use AI effectively: the perfect brief