

Great Lakes Investment Corporation 2-page Website Design & Code Project Scope

Comments: We have some general ideas and thoughts for this simple website, but we are interested in professional design, development and maintenance recommendations. If our ideas don't make sense or if there are better ideas, good, we're open to them.

This website is intended to be very private, with no search engine optimization, and very few people going to it. Each person who goes there (probably only 6 – 10 per year) will be directed there by our company and will need a code to enter (i.e., get to the 2nd page with information.)

We are thinking that this website should represent a high-end bank with the first page having a coded entry (“account number”) field to the bank, perhaps on double doors that swing open upon entering the correct account number, and the second page is a very brief description and links to our other website (which is one of 2 websites we have that are in need of updating so these are future projects, too.)

Page 1: Large display of the Great Lakes Investment Corporation logo (perhaps in background as a water mark or maybe a banner above the doors or across the doors; double-entry doors to a bank, Great Lakes Investment Corporation, “Next Wave M&A”, with an “account number” code field (Maybe based on today's date but in reverse? Or some algorithm that updates regularly so that unauthorized viewers cannot gain access to page 2. Example: April 27, 2014 would require a code 41027240 in order to proceed to page 2. This is tricky, we want it to be simple, so again, we are open to your ideas.) We are thinking that if the wrong code is entered, there should be no error message back to the user. If one of our authorized clients enters the wrong code and cannot enter, then they will have to call us for a new code. The code should only be good for the day. If this is too complicated to code or requires too much maintenance, then please suggest something else

Page 2: Repeat of logo, maybe in background, with the header, “What is *Next Wave M&A*?”

- Answer: “Your private banker for the optimal sale of your company.”
- Then then the one single picture. Not too big, but clear enough to easily see, centered across the page, landscape mode.
- Under the picture, these bullets:
 - Personalized management of the complete mergers and acquisitions process
 - Dedicated member of your executive team
 - Higher probability of success with lower fee structure
 - Access to all necessary resources (“Parent Company”, www.midmarkcap.com)
 - Proven success (“Michael R. Moritz CV”, <http://midmarkcap.com/Affiliates.cfm?AffiliateInfo=11>)
- A footer for academic and professional credentials
- Preferably all on a page requiring no scrolling. Maybe some automation?