



Vision & Narrative (“One-Person \$1B Company”)

Build an inspirational story around the founder’s journey and big-picture ambition. Emphasize how modern tools (especially AI and automation) let a solo founder scale far beyond historical limits. Recent analysis notes that AI **enables individuals to run companies at scale** with minimal staff ¹. For example, OpenAI’s Sam Altman predicts that soon there will be billion-dollar companies run by *teams of ~10* – implying that even a *single founder* could one day reach unicorn status ². In fact, 2023 data show many solo entrepreneurs already earn 6-7 figures without any employees ³. Incorporate these themes into the narrative: the founder as a “lone innovator” using cutting-edge tech (AI, no-code, automation) to punch above their weight. Break the story into “chapters” aligned to key milestones (\$25M, \$50M, \$75M, \$100M market cap), each with a headline and visuals (e.g. “\$25M – Product/Market Fit,” “...\$50M – Growth,” etc.) that scroll into view. Use graphics and text that emphasize independence, efficiency, and exponential growth (e.g. “1 person, global impact”). The tone should be visionary but grounded: mention known concepts like *“Single-Handed Unicorn”* (Tim Cortinovis) and Sam Altman’s prediction as evidence that the vision is plausible. In short, inspire visitors with a lean-startup, AI-powered story of how **one person** can drive a \$1B company, supported by data (e.g. Indie Hackers stats ³) and quotes.

Storytelling Examples

Look at existing scroll-driven story sites for inspiration. For instance, **Hakai Magazine’s “The Big Slide”** is a parallax-rich digital feature on a BC landslide – it uses scroll-triggered animations to move text over static images, keeping the user engaged ⁴. WWF’s climate/sustainability report site similarly uses layered parallax (foreground/background elements moving at different speeds) to create depth ⁵. On the design side, agency sites like **Soren West** use bold typography and subtle reveal animations on scroll. The “History of Animation” microsite (an interactive timeline) smoothly scrolls through eras using mixed media and animations ⁶. (See also ReallyGoodDesigns’ gallery of scrolling sites – e.g. **Igloo** with 3D graphics, Vogue’s 80s fashion interactive microsite, and *CANALS Amsterdam* – all employ smooth transitions and creative effects ⁷ ⁶.) These examples demonstrate key techniques: **parallax layers, scroll-triggered fades/motions, pinned sections, horizontal scroll, progress indicators, etc.** They all tell a cohesive story as the user scrolls, which is exactly what we want: an immersive, guided experience ⁸.

Tools & Frameworks (No-Code and Code)

To build this microsite with minimal design/animation manpower, favor tools that handle animations/interactions out-of-the-box:

- **Webflow** – A visual site builder with powerful **Interactions/Animations**. Webflow’s new version integrates GSAP (GreenSock) under the hood, so you can drag-and-drop scroll-triggered animations, Lottie JSON animations, 3D scenes, etc., *without code*. It even supports importing *AfterEffects* Lottie files, 3D models from Spline, and Rive animations into its interactions panel ⁹. You can set up sticky sections, keyframe-based animations, progress bars, and more via its visual UI. (E.g. one

testimonial: “Integrating GSAP directly in Webflow is a cheat code... we can spin up reusable interactions... instantly.” ⁹.) Webflow has free/personal plans for quick prototyping.

- **Framer** – A no-code/low-code design tool built for motion. Framer lets you create scroll animations and even “distortion” effects without writing code ¹⁰. For example, you can set frames to **Sticky** positioning and stack them; as the user scrolls, images in those frames can move or distort. HyperFramer’s tutorial shows creating a scrolling layout with multiple images and applying transformations on scroll ¹⁰. Framer also has templates and a community showcase. It’s very accessible for beginners, yet powerful (one guide calls Framer “one of the best” no-code animation tools ¹⁰).
- **Shorthand** (shorthand.com) – A specialized storytelling platform used by news/media (no coding). It offers editorial-style scrolltelling templates (anchored by text blocks, layered visuals, parallax, etc.). (Note: While Shorthand isn’t open/free, it’s designed for this exact use-case.)
- **Vev** (vev.design) – Another no-code platform focused on web storytelling. Many examples above (Big Slide, 65dB site, UNODC report) were built with Vev ⁴ ⁵. You could try Vev for a rapid prototype, since it offers drag-and-drop components for parallax, horizontal scrolling, video, etc.
- **Static/Web frameworks (code)** – If you have minimal dev resources, consider a static site or React framework with an animation library. For example, a **Next.js** or **Astro** static site on Vercel can load very fast. You’d use JavaScript libraries for the storytelling effects. The de facto standard is **GSAP ScrollTrigger** (GreenSock), which lets you pin sections, scrub animations to scroll, fade in/out elements, etc. It works in any JS environment. Other JS options: **Scollama** (lightweight React scroll triggers), **Locomotive Scroll**, or **Rellax.js** for basic parallax. These require coding but give fine control if needed. (Webflow’s integration means you *could* export Webflow HTML and then hook GSAP into it, but often it’s easier to stick within Webflow if non-coders are more comfortable.)
- **Animation/Media tools** – Use tools like **LottieFiles** to create lightweight animations (After Effects → Lottie JSON) and import into Webflow/Framer. For rich visuals, use **Spline** (free 3D design that exports embeddable scenes) or **Adobe Aero/Rose** for AR/3D – which can be embedded or exported as videos. These can plug into Webflow’s interactions (Webflow lets you embed a Spline iframe or Lottie ⁹).

Overall, with limited resources, lean on no-code as much as possible: Webflow and Framer are great for drag-and-drop design plus scroll interactions ⁹ ¹⁰. If any coding is used, GSAP ScrollTrigger is a powerful library for scroll-based effects. See imFORZA’s knowledgebase: “Tools like Webflow, Shorthand, or platforms offering scrolltelling modules let content teams build immersive pages with less code.” ¹¹.

Notion Roadmap Integration

For the token-holder roadmap, we need a “view-only” roadmap from Notion (or similar). Notion can publish pages/databases to the web via its **Share → “Share to Web”** toggle. This gives a public URL (view-only) that anyone can visit. However, to integrate it nicely into a site, consider these options:

- **Super.so** – A SaaS that turns a Notion page (or database) into a beautiful website. You connect your Notion link to Super, and it syncs content, templates, etc. It’s very user-friendly and handles SEO, styling, etc. (Super’s own guide shows how to make a “product roadmap site” in minutes ¹².)
- **Fruition (Notion → Site)** – A free open-source solution. Fruition is a kit (Cloudflare Worker script) that lets you point a custom domain at your Notion page. It even supports pretty URLs and custom CSS. As noted by its author: *“With Fruition, you can build and customize your website using Notion pages. It supports custom domains, dark mode, Google Fonts, SEO, and script injection.”* ¹³. Setup takes ~10 minutes and no coding is required, aside from copying the script into Cloudflare. (It’s DIY and free, though you manage it yourself.)
- **Notion API / Static site** – For more control, you could use the Notion API to fetch roadmap data into your site build. For example, a Next.js site could query the Notion DB via its API at build-time and render a custom roadmap component. This requires development effort, but avoids any third-party platform. (Alternatively, export Notion to Markdown or CSV and feed to any static generator.)
- **Alternatives:** If Notion proves difficult, a similar approach could use Airtable (with shared view or API) or Google Sheets (publish as CSV). But Notion is fine if you already use it for the roadmap.

Key point: The roadmap data must be *publicly viewable* (even if gated behind a wallet). Both Super and Fruition rely on Notion’s public sharing feature ¹³. Whichever you pick, your Notion page(s) should have “Allow Public Access” turned on. (Then you can link/embed that as part of your site.) You can style the roadmap in Notion however you like (boards, calendars, tables), and those views will show up on the site.

Token-Gating vs Public

Finally, decide whether to restrict access to token-holders or make everything public. Each has trade-offs:

- **Token-gated view:** Use a crypto wallet/login check so only holders see certain sections (e.g. the full roadmap). This creates exclusivity and can reward community members. Technically, you can implement a “members-only” section by requiring a wallet connect and checking for a token (NFT/FT) balance. There are turnkey solutions: for example, Unlock Protocol ([monetized.link](#)) can *gate your Notion content* ¹⁴. In fact, Unlock’s tutorial shows how to use it with Notion: you place a lock on a section so only addresses holding the key unlock it ¹⁴. Collab.Land (Discord gating) or web3 auth libraries (e.g. [thirdweb](#), [Wagmi](#)) are other paths. The site could detect the wallet and only embed the Notion page if authorized. **Pros:** Adds crypto-native exclusivity. **Cons:** Extra complexity (user must connect wallet; less viral reach).

- **Fully public:** Simplest approach – all content is open to anyone. You could still mention or advertise a token, but not require it to read the roadmap. This maximizes transparency and marketing impact. The roadmap could even be a standard Notion “Public Access” link or freely embedded Notion view. **Pros:** No onboarding friction, SEO and virality. **Cons:** Roadmap no longer an “exclusive perk” for token holders (if that was desired).

A hybrid approach is possible: e.g., a public teaser (some highlights), with detailed roadmap locked. But given time, the simplest is to make the **microsite public**. If gating is needed later, you can layer it in by requiring a wallet connect and swapping in the Notion embed via Unlock Protocol ¹⁴.

Immediate Steps & Tools to Try

- **Content setup:** Craft the narrative text and Notion roadmap. Write section headlines (e.g. “25M: Product Live”, etc.) and draft copy/images for each scroll section. Update your Notion database/page with this info and enable Public Sharing.
- **Prototype a scroll layout:** Use Webflow or Framer free trial to create a single-page scroll site. Both let you quickly stack sections, pin/sticky elements, and add animations by scrolling (no code). For example, in Webflow add a vertical section, set a child element to “Scroll to animate”, and choose effects (fade-in, move, etc). In Framer, use the tutorial above to create a sticky container and animate frames on scroll ¹⁰.
- **Embed Notion content:** Once the roadmap page is public, copy its link. In Webflow/Framer you can embed an `<iframe>` or link out to it. Alternatively, sign up for Fruition and follow its steps to serve your Notion page on a custom subdomain (free) ¹³. Or trial Super.so by pointing it at your Notion page to see how it looks (30-day free trial).
- **Test token gating (optional):** If exploring gating, try the Unlock Protocol quickstart: create an “unlock” for a free NFT, wrap your Notion link with the unlock (using Monetized.link or the Unlock SDK) and verify that only a wallet with that key can see the content ¹⁴.
- **Inspiration review:** Spend a few hours interacting with sites like **The Big Slide** (Hakai.org), **UNODC report**, **Phyll.com**, or any on the Vev or RGD lists. Notice how images, charts, and text move during scroll. Also study No-Code scroll templates in Webflow or Framer showcases to see what effects you like.

Tools Summary: Webflow and Framer (for no-code scroll design) ¹⁰ ⁹; GSAP/ScrollTrigger or React libs if coding; Notion (content CMS) with Super or Fruition for publishing ¹³; Unlock Protocol for gating ¹⁴. These allow a high-impact, animated microsite without hiring a full design/animation team. By combining them, you can immediately spin up a beautiful, scroll-driven site to tell your ambitious vision and show off your roadmap.

Sources: For guidance we drew on Notion/Super docs and tutorials ¹³ ¹², examples of scrolltelling sites ⁴ ⁶, and expert analysis of one-person companies ¹ ³. These show what’s possible and how to do it with today’s no-code and web3 tools.

¹ ² AI is powering the rise of billion-dollar solopreneurs - CO/AI
<https://getcoai.com/news/ai-is-powering-the-rise-of-billion-dollar-solopreneurs/>

- ③ **The Solopreneur Mindset: How I Built a One-Person Business That Scales | by Sal | Medium**
<https://salwriter.medium.com/the-solopreneur-mindset-how-i-built-a-one-person-business-that-scales-37cf14843457>
- ④ ⑤ **The 10 Best Examples of Parallax Scrolling**
<https://www.vev.design/blog/examples-of-parallax-scrolling/>
- ⑥ ⑦ **30 Totally Awesome Scrolling Website Examples | RGD**
<https://reallygooddesigns.com/scrolling-website-examples/>
- ⑧ ⑪ **What is scrollytelling?**
<https://help.imforza.com/knowledge/what-is-scrollytelling>
- ⑨ **Build web animations visually with Webflow Interactions**
<https://webflow.com/feature/interactions-animations>
- ⑩ **How To Create A No-Code Scroll Animation - HyperFramer**
<https://www.hyperframer.com/how-to-create-a-no-code-scroll-animation/>
- ⑫ **How to create a product roadmap site with Notion and Super**
<https://super.so/create/how-to-create-a-product-roadmap-site-with-notion-and-super>
- ⑬ **Fruition: Free, Open Source Toolkit for Building Websites with Notion | Notion**
<https://stephenou.notion.site/Fruition-Free-Open-Source-Toolkit-for-Building-Sites-with-Notion-771ef38657244c27b9389734a9cbff44>
- ⑭ **How To Token Gate Notion With Unlock and Monetized - Unlock Guides**
<https://unlock-protocol.com/guides/how-to-token-gate-notion/>