

Fulcrum Website PRD (Product Requirements Document)

COMPANY OVERVIEW

Fulcrum is a strategic consulting firm specializing in AI-powered organizational transformation. From executive strategy to hands-on execution, Fulcrum helps large enterprises adopt, scale, and integrate AI across functions and industries. Fulcrum provides end-to-end services including strategy consulting, process design, capability building, AI solution prototyping, and the implementation of AI-powered tools.

Target Audience: Fulcrum's target audience consists of enterprise leaders and teams responsible for driving AI transformation from strategy to execution. This includes: - **C-level Executives** (CEOs, CIOs, CHROs) - **Functional Leaders** in strategy, HR, product, and technology - **Practitioners:** Product managers, business analysts, UX designers, developers - **Enterprise transformation programs** in need of scalable, tailored AI solutions

SITE STRUCTURE OVERVIEW

- **Type:** Single Scrollable Landing Page (One-pager)
 - **Platform:** No-code (Vibe Coding | Replit-based)
 - **Design Aesthetic:**
 - **Primary Colors:** #7A0000 (dominant), #902B2B, #A65555
 - **Background:** #FFFFFF
 - **Stroke & Dividers:** #B8B8B8
 - **Text rules:** Never use pure black (#000); use #211F1F instead
 - **Style:** Rounded corners, light drop shadows, modern interface, breathable white space
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PAGE MODULES (ORDERED STRUCTURE)

1. Sticky Navigation Bar

- **Left:** Fulcrum Logo (SVG recommended, minimal padding)
- **Center:** Menu items:
 - Home
 - Projects
 - Contact

2. Hero Section (Header)

- **Background:** Full-width image (blurred overlay for readability)
- **Headline (H1):** "We're Building Tomorrow"
- **Subtext:** "From vision to execution, Fulcrum helps you design and deliver AI-powered transformation."
- **CTA Button:** "Start Your AI Journey" → scrolls to Our Solution

3. Our Solution: End-to-End Transformation

- **Section Title (centered):** End-to-End Transformation
- **Description:** Fulcrum provides comprehensive solutions that transform your business from strategic vision to successful execution, delivering measurable results across every phase of your transformation journey.
- **Content Blocks (with connecting arrows):**
- **Strategy Consulting** — *Strategy Consulting Firms*
- **Operation & Process Consulting** — *Operational Consulting Firms*
- **Process Automation with AI Agents** — *Product Providers (e.g. AI supported recruitment tool, Claim management tool, Chat bot, etc.)*

4. Transformation Journey (Interactive Timeline)

- **Format:** 4 horizontally aligned clickable cards with arrows in between
- **On hover / click:** Expand card with bullet content
- **Step 1: What business priorities can AI serve?**
 - What is my business strategy and goals?
 - Which business metrics do I want to improve?
 - Which areas can I benefit from AI the most to realize my business objectives?
- **Step 2: Where will I use it?**
 - Is my infrastructure capable of delivering what AI-powered intelligent processes demand?
 - How ready is my culture to embrace AI?
 - Which processes should I prioritize? How will my roadmap look like?
- **Step 3: How will I use it?**
 - What can I improve in the prioritized processes?
 - What AI tools are relevant to further enrich intelligent business processes?
 - How will I integrate AI to my existing infrastructure?
 - Who will do what in managing new processes?
- **Step 4: I use it!**
 - Implement AI powered intelligent business processes
 - Train end-users

5. Modular Proof Section: Customizing Your AI Journey

- **Module 1** (Left Text, Right Visual)
- **Title:** Will my organization be able to timely adapt to the major change?
- **Subheading:** Iterative Approach
- **Text:** First implement easier processes (e.g. batch processes). Have your organization gain confidence in the new way of working. Then scale up including more complex processes (e.g. real-time processes)
- **Module 2** (Right Text, Left Visual)
- **Title:** Will I lose control over business processes?
- **Subheading:** Human-in-the-loop
- **Text:** You will always be at the helm and have the liberty to set the AI autonomy level
- **Inline Info Box:**
- **Title:** Will I share my data with 3rd parties?
- **Text: Data Privacy** — You can keep your data locally and do not share

6. Tools & Assessment Modules (4 Box Layout)

- **Layout:** 2 columns × 2 rows, balanced padding

- **Top Right Box:**
 - **Title:** AI Readiness Assessment
 - **Text:** Assesses functions and individuals to identify which functions are more ready in terms of capability and culture to use AI.
- **Top Left Box:**
 - **Title:** AI Process Maturity Assessment
 - **Text:** Assesses the existing level of AI automation of business processes and identifies the gap between existing state and what is possible.
- **Bottom Right Box:**
 - **Title:** AI Competency-based Assessment
 - **Text:** Evaluates employee competencies for AI roles and generates capability development reports tailored by role.
- **Bottom Left Box:**
 - **Title:** POverBA
 - **Text:** Helps Business Analysts craft product requirements documents faster and better, from business needs to test scenarios.

7. Projects Carousel

- **Display:** 2 project cards at a time, horizontal scroll (carousel)
- **Each Card Includes:**
 - Project visual (auto-fit to card ratio)
 - Project title
 - Project summary (1-2 lines)
- **Sample Projects:**
 - **AI-Powered Learning Experience Design** — Client is a leading AI trainings company aiming to build an intelligent, end-to-end learning platform.
 - **AI-Based Talent Matching Engine** — Efficiently match CVs to job openings with contextual analysis.
 - **AI-Driven Sales Platform for Food Distributor** — Designed & deployed intelligent quotation/order flows.
 - **Marketing Automation AI Agents** — SEO, content publishing, multilingual conversational agents
- **CTA:** "See All Projects" → [Projects Page]

8. Team Section

- Profiles of 4 leadership members (photo, name, title, short bio):
 - Murat Dikmen
 - Koray Yitmen
 - Meltem Bayrak
 - Emrah Yayıcı

9. Banner Highlight

- **Full-width, light colored background**
- **Text (centered):** We served 2000+ organizations in 15+ countries

10. Footer

- Fulcrum logo
- Page links: Home | Projects | Contact

- **Newsletter Form:** Integrated with Typeform (modal or inline)
 - **Address:** Maslak 42 Plaza, A Blok, No: 9, Kat:11, 34398, Sarıyer/İstanbul
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This PRD defines the detailed structure, content, and UI expectations for Fulcrum's new no-code website. Each module reflects Fulcrum's expertise and methodology while maintaining a clean, enterprise-ready design aligned with its visual identity.