

OVERVIEW
I'm building a website for a small business coaching program.
I want the site to be engaging, empowering, and build trust in the coaches/program.

TECHNICAL NOTES
// Single-page, parallax site (using jQuery)
// Responsive site - looks good on all screens

PAGE FUNCTION
ARROW
Hovering over links or any buttons

TEXT
Hovering over text fields

WHY
Background info - show legit.

FUNCTION
// Logo - Links to Kompas website
// Nav - About + Coaching takes you to that part of the page
// Nav - fixed nav

```
<header>
<div>
<div>
<a>
<nav>
<ul>
</header>
```

```
<section>
<div>
<img>
<h1>
<p>
```

WHY
Inspiration to keep working hard.

FUNCTION
// none

WHY
The reason why this program is happening
Reason to continue down the page...

FUNCTION
// none

```
<section id="d3">
<h1>
```

// Stats source: https://www.sba.gov/sites/default/files/advocacy/SB-FAQ-2016_WEB.pdf

// inspiration: <https://vida.io/documents/4xZ9mR-GyepoYQxFcK>
D3 SHOWING: # of Small Businesses In the US

```
<section>
<div>
<p>
<div>
<div>
<blockquote>
```

WHY
Motivation

FUNCTION
// D3

DS Inspiration: <https://vida.io/documents/4vZ9mRGyepoYQxFcK>

Data: https://www.sba.gov/sites/default/files/advocacy/SB_Profiles_2014-15_0.pdf

```
<section>
<h1>
<div>
<p>
```

WHY
Program Information
Build interest
Aquisition

FUNCTION
// Automatically send the application (how to setup automatic emails?)

// Info gets populated into a spreadsheet

// How to create forms that when submitted automatically get populated in a spreadsheet?

```
<form>
```



About Coaching Contact

Small Business Coaching

We are matching emerging small businesses with established business owners for free coaching sessions.



Small businesses in the U.S.



We believe that small businesses like yours are the foundation of a thriving city. You are the source of job creation and economic development in your community.

28.8
million small businesses...

in the U.S. in 2013. Small businesses comprise 99.9% of all firms in the U.S. economy.

63.3%
of net new jobs...

from the third quarter of 1992 until the third quarter of 2013 were small businesses.

79.9%
of establishments survived...

of those who started in 2014 until 2015. About half of all establishments survive five years. About one-third of all establishments survive 10 years+.

Source: https://www.sba.gov/sites/default/files/advocacy/SB_Profiles_2014-15_0.pdf

Who We Want To Coach

Our program is a fit for your if:

You are interested in growing your business and adding more employees.

Your business is located in a community where annual family income is \$35,000 or less.

You are committed to keeping your business in a low-income area.

You have five or fewer employees.

Your business earns less than \$40,000 in annual revenue.

WHY
Credibility
Gain trust

FUNCTION
// links to coaches business websites

```
<section>
<div>
<h1>
<div>
<p>
<ul>
<li>
```

WHY
Program Information
Build interest
Aquisition

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// Automatically send the application (how to setup automatic emails?)

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```
<form>
```

We will match you with the right coach depending on the type of challenge you are facing in your business.

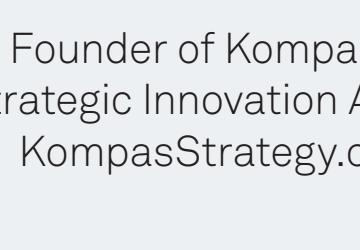
Business Strategy & Operations

Financials & Bookkeeping

Human Resources

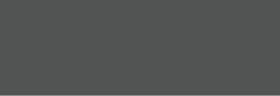
Lending

Marketing & Sales



Mark Capper

Founder of Kompas,
Strategic Innovation Agency
KompasStrategy.com



Sign Up For An Application!

Name
Company
Industry
Email

Submit

We have a limited number of time slots available and not all businesses that apply will qualify.



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LN FB

Questions? Reach out:
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