WEBSITE DEVELOPMENT PROPOSAL

Silicon Century Capital

Digital Platform for Independent Sponsor Private Equity

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Company: Silicon Century Capital
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1. EXECUTIVE SUMMARY

Based on our conversation and review of your comprehensive brand materials, I understand Silicon Century Capital is launching as an independent sponsor focused on special situations investing within semiconductors, robotics, and advanced manufacturing—three growing sectors where complexity creates opportunity and competition is limited.

Your website needs to accomplish three critical objectives:

1. **Establish credibility** with institutional investors (75% of your audience) and management teams/boards of directors (25%) who will visit your site as proof of legitimacy when evaluating partnership opportunities
2. **Generate qualified leads** through two distinct pathways: investors seeking to learn more about SCC as an investment partner, and companies interested in exploring transactions—all while maintaining SEC compliance around solicitation regulations
3. **Convey institutional sophistication** with a modern, professional aesthetic that reflects your "Institutional Industrial" brand positioning, particularly as you approach high-value transactions like the $400M deal you mentioned

Given your timeline requirements (3 weeks to launch), your technical familiarity with Webflow from previous successful implementations, and your stated preference for quality over quantity, I'm recommending **Option 1: Template-Based Webflow Development** as the optimal path forward.

Recommended Timeline: 3 weeks from kickoff
Recommended Investment: $8,500
Delivery: Professional, modern site ready before your board outreach

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2. ABOUT SEED APP & RELEVANT EXPERIENCE

Understanding Your Industry

I bring over 10 years of web development experience with specific depth in financial services and institutional investor audiences. My background includes:

FinTech & Wall Street Experience:

- Worked directly on Wall Street, understanding the institutional investor mindset and what drives credibility in financial services
- Helped BlockFi (now part of Coinbase) scale their digital presence during rapid growth
- Built products for multiple FinTech startups helping founders raise over $1B in funding

Most Relevant Project: I worked with a Silicon Valley consulting firm comprised of ex-Fortune 500 C-level executives (Google, Macy's, and others) to build a website facing a nearly identical challenge: establishing credibility with institutional clients while generating qualified leads. The site needed to convey gravitas, expertise, and trustworthiness without being flashy—exactly what you're looking for with SCC.

Additional Manufacturing & Industrial Experience:

- Built multiple websites for robotics companies
- Deep experience with technical B2B audiences who value substance over style

Technical Capabilities

- **Webflow expertise:** Built dozens of professional sites, understanding both the platform's capabilities and its limitations for institutional audiences
- **Figma to Webflow workflow:** Streamlined design-to-development process ensuring pixel-perfect implementation
- **Custom development background:** React, TypeScript, Firebase—giving me the technical depth to solve complex problems when templates need enhancement

The key differentiator: I understand that your website isn't just a marketing tool—it's a trust-building instrument that will be scrutinized by sophisticated investors and executives making high-stakes decisions. Every design choice needs to reinforce credibility.

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3. PROJECT APPROACH OPTIONS

I'm presenting three distinct approaches, each suited to different strategic priorities. Given your expressed timeline, budget consciousness as you prove the model, and familiarity with Webflow, I'm strongly recommending Option 1.

OPTION 1: TEMPLATE-BASED WEBFLOW DEVELOPMENT ⭐ RECOMMENDED

Why This Approach for Silicon Century Capital

This approach aligns perfectly with your stated needs:

- **Speed to market:** 3-week timeline achievable, critical for your upcoming board proposal
- **Cost effective:** Leverages premium templates while ensuring the quality-first approach you specified
- **Webflow familiarity:** You mentioned successful experience with Webflow on previous sites and comfort with the CMS—this removes learning curve and lets you manage updates independently
- **Quality over quantity:** We'll build approximately 10 pages (your specified preference) with meticulous attention to the "Institutional Industrial" aesthetic rather than bloating the site unnecessarily
- **Professional, not flashy:** Template customization allows us to create the modern-but-serious tone appropriate for semiconductors and advanced manufacturing

This is the Goldilocks option: sophisticated enough for institutional investors, fast enough for your timeline, and flexible enough to grow as you add portfolio companies.

What's Included

Discovery & Planning (Week 1, Days 1-2)

- Kickoff call to review brand assets from your Dropbox
- Template selection session—I'll present 3-4 premium Webflow templates that can achieve your "Institutional Industrial" aesthetic
- Competitive analysis of 3-5 comparable independent sponsor/private equity sites
- Content structure planning for ~10 core pages
- SEC-compliant CTA language development for dual audience (investors vs. management teams)

Design Customization (Week 1, Days 3-5)

- Complete brand integration: Deep Navy (#294c89), Teal (#17b890), Light Gray (#dee5e5), Dark Green (#082d0f)
- Typography implementation: Quixote headers, Nanum Gothic body copy
- Custom hero section with subtle semiconductor/robotics video background (we'll source from Pond5 or Envato based on your preferences)
- Semiconductor company logo banner design to establish credibility
- Dual CTA button design for header navigation (investor-focused + transaction-focused)
- Mockups in Figma for homepage and 2 key interior pages for your approval
- One round of design revisions

Webflow Development (Week 2)

- Template implementation with all brand customizations
- Responsive development (desktop, tablet, mobile optimization)
- CMS configuration for future portfolio company additions
- Two distinct contact forms:
  - Investor inquiry form (SEC-compliant, "Learn More" positioning)
  - Transaction/deal inquiry form (management team focused)
- Integration of:
  - Industrial imagery reflecting semiconductors, robotics, manufacturing
  - Background video implementation
  - Company logo banner
  - Team member sections (including Advisory Board structure)
- Basic SEO setup (meta descriptions, title tags, clean URL structure)
- Performance optimization (image compression, lazy loading)

Page Structure (~10 pages as requested)

1. Home
2. About / Our Approach
3. Investment Strategy
4. Industries We Serve (Semiconductors, Robotics, Advanced Manufacturing)
5. Team
6. Advisory Board
7. Portfolio (structure ready for future additions)
8. Contact
9. Privacy Policy
10. Terms of Use

Content & Launch (Week 3)

- Content population assistance (you provide copy, I format and integrate)
- Quality assurance testing:
  - All devices and browsers
  - Form functionality

- ○ Video performance
- ○ Link validation
- Staging site review and feedback incorporation
- DNS configuration and domain setup
- Launch checklist execution
- One 60-minute screen-share training on Webflow CMS so you can manage updates independently (given your technical background, you'll likely master this quickly)

Post-Launch Support (10 days)

- Bug fixes and technical issues
- Minor content adjustments
- Questions via email
- Performance monitoring

Deliverables

- Fully functional Webflow website on your domain
- CMS training documentation
- Video tutorial of common CMS tasks
- Source video/image files organized in Webflow assets
- Analytics setup (Google Analytics 4)
- 10-day post-launch email support

Timeline Breakdown

- **Week 1:** Discovery, template selection, design customization
- **Week 2:** Webflow development and customization
- **Week 3:** Content integration, QA, launch
- **Total: 3 weeks from kickoff to launch**

This timeline assumes timely feedback on the template selection (Day 2-3) and content delivery by end of Week 2.

Investment

One-time Development: $8,500

What This Includes:

- Template license (premium Webflow template, $79-129 value)
- Complete brand integration and customization
- ~10 pages of development
- Dual contact form setup
- Video integration (you source from Pond5, I implement)
- CMS configuration

- Training and 10-day support

Not Included (Ongoing):

- Webflow hosting: $29/month (Basic plan) or $49/month (CMS plan, recommended for your use case)—paid directly to Webflow
- Domain registration if you don't have one yet (~$12-15/year)
- Stock video licensing from Pond5 (typically $50-200 depending on selection)
- Copywriting services—you provide content, I provide structure/formatting guidance

Why This Pricing: At $8,500, this reflects the balance between speed-to-market and quality. You're getting professional implementation with your complete brand system while hitting your 3-week timeline. This is the fastest path to a modern, professional site that leverages a proven platform you already know.

OPTION 2: SQUARESPACE CUSTOMIZATION

When This Makes Sense

Squarespace is paradoxically the most expensive option because achieving your "Institutional Industrial" aesthetic within Squarespace's constraints requires extensive custom code injection, CSS workarounds, and creative problem-solving to fight against platform limitations.

I'm essentially working harder to achieve less flexibility. The higher cost reflects the inefficiency of forcing a consumer-focused platform to behave like an institutional-grade solution. Given your emphasis on wanting the site to "look good and professional and modern" and your successful history with Webflow, this represents both a quality compromise AND higher cost.

I only recommend this if you have an existing Squarespace ecosystem you must integrate with, or have a strong personal preference for the platform despite the trade-offs.

What's Included

Design & Planning (Week 1)

- Premium Squarespace template selection
- Extensive custom code planning to override limitations
- Brand customization strategy (requires more workarounds)
- Content structure for ~8 pages (Squarespace less flexible)

Development (Week 2-3)

- Heavy CSS/JavaScript code injection to achieve brand standards
- Custom code for video backgrounds (more complex than needed)

- Template fighting to match your design specifications
- Two contact forms
- Responsive mobile optimization with custom breakpoints
- Basic CMS configuration

Launch (Week 3-4)

- Content population
- Extended QA (more testing needed due to custom code)
- Launch
- 30-minute training on Squarespace admin

Deliverables

- Customized Squarespace website
- Custom code documentation
- 7 days post-launch support

Timeline

- **3-4 weeks from kickoff to launch** (longer due to workarounds needed)

Investment

One-time Development: $10,500

Ongoing:

- Squarespace hosting: $23/month (Business plan) or $49/month (Commerce Basic)

Why This Pricing: The $10,500 reflects the reality that working within Squarespace's limitations requires more time and frustration than building efficiently in other platforms. You're paying a premium for platform constraints, not capabilities.

Trade-Offs to Consider

Limitations for SCC:

- Less design flexibility—requires extensive workarounds
- Video backgrounds possible but complex to implement cleanly
- CMS less robust for future portfolio company scaling
- Template constraints compromise the "professional and modern" look you emphasized
- Higher maintenance burden going forward
- Given your Webflow experience, you'd be learning a less powerful platform

Bottom Line: This is the "why would you do this?" option. Unless you have a compelling reason to use Squarespace specifically, both other options offer better value and results.

OPTION 3: CUSTOM APPLICATION DEVELOPMENT ⭐ BEST LONG-TERM VALUE

When This Makes Sense

A fully custom build at this price point is exceptional value. I can build this more efficiently than template customization because I'm working in my native stack (React/TypeScript) without fighting platform constraints.

This makes sense when you want:

- Complete design freedom to perfectly execute your "Institutional Industrial" aesthetic
- A user-friendly CMS that lets you make changes without developer dependency
- Future-proof foundation for investor portals, deal tracking, or custom features
- Full ownership of codebase and infrastructure
- Professional-grade performance and security
- Ability to scale beyond what platforms allow

For Silicon Century Capital, this is actually ideal if the 4-week timeline works with your board proposal schedule. You get a completely custom solution for less than the Webflow option, with a CMS that gives you ongoing independence.

What's Included

Design Phase (Week 1)

- Custom design in Figma for key pages
- Your complete brand system implementation
- Interactive prototype for approval
- 1 round of design revisions

Development Phase (Weeks 2-3)

- Custom React/TypeScript application
- **Headless CMS integration** (Sanity - clean, powerful, easy to use)
  - **You can add pages, edit content, upload images without touching code**
  - **Perfect for your technical background - intuitive interface**
  - **No monthly CMS fees** (Sanity free tier sufficient for your needs)
- Custom contact/inquiry routing system for dual audience
- Full responsive development (optimized for all devices)
- Video background implementation (cleaner than platform-based)
- Advanced SEO implementation
- Security hardening
- Performance optimization (sub-2-second load times)

- Authentication foundation (ready for future investor portal if needed)

Content & Launch (Week 4)

- CMS configuration and training
- Content population assistance
- Deployment on Vercel (enterprise-grade hosting)
- 90-minute training session on the CMS
- Comprehensive documentation

Deliverables

- Custom web application with full source code
- GitHub repository (you own everything)
- **User-friendly CMS** - add content without developer
- Technical documentation
- Deployment pipeline
- 20 days post-launch support (double the Webflow support period)

Timeline

- **4 weeks from kickoff to launch**

Yes, this is faster than templates because I'm building in my primary skillset without platform friction.

Investment

One-time Development: $7,500

Ongoing:

- Hosting: ~$20/month (Vercel Pro - includes SSL, CDN, auto-scaling)
- CMS: $0/month (Sanity free tier - more than sufficient)
- **Total ongoing: ~$20/month** (less than Webflow or Squarespace)

Why This Pricing: At $7,500, this reflects two realities:

1. **Efficiency:** I build faster in React/TypeScript than wrestling with templates
2. **Strategic value:** Custom work is more interesting and showcases my actual capabilities

You're getting premium custom development at below-market rates because it's the type of project I want in my portfolio.

Why This Is Actually The Best Option

For Your Immediate Needs:

- 4-week timeline still works for your board proposal
- Cheaper than Webflow ($1,000 less)
- Dramatically cheaper than Squarespace ($3,000 less)
- Perfect execution of your brand aesthetic (no platform compromises)

For Long-Term Value:

- **CMS independence:** You mentioned you're technical - you'll be able to manage everything yourself
- **No platform lock-in:** You own the code, can host anywhere
- **Lower ongoing costs:** $20/month vs. $49/month
- **Scalability:** When you need investor portals or deal flow features, we can add them without platform limitations
- **Performance:** Faster load times = better impression on institutional visitors

The Technical Advantage: Given your background as a data architect and software developer, you'll appreciate having actual code you can inspect, modify if needed, and understand. No black-box platform limitations.

When I'd Recommend Against This:

- If you absolutely must launch in 3 weeks (though we might make 3.5 weeks work)
- If you're uncomfortable with Git/GitHub for content management (though the CMS eliminates this concern)
- If you prefer the safety of an established platform

Bottom Line: This is the smart long-term play. Better value, better results, better foundation for growth. The only trade-off is one extra week versus Webflow.

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4. SIDE-BY-SIDE COMPARISON

Factor	Webflow (Template)	Squarespace	Custom Development
Timeline	✅ 3 weeks	⚠️ 3-4 weeks	✅ 4 weeks
Investment	$8,500	❌ $10,500	✅ $7,500
Quality Level	✅ High	⚠️ Medium	✅ Highest
Design Flexibility	✅ High	❌ Limited	✅ Complete

Your Familiarity	✅ Already know it	❌ New platform	⚠️ Need CMS training
Video Backgrounds	✅ Clean implementation	⚠️ Hacky	✅ Perfect execution
CMS for Portfolio	✅ Robust	⚠️ Basic	✅ Unlimited + Easy
No Developer Needed	✅ You can handle	✅ Easy	✅ CMS included
SEC Compliance	✅ Configurable	✅ Possible	✅ Full control
Ease of Updates	✅ Familiar to you	✅ Simple	✅ CMS makes it easy
Scalability	✅ Good for 50+ pages	❌ Limited	✅ Infinite
Monthly Costs	$29-49	$23-49	✅ $20
Ongoing Costs (1 year)	$348-588	$276-588	✅ $240
Total Cost (Year 1)	$8,848-9,088	❌ $10,776-11,088	✅ $7,740
Code Ownership	❌ Platform locked	❌ Platform locked	✅ You own everything
Future Investor Portal	⚠️ Limited	❌ Not possible	✅ Easy to add
Best For	Fast, familiar option	❌ Not recommended	✅ Best value + control
Institutional Look	✅ Achievable	⚠️ Compromised	✅ Perfect

Bottom Line:

- **Squarespace** is the most expensive with the least capability - avoid unless you have a specific reason
- **Webflow** is solid if you want familiar platform and fastest launch (3 weeks)
- **Custom** is best overall value - cheaper than Webflow, includes CMS, full ownership, only 1 week longer

5. MY RECOMMENDATION: WEBFLOW OR CUSTOM

The Decision Comes Down To Timeline

With the new pricing structure, you have two excellent options:

Choose Webflow ($8,500, 3 weeks) if:

- You absolutely must launch before your board proposal (need every day)
- You value the familiarity of a platform you already know
- You want zero learning curve on content management
- The 1-week time savings is worth $1,000 to you

Choose Custom ($7,500, 4 weeks) if:

- You can accommodate a 4-week timeline (still plenty of time for board outreach)
- You want the best long-term value ($1,000 less upfront, lower ongoing costs)
- You appreciate owning your codebase completely
- You want perfect brand execution without platform compromises
- You value future flexibility (investor portals, custom features)

Both options avoid Squarespace ($10,500), which offers the worst value proposition.

Why I'm Not Pushing You Toward One

Honestly? Either Webflow or Custom will serve you extremely well. The decision should be based on your timeline flexibility.

If your board proposal is in 3.5 weeks: Go Custom. It's cheaper, better quality, and the timeline works.

If your board proposal is in exactly 3 weeks: Go Webflow. The speed matters more than the $1,000 difference.

What Most Clients in Your Position Choose

PE/finance clients typically choose based on:

- **Conservative/fast-moving:** Webflow (familiar, proven, fast)
- **Value-focused/technical:** Custom (better economics, full ownership)

Given your technical background and emphasis on quality over speed, I'd lean Custom. But Webflow is the safe choice if timeline is tight.

6. PROJECT WORKFLOW & PROCESS DETAILS

Phase 1: Discovery & Design Direction (Week 1, Days 1-3)

Kickoff Call (Day 1)

- Review brand assets from your Dropbox
- Discuss semiconductor/robotics company logos for credibility banner
- Clarify messaging priorities for investor vs. management audiences
- Confirm page priorities and content hierarchy
- Discuss Pond5 video preferences (I'll send you examples to review)

Template Selection (Days 2-3) I'll present 3-4 premium templates that can support your brand. Selection criteria:

- Clean, modern layouts appropriate for institutional audiences
- Strong typography hierarchy (your Quixote + Nanum Gothic system needs proper implementation)
- Support for video backgrounds
- Flexible layout systems for your ~10 page structure
- Strong portfolio/case study capabilities for future company additions

You'll select one, and I'll provide a customization plan showing how we'll adapt it to your brand.

Design Customization Plan (Days 4-5)

- Figma mockups showing:
  - Homepage with hero video, dual CTAs, logo banner
  - One interior page (likely Investment Strategy or About)
  - Mobile responsive views
- Color palette implementation across all elements
- Typography hierarchy demonstration
- CTA button design (investor pathway vs. transaction pathway)

You provide feedback, I incorporate revisions.

Phase 2: Webflow Development (Week 2)

Days 1-3: Core Build

- Template implementation in Webflow
- Brand customization (colors, typography, spacing)
- Homepage development with video background
- Primary navigation with dual CTA buttons
- Responsive breakpoint configuration

Days 4-5: Secondary Pages & Features

- About/Investment Strategy pages
- Industries section (semiconductors, robotics, manufacturing)
- Team and Advisory Board sections
- Portfolio structure (ready for future population)
- Contact page with dual forms

Weekend: Internal QA I'll test all functionality before presenting to you for review

Phase 3: Content Integration & Launch (Week 3)

Days 1-2: Content Population

- You provide final copy for all pages
- I format, integrate, optimize for readability
- Industrial imagery placement (semiconductors, robotics, manufacturing visuals)
- Video background implementation
- Logo banner integration

Days 3-4: QA & Refinement

- Comprehensive testing:
    - Desktop (Chrome, Firefox, Safari)
    - Tablet (iPad, Android tablets)
    - Mobile (iPhone, Android phones)
- Form submission testing (both investor and transaction forms)
- Video performance verification
- Load speed optimization
- Accessibility check
- Link validation
- SEO verification (meta descriptions, title tags, etc.)

Day 5: Launch

- Staging site review with you for final approval
- DNS configuration
- Domain connection
- SSL certificate setup
- Google Analytics implementation
- Live launch
- Post-launch smoke testing

Within 7 Days Post-Launch: Training

- 60-minute screen-share session covering:

- Webflow CMS basics (you'll likely know much of this already)
- Adding portfolio companies
- Updating team bios
- Form submission management
- Basic page edits
- Where to find analytics

Communication Cadence

- **Async updates:** Slack or email, 1-2 times per week
- **Sync check-ins:** 2-3 brief calls (kickoff, mid-development review, pre-launch)
- **Response time:** Within 24 hours for questions (same business day for urgent items)

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7. WHAT YOU'LL NEED TO PROVIDE

Brand Assets (from Dropbox you mentioned)

✅ Logo files (SVG, PNG in various sizes)
✅ Brand guide (you've already created this—looks comprehensive)
✅ Typography files (Quixote, Nanum Gothic)
✅ Color specifications (I have these from your design brief)

Content (Copy for all pages)

Critical Pages:

- Homepage hero headline and subheadline
- About SCC / Investment Approach narrative
- Team member bios and headshots
- Advisory Board members (names, titles, brief bios)
- Investment criteria and sectors focus
- Company description and messaging

Standard Pages:

- Privacy Policy (I can provide a template if needed)
- Terms of Use (can provide template)
- Legal disclaimers (given SEC considerations)

Visual Content:

- Semiconductor company logos for credibility banner (you mentioned having these)
- Team headshots

- Advisory board photos if available
- Any specific industrial imagery you want to use (otherwise I'll source from Pond5/Envato)

Technical Access

- Domain name (if you have one) or guidance on what you'd like to register
- Access to domain registrar for DNS configuration
- Google Analytics account (or I can set one up for you)

Decision Points

- Template selection (Days 2-3 of Week 1)
- Design mockup approval (Day 5 of Week 1)
- Staging site review (Day 4 of Week 3)

Timeline Dependencies: The 3-week timeline assumes timely feedback on the above items. I'll flag decision points in advance and provide clear deadlines to keep us on track for your board proposal.

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8. INVESTMENT & TERMS

Pricing Summary (Based on Selected Option)

Option 1 (Webflow Template-Based): $8,500 — Fast, familiar, proven
Option 2 (Squarespace): $10,500 — ❌ Not recommended
Option 3 (Custom Development): $7,500 — ⭐ Best value, includes CMS

Payment Structure

50% deposit to begin: Due upon proposal acceptance
50% balance upon launch: Due when site goes live

For Webflow (Option 1):

- $4,250 to start
- $4,250 at launch

For Custom (Option 3):

- $3,750 to start
- $3,750 at launch

For Squarespace (Option 2):

- $5,250 to start
- $5,250 at launch

What's Included in Your Investment

✅ Professional website development
✅ Brand integration and customization
✅ ~10 pages (Option 1 & 2) or unlimited (Option 3)
✅ Responsive design (all devices)
✅ Dual contact form setup
✅ Video background implementation
✅ CMS configuration
✅ Basic SEO setup
✅ Training session
✅ Post-launch support (10 days for Webflow, 7 days for Squarespace, 20 days for Custom)
✅ Documentation

What's NOT Included

❌ **Monthly hosting fees:** Paid directly to platform provider

- Webflow: $29-49/month (I recommend the $49 CMS plan for your use case)
- Squarespace: $23-49/month
- Custom: ~$50-100/month for hosting + ~$199/month for CMS

❌ **Domain registration:** ~$12-15/year (if you don't have one yet)

❌ **Video licensing:** Stock video from Pond5 typically $50-200 depending on selection and licensing terms

❌ **Stock photography:** If we need images beyond what you provide, stock industrial photography runs ~$10-50 per image (Unsplash has good free options too)

❌ **Copywriting services:** You provide all written content. I provide structure, formatting, and optimization guidance, but the actual copy creation is on your end

❌ **Ongoing maintenance retainer:** After the initial support period ends, this is available separately if desired

Optional Post-Launch Services

Monthly Maintenance Retainer: $400/month

- Minor content updates (text changes, image swaps)
- Blog post formatting and publishing (if you add a blog)

- Form management
- Monthly analytics review
- Technical troubleshooting
- Plugin/platform updates

Hourly Support: $150/hour (as-needed basis)

- For occasional updates after the initial support period
- Minimum 1-hour increments
- Typical uses: adding new pages, form modifications, design tweaks

Content Creation Services: $125/hour

- Professional copywriting if you need help with messaging
- Blog post writing (for future thought leadership)
- Case study development (for portfolio companies)

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9. ADDRESSING YOUR TIMELINE & DEAL CONTEXT

The $400M Opportunity

You mentioned you're approaching a board of directors for a $400 million transaction and need the website live before sending that letter. This is exactly the type of high-stakes moment where having a professional web presence pays dividends exponentially beyond the development cost.

What you're really buying:

- **Credibility in a first impression:** When that board Googles Silicon Century Capital, they'll see a sophisticated operation, not a startup
- **Validation of your positioning:** The Institutional Industrial aesthetic reinforces that you're serious about semiconductors, robotics, and manufacturing—not generalist operators
- **Confidence in complexity:** A polished website suggests you have the operational sophistication to handle special situations deals
- **Proof of permanence:** Independent sponsors can appear temporary; a professional web presence signals you're building something lasting

3-Week Timeline Commitment

The Webflow template-based approach is specifically designed to meet your deadline. Here's how I'll ensure we hit it:

Week 1 Buffer:

- Template selection happens Days 2-3
- If you approve quickly, we gain 1-2 days of buffer for development

Week 2 Milestone:

- By end of Week 2, you'll have a staging link to review
- This gives you the weekend to provide feedback before final week

Week 3 Launch:

- We've budgeted 5 days for content integration, QA, and launch
- If content is ready by Day 1 of Week 3, we could launch early

Contingency: If we encounter unexpected delays (typically from content delivery or feedback loops), I'll flag it immediately and we'll adjust the schedule. But barring major complications, 3 weeks is achievable with this approach.

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10. WHY SEED APP FOR THIS PROJECT

The FinTech Advantage

I've worked with enough institutional investors, private equity firms, and FinTech companies to understand what you're up against. When someone visits your site, they're not just looking at design—they're evaluating:

- **Operational maturity:** Does this look like a serious firm?
- **Industry focus:** Do they really understand semiconductors and manufacturing?
- **Team credibility:** Who's behind this, and why should I trust them?
- **Deal capability:** Can they actually execute on complex transactions?

I know how to translate brand assets into digital credibility because I've done it repeatedly in high-stakes environments.

The Quality-First Approach

You said you'd "rather sacrifice pages for quality"—that's exactly how I work. I don't pad projects with unnecessary features. I build what serves the business goal, executed at a high level.

For SCC, that means:

- 10 well-crafted pages > 20 mediocre ones

- Subtle sophistication > flashy gimmicks
- Functional excellence > feature bloat

The Technical Competence

Given your background as a data architect and software developer, you'll appreciate working with someone who understands both the business side and the technical implementation. I won't hand-wave technical limitations or over-promise capabilities.

If something's not possible in Webflow, I'll tell you directly and propose alternatives. If we need custom code to solve a specific problem, I can build it. You won't be stuck with a developer who only knows one platform or approach.

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11. NEXT STEPS TO MOVE FORWARD

Decision Process

1. **Review this proposal** and determine which option aligns with your current priorities
2. **Schedule 15-minute call** (optional) if you have questions or want to discuss any details
3. **Accept proposal** by replying with your selected option
4. **Submit 50% deposit** via Upwork payment system
5. **Share Dropbox link** with brand assets (you mentioned you have this ready)
6. **Kickoff within 3 business days** of deposit receipt

Timeline from Today

Today (Monday): Proposal delivered
 Tuesday-Wednesday: Your review and decision
 Thursday: Deposit received, brand assets shared
 Friday: Kickoff call, template review begins
 Week 1 (Next week): Template selection, design customization
 Week 2: Webflow development
 Week 3: Content integration, QA, launch
 Target Launch: ~November 17 (3 weeks from now)

This puts you live well ahead of your board outreach.

What Happens After You Accept

Within 24 hours:

- I'll send calendar invite for kickoff call

- You'll receive detailed questionnaire for content planning
- I'll begin template research based on your brand

Kickoff Call Agenda (60 minutes):

- Review brand assets from Dropbox
- Discuss semiconductor company logos for banner
- Clarify messaging priorities (investor vs. management messaging)
- Show 3-4 template options for your selection
- Outline content delivery timeline
- Answer any questions

Communication:

- Primary: Upwork messaging (or Slack if you prefer)
- Calls: 2-3 throughout the project (scheduled in advance)
- Response time: Within 24 hours (same-day for urgent items)

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12. INVESTMENT DECISION FRAMEWORK

If Budget is Primary Concern → Option 3 (Custom, $7,500) ✅

Custom is now the cheapest option AND offers the best long-term value. Lower upfront cost, lower ongoing costs, complete ownership. This is a no-brainer if budget matters.

If Timeline is Primary Concern → Option 1 (Webflow, $8,500)

If you absolutely need to launch in 3 weeks vs. 4 weeks, Webflow is worth the extra $1,000 for speed. But honestly, 4 weeks still works for most board proposal timelines.

If Familiarity is Primary Concern → Option 1 (Webflow, $8,500)

You already know Webflow from previous sites. Zero learning curve, immediate productivity. If comfort with the platform matters more than $1,000 savings, go Webflow.

If Quality & Ownership is Primary Concern → Option 3 (Custom, $7,500) ✅

Custom gives you perfect brand execution without platform compromises, plus you own the codebase. Best institutional aesthetic, best long-term flexibility.

Never Choose Option 2 (Squarespace, $10,500) ❌

There is no scenario where Squarespace makes sense at this price point. You'd be paying more for less capability, more constraints, and ongoing frustration.

My honest recommendation: Choose based on timeline

- **Need it in exactly 3 weeks?** → Webflow ($8,500)
- **Can do 4 weeks?** → Custom ($7,500) - better value
- **Either timeline works?** → Custom ($7,500) - best overall

Both Webflow and Custom will serve you extremely well. The choice is timeline vs. value, not quality vs. quality.

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13. PROPOSAL ACCEPTANCE

To accept this proposal and move forward:

I accept Option _____ for Silicon Century Capital website development:

- [ ] Option 1: Webflow Template-Based Development — $8,500 (3 weeks)
- [ ] Option 2: Squarespace Customization — $10,500 (not recommended)
- [ ] Option 3: Custom Application Development — $7,500 (4 weeks, best value)

Signature: _____ Date: _____

Name: George
 Company: Silicon Century Capital

Payment Terms Acknowledged:

- 50% deposit ($_____) due upon acceptance
- 50% balance ($_____) due upon launch

Timeline Acknowledged: I understand the project will launch approximately 3-4 weeks from deposit receipt and kickoff (depending on option selected), contingent on timely feedback and content delivery.

Prepared by:
 Christopher
 Seed App
 San Diego, CA

APPENDIX A: FAQ

Q: What happens if we need to launch faster than 3 weeks? A: We can potentially compress to 2.5 weeks if (1) you make immediate decisions on template selection, (2) all content is ready by Day 1, and (3) we limit initial pages to 7-8 core pages, adding the others post-launch.

Q: Can we add more pages after launch? A: Absolutely. Within the 10-day support window, minor additions are included. After that, I can add pages on an hourly basis ($150/hour) or via the monthly retainer ($400/month).

Q: What if we don't have professional photography? A: I'll source industrial imagery (semiconductors, robotics, manufacturing) from stock libraries. Unsplash has excellent free options; Pond5 and Envato have premium options ($10-200 per asset depending on licensing).

Q: How do we handle the SEC compliance piece? A: We'll craft CTA language together that stays compliant. Typically this means "Learn More" or "Contact Us" rather than "Invest With Us." I'll also recommend disclaimer language for the footer. However, I'm not an attorney—you should have your legal counsel review before launch.

Q: Can we integrate with our CRM or deal management tools? A: Basic integrations (Zapier, Webhooks) are possible within Webflow's capabilities. If you need complex CRM sync or custom deal flow tools, that would be a separate scope (potentially suited for Option 3 in the future).

Q: What if we decide we want the custom build (Option 3) after starting with Webflow? A: Perfect. We'll have all the content, brand assets, and user experience tested. The custom build would essentially be a platform migration, which is often faster than building from scratch. Expect ~8-10 weeks for the migration vs. 12 weeks net-new.

Q: Who owns the website after it's built? A: You own everything. All brand assets, content, designs, and the Webflow site itself belong to Silicon Century Capital. I retain no ownership claims.

Q: What happens after the 10-day support period? A: The site is fully functional and yours to manage. If you need ongoing help, you can opt for the monthly retainer ($400/month) or hourly support ($150/hour) as needed. Many clients with technical backgrounds (like yours) manage independently.

Q: Do you offer any guarantees? A: Yes. If there are any bugs or technical issues that arise from my work, I'll fix them at no charge regardless of when they're discovered. This covers implementation errors, broken functionality, or browser compatibility issues—not scope changes or new feature requests.

APPENDIX B: PORTFOLIO SAMPLES

Similar Projects:

FinTech Startup (BlockFi)

- Challenge: Establish credibility in competitive lending space
- Solution: Clean, trustworthy design emphasizing security and transparency
- Outcome: Helped company scale to raise $500M+ in funding rounds

Silicon Valley Consulting Firm

- Challenge: Convey C-level expertise to Fortune 500 clients
- Solution: Sophisticated, minimal design focusing on team credentials and case studies
- Audience: Board-level decision makers and institutional clients
- **This is the closest parallel to your SCC project**

Industrial Robotics Company

- Challenge: Present complex technical products to B2B buyers
- Solution: Balance technical depth with accessibility, strong visual storytelling
- Approach: Industrial imagery, clear value propositions, video demonstrations

I can share live examples during our kickoff call if you'd like to see specific implementations.

APPENDIX C: RECOMMENDED TOOLS & PLATFORMS

If You Choose Webflow (Option 1):

Design: Figma (for mockups and design reviews) **Video:** Pond5 or Envato Elements (you mentioned Pond5—good choice) **Images:** Unsplash (free, high-quality) or Pexels for supplemental industrial imagery **Forms:** Webflow native forms + Zapier for routing to email or CRM **Analytics:** Google Analytics 4 (free, comprehensive) **Hosting:** Webflow (included in platform subscription)

Additional Recommendations:

Email: Set up a professional email (george@siliconcenturycapital.com) using Google Workspace ($6/user/month) or Microsoft 365 **Domain:** Namecheap or Google Domains if you need to register **CRM (future):** HubSpot (free tier is solid) or Pipedrive for tracking investor/deal inquiries **Calendar Booking:** Calendly (free tier) if you want to add "Schedule a Call" functionality later

Thank you for considering Seed App for the Silicon Century Capital website project. I'm confident we can build you a professional platform that serves as a powerful credibility tool for your board outreach and beyond.

Looking forward to working together.

Christopher
Seed App
chris@seedapp.com
San Diego, CA

This proposal is valid for 30 days from the date above.