WEBSITE PROPOSAL

Silicon Century Capital

Prepared for: George
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EXECUTIVE SUMMARY & RECOMMENDATION

Based on our conversation, you need a professional website that:

- Establishes credibility with institutional investors (75%) and management teams/boards (25%)
- Generates qualified leads through SEC-compliant CTAs
- Conveys your "Institutional Industrial" brand positioning
- Launches before your $400M board proposal

I'm recommending either:

- **Webflow** ($8,500, 3 weeks) — if you need maximum speed
- **Custom** ($7,500, 4 weeks) — if you want best value + full ownership

Both are excellent. Avoid Squarespace ($10,500) — more expensive, less capable.

YOUR THREE OPTIONS

	WEBFLOW	SQUARESPACE	CUSTOM
Price	$8,500	❌ $10,500	✅ **$7,500**
Timeline	✅ **3 weeks**	3-4 weeks	4 weeks
Quality	High	Medium	Highest
Ongoing Cost	$49/month	$49/month	✅ **$20/month**

Total Year 1	$9,088	$11,088	✅ **$7,740**
You Own Code	No	No	✅ **Yes**
CMS Included	Yes	Yes	✅ **Yes + Better**
Platform Limits	Some	Many	✅ **None**
Your Familiarity	✅ **Know it**	New	CMS training
Video Backgrounds	✅ Clean	Hacky	✅ Perfect
Future Investor Portal	Limited	No	✅ Easy
Best For	Fast launch	❌ Nothing	Best value

The Bottom Line:

- **Squarespace** is most expensive with least capability → skip it
- **Webflow** is 1 week faster → choose if timeline is critical
- **Custom** is cheaper + better long-term → choose if you can wait 4 weeks

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OPTION 1: WEBFLOW ($8,500, 3 WEEKS)

What You Get

Design & Setup:

- Premium template customization (not generic)
- Your complete brand integration (colors, typography, industrial aesthetic)
- Hero video background (Pond5 implementation)
- Semiconductor company logo banner
- Dual CTAs (investor "Learn More" + transaction "Contact Us")

Development:

- ~10 professional pages
- Two custom contact forms (investor vs. deal inquiries)
- Responsive design (all devices)
- CMS for future portfolio companies
- Basic SEO setup

Launch & Training:

- 60-minute training (you already know Webflow, so this is easy)
- 10 days post-launch support
- Documentation

Why Choose This

✅ Fastest option (3 weeks)
✅ You already know the platform
✅ Proven solution (your previous Webflow sites worked well)
✅ Can launch before board proposal
✅ High quality, professional result

Choose Webflow if: Timeline is your #1 priority and $1,000 difference doesn't matter.

OPTION 2: SQUARESPACE ($10,500, 3-4 WEEKS) ❌

Why This Exists

Honestly? To give you a comparison point. Squarespace is more expensive because achieving your brand standards requires extensive custom code workarounds to fight platform limitations.

Why You Shouldn't Choose This

❌ Most expensive option
❌ Least capability
❌ Harder to achieve your "institutional industrial" aesthetic
❌ More maintenance headaches

Choose Squarespace if: You have a really compelling reason I don't know about. Otherwise, skip it.

OPTION 3: CUSTOM ($7,500, 4 WEEKS) ⭐

What You Get

Design:

- Custom Figma design for key pages

- Perfect brand execution (no platform compromises)

Development:

- React/TypeScript custom build
- **User-friendly CMS** (Sanity) - add pages, edit content, upload images without touching code
- ~10 professional pages
- Two custom contact forms with smart routing
- Video backgrounds (cleaner implementation than platforms)
- Responsive design (all devices)
- Advanced SEO
- Performance optimization (sub-2-second loads)
- Security hardening

Ownership:

- Full source code (you own everything)
- GitHub repository
- Host anywhere you want
- No platform lock-in

Launch & Training:

- 90-minute CMS training
- 20 days post-launch support (double Webflow)
- Complete documentation

Why This Is Actually Cheaper

I build faster in React/TypeScript (my native stack) than customizing templates. You're getting premium custom development at below-market rates because:

1. **Efficiency** — I work in my wheelhouse
2. **Portfolio value** — Custom work showcases my real capabilities

Why Choose This

✅ Cheapest option ($1,000 less than Webflow)
✅ Lowest ongoing costs ($20/month vs. $49/month)
✅ Best total cost (Year 1: $7,740 vs. $9,088 for Webflow)
✅ Perfect brand execution (no platform compromises)
✅ Full code ownership
✅ Future-proof (can add investor portals, custom features easily)

✅ Better performance
✅ Longer support period (20 vs. 10 days)

The trade-off: 4 weeks vs. 3 weeks

Choose Custom if: You can accommodate a 4-week timeline and want the best long-term value.

WHY I'M THE RIGHT CHOICE

FinTech & PE Experience:

- Worked on Wall Street, understand institutional investor mindset
- Helped BlockFi (Coinbase) scale digital presence
- Built for PE-backed companies raising $1B+

Most Relevant Project: Silicon Valley consulting firm (ex-Fortune 500 C-levels from Google, Macy's) — built website facing identical challenge: establish credibility with institutional clients while generating qualified leads. Nail gravitas without being flashy.

Technical Depth:

- 10+ years web development
- React, TypeScript, Firebase (my core stack)
- Webflow expertise
- Your technical background (data architect, software developer) means we speak the same language

I Get What You Need:

- SEC compliance (can't solicit, but can have "learn more")
- Dual audience (investors vs. management teams)
- Special situations positioning
- National resilience / semiconductor focus
- That $400M board proposal timing

WHAT'S INCLUDED (ALL OPTIONS)

✅ Complete brand integration (Deep Navy, Teal, Quixote/Nanum Gothic)
✅ Industrial imagery (semiconductors, robotics, manufacturing)
✅ Video background implementation (you source from Pond5, I implement)

✅ Semiconductor company logo banner (credibility)
✅ Two distinct contact forms (SEC-compliant CTAs)
✅ Team + Advisory Board sections
✅ Portfolio structure (ready for future additions)
✅ Mobile responsive design
✅ Basic SEO setup
✅ Training on content management
✅ Post-launch support
✅ Documentation

NOT Included:

- Monthly hosting (Webflow $49/mo, Custom $20/mo)
- Pond5 video licensing (~$50-200)
- Domain if you don't have one (~$12-15/year)
- Copywriting (you provide content, I structure it)

PRICING & PAYMENT

Option	Investment	Deposit (50%)	Balance (50%)	Ongoing/Month
Webflow	$8,500	$4,250	$4,250	$49
Squarespace	$10,500	$5,250	$5,250	$49
Custom	$7,500	$3,750	$3,750	$20

Payment: 50% to start, 50% at launch
Post-Launch Support: Webflow 10 days / Custom 20 days

MY HONEST RECOMMENDATION

If you need to launch in exactly 3 weeks:
 → Choose Webflow ($8,500)

If you can wait 4 weeks:
 → Choose Custom ($7,500) — better value, better long-term

The math on your $400M deal: Even if you choose the "expensive" Webflow option at $8,500, that's 0.002% of the deal value. If the website contributes even marginally to credibility, the ROI is obvious.

But honestly? **Custom at $7,500 is the smarter choice** if your timeline accommodates it. Cheaper, better quality, full ownership, lower ongoing costs.

Never choose Squarespace — you'd be paying more for less.

TIMELINE

Webflow (3 Weeks)

- **Week 1:** Template selection, design customization
- **Week 2:** Development
- **Week 3:** Content, QA, launch
- **Launch:** ~November 17

Custom (4 Weeks)

- **Week 1:** Design in Figma
- **Weeks 2-3:** Development
- **Week 4:** Content, QA, launch
- **Launch:** ~November 24

Both timelines work for your board outreach.

NEXT STEPS — LET'S DO THIS

To Move Forward:

1. **Reply with your choice:**

   - "Let's do Option 1 (Webflow)" or
   - "Let's do Option 3 (Custom)"
2. **I'll send invoice** for 50% deposit

3. **You share Dropbox link** with brand assets

4. **Kickoff call within 2 days**

5. **Launch in 3-4 weeks**

What You Need Ready:

✅ Brand assets (logos, fonts) — you have this in Dropbox
 ✅ Content for ~10 pages (company description, team bios, investment criteria)
 ✅ Semiconductor company logos for credibility banner
 ✅ Domain name (or we'll register one)

Questions?

Timeline: Can we compress to 2.5 weeks?
 → Possibly with immediate decisions and Day 1 content

Changes after launch: Can we add pages?
 → Yes, either via monthly retainer ($400/mo) or hourly ($150/hr)

CMS training: How long to learn?
 → Given your technical background, 30-60 minutes max

SEC compliance: How do we ensure it?
 → We'll craft language together, but have your counsel review

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PROPOSAL ACCEPTANCE

Select One:

- [ ] **Option 1: Webflow** — $8,500 (3 weeks)
- [ ] **Option 3: Custom** — $7,500 (4 weeks)
- [ ] I have questions — let's schedule a 15-min call

Signature: _____ **Date:** _____

Name: George
 Company: Silicon Century Capital

Simple next step: Reply "YES to Option __" and I'll send the invoice today.

Full detailed proposal with FAQ attached if you want to dive deeper.

Christopher
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Proposal valid for 30 days