

# Website Project Proposal: Speed Capital

## 1. Organization Details

Name: Speed Capital

Type: Small Business (Prop Trading Firm)

Description: Speed Capital is a proprietary trading firm that empowers traders by providing them with capital, education, and tools to succeed. The firm offers funded account tiers with flexible profit splits, free educational resources, and mentorship.

## 2. Mission and Vision

**Mission:** To provide aspiring traders worldwide with fair opportunities to trade financial markets through funded accounts, mentorship, and education.

**Vision:** To become the leading global prop trading firm that builds sustainable trading careers and unlocks financial independence for traders.

**Target Audience:** Aspiring and experienced traders, individuals seeking funded accounts, beginners seeking trading education.

## 3. Website Goals and Objectives

**Goals:** Increase brand awareness, generate signups, provide educational resources, build trust.

**Objectives:** Boost traffic 30% in first year, 200 funded accounts in 6 months, 90%+ satisfaction.

**KPIs:** Website visits, registrations, conversion rate, retention rate.

## 4. Current Website Analysis

Current HTML site is basic. Weaknesses: limited UX, no payments, minimal branding.

Opportunities: improved design, secure payments, live chat support.

## 5. Proposed Website Features

Homepage, About, Services, Enquiry, Contact, Login/Signup. Extra features: payment integration, live chat, responsive design.

## 6. Design and User Experience

Colour Scheme: Black, Gold, Green.

Typography: Modern Sans Serif (Roboto/Montserrat).

Layout: Grid, CTAs above fold.

UX: Fast load, sticky nav, responsive.

## 7. Technical Requirements

Frontend: HTML5, CSS3, JS

Backend: PHP/Node.js

Database: MySQL

Hosting: Cloud + SSL

## 8. Timeline & Milestones

Week 1-2: Planning

Week 3-4: Frontend

Week 5-6: Backend

Week 7: Testing

Week 8: Launch

## 9. Budget

Design & Dev: \$2,000 - \$3,500

Hosting: \$200/year

Maintenance: \$100/month

## 10. References

Similar prop firm websites (FTMO, MyForexFunds). UX/UI design best practices. SEO/digital marketing research.