



POLITECNICO
MILANO 1863

Design Report

Hypermedia Applications Project
A.Y. 2022/2023



19/06/2023

<https://apex-venture-ecru.vercel.app/>

[Github Repository](#)

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Abstract

Apex Venture is a venture capital firm which logo features a stylized mountain silhouette with arrows at the end of the lines, symbolizing the dynamic nature of financial growth and the firm's commitment to delivering exceptional results. This design report presents a comprehensive overview of the visual and functional aspects of its website. The website features projects funded by the firm, areas of investment, and team member profiles. Through the use of tables, schemas, and commented wireframes with realistic content, this report describes the main design choices made for the website. Additionally, it includes scenarios that illustrate real user interactions and highlight the website's usability. The report also addresses the database design aspect to ensure efficient data management.

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1 Introduction

1.1 Requirements

The goal of the project is to develop a website for a Venture Capital firm, which will showcase the people involved, the projects funded, and the general thematic areas of investment. The website must show at least the following pages:

- **Homepage**
- ”**About us**” page containing general information about the Venture Capital firm.
- ”**Contact us**” page.
- **Multiple Topics pages**
 - Persons
 - Projects
 - Areas
- **Groups pages**
 - All Persons
 - All Areas
 - Projects by Area

1.2 Purpose

The main purpose of this design report is to provide a clear and complete overview of how the website looks and works. The report will explain the important design choices using visuals like tables, diagrams, and wireframes that show what the site will actually look like. It will also describe different situations to show how users will interact with the website. These situations will be tailored to users with specific goals and profiles.

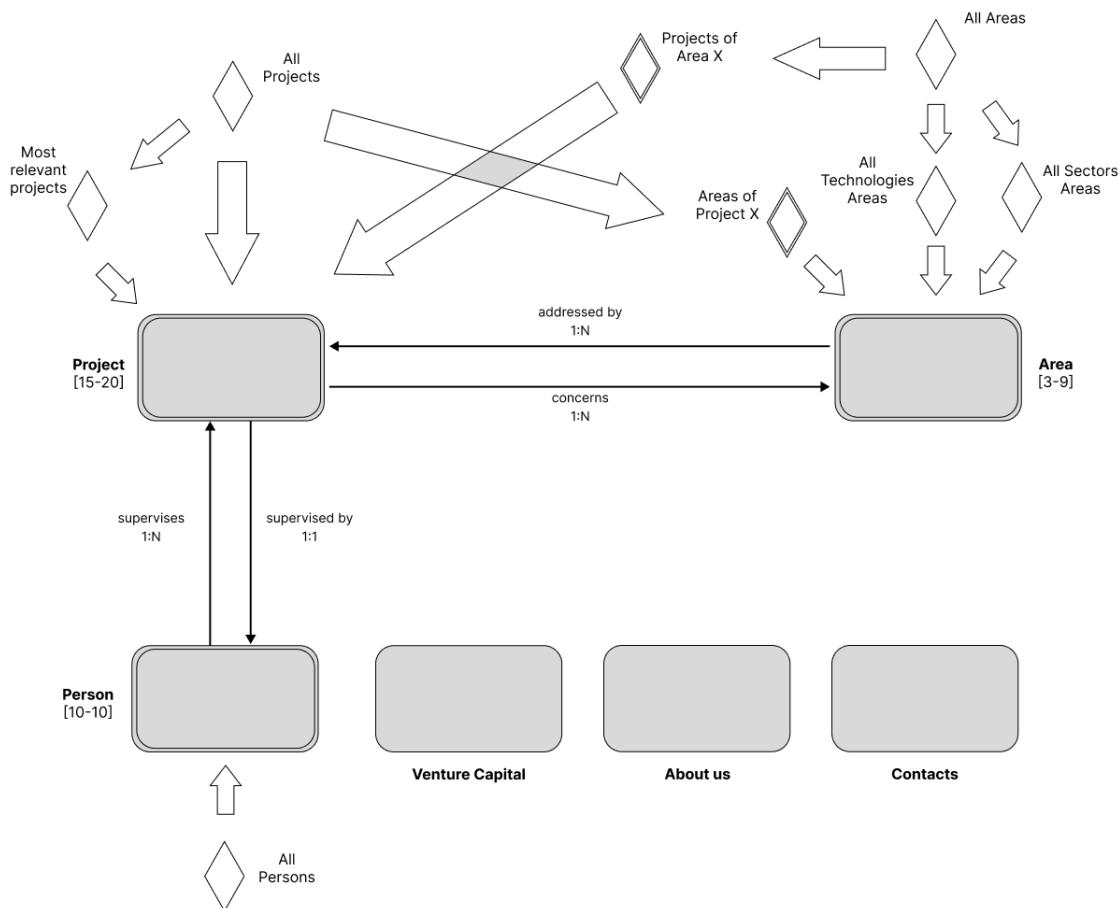
2 Conceptual Design

This section will discuss the Content Design of the website showing the C-IDM schema and the content-in-the-small Tables

2.1 Content Design

The C-IDM, or Content Interaction Dialogue Model, is a model that tries to explain how users and websites relate to each other. It does this by categorizing different subjects and describing how they are connected.

2.1.1 C-IDM Schema



2.1.2 Content-in-the-small Tables

Kind of Topic: Person	
Profile Picture	Image
Name	Text
Role	Text
Role description	Text[Max 150 char]
Personal Info	Text
Curriculum Vitae	Text
Related Projects Preview	List[Project Image + Project Name]

Figure 1: Kind of Topic - Person

Kind of Topic: Project	
Name	Text
Project Logo	Image
Short overview	Text[Max 100 char]
Project description	Text
The impact of the project	Text
Start-up Team Names	List[Text]
Project info	List[Data info]
Start-up Team Photo	Image
Office location	Text
Related Person Preview	Text
Related Area Preview	List[Area Icon + Area Name]

Figure 2: Kind of Topic - Project

Kind of Topic: Area	
Name	Text
Icon	Image
Short Description	Text[Max 150 char]
Overview	Text
Area info	List[Data info]
Related Project Preview	List[Project Image + Project Name]

Figure 3: Kind of Topic - Area

Topic: Contacts	
Title	Contact Us
Short Description	Text
Contact	Landline Phone + Mail
Newsletter	Form

Figure 4: Topic - Contacts

Topic: Venture Capital	
Overview	Text

Figure 5: Topic - Venture Capital

Topic: About us	
Title	About us
Overview	Text
Investment Strategy	Text + Tables + List[Data Info]

Figure 6: Topic - About us

Group: All Persons	
Title	"Our Team"
Short Description	Text
Members preview	List of: [Profile Pic, Name, Role, Role Description]

Figure 7: Group - All Persons

Group: All Projects	
Title	"All Projects"
Short overview	Text
Members preview	List of: [Project logo, Project Name, Project short description, List[Area Icon]]

Figure 8: Group - All Projects

Group: Most Relevant Projects	
Title	"Most relevant projects"
Members preview	List of: [Project Logo, Project Name](Max 5)

Figure 9: Group - Most Relevant Projects

Group: All Areas	
Title	"All Areas"
Short overview	Text
Members preview	List of: [Area Icon, Area Name, Area short description]

Figure 10: Group - All Areas

Group: All Sectors Areas	
Title	"Sectors"
Members preview	List of: [Area Icon, Area Name, Area short description]

Figure 11: Group - All Sectors Areas

Group: All Technologies Areas	
Title	"Technologies"
Members preview	List of: [Area Icon, Area Name, Area short description]

Figure 12: Group - All Technologies Areas

Multiple Group: Projects of Area X	
Title	"Area X Projects"
Members preview	List of: [Project Logo, Project Name, Project short description, List[Project Area]]

Figure 13: Multiple Group - Projects of Area X

Multiple Group: Areas of Project X	
Members preview	List of: [Area Icon + Area Name]

Figure 14: Multiple Group - Areas of Project X

3 Visual Design - Commented Wireframes

This section will discuss the graphical structure of the website. Screenshots will be used to facilitate explanation in the descriptions of the various pages, emphasizing the presence and function of the various links and components.

3.1 Homepage

The homepage introduces itself to the user with a brief description about the venture capital firm "Apex Venture", later showing the most relevant projects founded by it to immediately give the user an impression about Apex Venture's role in the market. Like all other pages, the Home also features a Footer and Header, which contains landmarks for quickly moving between the various sections of the website. The content of the Homepage, on the other hand, is divided into three sections: Most Relevant Projects, About Us, and Our Team, which present brief descriptions about those sections of the site and have transition links to quickly move to related pages.

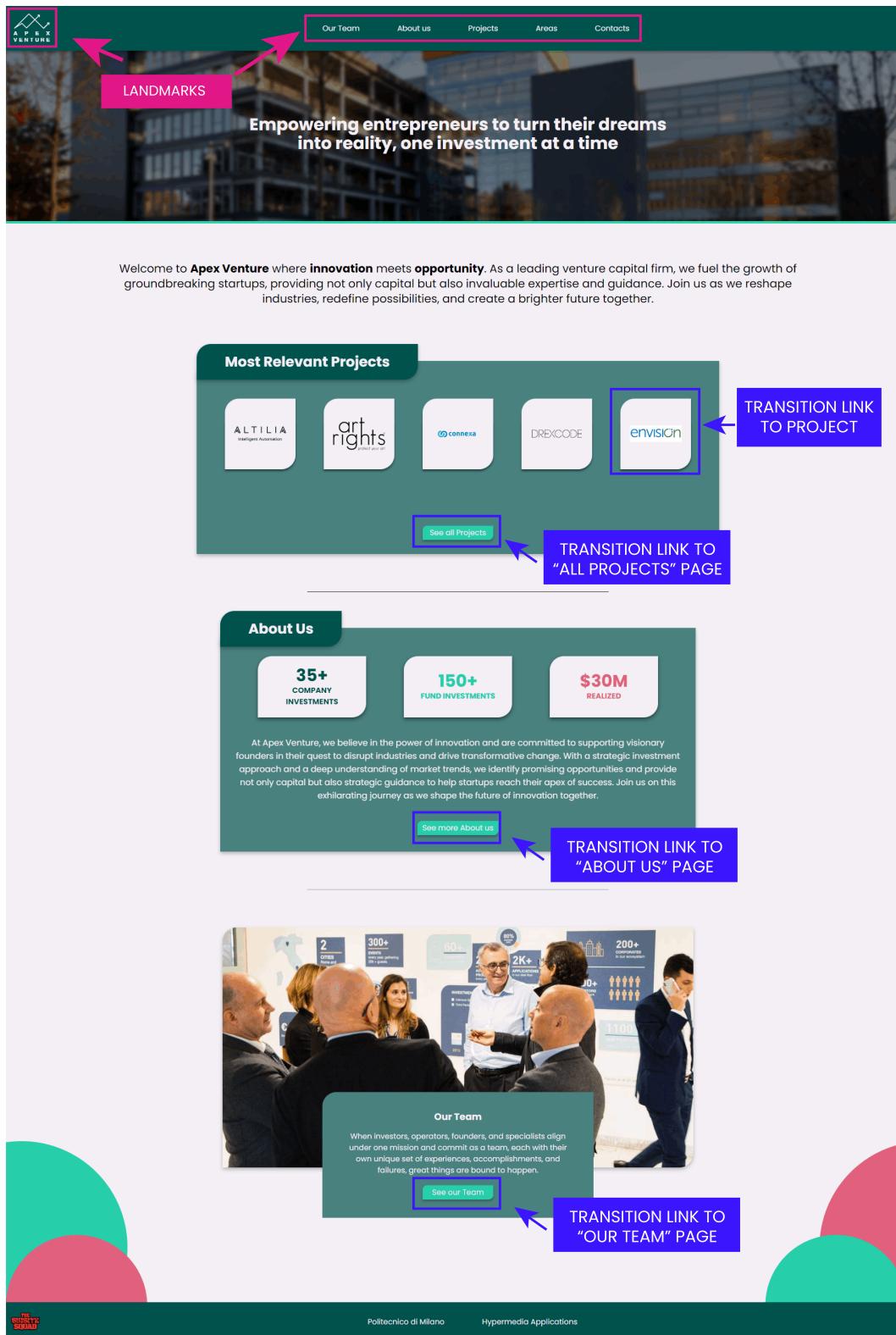


Figure 15: Homepage

3.2 Our Team

On this page, the members of the Apex Venture team are shown through a series of cards organized in a grid; each card contains information about a team member such as his or her photo, name, role, and a small description about his or her role within Apex Venture. Finally, each card has a link to the person's personal page.



LANDMARKS

Our Team

When investors, operators, founders and specialists align under one mission and commit as a team, great things are bound to happen

Claudio Cavallaro
President
An experienced finance professional with a deep understanding of the startup industry and venture capital investment.

Taddeo Curreri
Executive Director
A professional with a strong background in investments and acquisitions, responsible for overseeing the operational management and implementation of the investment strategy.

Cassio Siniscalchi
Chief Financial Officer
An accounting and finance expert with in-depth knowledge of financial operations, responsible for financial planning, investment valuation, and portfolio management.

Sara Genovese
Investment Director
An individual with a solid background in investment analysis, responsible for evaluating investment opportunities, managing the portfolio, and implementing exit strategies.

Fabrizio Romano
Partner and Principal Investor
Experienced investor driving successful investments and acquisitions. Expertise in strategic decision-making and maximizing returns.

Zhang Wei
Technology Investment Analyst
Tech-savvy analyst evaluating technology-focused investments. Identifies emerging trends and potential market disruptions.

Emma Sullivan
Operations Manager
Efficient manager overseeing day-to-day operations. Ensures seamless execution of strategies and optimal resource allocation.

Diego Fernandez
Investment Analyst
Analytical professional skilled in evaluating investment opportunities. Provides valuable insights for informed decision-making.

Elena Moretti
Marketing Advisor
A marketing professional with extensive experience in the startup and innovation spaces, responsible for defining marketing strategies and building relationships with startups and investors.

Alessandro Conti
Legal Counsel
An attorney specializing in corporate and investment law, providing legal counsel for investment transactions, corporate operations, and regulatory compliance.

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Figure 16: Our Team page

3.3 Person

This page shows a team member's personal information, such as their photo and curriculum vitae. At the bottom of the page there are transition links to the pages of projects supervised by that person.

Figure 17: Person page

3.4 About us

This page shows some information about Apex Venture, such as the investment strategy and growth trend of the venture capital firm. The only links on this page are the landmarks.

Investment Strategy

At Apex Venture, we are driven by a forward-thinking investment strategy that focuses on identifying and nurturing innovative startups with high growth potential. Our goal is to partner with visionary entrepreneurs who are disrupting industries and creating scalable business models. Through strategic investments and hands-on support, we aim to fuel their growth and maximize their success.

Our investment strategy is driven by in-depth market research and meticulous due diligence. We focus on identifying startups with strong market traction, exceptional leadership teams, and a clear competitive advantage. By investing across diverse sectors and prioritizing sustainability and social responsibility, we aim to maximize growth and create lasting value for our investors and portfolio companies.

To achieve our investment objectives, we take a collaborative approach and work closely with our portfolio companies. We provide them with access to our extensive network of industry experts, mentors, and resources, including financial, operational, and strategic support. Our team of experienced professionals brings a wealth of knowledge and expertise in areas such as finance, marketing, and technology, to help our portfolio companies overcome challenges and scale their businesses.

35+
COMPANY
INVESTMENT

\$30M
REALIZED

150+
FUND INVESTMENTS

Year	Investment (\$M)
2015	10
2020	20
2023	30
2025	40

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Figure 18: About us page

3.5 All Projects

This page shows all projects funded by Apex Venture, each project is represented by a card containing the logo, name, a small description, and areas of investment of the project; the card represent a group links to the project page. There is also a filter on the page that allows to view only projects of a particular area or to show the most relevant projects.



LANDMARKS

GROUP LINK TO PROJECT PAGE

Filter By Area [reset](#)

Most Relevant Project

Technologies

- Augmented Reality
- IoT
- Artificial Intelligence
- Blockchain

Sectors

- Fashion
- Health
- Education
- Finance
- Green

All Projects

Explore our venture capital firm's portfolio to discover the diverse range of innovative and promising companies we've invested in.

Project Cards:

- SardexPay**: Sustainable fintech solving SME challenges. Digital marketplace, dedicated brokers, and comple...
- envision**: Innovative startup providing end-to-end energy efficiency solutions. Specializes in Smart City...
- Hevolus**: Hevolus is an international B2B company specializing in innovative business models for the reta...
- Drexcode**: Multichannel platform for high-end fashion rental and second-hand sales, offering a smart and s...
- Connexa**: Connexa is the only fully telematic auto insurance provider in Italy, using ML, chatbots, and ...
- SEAY**: SEAY creates sustainable clothing with eco-friendly materials, promoting a closed-loop circular...
- Iama Therapeutics**: Iama Therapeutics focuses on developing new drugs to improve the lives of children with neurode...
- Rubber Conversion**: Rubber Conversion's innovative devulcanization technology enables the recycling of rubber, offe...
- Fifth Ingenium**: Fifthingenium empowers businesses with AR, AI, IoT, and Cloud solutions. Leaders in AR technolo...
- Pedius**: Empowering deaf individuals to make calls with speech recognition. 35K+ users across 14 countr...
- Memento**: Innovative toy company creating S.T.E.A.M., Art and Craft/DIY, and Action Games. Fostering gift...
- SurgiQ**: SurgiQ optimizes care pathways with unique data visualization, AI-driven resource planning, and...
- Plurima**: Plurima is a Palermo-based startup providing an innovative B2B insurance platform for intermedi...
- up2you**: Certified green-tech startup helping individuals and businesses reduce environmental impact and ...
- Altilia**: Altilia offers Altilia Intelligent Automation, a no-code AI platform that democratizes AI adopt...
- WeSchool**: Innovative edtech platform transforming education with courses, content, and collaboration for ...
- Art Rights**: Art Rights is an innovative platform for managing and certifying artworks, providing support fo...
- Sclak**: Sclak provides an IoT-based access control system, integrating various locks and openings for e...
- Genuino**: Genuino: Blockchain-powered certification for collectibles. Marketplace for buying, selling, an...
- Wahu**: WAHU revolutionizes footwear by integrating active sole morphing and microelectronics, enhancin...

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Figure 19: All Projects page

3.6 Project

This page displays all the information about a certain Apex Venture funded project. The page is structured to have a card containing the logo and description of the project, as well as a transition link to the page of the person who supervised it. There are also transition links to the areas to which the project belongs. There is therefore a section showing the impact of the project on society and a table containing some important data on the project. There is also a section about the project team, which shows a photo and a list of team members with their roles. Finally, in the lower part of the page there are two group links which refer to the next or previous project in the list of projects.



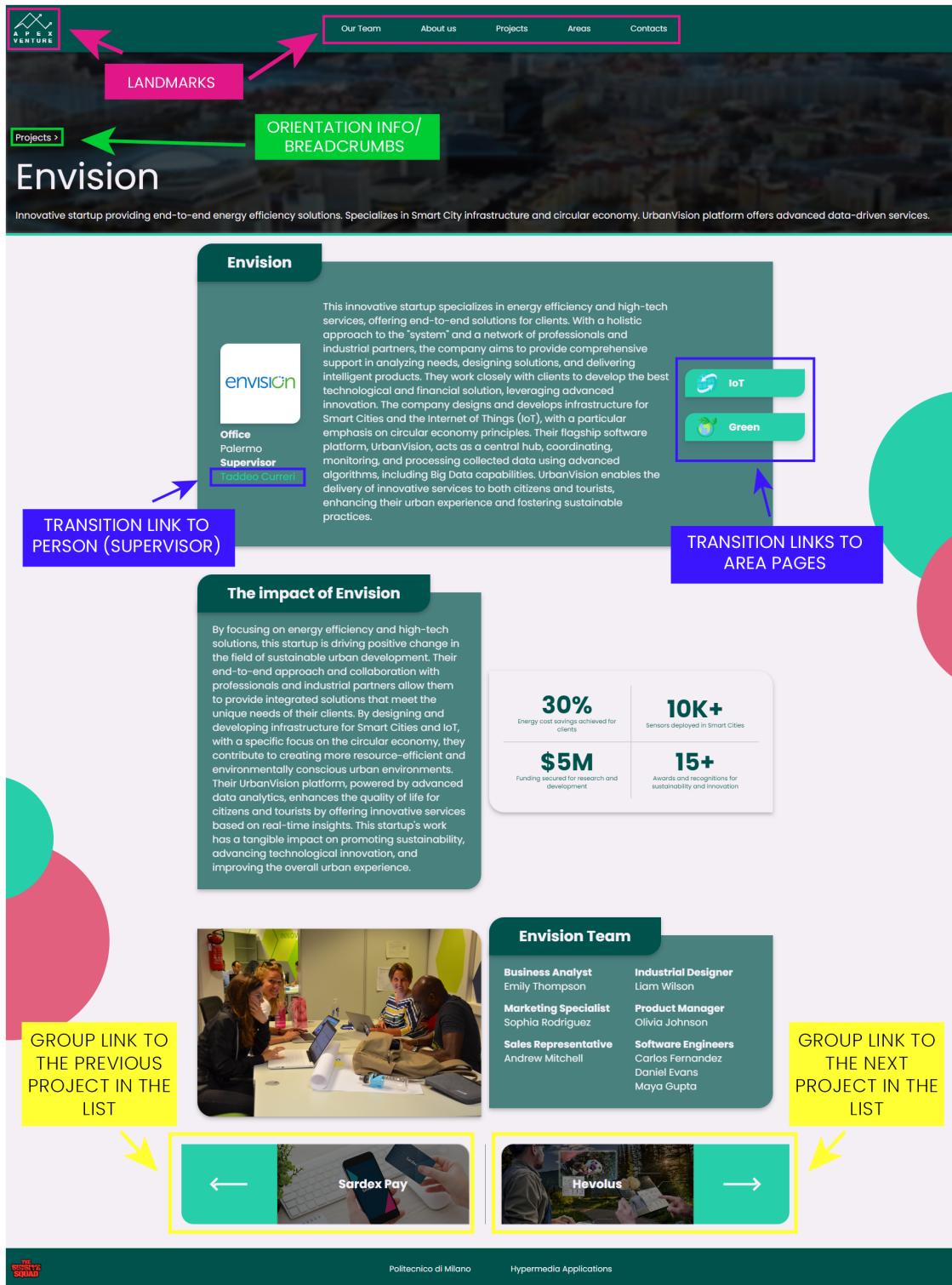


Figure 20: Project page

3.7 All Areas

This page shows all Apex Venture investment areas which are divided into "Technologies Areas" and "Sectors Areas." Each area is represented by a card with an icon, the name of the area, and a small description. Each card is interactive, and when the mouse hovers over one of them, it triggers an animation that splits the card into two different buttons: The first button represents a group link that allows to go to the page dedicated to the area, while the second button is a transition link that allows to go to the page dedicated to all the projects in that particular area.

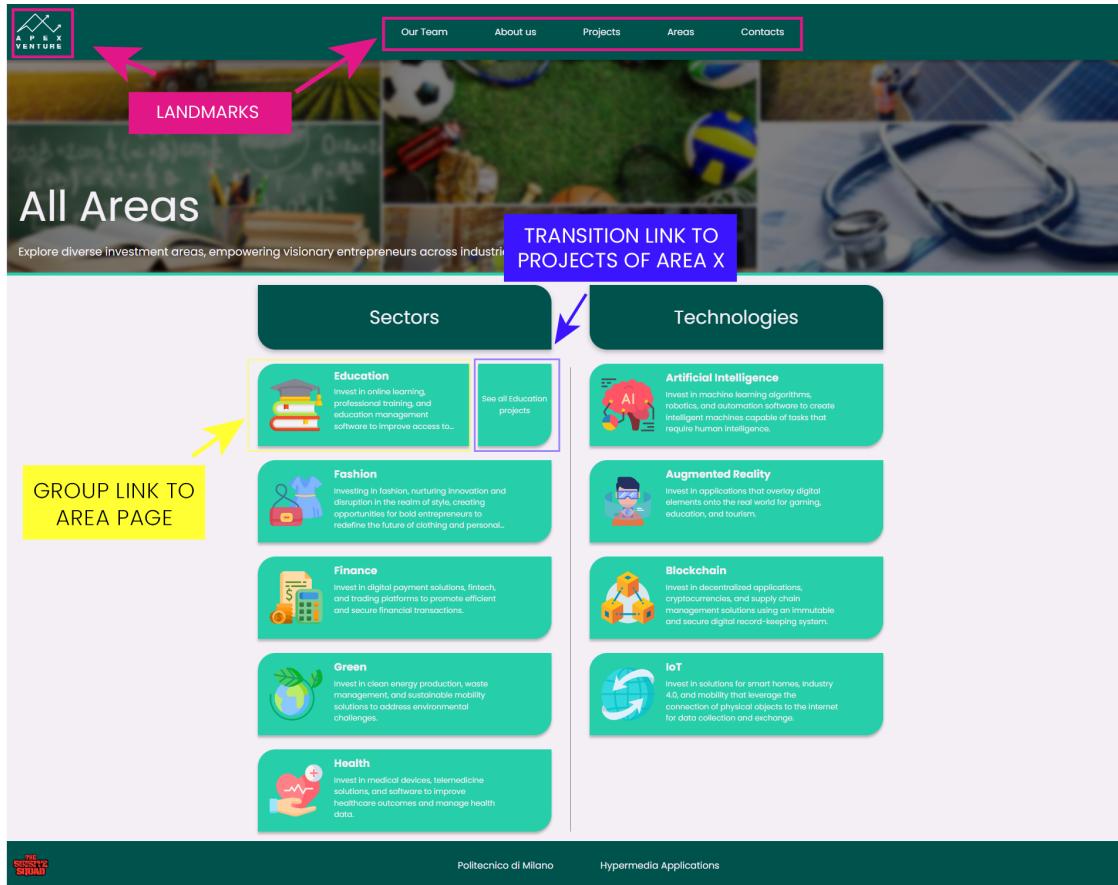


Figure 21: All Areas page

3.8 Area

This page shows all the information regarding a specific investment area, so there is a description of the area and a table with some data. At the bottom of the page it is possible to have a preview of the projects invested by the venture capital firm in that specific area, so it is possible to go directly to the page of one of the projects in the preview by clicking on the corresponding logo, otherwise it is possible to go to the page dedicated to all the projects of that area through the transition link at the side.

LANDMARKS

Orientation Info / Breadcrumbs

Areas >

Blockchain

Invest in decentralized applications, cryptocurrencies, and supply chain management solutions using an immutable and secure digital record-keeping system.

Investing in Blockchain

Investing in the Blockchain sector is a strategic focus for Apex Venture, recognizing the transformative potential of decentralized and secure digital transactions. Blockchain technology provides a transparent, immutable, and decentralized ledger that has applications across various industries. By investing in Blockchain, Apex Venture can support startups and companies developing innovative solutions for finance, supply chain management, healthcare, and more. Blockchain enables secure peer-to-peer transactions, eliminates intermediaries, enhances data integrity, and promotes trust in digital ecosystems. Investments in Blockchain technology drive efficiency, reduce fraud, and enable new business models. Additionally, with the rise of cryptocurrencies and decentralized finance (DeFi), investing in Blockchain allows Apex Venture to be at the forefront of the digital asset revolution. By investing in Blockchain, Apex Venture embraces the future of secure and decentralized systems, fostering innovation and contributing to the evolution of digital economies.

7 Number of successful Blockchain-based platform launches by portfolio companies	3 Partnerships formed with major financial institutions for Blockchain integration
50% Projected annual growth rate of the global Blockchain market	\$3B Total funds invested in Blockchain-related startups

TRANSITION LINK TO PROJECT

Blockchain Projects

TRANSITION LINK TO PROJECTS OF AREA X

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Figure 22: Area page

3.9 Projects of Area X

This page shows all projects in a given investment area. Within the page, it is possible to go to one project page by clicking on the corresponding card or it is possible to move between the different projects pages of the other areas through the group links at the bottom of the page. There is also a small description of the investment area immediately below the banner, with a transition link that allows to go to the area page.

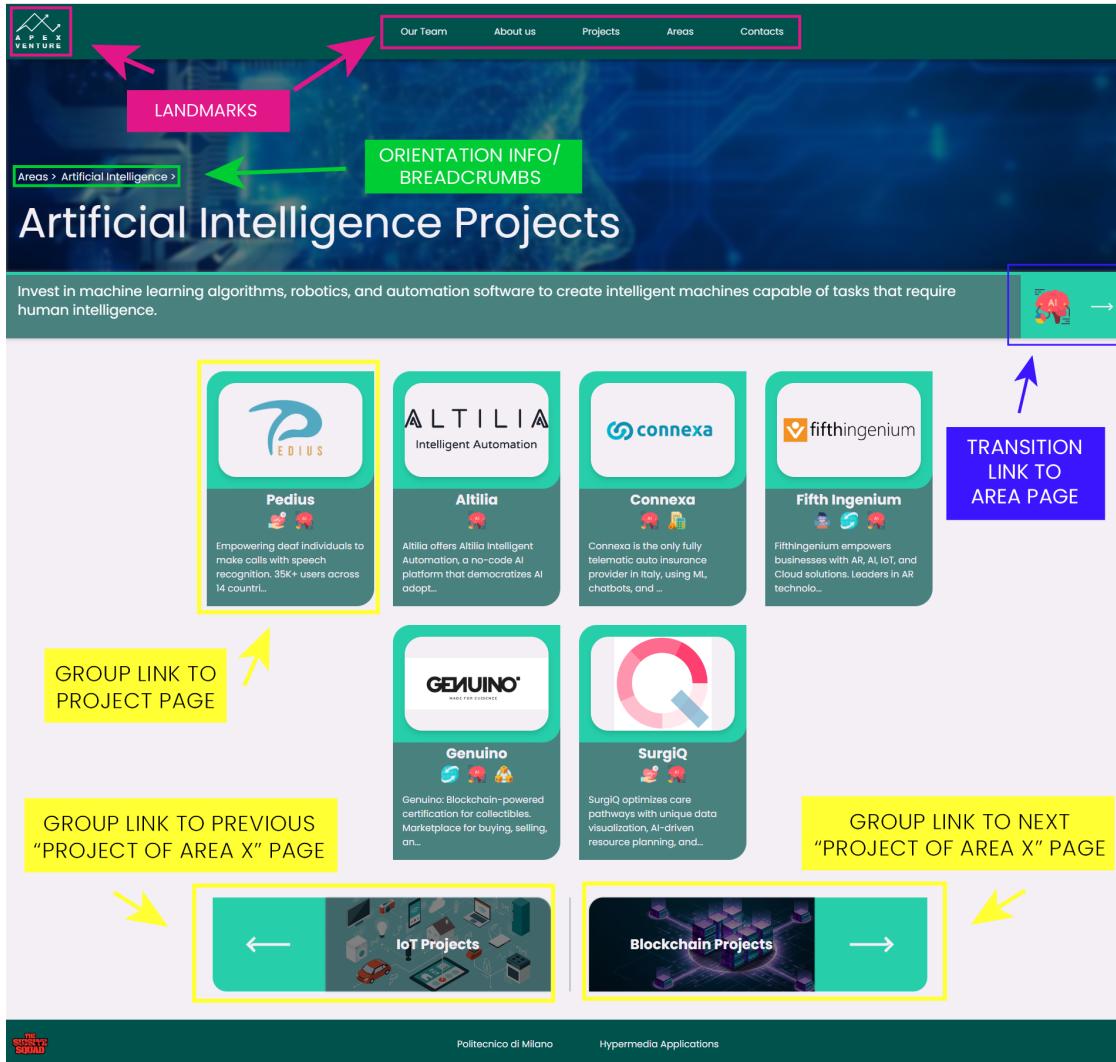


Figure 23: Projects of Area X page

3.10 Contacts

This page shows the main methods of contacting the Apex Venture. You can also register for the newsletter by filling out the form provided. The only links on this page are the landmarks.

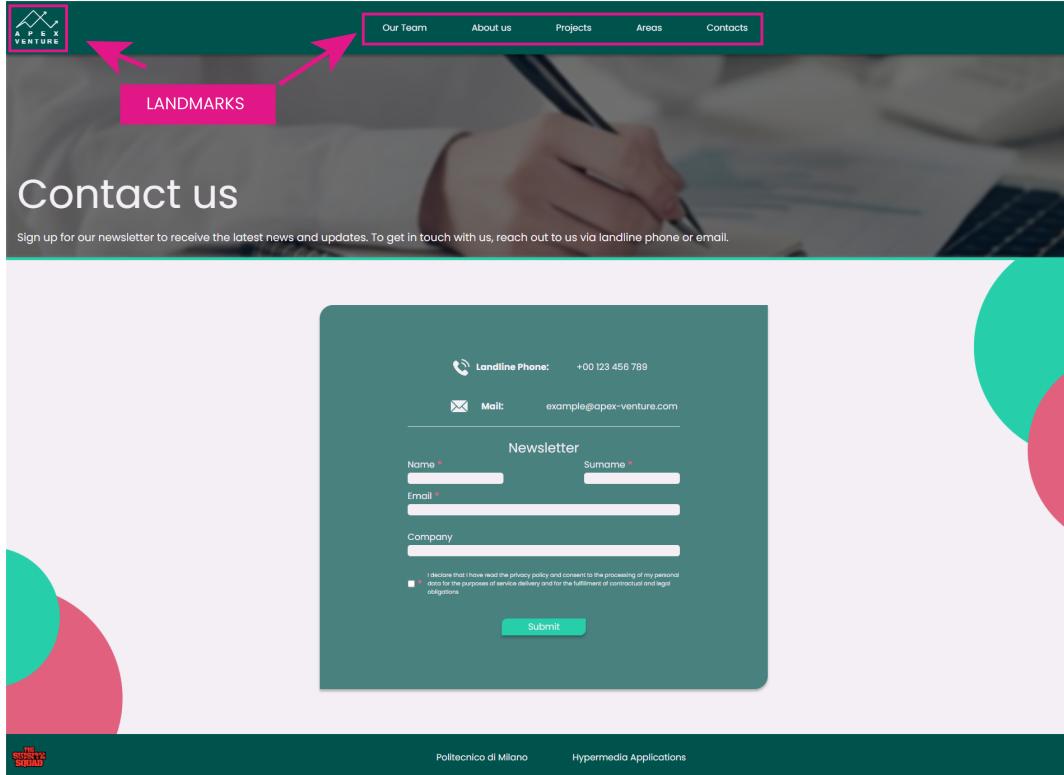


Figure 24: Contacts page

4 Interaction Scenarios

An interaction scenario serves as a "story of use" that outlines the sequence of user interactions within a website, tailored to users with a specific profile and a particular goal.

The interaction scenarios aim to illustrate how a user would navigate through the various pages of a website. During the execution of these scenarios, the user visits all relevant elements specified in the design, including the home page, pages related to different topics, specific topic categories, and groups. Additionally, the user traverses links of various types (such as structural, group, transition links, and landmarks) at least once throughout these scenarios.

4.1 Interaction Scenario 1

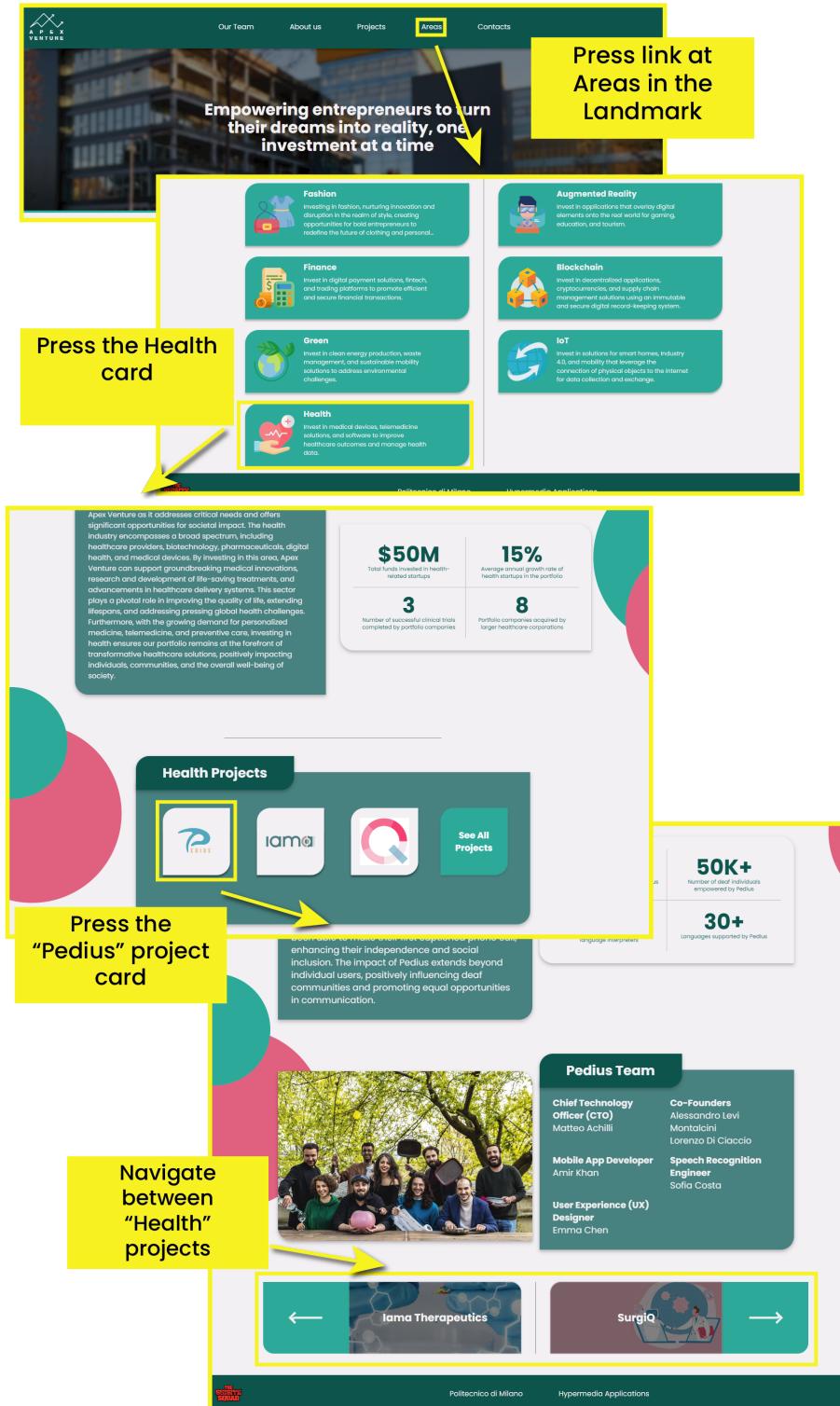
4.1.1 Textual narrative

The GG company, operating in the healthcare sector, is interested in obtaining an investment. Through an advertising announcement, its CFO discovers that Apex Venture invests in the medical field, so he decides to investigate visiting the Apex Venture website.

He clicks on "Areas" to see if healthcare is one of the investment sectors of the venture capital firm, finds the card describing the Health area, and decides to click on it to visit the related page.

After reviewing the investment performances, he decides to continue his research and clicks on the first project within the preview of projects in that area to find out what his industry colleagues are working on. To navigate between the projects, he uses the dedicated buttons at the bottom of the page.

4.1.2 Interaction flow



4.2 Interaction Scenario 2

4.2.1 Textual narrative

The Apex Venture team went to a fair to promote their investments. The Company X secretary, while wandering among the booths, falls in love with a member of the team. While she is returning home on the train, the boy comes to her mind, and she wants to find out his name.

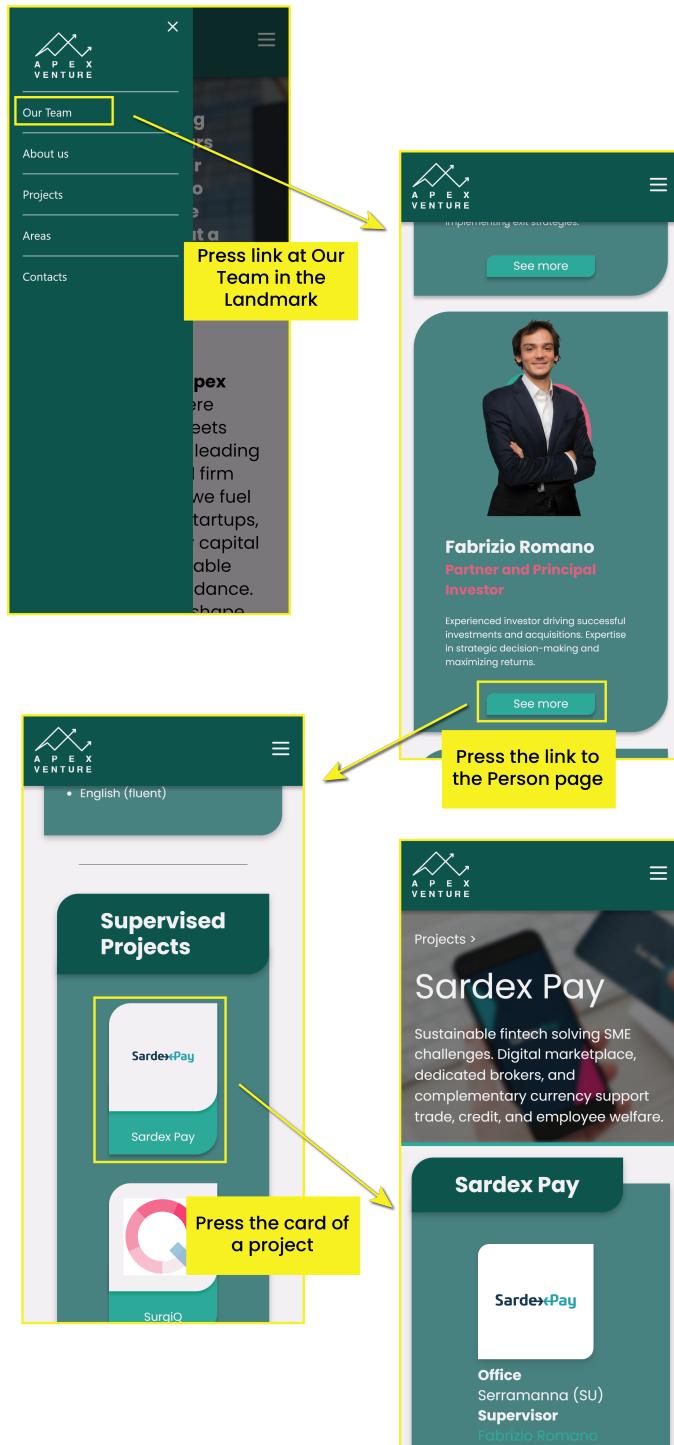
She visits the Apex Venture website from her smartphone.

From the homepage, she reaches the team page and recognizes Fabrizio Romano from the preview.

She clicks on his profile to find out what Fabrizio does in life.

She discovers that he supervises "Sardex-Pay" and, intrigued, clicks to access the project's page.

4.2.2 Interaction flow



4.3 Interaction Scenario 3

4.3.1 Textual narrative

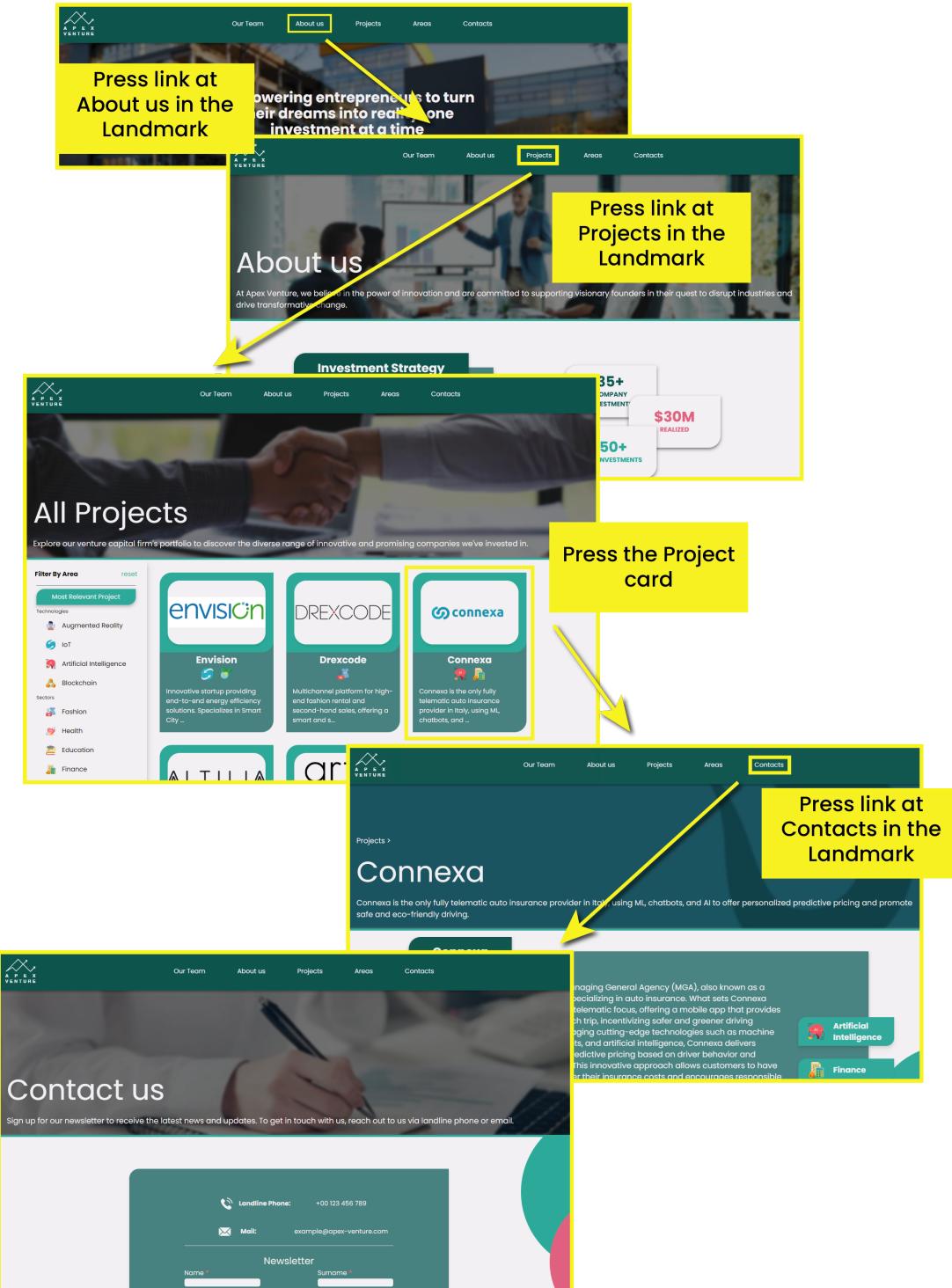
John, a young entrepreneur, wants to invest in Apex Venture. He decides to explore the website for more information.

He starts by clicking on the "About Us" page to learn about the venture capital firm. Impressed by their track record, he proceeds to the "Projects" section. To optimize his search, John applies the "Most Relevant" filter.

As he scrolls through the list, one particular project catches his attention. Excited to learn more, John clicks on the project card.

He finally navigates to the "Contact Us" page, where he finds the email address.

4.3.2 Interaction flow



4.4 Interaction Scenario 4

4.4.1 Textual narrative

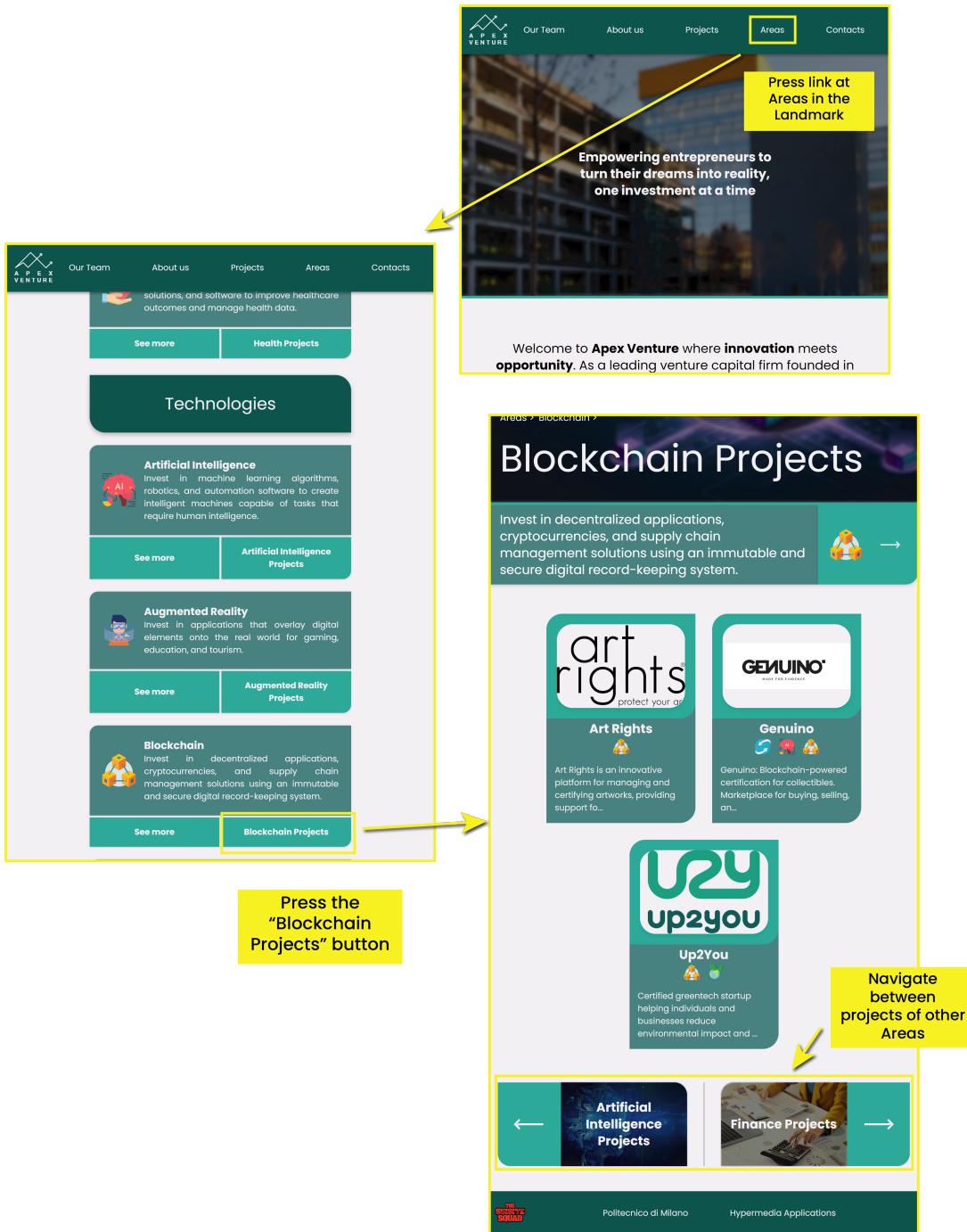
A Communication Design student has a project to create a mockup of a venture capital firm website. As an example to follow, he is provided with the Apex Venture website.

To understand how to organize the content, he browses the website and access the Areas page from his tablet.

Intrigued, he clicks the button to view all the projects in the Blockchain area.

After viewing the project previews, he decides to also explore projects from other areas by navigating through them using the dedicated buttons at the bottom of the page.

4.4.2 Interaction flow



5 Database Design

The following section presents information about the design of the database for the website, utilizing the E-R Diagram and its corresponding Relational Schema.

5.1 Entity-Relationship Diagram

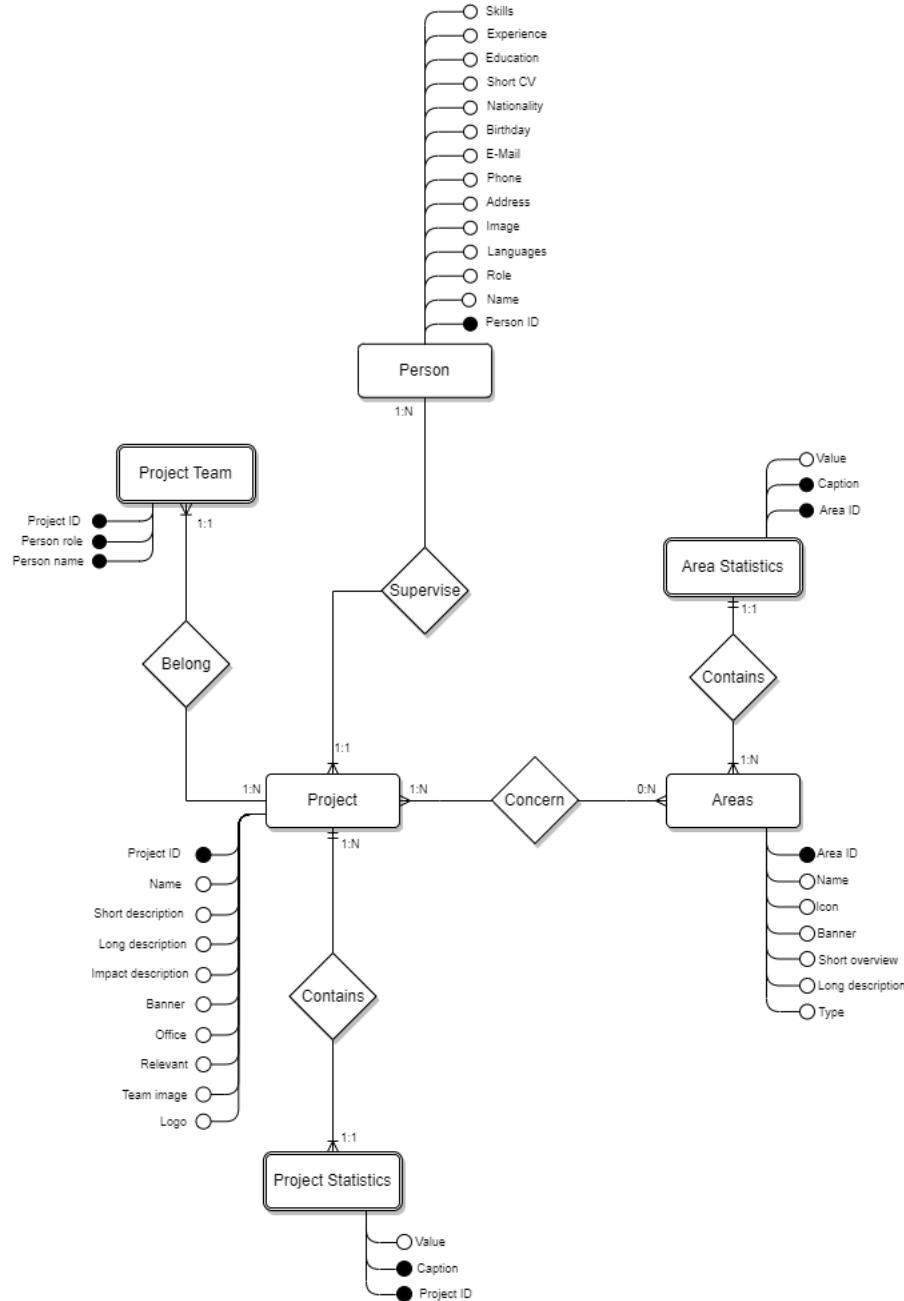


Figure 25: E-R Diagram

5.2 Relational Schema

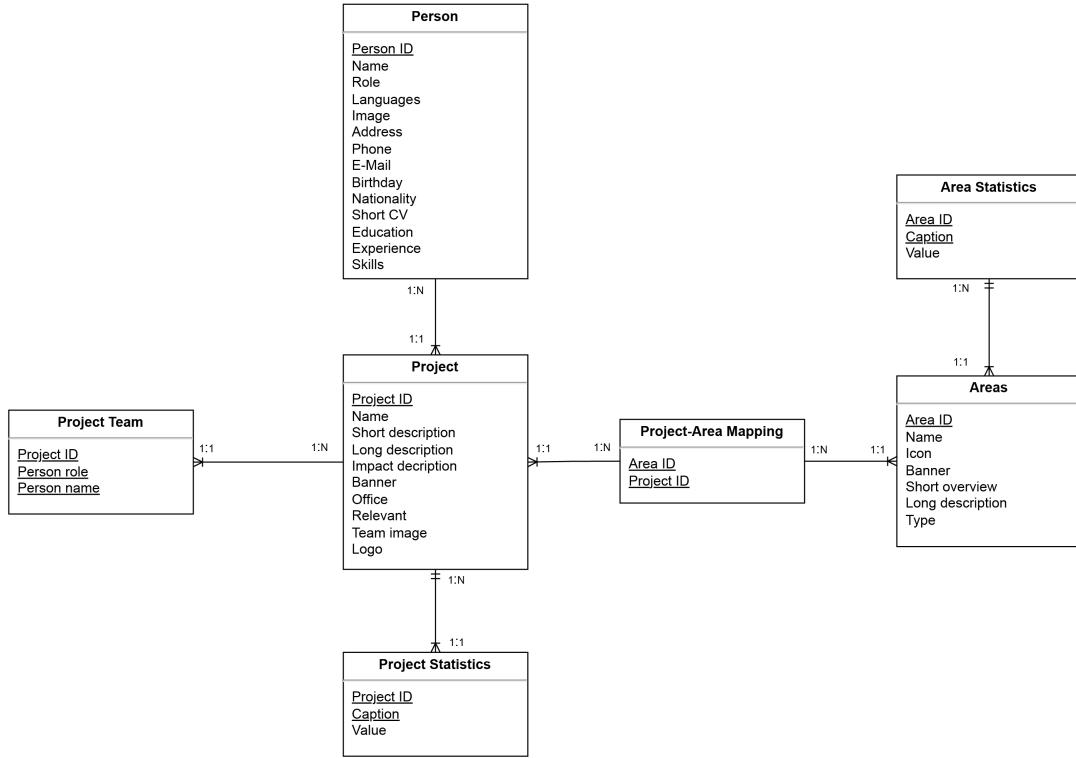


Figure 26: Relational Schema

6 Annex

6.1 Abstract Pages - Navigation Design

In this section, there will be a connection established between the previous content-in-the-small tables and the pages implemented in the website. This connection will serve to describe the type, content, and links associated with these pages.

Projects	
Introductory Page: All Projects	
Title	All Projects
Short Overview	Text
Banner Image	Image
Group Link - All Projects	List[Project Name + List[Area]+ Project Short overview +Project Logo + Link to Project]
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Kind of Topic Page: Project	
Project Name	Text
Banner Image	Image
Project Logo	Image
Project Short overview	Text
Project Description	Text
The impact of the project	Text
Project info	List[Data info]
Team Description	Image+List[Role + Name + Surname]
Office location	Text
Group Link/Orientation Info	Breadcrumbs
	Links to previous and next Project
Group Links - Other Projects	List[[Project Banner Image + Project Name + Link to Project]]
Transition Link - Person	Text + Link to supervisor Page
Transition Link - Areas	List[Area Icon + Area Name + Link to Area Page]
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Introductory Page: Projects of Area X	
Title	Area X Projects
Banner Image	Image
Area short overview	Text
Group Link/ Orientation Info	Breadcrumbs
Transition Link - Area	Area Icon + Link to Area Page
Group Links - Other "Projects of Area X" Pages	Links to previous and next Projects of Area X Pages List[[Area Banner image+ Area Name + Link to Projects of Area X]]
Group Link - All Projects of Area X	List[Project Name + Project Short Overview + Project Logo + List[Area Icon] + Link to Project]
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Figure 27: Abstract Pages - Projects

Areas	
Introductory Page: All Areas	
Title	All Areas
Short Overview	Text
Banner Image	Image
Group Links - Technologies Areas	List [Area Icon + Area Name + Area Short Description + Link to Area Page]
Group Links - Sectors Areas	List [Area Icon + Area Name + Area Short Description + Link to Area Page]
Transition Link - Projects of Area X	List[Link to Projects of Area X]
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Kind of Topic Page: Area	
Title	Text
Short Description	Text
Area Overview	Text
Banner Image	Image
Area info	List[Data info]
Transition Links - Relevant Projects of Area	List[Project Logo + Project Name + Link to Project Page]
Transition Link - All Projects of Area X	Text + Link to Projects of Area X Page
Group Link/ Orientation Info	Breadcrumbs
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Figure 28: Abstract Pages - Areas

Team	
Introductory Page: All Persons	
Title	Our Team
Short Description	Text
Banner Image	Image
Group Link - Team Members	List[Person Profile Picture + Person Name + Person Role + Person Role Description + Link to Person Page]
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Kind of Topic Page: Person	
Person Name	Text
Personal Info	Text
Curriculum Vitae	Text
Banner Image	Image
Profile Picture	Image
Transition Links - Supervised Projects	List [Project Logo + Project Name + Link to Project Page]
Group Link/ Orientation Info	Breadcrumbs
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Figure 29: Abstract Pages - Team

About us	
Topic Page: About us	
Title	About us
Short Overview	Text
Banner Image	Image
Investment Strategy	Text + Table + List[Data info]
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Figure 30: Abstract Pages - About us

Topic Page: Contacts	
Title	Contact Us
Short Overview	Text
Banner Image	Image
Contacts	Landline Phone + Email
Newsletter	Form
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Figure 31: Abstract Pages - Contacts

Homepage	
Banner Image	Image
Catch phrase	Text
Venture Capital Overview	Text
Transition Link - About us	List [Data Info] + Text + Link to the "About us" Page
Transition Link - Most Relevant Projects	List [Project Icon + Project Name + Link to Project Page]
Transition Link - All Projects	Link to "All Projects" Page
Transition Link - Team	Image + Text + Link to Team Page
Landmarks	Links to: [Home(Logo) + Our Team + About us + Projects + Areas + Contacts]

Figure 32: Abstract Pages - Homepage

6.2 High Fidelity Wireframes - Presentation Design

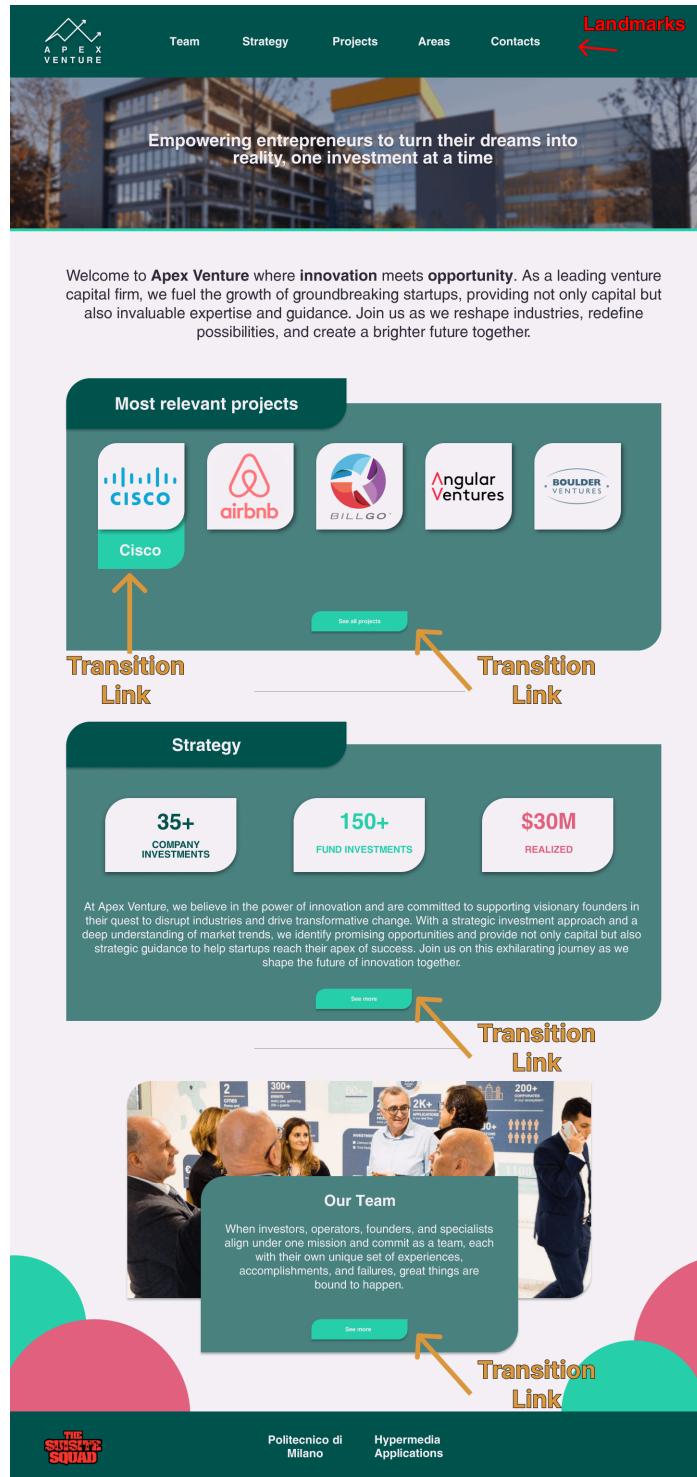


Figure 33: Homepage high fidelity wireframe

Landmarks

Group Link

Luca Cavallaro
President
An experienced finance professional with a deep understanding of the startup industry and venture capital investment.

Taddeo Curreri
Executive Director
A professional with a strong background in investments and acquisitions, responsible for overseeing the operational management and implementation of the investment strategy.

Cassio Siniscalchi
Chief Financial Officer
An accounting and finance expert with in-depth knowledge of financial operations, responsible for financial planning, investment valuation, and portfolio management.

Sara Genovese
Investment Director
An individual with a solid background in investment analysis, responsible for evaluating investment opportunities, managing the portfolio, and implementing exit strategies.

Alessandro Conti
Legal Counsel
An attorney specializing in corporate and investment law, providing legal counsel for investment transactions, corporate operations, and regulatory compliance.

Elena Moretti
Marketing Advisor
A marketing professional with extensive experience in the startup and innovation space, responsible for defining marketing strategies and building relationships with startups and investors.

Figure 34: "Our team" page high fidelity wireframe

Landmarks

Taddeo Curreri

Executive Director

Curriculum Vitae

Address: Via Verdi, 123, Milan, Italy
Phone: +39 1234567890
Email: taddeo.curreri@apexventure.com
Date of Birth: November 7th, 1965
Nationality: Italian

Education:

- Bocconi University, Milan, Italy (Masters in Economics and Finance)
- Harvard Business School, Boston, USA (MBA)

Experience:

- 13+ years at Apex Venture, overseeing investment opportunities in high-potential startups and managing the investment portfolio.
- Previous role as Senior Financial Consultant at BigFour Advisory, providing strategic financial advice to corporate clients.

Skills:

- Investment evaluation and financial analysis.
- Startup industry expertise.
- Negotiation and deal structuring.
- Strategic consulting for business growth.
- Portfolio management.

Languages:

- Italian (native)
- English (fluent)
- French (intermediate)

Supervised Projects

Cisco

airbnb

BILLGO

Angular Ventures

BOULDER VENTURES

Transition Link

THE SUSPECT SQUAD

Politecnico di Milano

Hypermedia Applications

Figure 35: "Person" page high fidelity wireframe

The wireframe shows a dark-themed website layout. At the top is a navigation bar with the 'APEX VENTURE' logo, followed by links for Team, About us, Projects, Areas, and Contacts. Below the navigation is a large banner featuring a man presenting to a group of people. The main content area has a teal header 'Investment Strategy'. The main text discusses the company's forward-thinking investment strategy, focusing on identifying and nurturing innovative startups. It highlights their goal to partner with visionary entrepreneurs and disrupt industries. A sidebar contains a bar chart showing projected growth from 2015 to 2025. The footer includes logos for 'THE SUSITE SQUAD', 'Politecnico di Milano', and 'Hypermedia Applications'.

About us

At Apex Venture, we believe in the power of innovation and are committed to supporting visionary founders in their quest to disrupt industries and drive transformative change.

Investment Strategy

At Apex Venture, we are driven by a forward-thinking investment strategy that focuses on identifying and nurturing innovative startups with high growth potential. Our goal is to partner with visionary entrepreneurs who are disrupting industries and creating scalable business models. Through strategic investments and hands-on support, we aim to fuel their growth and maximize their success.

Our investment strategy is driven by in-depth market research and meticulous due diligence. We focus on identifying startups with strong market traction, exceptional leadership teams, and a clear competitive advantage. By investing across diverse sectors and prioritizing sustainability and social responsibility, we aim to maximize growth and create lasting value for our investors and portfolio companies.

To achieve our investment objectives, we take a collaborative approach and work closely with our portfolio companies. We provide them with access to our extensive network of industry experts, mentors, and resources, including financial, operational, and strategic support. Our team of experienced professionals brings a wealth of knowledge and expertise in areas such as finance, marketing, and technology, to help our portfolio companies overcome challenges and scale their businesses.

Year	Investment Type	Value
2015	Company Investments	\$10M
2020	Company Investments	\$20M
2023	Company Investments	\$30M
2025	Company Investments	\$40M
2015	Fund Investments	\$10M
2020	Fund Investments	\$20M
2023	Fund Investments	\$30M
2025	Fund Investments	\$40M

THE SUSITE SQUAD

Politecnico di Milano Hypermedia Applications

Figure 36: "About us" page high fidelity wireframe

Landmarks

All Projects

Explore our venture capital firm's portfolio to discover the diverse range of innovative and promising companies we've invested in.

Filter by

Reset Filter

Most Relevant Projects

Technologies

- IoT
- Artificial Intelligence**
- Blockchain
- Augmented Reality

Sectors

- Health
- Green
- Education
- Finance
- Sport

Transition Link

Airbnb
Global hospitality platform that connects travelers with local hosts, offering unique accommodations worldwide.

BILLGO
BILLGO's platform turns bill management into financial well-being, driven by the belief that all deserve access to healthy finances.

UBIQUICOM
Ubiquicom designs RTLS for efficient business processes in production, supply chain, and facility management.

ARBOR VENTURES
Investing in cutting-edge fintech and digital commerce startups, driving innovation and shaping the future of financial services.

SFERA AGRICOLA
Sfera Agricola builds and manages hi-tech greenhouses for vegetable cultivation using hydroponic techniques, for sustainable agriculture.

CISCO
Global technology leader empowering organizations with secure and intelligent networking solutions.

1984 .VC
Venture capital dedicated to supporting early stage startups, fueling their growth and fostering disruptive ideas in the tech space.

Cera
Specialized in digital healthcare, helping elderly patients and their carers managing at-home care.

carta
Simplifying equity management for private companies, providing a comprehensive platform for cap table management, valuations, and compliance.

THE SUSITE SQUAD

Politecnico di Milano

Hypermedia Applications

Figure 37: "All projects" page high fidelity wireframe



Figure 38: "Project" page high fidelity wireframe

Landmarks

Group Link

Transition Link

Technologies

Sectors

IoT
Invest in solutions for smart homes, Industry 4.0, and mobility that leverage the connection of physical objects to the internet for data collection and exchange.

See all IoT projects

Artificial Intelligence
Invest in machine learning algorithms, robotics, and automation software to create intelligent machines capable of tasks that require human intelligence.

Blockchain
Invest in decentralized applications, cryptocurrencies, and supply chain management solutions using an immutable and secure digital record-keeping system.

Augmented Reality
Invest in applications that overlay digital elements onto the real world for gaming, education, and tourism.

Health
Invest in medical devices, telemedicine solutions, and software to improve healthcare outcomes and manage health data.

Green
Invest in clean energy production, waste management, and sustainable mobility solutions to address environmental challenges.

Education
Invest in online learning, professional training, and education management software to improve access to education.

Finance
Invest in digital payment solutions, fintech, and trading platforms to promote efficient and secure financial transactions.

Sport
Invest in technologies to improve athlete performance, manage the fan experience, and commercialize sports rights for a better sports industry.

Mobile devices design

THE SUSITE SQUAD

Politecnico di Milano

Hypermedia Applications

Figure 39: "All areas" page high fidelity wireframe

Landmarks

Investing in Finance

Investing in finance offers a pathway to financial growth and security. Through prudent allocation of funds, individuals can seize opportunities to multiply their wealth. By diversifying portfolios across stocks, bonds, and other assets, one can mitigate risks and maximize returns. Monitoring market trends and seeking expert advice helps make informed decisions. Investing in finance empowers individuals to build a prosperous future, achieve long-term goals, and enjoy financial independence.

\$2.5B Total funds managed	20% Average annual ROI
25+ Number of successful exits	40 Portfolio companies

Finance Projects

Cisco | Airbnb | BILLGO | Angular Ventures | See all Finance projects

Transition Link

Transition Link

THE SUSITE SQUAD

Politecnico di Milano Hypermedia Applications

Figure 40: "Area" page high fidelity wireframe

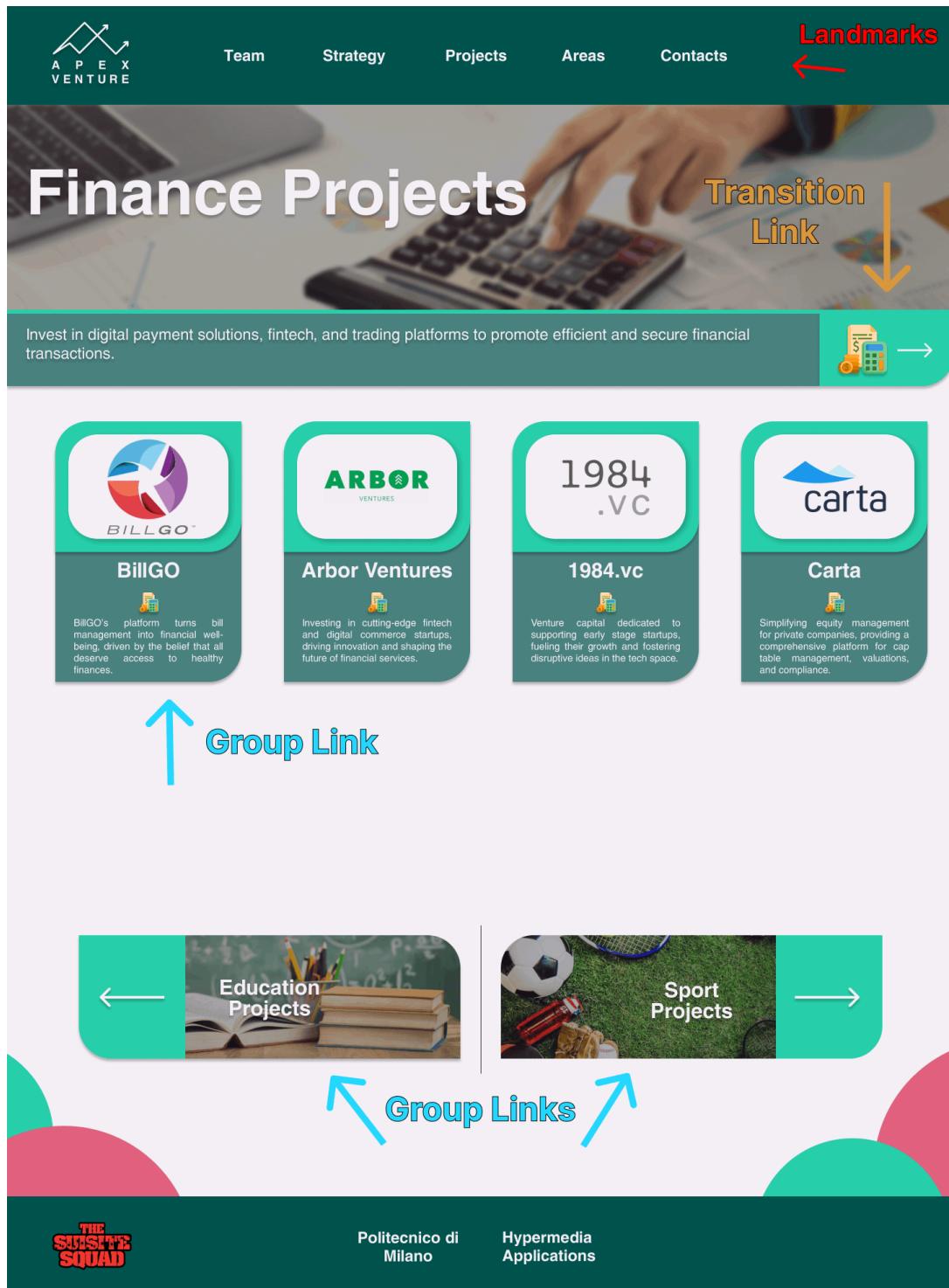


Figure 41: "Projects of area X" page high fidelity wireframe

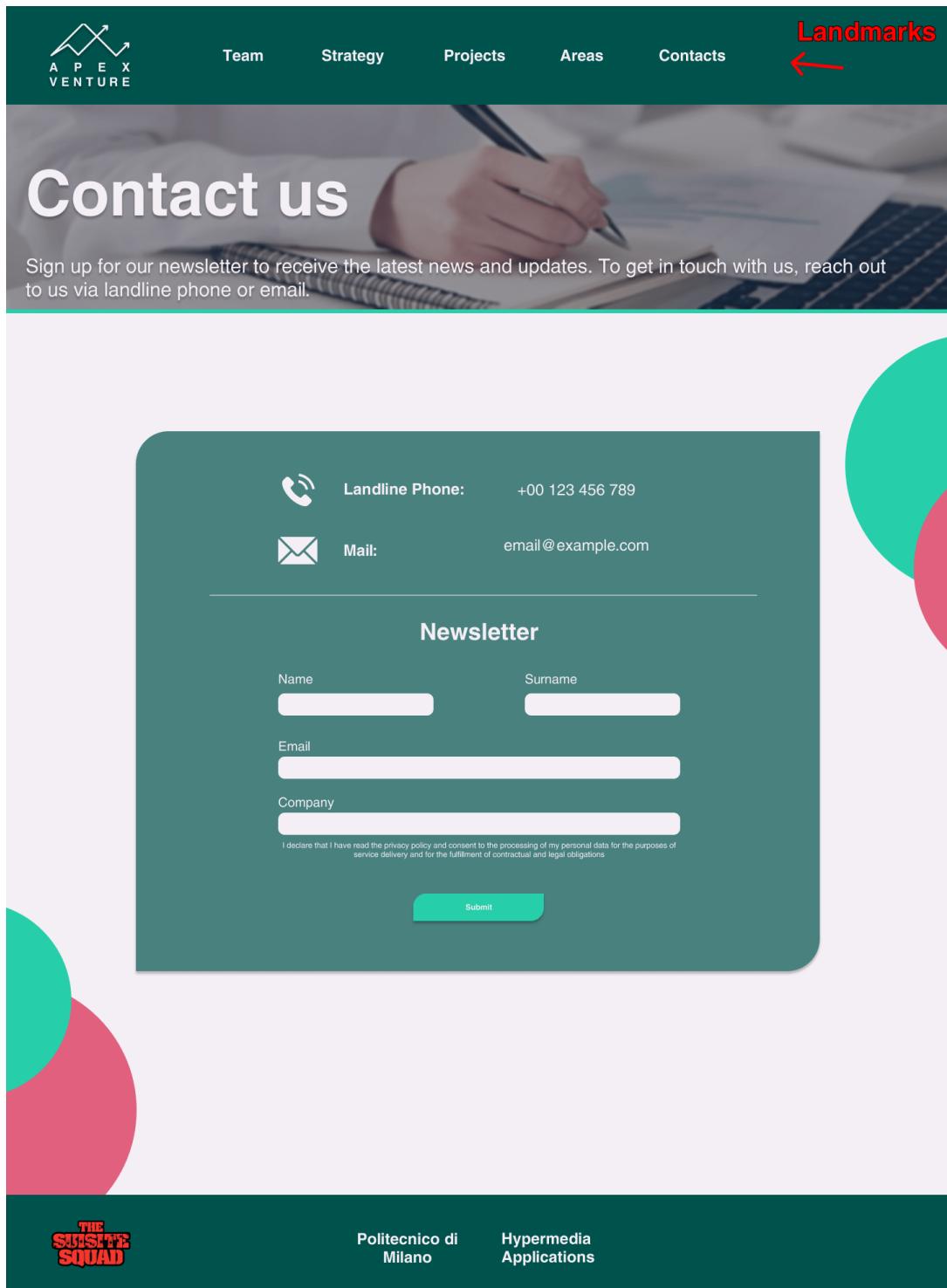


Figure 42: "Contacts" page high fidelity wireframe