

## 0.1 Commented Screenshots

### 0.1.1 Home page

The "Home page" (shown in Figure 1) introduces the company's motto and provides four main sections for user exploration. Users can navigate through two of these sections using two buttons displayed on the top of the homepage. Additionally, by clicking on the "Learn More" button, users can access the "About Us" page to gain a deeper understanding of the company's goals and history.

The second section of the website highlights the reasons why other companies should choose VenTour. Users can conveniently click on the "Join Us" button to send an email expressing their interest in becoming a part of the company.

In the third section of the Home Page, which can also be accessed through the buttons at the top of the page, users can explore the global presence of the company and see its worldwide reach.

In the fourth and fifth section are shown the 4 top investments and the four areas of investment in which VenTour is specialized.

The screenshot shows the VenTour home page with the following sections:

- Landmarks**: A section featuring the text "Power!" and "Fly with us to a journey of growth!". It includes a "Transition link" to "LEARN MORE".
- Structural Links**: Three diamond-shaped boxes connected by yellow brackets labeled "Structural Links". The boxes contain:
  - "IN 3 CONTINENTS" with a globe icon
  - "4 INVESTMENT AREAS" with a lightbulb icon
  - "WE ARE GROWTH" with a plane icon
- Orientation Info**: Red arrows point from "Orientation Info" labels to the "WHY VENTOUR" and "A wide investment map" sections.
- WHY VENTOUR**: A section with the heading "What do we represent?". It contains text about the company's mission and strategic focus, along with a "JOIN US" button and a "Transition link".
- Empowering Innovation**: A section with an icon of a person at a desk. It discusses innovation as the core of their work and how they actively seek out ideas.
- Fuelling growth**: A section with an icon of a bar chart. It discusses the transformative power of ideas and how they fuel startup growth.
- Unlocking potential**: A section with an icon of a padlock. It describes partnering with visionary entrepreneurs and providing support at every stage of their journey.
- Global Reach, Local Impact**: A section with an icon of a globe. It discusses being rooted in startups worldwide and creating a dynamic environment for positive change.
- A wide investment map**: A large map showing global investment activity across four continents. Callout boxes provide details for each region:
  - EUROPE**: Strategically allocated 60% of our investments. Committed to fueling innovation in Europe, where we have strategically allocated 60% of our investments. With a thriving startup ecosystem and a rich pool of talent, Europe offers immense growth potential for entrepreneurs and investors alike.
  - ASIA**: Dedicated 30% of our investments to this region. We recognize the immense opportunities in Asia's dynamic market. That's why we have dedicated 30% of our investments to this region, capitalizing on the rapid technological advancements and the unprecedented growth potential across various industries.
  - SOUTH AMERICA**: 10% of our portfolio dedicated to this vibrant region. Unlocking the untapped potential of South America is a key focus for our venture capital investments. With 10% of our portfolio dedicated to this vibrant region, we aim to support visionary entrepreneurs and drive innovation in an emerging market filled with promising opportunities.

Figure 1: Home page screenshot

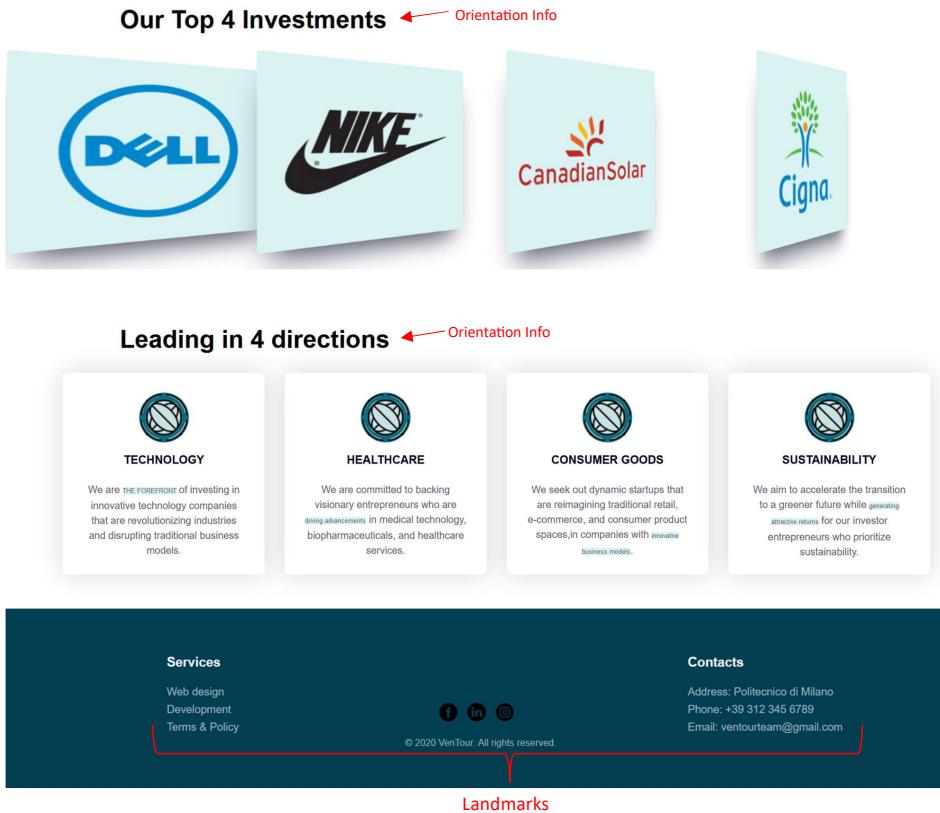


Figure 2: Home page screenshot

### 0.1.2 Topics

#### About Us

*About Us* page presents a description and a short history of *VenTour* and can be seen 3. The page is divided in three subsections:

- *History*, with a small description of the company's growth steps by means of a carousel of images and text;
- company's *Investment approach*, with a description of the main identity factor of VenTour through four boxes;
- *What VenTour offers to companies*, the three pillars on which the company is founded, contained in three interactive cards.

There is also the possibility to directly go in *Our Team* page by clicking in "Meet Our Team" button.

Everything described can be seen in figure 3



Figure 3: About us page

## Get In Touch

The "*Get in Touch*" section comprises two main parts. Firstly, as depicted in figure 4, there is a dedicated section for potential startups seeking assistance from VenTour in attracting investments, obtaining valuable insights, or receiving mentorship. Secondly, as shown in figure 5, there is a section designed for individuals interested in joining VenTour. Here, they can explore the available job positions in the company.



Figure 4: Screenshot of Get In Touch dedicated to new possible startups



Figure 5: Screenshot of Get In Touch dedicated people who want to apply for VenTour open positions

### 0.1.3 Kind of Topic

#### Our Team

*Our Team* page contains all the people who works for *VenTour*.

People are divided in four different teams, that are described in the four cards at the top of the page.

Every person is contained in a card with his/her photo and name. When the user's cursor hovers over a card, role and area of responsibility also appear in the same place. The user can click on a card to access to the person's dedicated page.

People can be filtered by department in the same page.

The user can access to *Investment* page by clicking on "Check our Investments" button.

Everything described can be seen in figure 6

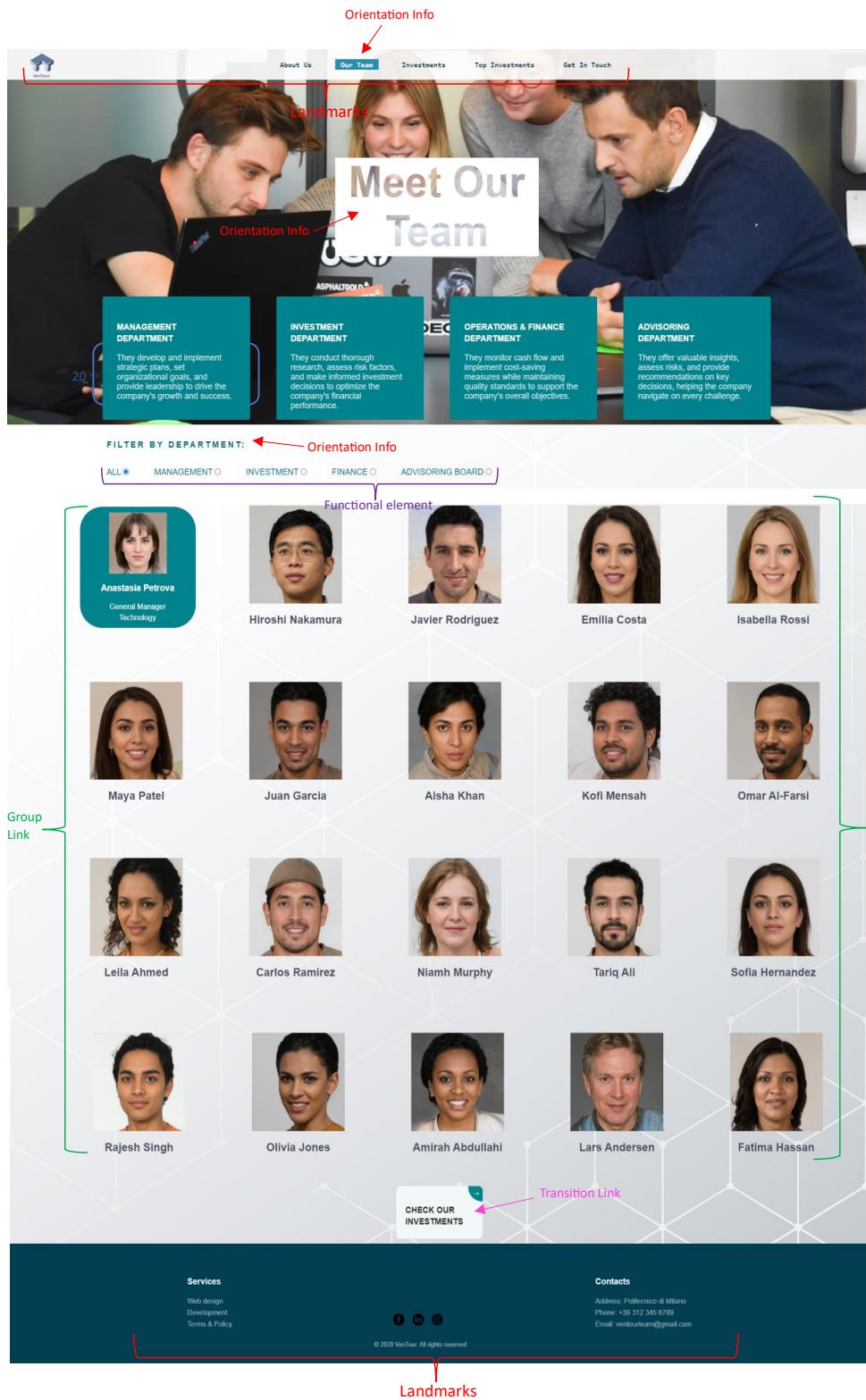


Figure 6: Our Team page

## Investments

*Investments* page contains the list of all investment areas of our venture company, in the first section and all investments(companies),in the second section. They can be accessible from their specific group links.

The page offers the possibility to filter the companies, according to the area chosen by clicking first the functional elements and then the buttons, which function as structural links. An additional option is to search each company by its name from the input box found on top of the Portfolio Snapshot.

The third section of the page is dedicated to the exit strategies of our company. Structural links make possible the navigation between these strategies.

## Area of investment

Single *Area* page represents the investment area at which our company is developing investments. There are in total 4 areas: Technology, Healthcare, Consumer Goods and Sustainability, all represented with a page design as shown below.

The page is divided in two sections. The first section contains the title, which is the area name, an image and a description of the *Investment Area*. In the second section below , transition links to the *Companies*, included in the specific area, are presented with a slider of cards.

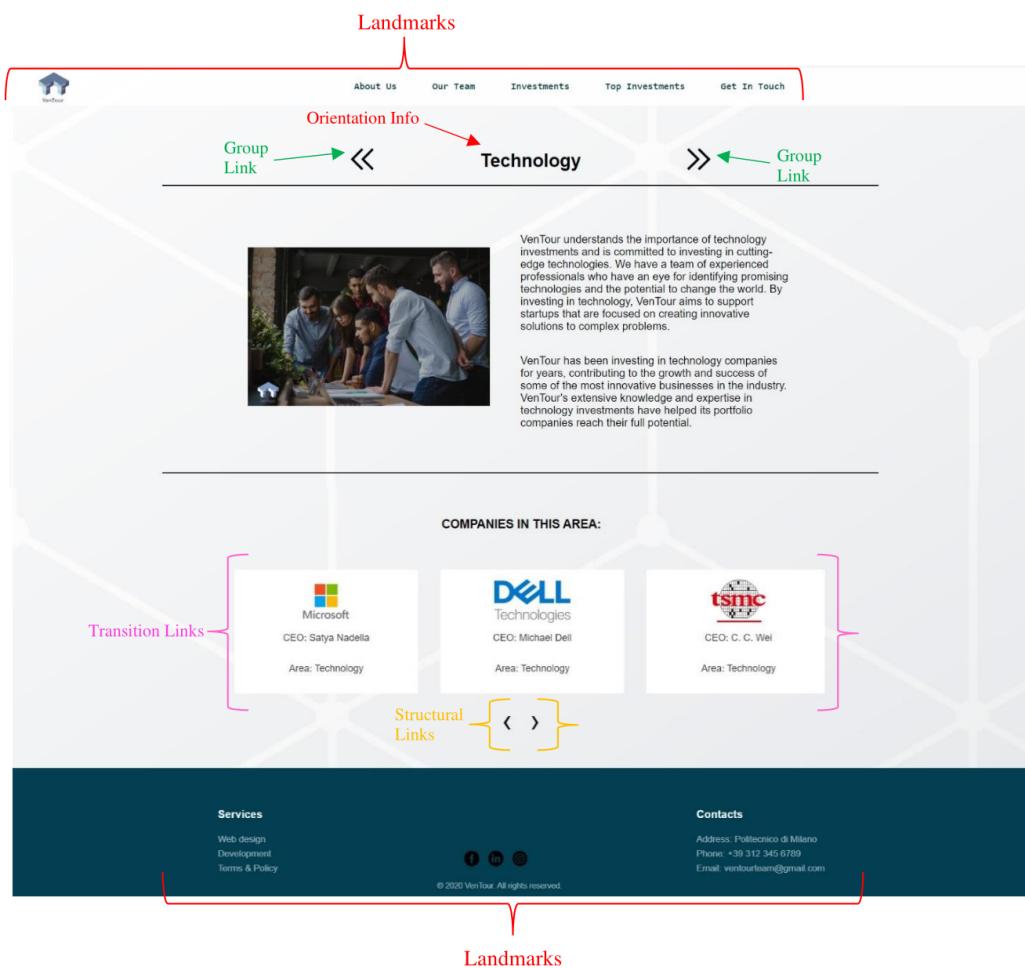


Figure 8: Area of Investment page screenshot

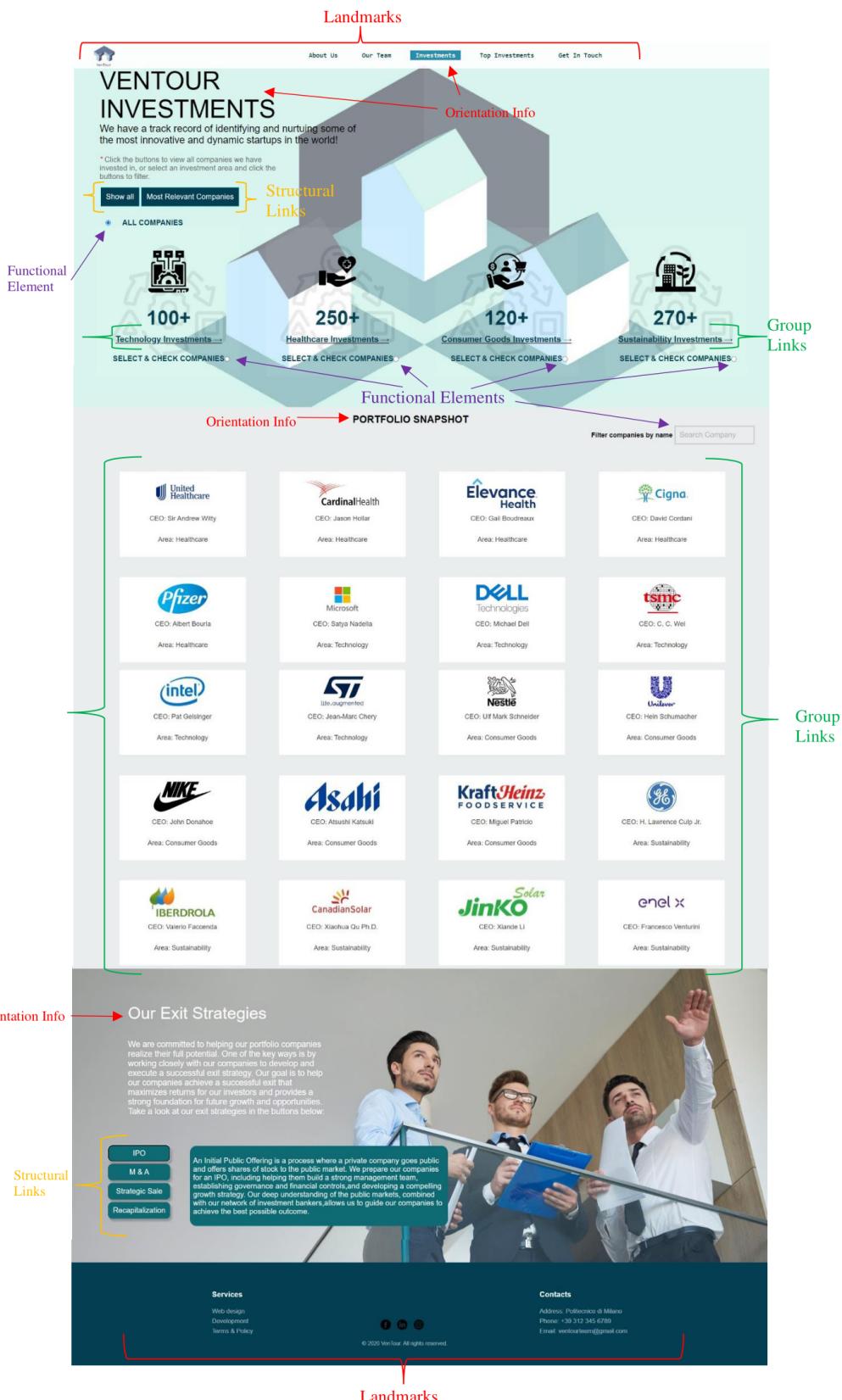


Figure 7: Investments Page screenshot

## Top Investments

*Top Investments* page includes the most relevant investments, which are part of the total investments. Until now our company has 4 top investments, one for each investment area.

These investments (companies) are put in a carousel of images that are clickable and from which the page of the specific company can be reached.  
 Below the carousel, a button links to all investments.

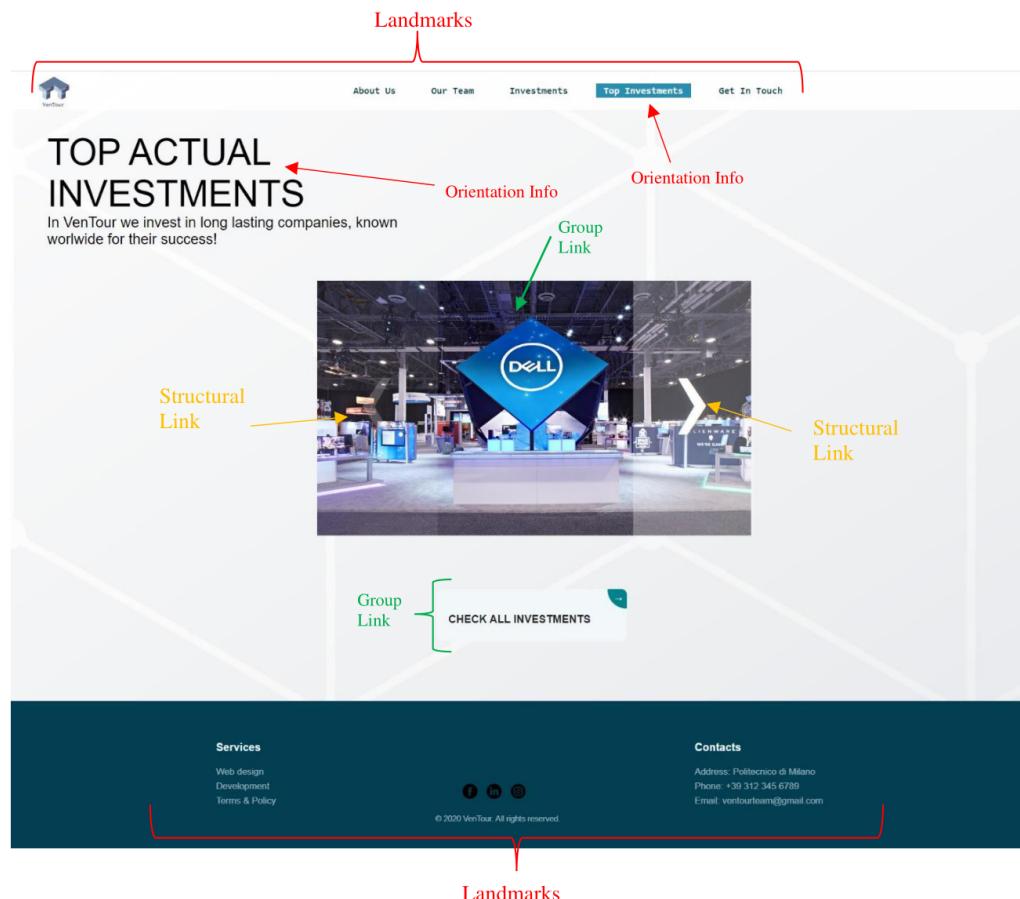


Figure 9: Area of Investment page screenshot

## 0.1.4 Group of Topic

### Person

Single *Person* page represents information about the *People* who works for *VenTour*. On the top of the page general information about the person are shown: name and surname, the role he or she plays within the company and the team he or she is part of.

Below, social icons with links at social pages are reported. Next to the image of the team member, information about him or her are shown in three different sections (*Bio*, *Awards*, *CV*) switchable thanks to relative buttons. At the bottom of the web page, there are some cards of the *Companies* of which the person is a supervisor. If the user click on that cards, can access to the company related page. There is also the possibility to return at the *Our Team* page by clicking on the arrow at the top of the Person page.

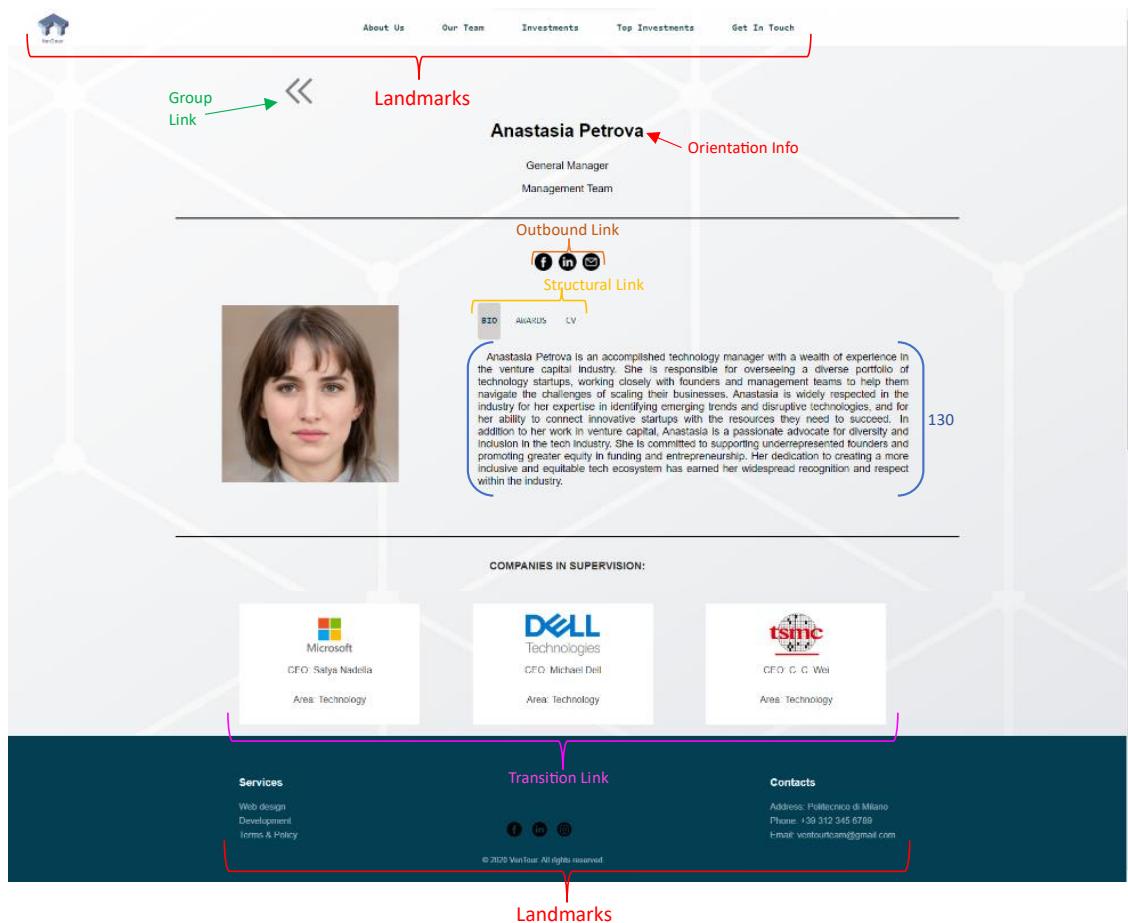


Figure 10: Person page

## Investment

Single *Investment* page represents information about the *Company* in which our venture company has invested on. On the top of the page under the name of the company there are links to the *Investment Area* at which this investment belongs to, and a link to the *supervisor* of this investment, which is a member of our team. Between these links is mentioned the CEO of the company.

The information below includes the logo of the company and a short general information about the company itself. At the end of the information there is the link to the official website of the specific company, which is an outbound link.

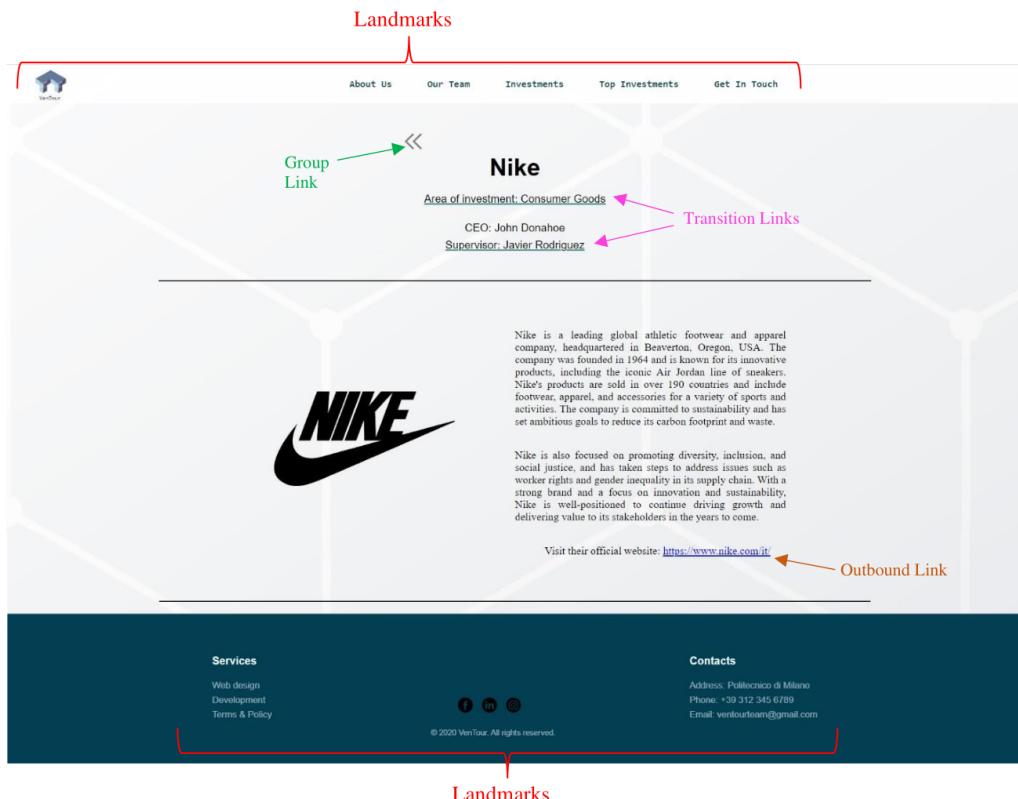


Figure 11: Investment (Company) page screenshot