

WEBSITE SPECIFICATION

Personal Brand & Portfolio Website

Reza Esfahanian
AI Engineer & Serial Entrepreneur

7x Founder • 2 Exits • 100% Bootstrapped

Document Version: 1.0
Date: January 2026

Table of Contents

1. Executive Summary
2. Brand Foundation
3. Site Architecture
4. Design System
5. Page Specifications
 - 5.1 Home Page
 - 5.2 About Page
 - 5.3 Ventures Page
 - 5.4 Expertise Page
 - 5.5 Articles Page
 - 5.6 Contact Page
6. Content Specifications
7. Technical Requirements

1. Executive Summary

This document provides complete specifications for the personal brand website of **Reza Esfahanian**, an AI Engineer and Serial Entrepreneur based in Hamburg, Germany. The website will serve as a professional portfolio, thought leadership platform, and contact hub for investors, partners, and collaborators.

1.1 Key Brand Positioning

Attribute	Value
Name	Reza Esfahanian
Title	AI Engineer & Serial Entrepreneur
Location	Hamburg, Germany
Track Record	7 Companies Co-founded, 2 Successful Exits
Funding Model	100% Bootstrapped — Built to Last, Not to Burn
Domain	rezaesfahanian.com (recommended)

1.2 Key Metrics to Highlight

- **7 Companies Co-founded** — FinTech, Industrial AI, Healthcare, Retail Media, Enterprise Software
- **2 Successful Exits** — Credify (2025), Kipoly (2023)
- **€40M Monthly Transaction Volume** — Credify BNPL platform at exit
- **500,000+ Patients Served** — Kipoly digital health platform
- **€4B Industrial Assets Under AI Management** — Supi.ai deployments
- **€30M Daily Production Monitored** — Oil & gas refineries
- **35+ Major Enterprise Projects** — Delivered via Welf Lab

2. Brand Foundation

2.1 Core Narrative

The Bootstrapped Advantage: Unlike many AI ventures racing to raise capital before proving value, Reza has co-founded and scaled seven companies through disciplined, self-funded growth. This approach forced focus on what matters: real customers, real revenue, and real impact from day one. Two successful exits—Kipoly and Credify—validated this philosophy.

2.2 Elevator Pitch

"I'm a serial AI entrepreneur who has co-founded seven companies at the intersection of artificial intelligence and industry transformation. From scaling a digital health platform to 500,000 patients to building AI infrastructure for retail media, industrial IoT, and tokenized finance—I focus on turning cutting-edge AI into practical enterprise value. All bootstrapped. Two exits. Building what lasts."

2.3 Vision Statement

"To build AI that transforms industries, accelerates sustainable growth, and creates measurable impact for businesses and communities worldwide."

2.4 Brand Voice & Tone

- **Confident but not arrogant** — Let achievements speak, avoid hype
- **Technical depth with accessibility** — Can go deep but explains clearly
- **Builder mentality** — Focus on practical outcomes, not theory
- **Global perspective** — Isfahan to England to Germany; serves global markets
- **Sustainability conscious** — Technology for positive environmental impact

2.5 Social Links

- **LinkedIn:** linkedin.com/in/reza-esfahanian
- **X (Twitter):** x.com/rezaesfahanian
- **Email:** hello@rezaesfahanian.com

3. Site Architecture

3.1 Navigation Structure

Primary navigation with 6 main pages, always visible in header:

Page	URL Path	Purpose
Home	/	Hero, key metrics, venture highlights, CTA
About	/about	Personal story, journey, timeline, values
Ventures	/ventures	All 7 companies with details, metrics, status
Expertise	/expertise	Technical skills, AI/Data capabilities, focus areas
Articles	/articles	Publications, research, blog posts
Contact	/contact	Contact form, email, social links

3.2 User Flow

Primary Flow (Investor/Partner):

Home → Ventures → About → Contact

Secondary Flow (Technical/Recruiter):

Home → Expertise → Articles → Contact

4. Design System

4.1 Color Palette

Color Name	Hex Code	Usage
Primary Navy	#1A365D	Headlines, primary buttons, navbar
Secondary Blue	#2B6CB0	Links, secondary elements, hover states
Accent Green	#38A169	Success states, "Exited" badges, CTAs
Dark Text	#1A202C	Body text, headings
Gray Text	#4A5568	Secondary text, descriptions, metadata
Light Background	#F7FAFC	Section backgrounds, cards
Border Gray	#E2E8F0	Borders, dividers, card outlines

4.2 Typography

Element	Font	Size	Weight
Hero Headline	Inter	56-72px	700 (Bold)
Section Headers (H2)	Inter	32-40px	600 (Semibold)
Card Titles (H3)	Inter	20-24px	600 (Semibold)
Body Text	Inter	16-18px	400 (Regular)
Captions/Meta	Inter	14px	400 (Regular)

4.3 Spacing & Layout

- **Container Width:** Max 1200px, centered
- **Section Padding:** 80px vertical (desktop), 48px (mobile)
- **Card Padding:** 24-32px
- **Grid Gap:** 24px between cards
- **Border Radius:** 8px for cards, 4px for buttons

4.4 Component Library

Primary Button

- Background: #1A365D (Primary Navy)
- Text: #FFFFFF, 16px, Semibold
- Padding: 12px 24px
- Hover: Background #2B6CB0

Secondary Button

- Background: Transparent
- Border: 2px solid #1A365D
- Text: #1A365D, 16px, Semibold
- Hover: Background #F7FAFC

Status Badges

- **"Exited" Badge:** Background #38A169, Text white, 12px, uppercase
- **"Active" Badge:** Background #2B6CB0, Text white, 12px, uppercase

5. Page Specifications

5.1 Home Page

Purpose: First impression, key metrics, venture highlights, clear CTAs.

URL: /

Component 1: Navigation Bar

Property	Specification
Position	Fixed top, full width
Height	72px desktop, 64px mobile
Background	White with subtle shadow on scroll
Left Side	Logo/Name: "Reza Esfahanian" (text logo, Inter Bold 20px)
Center	Nav Links: Home, About, Ventures, Expertise, Articles, Contact
Right Side	Social icons (LinkedIn, X) + "Get in Touch" button
Mobile	Hamburger menu, slide-out drawer

Component 2: Hero Section

Property	Specification
Layout	Two columns: Text left (60%), Image right (40%)
Height	100vh (full viewport height)
Background	Gradient: White to #F7FAFC or subtle abstract pattern
Eyebrow Text	"AI Engineer & Serial Entrepreneur" — 14px, uppercase, #2B6CB0
Headline	"Reza Esfahanian" — 64px, Bold, #1A365D
Subheadline	"Building AI that transforms industries. 7x Founder. 2 Exits. 100% Bootstrapped." — 24px, #4A5568
CTA Buttons	Primary: "View My Ventures" → /ventures Secondary: "Get in Touch" → /contact
Right Column	Professional headshot with subtle geometric background shapes

Component 3: Metrics Bar

Property	Specification
Layout	Horizontal strip, 4-5 metrics in a row
Background	#1A365D (Primary Navy)
Metric Style	Number: 36px Bold white Label: 14px light gray
Metrics	7 — Companies Founded 2 — Successful Exits €4B — Industrial Assets Under AI 500K+ — Patients Served 35+ — Enterprise Projects
Animation	Count-up animation on scroll into view

Component 4: Featured Ventures Section

Property	Specification
Section Title	"Building Companies That Last" — 40px, centered
Subtitle	"7 ventures across FinTech, Industrial AI, Healthcare, Retail Media & Enterprise Software. All bootstrapped." — 18px, #4A5568
Layout	Grid: 3 columns desktop, 2 tablet, 1 mobile
Show	4-6 featured ventures (prioritize exits + most impressive)
CTA	"View All Ventures →" link to /ventures

Venture Card Component:

- **Status Badge:** Top right corner — "EXITED" (green) or "ACTIVE" (blue)
- **Company Logo/Icon:** 48x48px placeholder or actual logo
- **Company Name:** 20px, Bold, #1A202C
- **Tagline:** 14px, #4A5568 (e.g., "BNPL Platform")
- **Key Metric:** Highlighted stat (e.g., "€40M/mo volume")
- **Years:** "2023-2025" in gray caption
- **Hover:** Subtle lift shadow, arrow appears

Component 5: About Preview Section

Property	Specification
Layout	Two columns: Image left (40%), Text right (60%)
Background	#F7FAFC (Light background)
Section Title	"From Isfahan to Hamburg — A Journey in AI"
Content	2-3 paragraph summary of personal story (shortened elevator pitch)
CTA	"Read My Full Story →" link to /about

Component 6: Expertise Preview

Property	Specification
Section Title	"Technical Expertise"
Layout	4 icon cards in a row: Data Engineering, AI/ML, MLOps, Applied AI
Card Style	Icon (48px), Title, 2-3 key technologies listed
CTA	"Explore Full Expertise →" link to /expertise

Component 7: Footer

Property	Specification
Background	#1A202C (Dark)
Layout	3 columns: About/tagline, Quick Links, Connect
Column 1	Name, title, short tagline ("Building AI that transforms industries")
Column 2	Quick Links: About, Ventures, Expertise, Articles, Contact
Column 3	Social icons (LinkedIn, X), Email link
Bottom Bar	© 2026 Reza Esfahanian. All rights reserved. Hamburg, Germany

5.2 About Page

Purpose: Personal story, journey, values, timeline.

URL: /about

Component 1: Page Header

- **Eyebrow:** "About Me"
- **Headline:** "From Isfahan to AI Pioneer"
- **Subheadline:** "Engineer. Builder. Entrepreneur."

Component 2: Story Section

Property	Specification
Layout	Large photo left (40%), story text right (60%)
Content	Full personal narrative (4-5 paragraphs) covering: origins in Isfahan, move to England then Germany, first AI exposure in 2012, progression from engineer to product manager to tech lead, decision to start own companies, philosophy on bootstrapping

Full Story Content:

Born in Isfahan, Iran, Reza's path to becoming a serial AI entrepreneur began with curiosity and crossed continents. After living in England, he settled in Germany—but his fascination with artificial intelligence started in 2012 during an internship at a company developing AI-assisted security systems.

"I saw what was possible," he recalls. "Machines making decisions that would take humans hours, in milliseconds. I knew this would transform everything."

What followed was a deliberate journey through the AI landscape: first as an engineer building solutions across industries, then as a product manager translating technical capabilities into business value, and eventually as a technical leader directing teams on complex deployments. By 2018, he was ready to build his own ventures.

Seven companies later—spanning industrial AI, digital health, retail media, fintech, and enterprise software—the thread connecting them all is the same: making AI practical. Not theoretical. Not experimental. Deployed, working, and creating measurable impact.

His commitment to sustainability runs through this vision. Industrial AI that prevents waste. Financial infrastructure that enables growth. Healthcare that reaches those who need it most. For Reza, AI isn't just a technical discipline—it's a tool for building a better world.

Component 3: Education & Background

- **Layout:** Simple card or inline section
- **Education:** Computer Engineering, Leibniz University Hannover
- **Location:** Hamburg, Germany
- **Origin:** Isfahan, Iran → England → Germany

Component 4: Timeline

Property	Specification
Layout	Vertical timeline with alternating left/right cards
Visual	Central line with dots at each milestone
Card Style	Year badge (colored), Title, Brief description

Timeline Milestones:

- **2012:** First AI exposure — Internship in AI-assisted security
- **2012-2017:** Career progression — AI Engineer → Product Manager → Tech Lead
- **2018:** Founded Welf Lab — Enterprise software development

- **2020:** Founded Kipoly — Digital health AI platform
- **2021:** Founded Intelliger.ai & Supi.ai — AI automation & Industrial AI
- **2023:** Exited Kipoly — 500K+ patients served
- **2023:** Founded Qommerce.ai, Finanzer.ai, Credify
- **2025:** Exited Credify — €40M monthly transaction volume

Component 5: Values Section

- **Layout:** 3-4 value cards in a grid

Values:

- "**Build to Last**" — Sustainable, bootstrapped growth over hype
- "**Practical Impact**" — AI that's deployed and working, not theoretical
- "**Sustainable Future**" — Technology for environmental and social good
- "**Global Perspective**" — Building solutions that serve worldwide markets

5.3 Ventures Page

Purpose: Complete portfolio of all 7 companies with detailed information.

URL: /ventures

Component 1: Page Header

- **Eyebrow:** "Portfolio"
- **Headline:** "Building Companies That Last"
- **Subheadline:** "7 ventures. 2 exits. 100% bootstrapped. Real customers, real revenue, real impact."

Component 2: Filter Tabs

- Tabs: All (7) | Exited (2) | Active (5)
- Style: Horizontal tabs, underline active state

Component 3: Aggregated Metrics Bar

- Similar to home page metrics bar, venture-specific
- Metrics: 7 Companies | 2 Exits | €40M/mo Peak Volume | 500K+ Patients | €4B Assets Under AI

Component 4: Exited Ventures Section

- **Section Title:** "Successful Exits" with green checkmark icon
- **Layout:** 2 large featured cards, side by side

CREDIFY Card:

Status Badge	"EXITED 2025" — Green badge
Company Name	Credify
Tagline	Buy Now, Pay Later Platform
Years	2023-2025
Description	Buy Now, Pay Later solution for online and offline purchases. Built seamless consumer financing infrastructure that scaled rapidly to product-market fit.
Key Metric	€40M monthly transaction volume at exit
Industry	FinTech

KIPOLY Card:

Status Badge	"EXITED 2023" — Green badge
Company Name	Kipoly
Tagline	AI-Powered Digital Health Platform
Years	2020-2023
Description	AI-driven medical decision support systems and telehealth platform. Led teams in deploying cancer screening and diagnostic tools that significantly improved early detection rates and patient outcomes in developing countries.
Key Metric	500,000+ patients served
Industry	HealthTech / Precision Medicine

Component 5: Active Ventures Grid

- **Section Title:** "Active Ventures"
- **Layout:** Grid of 5 cards, 3 columns desktop

Active Venture Cards (each includes):

1. QOMMERCE.AI (2023-present)

- Tagline: Cross-Channel Retail Media Platform
- Description: The first cross-channel retail media platform enabling hyperlocal media activation for FMCG brands. Bridges digital advertising and physical retail presence.
- Industry: Retail Media / AdTech

2. FINANZER.AI (2023-present)

- Tagline: AI Infrastructure for Tokenized Finance
- Description: AI-native agentic infrastructure for the tokenized economy, focused on private debt markets. Offerings include equity-backed financing, project finance, supply chain finance, and trade financing.
- Industry: FinTech / DeFi

3. INTELLIGER.AI (2021-present)

- Tagline: AI Workflow & Business Automation
- Description: Enterprise platform enabling organizations to streamline operations through intelligent process automation and AI-powered decision support systems.
- Industry: Enterprise Software

4. SUPAI.AI (2021-present)

- Tagline: Industrial AI & Predictive Maintenance
- Description: Industrial AI platform specializing in AIoT applications, digital product twins, and process twins. Deployed in oil and gas refineries and petrochemical facilities, enabling predictive maintenance, risk-based inspection, and real-time monitoring.
- **Key Metrics:** €4B in total assets under AI management, €30M daily production monitored
- Industry: Industrial AI / Oil & Gas

5. WELF LAB (2018-present)

- Tagline: Enterprise Custom Software Development
- Description: Enterprise software development studio delivering AI-powered solutions across industries. The foundational venture that built capabilities enabling all subsequent companies.
- **Key Metric:** 35+ major enterprise projects delivered
- Industry: Enterprise Software / Consulting

Component 6: Bootstrapped Philosophy Section

- **Background:** #F7FAFC
- **Headline:** "Built to Last, Not to Burn"
- **Content:** Quote block explaining bootstrapping philosophy — discipline over hype, customer-funded growth, retained control, skin in the game.

5.4 Expertise Page

Purpose: Showcase deep technical capabilities across AI and data technologies.

URL: /expertise

Component 1: Page Header

- **Eyebow:** "Technical Expertise"
- **Headline:** "Full-Stack AI & Data Engineering"
- **Subheadline:** "From data pipelines to deployed LLMs — building AI that works."

Component 2: Expertise Categories Grid

- **Layout:** 4 large category cards, 2x2 grid

Category 1: Data Engineering & Architecture

- **Icon:** Database/pipeline icon
- **Description:** Scalable data-driven application architecture with robust pipelines
- **Technologies:**
 - Real-time & Batch: Apache Kafka, Spark, Flink, Hadoop
 - Databases: PostgreSQL, MongoDB, Cassandra, BigQuery, Redshift, Azure Synapse
 - Orchestration: Airflow, Apache Nifi, Talend
 - Visualization: Tableau, Power BI, Looker

Category 2: AI & Machine Learning

- **Icon:** Brain/neural network icon
- **Description:** End-to-end ML development from research to production
- **Technologies:**
 - Frameworks: TensorFlow, PyTorch, Scikit-learn, FastAI
 - Deep Learning: Keras, Hugging Face (NLP, Computer Vision)
 - LLMs: GPT-4, LLaMA 3, Gemini 1.5 Pro (fine-tuning & deployment)
 - NLP: Transformers, BERT, sentiment analysis, conversational AI
 - Computer Vision: OpenCV, YOLO

Category 3: MLOps & Deployment

- **Icon:** Gears/automation icon
- **Description:** Scalable, automated ML pipelines in production
- **Technologies:**
 - Containerization: Kubernetes, Docker
 - ML Platforms: MLflow, AWS SageMaker
 - CI/CD for ML models

Category 4: Applied AI Focus Areas

- **Icon:** Target/bullseye icon
- **Description:** Business-focused AI applications
- **Focus Areas:**
 - Predictive Analytics — forecasting trends and behaviors
 - Prescriptive Analytics — AI + optimization for decision support
 - Real-time Data Applications — instant processing and analysis
 - Personalization Engines — recommendation systems for e-commerce, FinTech
 - Enterprise Knowledge Management — AI-powered search and semantic analysis

Component 3: Industry Experience Section

- **Layout:** Horizontal scroll or grid of industry badges
- **Industries:** FinTech, Healthcare, Industrial/Oil & Gas, Retail, Enterprise Software

Component 4: Case Study Highlights

- **Layout:** 2-3 brief case study cards linking to ventures

Case Studies:

- **Industrial AI:** €4B in assets under AI management in oil & gas
- **Healthcare AI:** Cancer screening serving 500K+ patients
- **FinTech AI:** €40M monthly transaction volume

5.5 Articles Page

Purpose: Publications, research, and thought leadership content.

URL: /articles

Component 1: Page Header

- **Eyebrow:** "Insights"
- **Headline:** "Research & Articles"
- **Subheadline:** "Thoughts on AI, entrepreneurship, and building technology that matters."

Component 2: Filter/Category Tabs

- Tabs: All | Research | Articles | (future: Blog)

Component 3: Featured Publication

Property	Specification
Layout	Large featured card, full width
Badge	"RESEARCH" — blue badge
Title	"Incentive-Compatible Tokenomics for Resilient DeFi Ecosystems: A System Dynamics and Mechanism Design Approach"
Abstract	Brief 2-3 sentence summary of the paper
CTA	"Read Full Paper →" link to publication source

Component 4: Articles Grid

- **Layout:** Grid of article cards, 3 columns desktop

Article Card Component:

Element	Specification
Featured Image	Top of card, 16:9 aspect ratio, article thumbnail or abstract visual
Category Badge	"ARTICLE" / "RESEARCH" / "BLOG" — small colored badge
Title	20px, Bold, 2-3 lines max
Excerpt	2-3 lines of summary text, 14px gray
Meta	Publication source icon + name (e.g., Medium logo), Date
Hover State	Subtle lift shadow, "Read →" arrow appears
Link Behavior	Opens external link to original publication in new tab

Component 5: Empty State (Future-proofing)

- If no articles in a category, show: "More articles coming soon. Follow me on LinkedIn for updates."

5.6 Contact Page

Purpose: Easy connection for investors, partners, collaborators.

URL: /contact

Component 1: Page Header

- **Eyebrow:** "Get in Touch"
- **Headline:** "Let's Build Something Together"
- **Subheadline:** "Open to partnerships, collaborations, and conversations about AI."

Component 2: Contact Options Grid

- **Layout:** 3 cards side by side

Card 1: Email

- Icon: Mail icon
- Title: "Email Me"
- Content: hello@rezaesfahanian.com
- Action: Click to open email client

Card 2: LinkedIn

- Icon: LinkedIn icon
- Title: "Connect on LinkedIn"
- Content: linkedin.com/in/reza-esfahanian
- Action: Opens LinkedIn profile in new tab

Card 3: X (Twitter)

- Icon: X icon
- Title: "Follow on X"
- Content: @rezaesfahanian
- Action: Opens X profile in new tab

Component 3: Contact Form (Optional)

Field	Specification
Name	Text input, required
Email	Email input, required, validated
Inquiry Type	Dropdown: Partnership, Investment, Speaking, Collaboration, Other
Message	Textarea, required, 500 char min suggestion
Submit Button	"Send Message" — Primary button style
Success State	"Thank you! I'll get back to you within 48 hours."

Component 4: Location Info

- **Content:** "Based in Hamburg, Germany. Open to virtual meetings worldwide."
- **Optional:** Simple map graphic or Hamburg skyline illustration

6. Content Specifications

6.1 SEO Keywords

- **Primary:** AI Engineer, Serial Entrepreneur, AI Founder
- **Secondary:** Machine Learning, LLM, Industrial AI, FinTech AI, Digital Health AI
- **Long-tail:** AI startup founder Germany, bootstrapped AI companies, predictive maintenance AI

6.2 Meta Descriptions

Home: "Reza Esfahanian — AI Engineer & Serial Entrepreneur. 7x founder, 2 exits, 100% bootstrapped. Building AI that transforms industries."

About: "From Isfahan to Hamburg — the journey of an AI engineer turned serial entrepreneur. Discover the story behind 7 AI ventures."

Ventures: "Explore 7 AI companies spanning FinTech, Healthcare, Industrial, and Retail Media. 2 successful exits. All bootstrapped."

Expertise: "Full-stack AI & data engineering expertise: ML, LLMs, MLOps, predictive analytics, and more."

Articles: "Research and insights on AI, tokenomics, entrepreneurship, and building technology that matters."

Contact: "Connect with Reza Esfahanian for partnerships, collaborations, and conversations about AI."

6.3 Image Requirements

Image Type	Dimensions	Notes
Hero headshot	800x1000px	Professional, high-res
About page portrait	600x800px	Approachable, casual
Company logos	200x200px	PNG with transparency
Article thumbnails	1200x630px	16:9 ratio for cards
OG/Social share image	1200x630px	Name + title + photo

7. Technical Requirements

7.1 Recommended Tech Stack

- **Framework:** Next.js 14+ (React, SSR/SSG for SEO)
- **Styling:** Tailwind CSS
- **Animation:** Framer Motion
- **Hosting:** Vercel (recommended for Next.js)
- **CMS (optional):** Contentful, Sanity, or MDX files for articles
- **Analytics:** Google Analytics 4, Plausible, or Fathom
- **Form Handling:** Formspree, Netlify Forms, or custom API

7.2 Performance Requirements

- **Lighthouse Score:** 90+ on all metrics
- **Core Web Vitals:** Pass all thresholds
- **Image Optimization:** WebP format, lazy loading, responsive images
- **Font Loading:** Inter via Google Fonts with font-display: swap

7.3 Responsive Breakpoints

- **Mobile:** < 768px
- **Tablet:** 768px - 1024px
- **Desktop:** 1024px - 1440px
- **Large Desktop:** > 1440px (max container width)

7.4 Accessibility Requirements

- WCAG 2.1 AA compliance
- Keyboard navigation support
- Screen reader friendly (proper ARIA labels)
- Color contrast ratio 4.5:1 minimum
- Focus states visible on all interactive elements

Document End

— *End of Website Specification Document* —

Prepared for Reza Esfahanian
January 2026