

Syndicate 708 Website Architecture

Website Page Structure

URL: syndicate708.com

Home

Purpose: Syndicate 708 overview and navigation hub

Features:

- Broad organization description highlighting mission and strategic focus
- Links to publications, portfolio, and about sections
- Call-to-action for Collection App engagement
- Professional presentation establishing credibility in defense innovation

About

Purpose: Detailed organizational information and team credentials

Features:

- Specific details on Syndicate 708's mission and approach
- Team member profiles with particular emphasis on Ellen and her expertise in defense technology, electric propulsion, or relevant domain
- Credentials establishing authority in USV market and American manufacturing
- Partnership philosophy and vetting criteria for non-Red components

Portfolio

Purpose: Showcase investment thesis and portfolio companies

Features:

- Investment thesis
- Focus areas: electric propulsion, autonomous systems, trusted supply chains
- Portfolio companies - Investments
- Portfolio companies - support
- Clear articulation of how investments support American manufacturing competitiveness

Collection App

Purpose: Multi-SKU market intelligence platform with engagement-driven data collection

Features:

- Content that captures attention and establishes authority
- Opportunities for users to engage by providing market insights
- Modular architecture supporting multiple product domains (SKUs)
- Initial focus on USV market with expandable framework

Collection App Architecture

Current Implementation: USV Domain

Content Artifacts (Attention Capture)

1. US USV Market Landscape

- Format: Article-style analysis
- Purpose: Establish authority and provide value to audience
- Engagement mechanism: Feedback data collection embedded within content
- Updates: Dynamic content that can be refined based on user feedback

2. USV System Breakdown

- Format: Technical article/explainer
- Purpose: Educate audience on system components and architecture
- Engagement mechanism: Feedback data collection on technical accuracy and relevance
- Value proposition: Helps readers understand the market while we gather validation

3. Market Scouting

- Format: Direct data collection interface
- Purpose: Gather demand signals from organizations
- Target audience: Potential customers, systems integrators, defense contractors
- Data collected: Requirements, timelines, budget ranges, component needs

Electric Stack Domain (Future)

Status: To be determined based on USV domain learnings

Elements of Adaptable Architecture

Modular Design Principles

1. Unified Feedback System

- Single feedback survey framework that dynamically adapts based on content type
- Consistent data structure across all attention-capture artifacts
- Enables cross-SKU analysis and insights

2. Reusable Market Scouting

- Standardized demand collection methodology applicable across any SKU
- Customizable fields based on product domain specifics
- Aggregates demand signals across multiple customer segments

3. Multi-SKU Framework The website is designed to host multiple product domains (SKUs) simultaneously:

- Each SKU contains attention-capture artifacts (articles, analyses, breakdowns)
- Each SKU includes embedded market assessment tools
- SKUs can be organized and categorized as portfolio grows
- Backend supports dozens or hundreds of SKUs with shared infrastructure

4. Validation Loop

- Users engage with content artifacts
 - Users validate information accuracy through feedback mechanisms
 - Users provide insights that improve artifacts
 - Improved artifacts attract more engagement, creating virtuous cycle
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Strategic Value Proposition

Solving Demand Aggregation

One of the key challenges in the near to intermediate term is **demand aggregation across a multiplicity of customers for a large plurality of products**. The Collection App architecture addresses this by:

- Creating engagement hooks (valuable content) that attract potential customers
- Embedding market scouting tools within high-traffic content
- Standardizing demand signals across diverse customer types
- Building a dataset that reveals aggregate market patterns invisible to individual participants

Market Making vs. Market Analysis

This platform differs from traditional market research approaches:

- **Not a data scraping app:** We don't passively observe existing markets
- **We are making market:** By providing valuable insights and collecting structured demand data
- **Active intelligence:** Participants contribute to and benefit from growing market knowledge
- **Network effects:** Each participant's contribution increases platform value for all users

Scalable Intelligence Architecture

The adaptable backend enables:

- User interface customized per domain (USV, Electric Stack, other defense tech)
- Shared data infrastructure supporting hundreds of SKUs
- Click-driven engagement model that scales across domains

Technical Implementation Notes

User Experience Flow

1. User discovers content artifact (USV Market Landscape article)
2. User gains value from authoritative, well-researched content
3. User provides feedback on content accuracy/completeness
4. User optionally engages with market scouting tool to express demand
5. Platform collects validated market intelligence
6. Content improves based on feedback, attracting more users

Data Collection Strategy

- **Primary data collection** is the core function
- Iterate platform to understand: (1) market structure and (2) demand aggregation patterns
- Build proprietary dataset unavailable through public sources
- Enable portfolio companies to access aggregated, anonymized demand signals

Expansion Roadmap

1. **Phase 1:** Establish USV domain as proof of concept

2. **Phase 2:** Validate feedback and market scouting mechanisms
3. **Phase 3:** Deploy Electric Stack domain using proven architecture
4. **Phase 4:** Scale to additional domains (air drones, energy systems, etc.)
5. **Phase 5:** Establish Syndicate 708 as definitive market intelligence platform for American defense manufacturing

Technology Stack

Development Framework

- **Claude Code:** Website will be hardcoded using Claude Code, Anthropic's command-line tool for agentic coding

Hosting Platform

- **Vercel:** Production hosting for the website

Database Infrastructure

- **Neon PostgreSQL:** Relational database for user data collection
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Key Success Metrics

Engagement Metrics

- Unique visitors to content artifacts
- Time spent on articles/analyses
- Feedback submission rate
- Return visitor rate

Intelligence Metrics

- Market scouting submissions per SKU
- Demand signals collected across customer types
- Content validation responses
- Cross-SKU insights discovered

Business Metrics

- Quality of demand aggregation data
- Portfolio company utilization of platform insights
- Partnerships enabled through market intelligence
- Influence on American Electric Stack development