Website Requirements

Lex AI

Community:

Top-Level Navigation

1. Home
2. AI Fellowship (shall we put it under community itself)
3. AI for Leaders (shall we put it under community itself)
4. Community
5. Transformation Stories
6. Testimonials
7. About / Team
8. Resources / Curriculum Download
9. FAQ
10. Contact / Apply Now

Homepage

Hero Section

- Headline: Build Intelligence. Build India.
- Sub-headline: Join India's most ambitious community of engineers, founders & leaders building real AI.
- Primary CTAs:
    - Apply Now (links to application form for community)
- Secondary CTA:
    - Join / Newsletter / telegram

Value Proposition

- Short bullet points:
    - Real-world AI engineering & leadership training
    - Elite cohort-based learning experience
    - Mentorship & access to world-class AI leaders
    - Accelerated transformation for careers & companies

Community Page

Purpose

Position the Lex AI Club/Community as an exclusive, high-impact network, with high-impact content and resources.

Sections

What You Get as a Member

- Unlock Access To:
    - Premium Content Repository (lectures, notes, templates)
    - AI Fellowship and AI for Leaders Program
    - Elite private group of top AI talent
    - Weekly AI world updates & newsletter
    - 1:1 mentorship with industry leaders
    - Private in-person events & workshops
    - Inspiration from models like GrowthX Club

Community CTA

- Apply Now Button (always visible)
- Join Telegram / Slack Channel

Inbound Lead Generation

Lead Capture Components

- Download Curriculum (AI Fellowship / AI for Leaders)
- Contact us / Enquiry Form
- Use AI-powered Table + Contact Form components where required
- Links to Social Platforms & Newsletter Signup

Impact Metrics Section

- Transformations
- Alumni accomplishments
- Lives impacted

Testimonials & Transformation Stories Page

Content

- Fellowship testimonials
- Video testimonials (if applicable)
- Written stories (Deepak, Karan, others)
- Visual case studies

- Before / After outcome metrics

Team Page Meet the People

Leadership & Mentors

Name	Designation	Organization
Puru Kathuria	Founder, Lex AI	Google
Swati Nain	—	—
Aashish Joshi	Engineering Manager	Google
Nikhil Reedy	Scientist	IIT Delhi
Nipun Katyal	AI Engineer	US
Rohan Gurve	Software Engineer	Google
Vidhi Gupta	Engineering Manager	Google
Aakanksha	Tech Lead	Meesho
Divish	Tech Lead	Google
Sunil	Founder	BlueSemi
Nitin Bansal	—	Databricks
Harsh Parikh	—	XYZ
Deepak (IIIT)	—	XYZ
Saahil Shah	—	XYZ

Admin Note

- Rachit will make recurring updates to:
  - Impact numbers
  - Testimonials
  - Transformation stories
  - Team member profiles

Program Pages

AI Fellowship

- Overview
- Who is it for?
- Curriculum structure snapshot
- Outcomes (career, skills, portfolio)
- Project examples
- Student success stories
- Apply Now CTA / Download Curriculum

AI for Leaders

- Overview
- Who is it for?
- Strategic transformation through AI
- Industry examples
- Apply Now CTA / Download Curriculum

FAQ Page

- High-level program availability
- Pricing
- Mode of delivery & schedule
- Selection criteria
- Refunds policy
- Support & community expectations

Additional Work Requirements

Design / Branding

- Revamp Logo
- Overall aesthetic inspired by GrowthX (clone experience without copying)
- Minimal, premium, modern design

Technical Requirements

- Contact form + intake automation
- AI Table components where needed
- Social integration
- Newsletter pipeline
- Scalable CMS for updates (Notion / Webflow / Custom backend)

Footer

- Quick navigation links (Home, Programs, Community, Team, Apply)
- Social media links
- Newsletter subscription form
- Contact information

Content Strategy Flow

Page	Primary Goal	CTA
Home	Convert interest → Apply	Apply Now
Community	Convert curiosity → Join	Join Community
Fellowship / Leaders	Convert serious prospects	Apply / Download Curriculum
Testimonials / Stories	Build trust	Apply
About / Team	Authority validation	Apply / Contact
Resources	Lead capture	Download
FAQ	Objection handling	Apply