

Multiply B2B Website

Project specification

- Multiply are looking to extend their existing B2B landing page into a more comprehensive website, supporting marketing activity to Multiply's B2B customers
- This is a website to drive sales and revenues
- We will also be positing insights / blog posts to the website through Ghost
- The site is hosted on Google Cloud Platform

Requirements / Tech stack

- Multiply has an existing B2B landing page built using Typescript / React / Gatsby. All development work should build off the same architecture and extend the current codebase - <https://b2b.multiply.ai>
- The current site at <https://multiply.ai> is a B2C site has been copied to its own sub-domain <https://app.multiply.ai> – the b2b site will move to the www domain
- The design style of the website should match that of the existing b2b landing page.
- The site should be fully responsive, built according to designs provided in Figma. We can provide additional design assets if required.
- The Multiply Github account should be used for version control under the /b2b folder.
- No server side code required
 - The site should integrate with Ghost (<https://ghost.org/>) where blog content is required (optional as current content in B2C site will likely get slotted in)
- Site should be built according to good coding practices, and should align with the current code style:
 - React code should make use of functional components and hooks where required
 - Variables and props should be typed using Typescript
 - Code should be formatted according to existing eslint style configuration
- All tests at <https://web.dev/measure> should be green

Page Structure

See image at end

The menu structure would be as follows:

- **Advice**
 - **Advice engine**
Automated financial advice (SUB HEADING IN MENU)
 - **Risk engine**
Manage advice risk
 - **Adviser engine**
Connect human advisers
 - **Engagement engine**
Trigger customer actions
 - **Fact find**
White label customer onboarding
 - **Live plan**
White label customer plans
 - **Content library**
White label content marketing
- **Intelligence**
 - **AI sales profiler**
Access new insights for your key customer segments
 - **Autonomous finance system**
Move customer money to the right product at the right time
- **Business Ops**
 - **Performance dashboard**
Customised reports
- **Company**
 - **About Us**
 - **Careers**
 - **Blog**
 - **FAQs**
- **Consumer App**

FOOTER MENU:

- ABOUT US (title)
 - Careers
- CONTACT (title)
 - Contact Us
- PRODUCTS & SERVICES (title)
 - Business Solutions
 - Consumer App
- LEGAL (title)
 - **Terms & Privacy**

Total: 8 different pages

Navigation

- For the Advice, Intelligence & Business Ops pages, there should be a 'sticky' in-page navigation on the left-hand side of the page, with the subheadings under Advice, Intelligence and Business ops anchoring to the relevant sections within these core pages.
- Under the Company heading the subheadings will link to the individual pages. The Consumer app heading will link to the B2C website.
- Include a Go to Top icon/button in bottom right-hand corner when page is scrolled.

Products ▾			Company ▾	Consumer app
Advice	Intelligence	Business ops	About us	
Advice engine	AI sales profiler	Performance dashboards	Careers	
Automated financial advice	Access new insights for your key customer segments	Customised reports		
			Blog	
Risk engine	Autonomous finance system			
Manage advice risk	Move customer money to the right product at the right time		FAQ	
Adviser system				
Connect human advisers				
Engagement engine				
Trigger customer actions				
Fact find				
Whitelabel customer onboarding				
Live plan				
Whitelabel customer plans				
Content library				
Whitelabel content marketing				