

# PRODUCT REQUIREMENT DOCUMENT (PRD)

## Project Overview

**Project Name:** 9 Sky Ventures Website Redesign

**Stakeholder:** Product Team, Marketing Team, Developers

### Background:

9Sky Ventures is a Singapore-based holding company with a website designed to attract startup founders seeking funding and investors looking for high-growth opportunities in AI, big data, and healthcare. However, the current website struggles to clearly communicate its value due to unclear messaging, confusing content structure, and weak calls to action (CTA).

As a result, users find it difficult to understand what 9Sky Ventures is, what it offers, and how it can benefit them. They struggle to find the information they need or determine the next steps, leading to frustration and a high drop-off rate. Even when users are interested, weak CTAs make it harder for them to take action, resulting in lost opportunities.

For a holding company, a strong portfolio and social proof are key to building trust. Without clear case studies or success stories, potential partners may hesitate to move forward. To address these issues, a website redesign is needed to improve clarity, enhance user experience, and build credibility—ensuring that both startup founders and investors feel confident in partnering with 9Sky Ventures.

### Problem Statement:

The main issues that driving this website redesign are:

#### 1. Lack of Clear Value Proposition

Users struggle to understand what 9Sky Ventures offers and how it benefits

them. This uncertainty leads to a high drop-off rate and missed opportunities for engagement.

2. **Confusing Content Structure & Navigation**

The current layout makes it difficult for users to find key information, causing frustration and reducing overall engagement.

3. **Unclear Next Steps Due to Weak CTAs**

Because of the weak CTA, users are unsure about what to do next. Without a strong direction, potential users may leave without taking meaningful action.

4. **No Tailored Experience for Different Users**

The website does not differentiate between user startup founders and investors needs, making it harder to effectively address their unique needs and expectations.

5. **Limited Portfolio & Social Proof**

The absence of a well-documented portfolio and success stories makes it challenging to build trust and credibility with our users.

## Goals & Objectives

There are goals & objectives of the 9Sky Ventures website redesign:

1. **Reduce drop-off rates and improve engagement** by enhancing the clarity of 9Sky Ventures' value proposition and refining messaging so users can quickly understand what the company offers.
2. **Enhance readability and usability** by improving content structure, hierarchy, and ensuring intuitive navigation.
3. **Implement strong CTAs** that guide users toward relevant actions based on their role (e.g., applying for funding or investing).
4. **Strengthen trust and credibility** by showcasing an extensive portfolio, case studies, success stories, and the impact 9Sky Ventures has had on its portfolio companies.

## Target User & User Persona

### Primary User: Startup Founders

### Persona: Steven, AI Startup Founder

#### Description:

Steven is an early-stage startup founder in the AI sector. He bootstrapped his business but now requires external funding to scale. With a small team, he juggles multiple roles and is familiar with the startup ecosystem but lacks experience in venture funding.

#### Goals & Motivations:

- Secure funding to grow his startup.
- Find investors who understand his industry and long-term vision.
- Gain mentorship and strategic guidance, not just financial support.
- Build credibility and attract partnerships through reputable investors.

#### Pain Points:

- **Unclear funding options** – Uncertain about the types of funding available and which suits his startup best.
- **Difficult to find the right investor** – Struggles to connect with investors who align with his industry and vision.
- **Confusing application process** – Lacks clarity on how to apply, leading to hesitation or wasted effort.
- **Long response times & lack of feedback** – No transparency on application status, making it frustrating after multiple submissions with no response.
- **Trust concerns** – With little experience in venture funding, he is cautious and needs proof of past success before committing.

**Needs:**

- **Clear information** about 9Sky Ventures and how it supports startups.
- **Defined investment criteria** so he can assess if his startup qualifies before applying.
- **Step-by-step guidance** on the application process to reduce uncertainty.
- **Accessible support channels** for questions or consultations.
- **Trust signals** such as success stories and testimonials for credibility.
- **Transparency on application progress** to manage expectations and reduce frustration.

**Secondary User: Investors & Corporate Partners****Persona: David, Managing Partner in Venture Capital****Description**

David is a seasoned managing partner with 15+ years of experience in venture capital. He specializes in investing in high-growth industries like AI, healthcare, and fintech. His primary focus is managing a portfolio of mid-to-late-stage startups, helping them scale or prepare for a successful exit.

**Goals & Motivations:**

- Identify promising holding companies that align with his fund's investment strategy.
- Invest in companies with a strong track record and high potential ROI.
- Build long-term partnerships with firms that can source, incubate, or scale high-growth startups.

## Pain Points:

- **Lack of transparency in financials & portfolio** – Hard to validate a firm's success without clear data.
- **Uncertainty about returns** – Needs a clear understanding of how the firm generates and distributes profits.
- **Difficult to find trusted partners** – Prefers firms with a proven track record and strong credibility.

## Needs:

- **A structured investment roadmap** that outlines the firm's strategy and potential returns.
- **Transparency in financials and portfolio performance** to make informed investment decisions.
- **Easier access to schedule calls and discuss reports** without unnecessary friction.

## Key Features

Feature	Details Specifications	Mos-Cow
Homepage (About Us)	- Clear value proposition, what 9Sky Ventures does and why it matters	Must have
	- Who we are section, for legitimacy check to show 9Sky Ventures is real and credible.	Must have
	- Social proof (can be portfolio company logos, partner investors, media coverage, or testimonials)	Must have

	<ul style="list-style-type: none"> <li>- Portfolio transparency, showing what those startup do, their success story, and investment impact (short description)</li> </ul>	Must have
	<ul style="list-style-type: none"> <li>- Strong CTA, separate CTA for Startup Founders and Investor</li> </ul>	Must have
	<ul style="list-style-type: none"> <li>- Blog post or news, to show that we are active by sharing events, educational tips for founders, sharing investor insights, and many more)</li> </ul>	Could have
Dedicated Page for Startup Founders	<ul style="list-style-type: none"> <li>- Clear value proposition for startup founders</li> </ul>	Must have
	<ul style="list-style-type: none"> <li>- Portfolio, display information about their success story and how 9Sky Ventures giving impact to them to establish credibility</li> </ul>	Must have
	<ul style="list-style-type: none"> <li>- Investment criteria, provide clear expectation on eligibility, so user will know is their startup qualify enough to get the funding or not</li> </ul>	Must have
	<ul style="list-style-type: none"> <li>- Clear step by step on how to apply for funding (process clarity + transparency on waiting time)</li> </ul>	Must have
	<ul style="list-style-type: none"> <li>- Benefit of 9Sky Ventures funding (get mentorship, networking, and</li> </ul>	Must have

	strategic guidance)	
	- Strong CTA to drive conversions	Must have
	- FAQ section to address common concerns	Must have
	- Interactive eligibility checker, user can check if they qualify funding	Could have
	- Educational blog post for founders	Could have
Dedicated Page for Investors	- Clear value proposition for investor	Must have
	- Proof (portfolio performance, track record, or strategic focus)	Must have
	- Investor benefit for partnering on invest with 9Sky Ventures	Must have
	- Clear guide on investing / partnering (investment process, expected returns, exit strategies)	Must have
	- Portfolio profile (what it is, what kind of funding rounds, their status, investor) to show transparency	Must have
	- Testimonials	Should have
	- Strong CTA	Must have
	- FAQ section	Must have

	- Investor exclusive content	Could have
Portfolio	- Link to each portfolio company websites	Must have

## Proposed Design

Wireframe: [Figma](#)

Example from similar website: [Atomico](#), [Greylock](#), [Sequoia](#)