

<p>1. website name</p>	<p><a href="http://www.runacap.com">www.runacap.com</a></p>
<p>2. why do we need a new website and what do we want to accomplish with it?</p>	<p>Redesign of existing website, based on existing identity</p> <p>We recently launched second Runa Capital venture fund, size \$200, that is focusing deeper into Europe and deep tech (our rounds are A, B up to \$10M) sometimes Seed.</p> <p>We need a new, modern, informative website, that would clearly differentiate Runa from competing funds, clearly state our value proposition:</p> <ul style="list-style-type: none"> <li>- Built by tech-entrepreneurs (including acting ones) - the tech/geeky VC fund</li> <li>- Powerful portfolio (monsters like NGINX, Ecwid, Jelastic, Zopa, drchrono etc.)</li> <li>- Powerful and wide ecosystem (some examples, but not all) <a href="http://runacap.com/companies/built/">http://runacap.com/companies/built/</a></li> <li>- How we help (our serves model includes tech/pr/hr/biz dev expertise)</li> </ul> <p>Tech startup entrepreneurs are really cool and savvy and we want to communicate our value straight to them; So are our potential Lp and partners (TA)</p> <p>-we can really help to build global companies. How? With our real hands-on business/tech expertise (Parallels, Acronis ecosystem), our global ecosystem (+200 expert in tech like Gauger, Zbikovsky etc), our knowledge of deep-tech and code, not only the money</p> <p>The new web side should clearly explain what kind of companies we are looking for, how we help them to grow, show that we invest the best- and include call to action - pitch us (submit the business plan)</p> <p>It should contain contacts/twitter feed/ fb handle/pitch us button + be integrated with our CMS for business plans (via pitch button, we have the script)</p>

Liliana Pertenava

<p>3. <b>Website type.</b> corporate, promo, landing etc</p>	<p>this is a corporate/image website important: should also look good on mobile</p>
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4. Examples of website we like, with explanation why we like them

<https://www.gv.com/>

- clean design, menu (no scroll)
- also good way to show area of investments (type of companies they invest) + best companies they have on the main page

<http://firstround.com/>

- nice looks
- good section-navigation on companies: <http://firstround.com/companies>

we also need to clearly state the

areas we invest to, show exits

good sections of companies - it's nice to 'drag' their news to their page <http://firstround.com/company/Adaptly>

- <http://www.dfj.com/> - clean

<http://www.atomico.com/explore-d3> - clean site in general, but also good visualization (we have investments worldwide, partners worldwide, might be cool to show it on some kind of a map)

<http://www.accel.com/> - classic

We like how <https://www.earlybird.com/> perfect strutter concept, uses important data visuals - only we would add more info about portfolios (basic description, location etc)

also design for Buna should be cool/

<p><b>5. website structure and menu</b></p>	<p>starter page:</p> <p>Header (smart money for smart startups) + pic summoning up what Runa is all about, informative, sexy pic</p> <p>News (Runa news, portfolio news) + twitter feed @RunaCapital</p> <p>Investment focus, investment stage</p> <p>Ecosystem + (how we help) Cloud #1 Acronis/Parallels, IT entrepreneurs</p> <p>Portfolio + exits (companies should have basic description: founders/CEO, HQ, numbers)</p> <p>Team - funds management team + advisers + community entrepreneurs</p> <p>Collaboration (various projects we are involved with, RQC, PV, Qwave, Yandex Startup Camp, IT-cluster Phystech, Phystechpark technopark, etc)</p> <p>Contact us (pitch us business plan, press contacts, press info) + like FB page</p> <p>Menu (all above) + blog and newsletter signup</p>
<p><b>7. Language</b></p>	<p>English</p>

Liliana Pertenava

<b>8. Materials</b>	Content, photos and can additionally order some illustration etc
9. Technology	WP CMS, integration from the 'pitch us» button starlight to the deal flow CMS (we have a code already) hosted on our services, need to talk to sis admin