Website Questionnaire

1. Who is your target audience?

Emerging Growth Companies - Firms that fall within specified "Industry Focus" categories, whose business generates positive cash flows or earnings, which increase at significantly faster rates than overall economy.

2. How would you describe yourself/your company?

We are a ruthless and brutal group of scallywags who are driven by economic gain. We help your company get the doubloons you need to grow. We are teamwork orientated and have faithful crew members that follow captain's orders. Traitors walk the plank. Arrrrrr!

3. Do you have an elevator pitch? If not, please describe your company in one sentence.

"Raping and pillaging firms since 1986"

4. What makes your company better than your competitors? Different from your competitors?

Other than being pirates, we have better tools (investment tools ie: guns)

5. Describe your general business strategy. Will it be web-only or offline as well? How will the website exist in relation to other business aspects – i.e. print?

Combine pirate creed of ethics with bleeding edge financial strategies specializing in:

- cut-throat investment tools
- stolen market data
- overseas/international securities research
- ~~murders~~ Mergers and ~~executions~~ Acquisitions

The business will be online only, using the website to represent company goals, lure potential business, and attract new talent. Our "edge" will include the ability to provide powerful investment tools to ship staff. Printed media, email newsletters, letterheads, flags (prominently displayed on all companies we take over) will mirror website design.

6. When the process actually begins, we will go through and capture detailed requirements but as an overview, please outline, in terms of the website functionality:

1. Basic site - simple site with read-only text. User clicks around reading blurbs of copy. Maybe a graphic here and there. Functionality could be found within ecommerce store used to sell treasures.

2. If building a more complex site, functionality will exist within investor tools only accessible to employees that log in.

3. If building a really complex site, all of the above plus advisory/social networking tools. The collaborative features have the potential to revolutionize the field. Imagine orchestrating capturing a ship by collaborating with nearby pirate ships. Some of these features include:

   - real-time news and market data with custom filters published via RSS feeds
   - multi-user watchlists - A collaborative selection of best stock picks / trends built by your team.
   - industry blog alert types - If engadget.com writes about a Samsung product and I have their company in scope, I would like to be immediately alerted of this. Similar to market data alerts which alert users if a certain stock reaches a certain volume.

4. Go even further by wrapping all these features into a mobile/wireless sister site to access these tools across the seven seas.

7. Will E-commerce need to be incorporated into the site? (A webstore)

Yes. Although it is not the main focus of the business, there may be a need to sell the treasures we pillage.

8. Will there be any video/audio?

No.

9. Are there any community (people writing in) or forum requirements? If so, will this need to be mediated?

No.

10. Will there be user registrations?

No.

11. In terms of a Content Management System (CMS): How often will the site need to be updated?

Some content will need to be updated against market conditions or news updates (quarterly).

12. Can you provide a brief outline of what would require updating?

The "Industry Focus" section would change against latest market conditions and/or company direction (The healthcare market could deteriorate flagging its removal ie: steering of ship to intercept shinier booty). The "Careers" section needs to be dynamic as occasional shipmates

walk the plank and need to recruit more mateys. The "In the News" section needs to be updated.

13. Do you require any E-marketing such as Newsletters?

Yes. Potential clients might be interested in our "news" section or articles written by Iggy the investment parrot via Email.

14. Do you have a vision or outline of what you want the site to look and feel like? You can reference other sites and/or competitors – this would be helpful.

Old English. 18th Century Prints/Paper. Predominately pirate-looking with a touch of modern banker organization.

http://www.piratesoul.com/

http://disney.go.com/disneypictures/pirates/

http://www.thomsonreuters.com/products_services/financial/investment_banking

15. In Fact, if you could list what you like about 5 different sites that would be great:

http://luis2048.blogspot.com/2008/05/5-sites-i-like.html

16. Similarly, 5 websites that you dislike:

http://luis2048.blogspot.com/2008/05/5-websites-i-dislike.html

17. Do you have something in mind for your color scheme already? If so, please attach an EPS or PDF of your current colors (if you have no idea what this means, obviously don't worry about it). I may have to add a few to what you currently have. What other colors do you like?

http://luis.net/projects/webdesign/pirate/palette_1.pdf

http://luis.net/projects/webdesign/pirate/palette_2.pdf

18. What are your number one priorities for the site - What do you want it to do?

1 - Persuade potential growth companies to do business with us

2 - Communicate union of pirate and banker values.

3 - Provide web tools for in-house staff

4 - Attract top new talent

19. Who are your competitors (feel free to list a number of sites)?

Land lovin ninja brokers. Damn them all.

http://www.ninjatrader.com

http://www.bankofnashville.com/

http://www.raymondjames.com/

20. In terms of online presence, what would you like to do better than your competitors?

Provide better functionality. Design

21. What do you admire in other sites and what do you think is interesting on the web that could interest your target market.

I admire no-frills functionality. Provide collaborate social networking'esqe tools for in-house brokers and advisors to improve their efficiency. This could interest our target market because they will see we have better tools than the competition.

22. What is your timetable – what would be your ideal launch date?

June 11th, 2008 - Gather requirements, ideas, logos

June 18th, 2008 - Start building (logos, site graphics, register domain, get hosting)

June 25th, 2008 - Alpha Release (completed site)

July 2nd, 2008 - Launch Date (final version)

23. Describe your possible sections/pages: Examples: Home, About Us, Pricing, Contact Us, Links, etc, etc...

- Home - Concise summary of company, pirate creed of ethics and subtle graphic
- About us
    - Team - Biography of Captain & Shipmates
    - History - "Raping and pillaging firms since 1982"
    - Advisory - Iggy the investment parrot and his committee of avian advisors
    - Careers - Benefits include an equal share of the booty, with double share for the captain
- Industry focus
    - Media & Communications
    - Information technology

    - Healthcare
    - Defense and homeland security
- Services
    - Private Placement
    - ~~murders~~ Mergers & ~~executions~~ Acquisitions
    - Debt & Equity Underwriting
- News
    - In the News - Headlines from recent captures. Newspaper style.
    - Newsletters - Announcements from the Captain. Financial advice from Iggy the investment parrot.
- Contact Us
    - Office Locations - Instead of offices we have ship/dock locations
    - Email Form
- Employee Login
    - Content management system - to update site
    - Investor Tools
        - Watchlists
        - Alerts
        - Screeners
        - Stolen Market Data
        - Quotes
        - Dow 30
        - News
        - Research