



How to create new markets. And rule them.

Strategy, concept, and copy for the Fin-Tech startup 360X's new website.

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Challenge & Goals

Challenge

Create a website for 360x that informs about their offering and attracts qualified investors who want to trade shares of analog and digital art, real estate, sports, gaming – and more markets to be incorporated in the future.

Goals

- Increase High-Class clients from 5 in Juli 2021 to 25 by end of December 2021.
- Reduce customer service workload by reducing unnecessary clarification emails and phone calls by confused potential customers, because they don't understand what 360X is all about.
- Increase website traffic for 360X's verticals art, sports, real-estate, etc.
- Gain enough high-quality customers (qualified investors with money, experience and knowhow) to improve 360X's UX with their feedback during pre-phase of 360X to go live with 2nd open for all investors phase around „mid 2022“.

Strategy

WHY

What's 360X's Why? The one reason why you want people to choose your brand? The unifying and strongest reason why employees and customers should choose 360X over its competitors and SoB?

Profit from and support things you know and love.

HOW

How does 360X aim to achieve that Why? What's 360X's reason to believe they can achieve that?

Enable everyone to trade digital shares of real-life assets, e.g. artworks, sports teams, real-estate, and more to come.

WHAT

What's the unique offering 360X has for its customers?

New, secure, and fully integrated investment marketplaces – from digital, decentralised, and user-friendly UX with easy and transparent portfolio management – to Deutsche Börse funding and support, German Federal Financial Supervisory Authority (BaFin) oversight, ensuring of global compliance certificates, seasoned industry insider expertises for every market, and trillions of haptic assets backing.

More on WHW

youtu.be/u4ZoJKF_VuA

simonsinek.com/wp-content/uploads/2019/02/The-Golden-Circle.pdf

www.youtube.com/user/SimonSinek

USP, Mission & Claim

360X's USP is that it combines the expertise and experience of multiple founders and specialists – from the established German stock exchange Deutsche Börse, BaFin oversight and Finance global players – with seasoned Digital Natives in the fields of Coding, Crypto, Startup, Acceleration, and Digital Entrepreneurship.

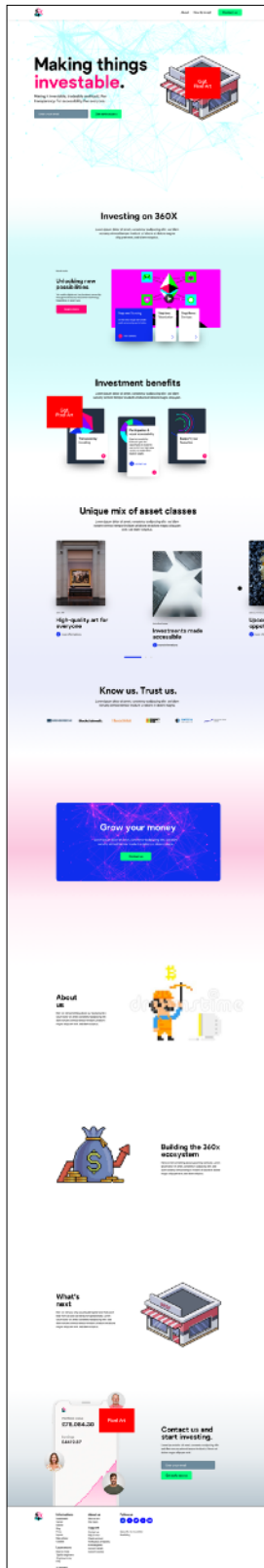
You could say that 360X combines the vast and in the German Market unparalleled Finance knowhow of its Deutsche Börse mentor and senior staff with the new ways of its young Fin-Tech startup and digital minded specialists.

The fusion of those two diametral opposing strengths could be summarised as:

360X.

Grand Finance Heritage. Young Startup Mindset.

Website / Concept, Sitemap & IA



Header
Logo, Claim +
Quickmenu

1. Landing Page
360X's Why + USP

2. Company Offering
360X's How + What for
its 2 target groups

3. Investment Benefits
Summary of biggest
360X selling points

4. New Markets
Intro to & slider of 360X
verticals + links

5. Fin-Tech Details
Screenshots + deepdive
into 360X's advanced
UX, tech, finance,
compliance, etc.? TBD!

6. Team 360X & Vertical
Photo, short CV + links
to Xing, LinkedIn & Co.

7. FAQ
TBD

8. Investors wanted
Outlook 360X + Call for
qualified investors with
high volume

Footer
Legal, DSGVO, SoMe,
etc.

Brand DNA

360X uses its grand financial expertise and young startup mindset to open new investment markets – by making them accessible, easy, and profitable for everyone – from investor to creator.

360X.com

Our website is an extension of 360X's service/offering – and should display the same Brand characteristics, e.g.:

- Elegant, easy & efficient UX via sleek, slim, and simplified 1-pager website

- Maximum Minimalism, focus on benefits and facts, eliminate clutter

- No gimmicks, goofiness, unnecessary decorative elements, etc.

- Fast loading speed and compliance to new standards, e.g. Google's indexing

- Additional idea to strengthen trust:** underline and hyperlink every important term (Blockchain, Deutsche Börse, etc.) with trustworthy online properties, e.g. business profiles on LinkedIn/Xing, Deutsche Börse homepage, regulatory institutions overlooking 360X, Wikipedia-Links, in-depth, and verified background info, etc.

Header



360X's header is reduced to the max, always visible, and mobile-first designed.

We see from left to right:

1. 360X Brand Logo
2. 360X USP condensed into Brand Claim that opens our creative up to the fusion of two worlds: old finance heritage with a fresh startup minded twist.
3. Sandwich-Icon that opens a drop-down menu with shortcuts to our content modules in hierarchical order from 1st to 8th: see Table of Contents or page „Website / Concept, Sitemap & IA“ for 8 shortcuts/links in Quickmenu.

1. Content Module „Landing Page“

(Headline)

Profit – while supporting Things you know and love

(Visual – TBD with art department, web designers, etc.)

Slideshow of images that convey „360X enables you to invest in new markets, e.g. art, sports, etc.“

We could use elements of the art world, sports, etc. – and turn them into a savings box (Spardose) – by adding a money slot (Geld-/Münzschlitz) to it, e.g.:

- On the head of a high-quality art statue or installation
- On top of the helmet of an American football player
- etc.

(Copy)

360X democratizes investment and profit opportunities – by enabling you and everyone to safely trade digital shares of real-life, expert-verified and high-quality assets in the markets: art, sports, gaming, real-estate, and more to follow.

(No hyperlinking or underlining of copy here!)

2. Content Module „Company Offering“

(Headline)

Your Win-Win is our Goal-Goal

(Visual – TBD with art department, web designers, etc.)

Thumbs-Up Icon, but with 2 thumbs up

(Copy)

We empower Investors, Artists, Developers, and Asset Owners by creating new trading markets with new profit opportunities. To achieve this, we offer a unique setup with the best of many financial worlds:

We're a Fin-Tech startup with a vision and full of Digital Natives, Coders, Cryptos, UX, IA, and more IT specialists who champion our digital-first, benefit-oriented, and reinvent-always mindset.

We safeguard our work with the guidance and mentorship of seasoned finance managers, business angels, and supervisors from the German stock exchange (Deutsche Börse), German Federal Financial Supervisory Authority (BaFin), decades of financial wisdom, global regulatory expertise – and backing by trillion Euros of assets.

This enables us to help you invest in new, easier, safer, and more profitable markets, where your knowhow and heart already are, e.g. buy shares of your favourite football club, co-own this piece of art you always adored, and more.

We on-top help asset owners to profit – by selling digital shares of their high-quality assets: from Art to Zeitgeist, Analogue to NFT, real Sports team to eGaming crew, and whatever market our community requests 360X democratizes next.

(I propose to hyperlink every „need to know term“ with its Wikipedia or website link, e.g. Fin-Tech, UX, IA, Digital Native, Asset, Deutsche Börse, BaFin, NFT, usw.)

Clicking it opens a new tab to this site, which elaborates on and eliminates any clarification the website user might have had. —> Reduced Inquiries to 360X!

3. Content Module „Investment Benefits“

(Headline)

Our Trading Platforms, Your Investment Benefits

(Visuals)

We pick 360X's strongest benefits that differentiate us from other investment markets and fin-tech startups.

Then we design a smart visual for each single benefit – or cluster them into e.g. 3 categories that communicate various benefits under one overarching benefit cluster.

Both routes TBD and dependent on time, budget, etc.

(Best Case Example – by COBI.bike from BOSCH)



Lade-Halterung

Integrierte Ladestation und
Controller-Steuerung



Smartphone App

Gut ablesbar und zu 100%
für Radfahrer optimiert



Navigation und Wetter

Bike-Navigation mit
Sprachführung und
Wetterbericht



Automatisches Lichtsystem

Automatisches Front- und
kabelloses Rücklicht (StVZO)



360°-Sicherheit

Alarmfunktion, digitale Klingel
und Hub-Authentifizierung

(Copy – version: 3 benefit clusters aka categories)

Maximum Return

- Profit from new markets with good ROI margins.
- Save fees by cutting out 3rd parties.
- Asset quality verification by seasoned experts in arts, sports, real-estate, etc.
- Global Compliance Certificates are acquired, and implemented and ensured.
- Building upon the experience of handling trillions worth of assets since 1993.

Minimum Risk

- Secured and overviewed by financial institutions, e.g. Deutsche Börse & BaFin.
- Diversifies financial portfolios in less volatile markets than e.g. Crypto.
- Safeguard your digital asset trading with backing by real-life assets.
- Maximum security due to decentralised blockchain, crypto, and more
- Ensure every investment is safely stored and surely insured.

More Access

- Open before unattainable or hidden asset classes up for your investments.
- Experience simple, sleek, and smart user experience on any device.
- Enjoy 24/7/365 always-on, global access, and cloud-based setup.
- Support artists, athletes, and high-quality projects by investing in them.
- Co-own world-famous artwork, sports teams, and more.

4. Content Module „New Markets“

(Headline)

New Markets, New Margins

(Copy)

Digital markets like Crypto go crazy and traditional investment models bore with shrinking returns, skyrocketing compliance demands, while a new generation of consumer demands more ethical, contemporary, and reliable investment options.

Time to reinvent investment markets: 360X offers new, secure, transparent, and fully integrated marketplaces – from digital frontend, UX, and IA – to billions worth of real-life, expert-verified, and high-quality assets.

We started democratising the arts, sports, and real-estate market – but are already working on new ones, e.g. eSports and ESG emission tickets.

Click market icon you're interested in.

(Visual)

- We use the proposed Vertical Slider – from TNA's last presentation.
- We radically simplify our vertical overview, if we use icons representing our verticals' markets – similar to how www.yieldstreet.com does it.



5. Content Module „Fin-Tech Details / UX & IT“

TBD

How deep can and do we want to explain 360X's inner workings?

TNA + Elias received various detailed pitch decks and keynotes, but was also told that most information is confidential.

Ideally, I could get in touch with a 360X engineer to interview her/him?

And afterwards have a 360X product owner and/or lawyer proof read?

(Headline)

Elegant UX, Extraordinary IT

(Copy)

Our Alpha Architecture is in final Beta Phase. These screenshots show you what our qualified investors currently enjoy, while using one of 360X's marketplaces: easy and transparent portfolio management, VIP customer service, hi-end fin-tech, crypto-security, blockchain-verification, and much more.

(Visuals – TBD with client)

Gallery of screenshots running through – to be aligned with copy, e.g.:

- 360X user experience: portfolio management, etc.
- Certificates for finance compliance, crypto wallet, blockchain, etc.
- etc.

6. Content Module „Team 360X & Verticals“

(Headline)

1 Team, 1 Dream: ROI for All

(Visual – TBD with art department, web designers, etc.)

Idea: Static finance statistics turn into lively Scoreboard that counts upwards.

We improve on competitor's proof of competence: www.yieldstreet.com/statistics/

We reimagine a lively scoreboard version: www.worldometers.info/

We create various team parameters that prove 360X offers „grand finance heritage + young startup mindset“ – from super serious financial facts to some humorous infos – e.g. transactions executed, trading volume accumulated, years of financial expertise accumulated in team, coffee cups drunk by whole team – ever, etc.

(Copy)

We work like an accelerator for new marketplaces. 360X enables everyone to trade digital shares of real assets. To ensure each of our marketplaces' quality, we connect and control the whole ecosystem – from Investors to Creators, Developers, and Asset Owners.

That's why we always found a new, additional, and dedicated 360X subsidiary to staff each-one with seasoned, established, and experienced industry experts. Our art-market xibit360X e.g. is lead by two art-loving ladies with decades of global art, professional gallery, and market expertise.

Get to know our dedicated experts working on our mission: your benefit.

(TBD with client)

Who do we feature? We suggest starting with founders and core staff of 360X and then the main members of every vertical underneath it, e.g.

(Portrait) [Fabian Schaum, Co-Founder 360X, Digital Native, Crypto, Asia & Oxford](#)

7. Content Module „FAQ“

Simplicity & efficiency also means avoiding redundancies.

We should discuss and decide on Fin-Tech Details before writing FAQ to avoid cluttering 360X's website with redundant information.

Do we really need a FAQ?

For what purpose?

Ideally, our website has answered all questions to this point already...?!

8. Content Module „Pro Investors wanted“

(Headline)

Pro Investors wanted for VIP Pre-Launch

(Visual)

???

(Copy)

360X aims to democratise investment markets and profit opportunities for everyone ASAP – but we’re realistically going live by Q3/4 of 2022. That’s why our Fin-Tech is launching its next phase: the VIP Pre-Launch. We plan to stress-test and optimise our systems with even more high-volume investors.

Every handpicked qualified investor receives 24/7 and 1:1 VIP customer service, first access to our new investment markets, trading tools, and UX. We in return happily incorporate the best feedback to improve 360X any way we can.

We welcome and encourage every professional and experienced investor and trader, family office representative, Crypto-trader, entrepreneur, and money-wise individual to apply for our limited VIP Pre-Launch spots.

Please send us an email that proves your investment expertise, e.g. write a short description of your volume and knowhow, send a screenshot of your portfolio, the credentials of your firm, or however you believe shows best you qualify as Pro Investor for our VIP Pre-Launch.

We’re looking forward to read from you.

(Button – opens email client and starts new email to inquiry for pro investor spot)

Apply as Pro Investor

Footer

(Content TBD)

- Legal aka Impressum (Needs to be provided by 360X lawyer, not TNA Copywriter)
- DSGVO (Needs to be provided by 360X lawyer, not TNA Copywriter)
- 360X's company page on LinkedIn & Xing
- 360X on SoMe? (Does it make sense?)
- Shortcuts to all verticals, e.g. xibit360X