

Graphic artist brief – Landing CNFPI

Synthesis

A landing page for a start-up market leader in France

Our start-up represents a network of professional trainers both independent and working for training organizations. Above all our mission consists in managing administrative and legal procedures necessary to become a training organization. Secondly, our job envisages obtaining of public financing (subsidies) for clients of our members who wish to receive professional training by fully dealing with the necessary administrative steps.

We are providing you with a full brief presenting our market, company, services and our particular expectations from the landing page.

Briefly: we need a landing page that will represent condensed contents of the following pages of our current web-site:

<https://www.cnfpi.fr/pro/home>

<https://www.cnfpi.fr/pro/tarifs-adhesion>

<https://www.cnfpi.fr/pro/tarifs-gestion>

The landing page must contain the following elements:

Presentation of the CNFPI and our added value

Membership pricing

Management fees rates

Customer feedback

Contact form

The graphic charter must respect our current charter, please find attached different graphic elements.

Our market

Our company is one of the leaders on the French market of professional training.

It's important to understand that this market is extremely complicated and is controlled by various laws, rules, decrees.

Thus, those who want to provide professional training must make a declaration of activity and then register in a database that is called Datadock. There are then numerous compulsory managerial steps to take: to maintain accounting records, to send educational and financial reports every year, etc.

This market is strictly regulated in France because if one wants to receive any type of professional training and to improve his skills, he can get subsidies from different mechanisms and governmental agencies (CPF, Pôle Emploi, OPCA / OPCO etc.). It means that professional training can be received and fully paid by one of the mechanisms previously listed, so in other words «for free».

It is very difficult to get those subsidies as the process consists of compilation of application pack of documents and follow very specific administrative procedures.

What does our company propose?

CNFPI is an organization that assembles independent trainers and training organizations in France. Our mission is to accompany our members in order to simplify administrative and financial procedures of their professional training activity.

Our core business is to get public funding for clients of our members who wish to follow one of their training courses.

Example : your name is Martin, you are a web-designer and wish to propose training courses for your clients. By joining CNFPI you can determine if your clients can or cannot obtain funding to follow your training. We will conduct a so-called «eligibility study». Then we will compile all the necessary documents to get the funding and will accompany Martin for him to have minimum of administrative steps to take!

Therefore, most of our clients are future professional trainers who wish to launch their training activity as thier general business or complementary one. But we also target companies that offer a service and want to provide their customers with a training about how to use this service (ex. I sell Wordpress services and want to learn my clients to use it).

We need to popularize the complexity of the market and make it clear that it's much easier with us!

Here's our current web-page where we present our business: <https://www.cnfpi.fr/pro>

Our services

1. Membership

To joint CNFPI Pour rejoindre le CNFPI you have to pay a membership that is valid for life. The amount of membership varies depending on whether there is only one trainer to joint or there are several of them.

Depending on your membership tarif CNFPI can manage all the administrative procedures needed to launch your activity – a so-called «activity declaration».

The membership includes activity launching support, pedagogical support, one or more training courses of the trainer, as well as licenses to use our management software. L'adhésion peut être payée en 1 à 12 échéances (plus le paiement est court, plus le tarif est réduit). Membership can be paid in 1 to 12 instalments (the quicker the payment, the lower the fee).

The membership is explained on our web-site (eventually, the designer winning the contest could be appointed to rebuild this page and the others of our current site: <https://www.cnfpi.fr/pro/tarifs-adhesion>)

2. Managment

Every CNFPI member can benefit from our management service that is aimed at obtaining funding for their trainees who wish to follow a training course.

We offer 4 options to manage the training courses and possible funding:

A. The member wants to manage the funding himself : he uses then a documentary pack provided. The documents documents are in accordance with the expectations of financing mechanisms. This option is free and unlimited but does not envisage any support. It's autonomous management.

B. The member wants us to edit the compulsory documents but the training will not be the subject of public subsidies: he then uses our secretarial service which edits and provides legal documents for a fixed cost (30 to 50 €) . This management is called "Secretariat».

C. The member wants his client to get subsidies but the process of obtaining of those subsidies is fully on client: we edit the documents according to the expectations of financing mechanisms and provide them to the final client for him to obtain the funding after a training for a fixed cost (99 à 150€). This is «Financial managment».

D. The member wants CNFPI to manage all the process and optimize the funding: we fully manage all the administrative and financial procedure from the very beginning of the record till obtaining the subsidies. We optimize the funding using different public mecanisms that can possible finance the client. This is the flagship and premium service of CNFPI that is paid only if succeeded (so if we finally obtain the subsidies), the cost is equal to 10 et 25% of the obtained amount.

The rates of our management fees vary according to the type of subscription chosen by the member. If he doesn't buy the subscription, the fees will be the highest, while if he pays for subscription, it will reduce the fees and give an acces to complementary services.

We propose 3 types of subscription:

Free : includes estimation service meant to estimate possible subsidies for the clients of the members, different modes of management listed above, an accompaniment only by mail, validation of the programs in a piecemeal way with a complementary cost.

Partner : all the «Free» subscription features with reduced fees, priority accompaniment, unlimited programs validation, possibility to obtain subsidies la possibilité d'obtenir des within the CPF and for job seekers.

Partner + : all the «Partner» subscription features with dedicated support and reduced management fees.

This pricing you will find on our web-site: <https://www.cnfpi.fr/pro/tarifs-gestion>

What do we expect from our landing page

We wish to make our landing page as a one-page web-site with numerous sections to present the added value of our service, the pricing and the differences between our types of subscription.

The landing page has to be a condensed version of our web-site but clearer, less clunky and has to be optimized to generate leads – with a form to fullfil with general fields: name, mail, phone number, message (optional).

It also requires reinsurance with customer reviews or cases (we have numerous videos about our clients cases) : <https://www.youtube.com/channel/UCbRrUPy3cPgsRyKYCISSSWQ/videos>

Graphic design - we prefer to keep our current charter. Please find attached our logo as well as different graphic elements (the main color code : #08133B).

The landing page must be available in a mobile version.