

# Diversifying Strategies website design brief

## Summary

I need a basic website created. The brief includes both designing the website and setting it up via a mainstream website building website like WIX, such that I can edit it and add pages subsequently.

## Business background

Diversifying Strategies Limited is a UK Limited company operating in what we can broadly define as finance. The business has been set up to help various asset management companies with asset raising. These companies are good at managing money but not necessarily good at marketing their skills to prospective investors such as: pension funds, endowments, foundations, family offices and private wealth management groups.

Generally, it is likely that I will carry the card of the firms I am representing so Diversifying Strategies itself won't be widely used and, as such, I don't expect the website to get much traffic but it when people do seek to check it out, it needs to convey an image of trustworthiness and professionalism.

For regulatory reasons I won't be able to do any marketing on the website so this may well end up as a 1 or 2 page website with an introductory page and a bio on me (plus, in time, any others that I choose to partner with or employ) BUT it may be that I can include some information on the groups I am working with and so I would like the design to allow for me to add pages easily in the future.

## Mood / design

Asset raising is an important but serious business: integrity, trust and stability are all key. Investors – and particularly the institutional investors that I be speaking to – don't want anything flashy or trendy; they are looking to build long term relationships and make long term investments. Trustworthiness, longevity, and professionalism are all key.

I am open minded to a more obvious, tried and tested City/Wall Street type design (cue skyscrapers / London City skyline and serious people around a smart board room table) but also interested to explore something that holds to the same values but is more modern.

One of my two initial clients is focused on environmental investment opportunities and I could imagine the winning design wanting to incorporate some reference to that.....although because other managers I work with are not focused on this area, the design cannot be all about that.

## What are diversifying strategies?

A core element of almost any investment strategy – and this is often true in other areas of life too – is to diversify your risk or exposure. In the design world that might mean multiple clients across multiple industries, etc.

In the asset management world (often referred to as money management or fund management), a lot of investments are quite highly correlated, meaning that although they may appear different in some regards, in reality they perform in quite similar ways and especially in times of financial stress such as that experienced in 2007-2009 or, indeed, right now due to Covid.

As such, investors are always interested in finding strategies that offer genuine, reliable diversification where performance is linked to factors unrelated to mainstream financial markets. They may also be interested in some strategies that are negatively correlated to financial markets, meaning they can do well when all around them are doing badly (think of this like having insurance).

Sometimes these strategies offer diversification simply because of what they are invested in (Gold, for example, often does well when stock markets are doing badly as investors seek a safe haven for their money); in other cases it is all about the strategy itself and how it is implemented.

Diversifying Strategies is focused on identifying – and marketing - strategies that really are great diversifiers. Very few firms focus on this area so it is a genuine USP.

### **Logo**

Logos for my sort of business are generally frowned upon being considered too flashy. As such, I am unlikely to use one.....but the nature of the businesses area of focus (see above) does perhaps lend itself to a logo which has some meaning so I am open-minded to this.

### **Deliverables**

- Website design
- Website built using Wix or equivalent with two initial pages and scope for me to add further pages relating to the groups I am working with.

Happy to answer other questions you may have.

13<sup>th</sup> August 2020