

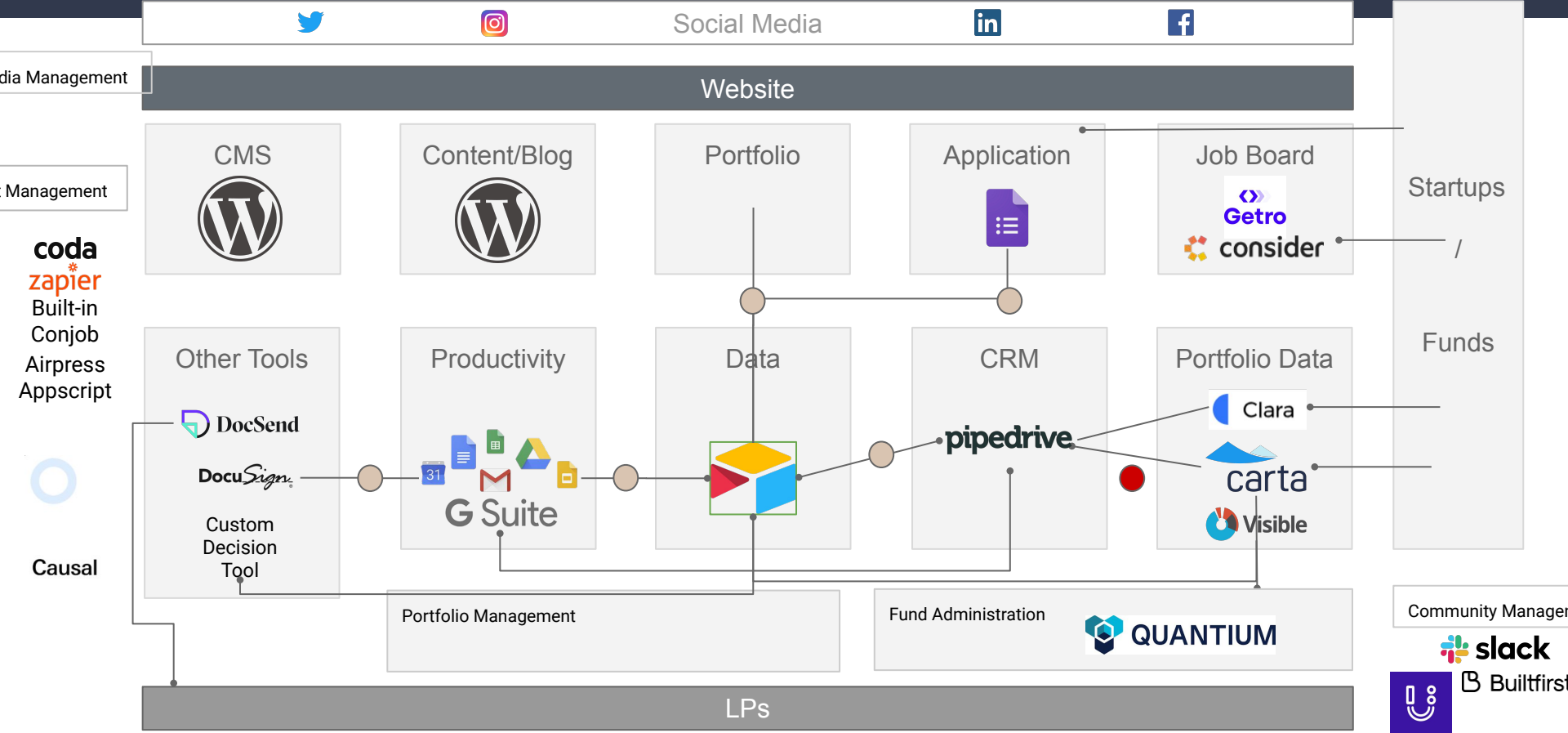
Systems Architecture

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the page.

Table of Contents

1. Systems Overview
2. Website
3. Portfolio Portal
4. Other Tools

Systems Overview (draft)



DF² Website Wireframes

Home

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Future of Finance

Fund of Funds

Investor Relations

Responsible Investing

Partnerships

FAQs

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Partner News

Ecosystem News

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Our Ecosystem

Why Dubai?

Apply

Startup Application

Fund Application

Website Wireframes

dfdf.vc/home

Homepage



Full screen high res image, multiple slide carousel. Each slide contains:
- Headline
- Subtext
- Call to action button
- URL

Homepage design is open to interpretation and should not be limited to the ideas here

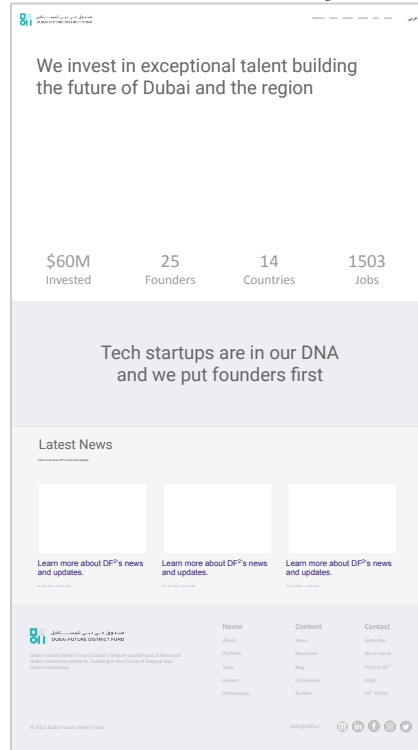
Dynamic counter stats based on portfolio data

Smooth automatic transition

Shift to parallax transition upon scrolling

Dynamic appearance of text on focus

Dynamic appearance of text on focus



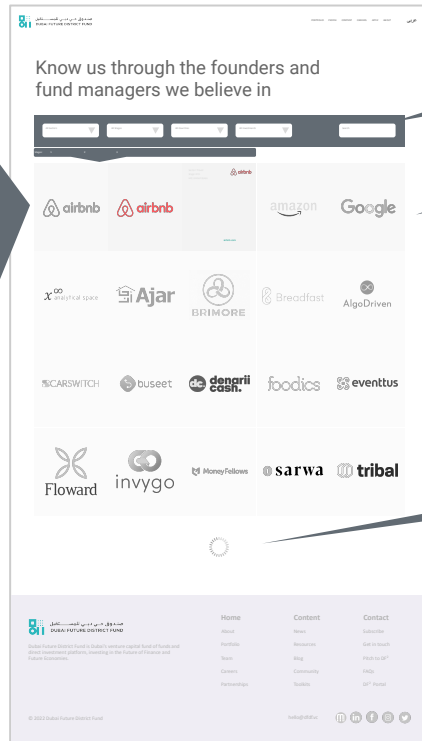
Header collapses on scroll down

English | Arabic toggle

Parallax effect upon scrolling

News carousel

Portfolio Page



Each portfolio company card appears with dynamic effect and rollover effect.

Each card contains:

- Company Logo Image
- Company Name
- HQ Country
- URL
- Stage
- Sector

(data source is Airtable or Google Sheets)

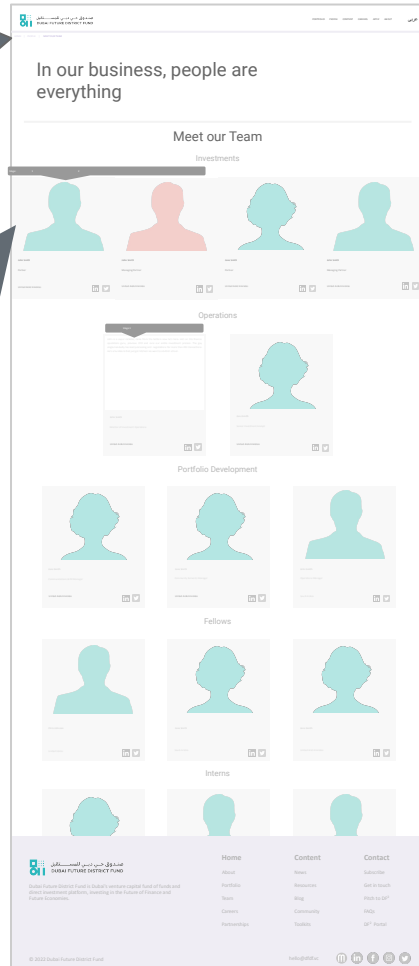
Only grayscale logo appears on load, color logo shows on rollover, other info shows on click

Filter portfolio by Sector, Stage, Country, Fund or Keyword Search

Ability to feature some companies at the top

Infinite scroll

Team Page



Sub-nav:
Oversight Committee
Board of Directors
Meet our Team
DFDF Fellows
Advisory Board

Each team member card appears with dynamic effect and rollover effect.

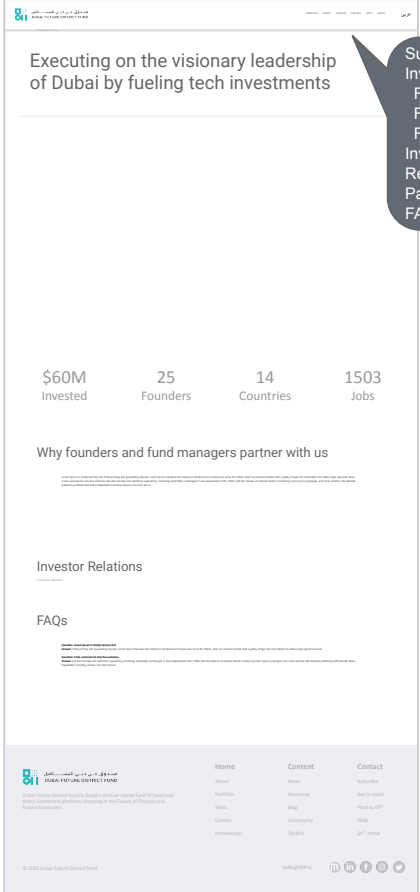
Each card contains:

- Name
- Title
- Country
- URL
- Bio
- Image
- LinkedIn
- Twitter

(easily editable add/change/delete/position/section)

Only grayscale headshot appears on load, color headshot shows on rollover, other info shows on click

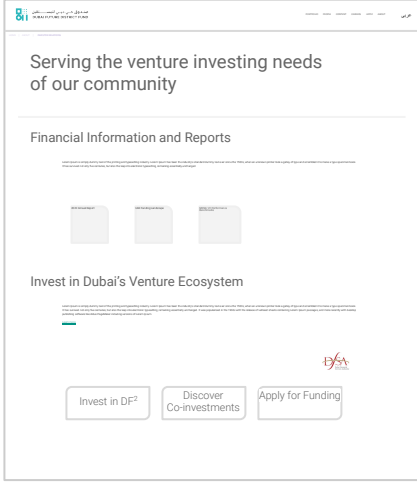
About Page



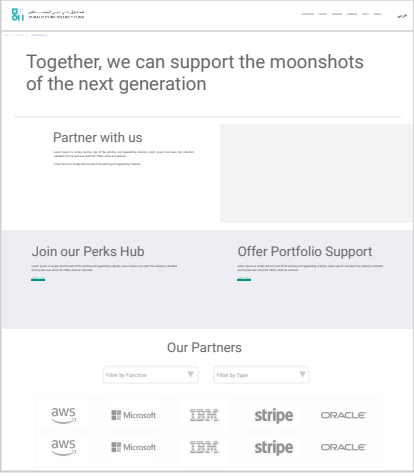
About Page - Investment Thesis



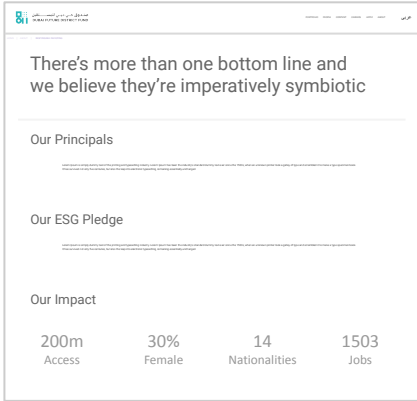
About Page - Investor Relations



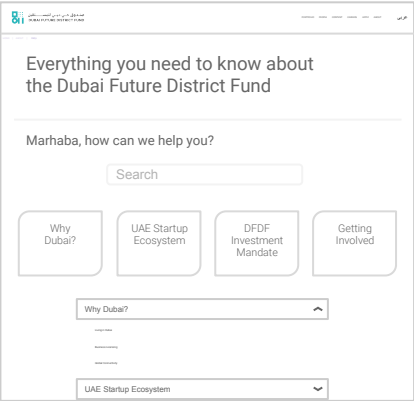
About Page - Partnerships



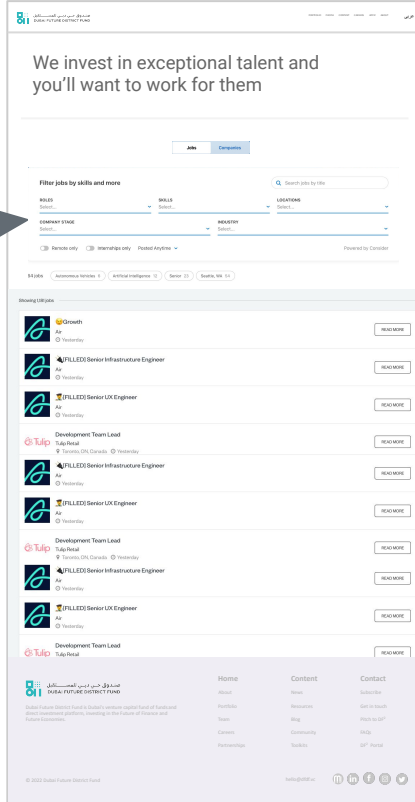
About Page - Responsible Investing



About Page - FAQs

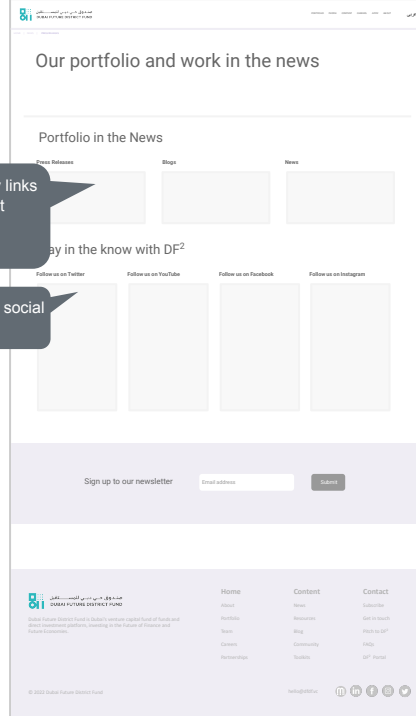


Career Page



Iframe from Consider
<https://product.consider.com/ctc/talent-circle>

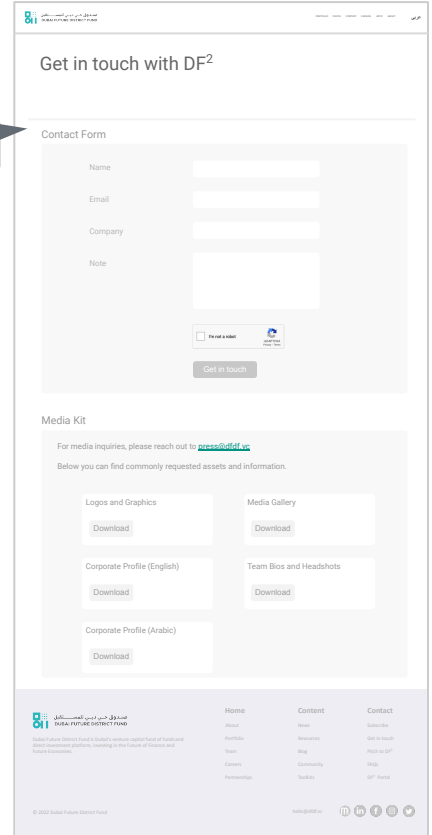
News Page



Display links to latest media articles

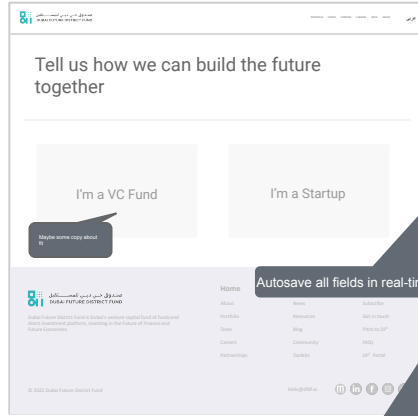
Display social feeds

Contact Page



Form submits to multiple sources

Application Page



Startup Application - Step 1

Let's find out if we're a fit for each other

Startup Application

Contact Information

Company Name

Website URL

HQ Office Location

Primary Contact Person

Title

Email

Phone

LinkedIn Profile

Company Information

Describe your company in 1-2 sentences

Pitch Deck

Incorporation Country

Target Market

Sector

Stage

Business Model

Does your company have team members based in Dubai or the UAE? Yes No, but we plan to No, and we don't plan to

If yes, please describe

Does your company have operations based in Dubai or the UAE? Yes No, but we plan to No, and we don't plan to

If yes, please describe

Additional comments

How did you hear about us

I've read a lot I've read a little

Business Logic:

Application Prefiltering

Startups should meet the following criteria to pass onto the next step of the application:

- A typical tech startup
- Focused on Future of Finance or Future Economies
- Target market includes Dubai
- Pre Seed to Series C stage
- Have or planning to have people in Dubai or UAE
- Have or planning to have operations in Dubai or UAE

Pass Rationale	Explanation
Not a tech startup	Our mandate is to invest in venture backable technology startups
Sector is out of mandate	We invest in Future Economies and Future of Finance. We don't invest e-commerce, on-demand, media,
Target market does not include Dubai	...with a focus on adding value to Dubai.
Presence in Dubai	We're prioritizing funds with a presence...
Investments in Dubai	...and investments in Dubai.

Startup Application - Step 1b

Doesn't seem we're quite the match yet

Perhaps time delayed rejection instead of real-time.

Thank you for your interest in the Dubai Future District Fund.

Our mandate is to invest in early and growth stage technology startups building the **Future of Finance** and **Future Economies** in the region with a focus on adding value to Dubai.

Furthermore, with the high demand for funding, we're currently prioritizing startups with a presence and operations in Dubai.

Based on the information you have provided so far, your company may be outside of our current investment mandate. We encourage you to apply again in the future if your situation changes.

We expect the mandate to expand in the future and encourage you to check back in periodically.

Startup Application - Step 2

It seems we have a lot in common, tell us more!

Founding Team

Number of Co-founders

Full Name

Title

Email

Location

LinkedIn Profile

Company Traction

Product Launched?

Last 3 Months Revenue

Last Month

Monthly Growth (%)

Last Month

Gross Margin (%)

Net Monthly Burn Rate

Number of Customers

Avg. Annual Revenue Per Customer

Funding Information

Target Round Size (\$)

Total amount raised to date* (\$)

Data Room Link

Cap Table

I agree to the terms and conditions.

Fund Application - Step 1

Field options: Full Country List

Field options:

- Co-Investment Fund
- Deal by Deal VC Firm
- Family Office
- Fund of Funds
- Investment Management Firm
- Opportunity Fund
- Public Equity Fund
- Private Equity Firm
- Real Estate Fund
- Revenue-based VC Fund
- Venture Capital Fund
- Venture Debt Fund
- Venture Studio Sidecar Fund
- Undecided
- Other, please specify

Field options (multiple selection):

- Dubai, UAE, GCC, MENA, MENAPT, MEASA, Europe, UK, SEA, South Asia, India, China, US, LATAM,
- Other, please specify

Field options (multiple selection):

- Pre-seed
- Seed (Early Stage)
- Series A (Growth Stage)
- Series B (Scale Stage)
- Series C+ (Expansion Stage)
- Pre-public (Mezzanine Stage)

Fill in or select

Form submits to CRM

Pitch deck and other files upload to file storage folder

Business Logic:

Application Prefiltering

Funds must meet the following criteria to pass onto the next step of the application:

- A Typical VC Fund
- Investing in technology startups
- Primary geography includes Dubai
- Pre Seed to Series C focused
- Have or planning to have people in Dubai or UAE
- Have or planning to have investments in Dubai or UAE

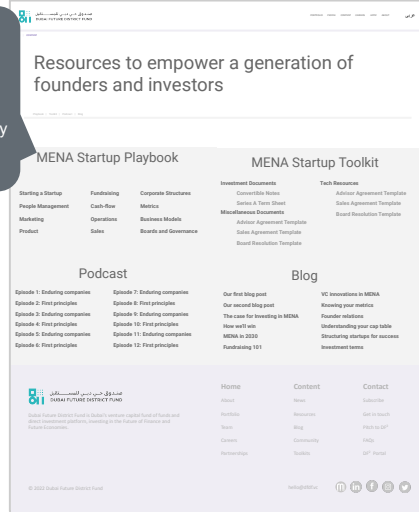
Pass Rationale	Explanation
Not a VC Fund	Our mandate is to invest in VC funds...
Stage	...that invest in early and growth...
Not investing in tech startups	...technology startups...
Geo doesn't include Dubai	...with a focus on adding value to Dubai.
Presence in Dubai	We're prioritizing funds with a presence...
Investments in Dubai	...and investments in Dubai.

Fund Application - Step 1b

Perhaps time delayed rejection instead of real-time.

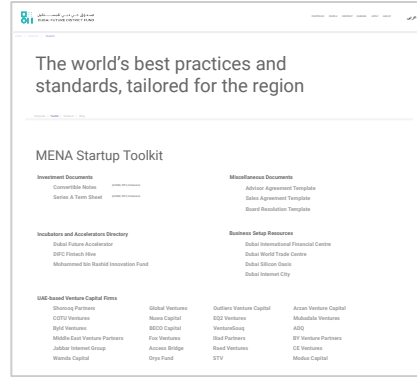
Fund Application - Step 2

Content Page

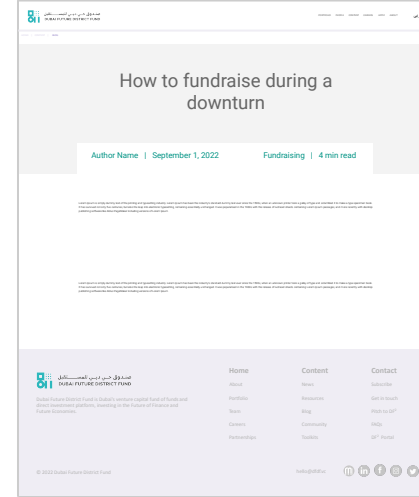


Open to layout ideas, ability to have multiple layers of content:
-Parent category
-Sub category
-Post

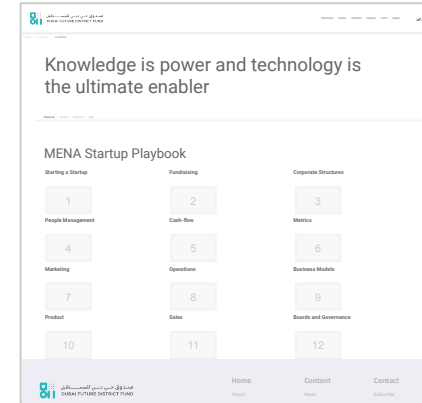
Startup Toolkit Page



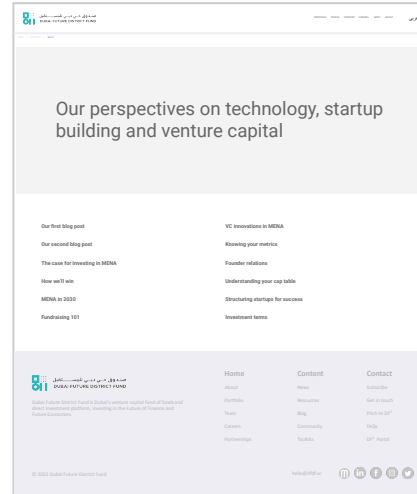
Blog Post Page



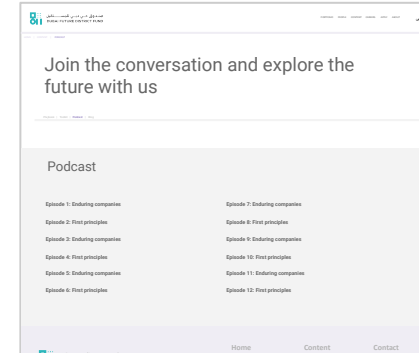
Startup Playbook Page



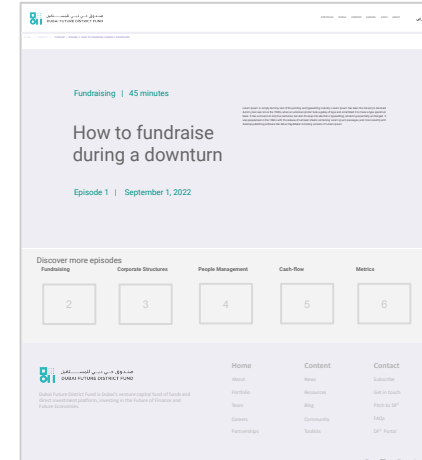
Blog Homepage



Podcast Homepage

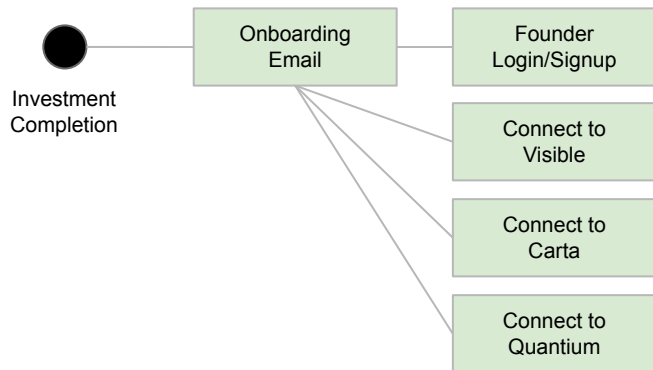


Podcast Episode Page



Portfolio Management

Portfolio Management



Workflows

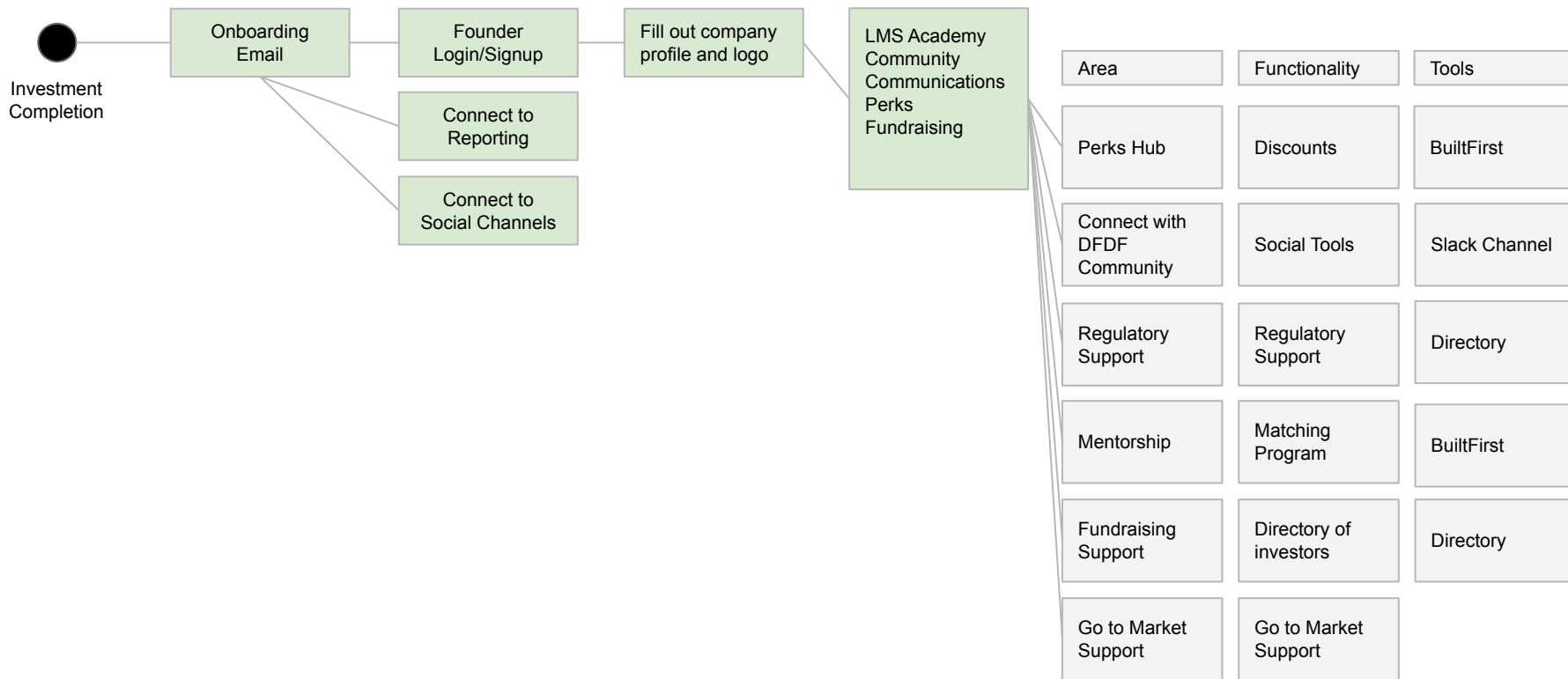


Table of Contents

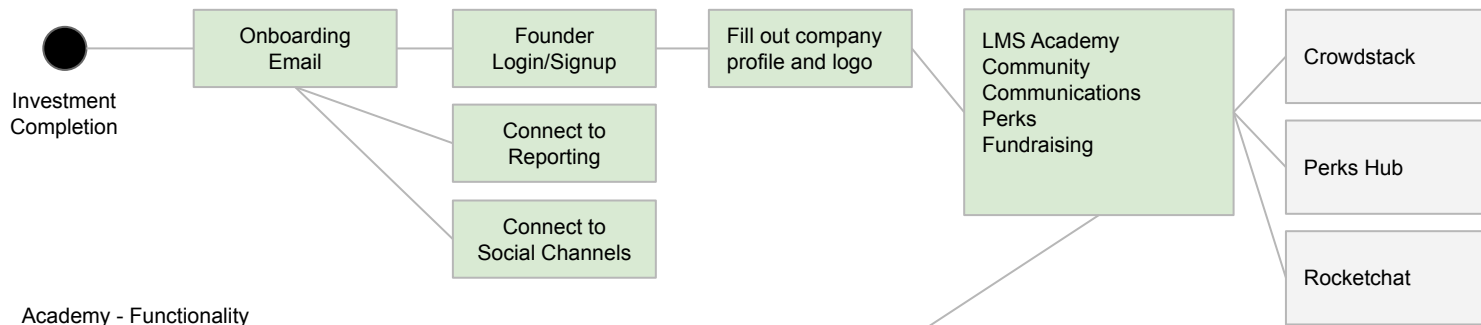
1. Systems Overview
2. Website
3. Portfolio Management
4. Portfolio Login Area
 - a. Community Management
 - b. Communications
 - c. Portfolio Support
 - d. Perks
 - e. Mentorship
 - f. LMS
5. Investor Relations
 - a. Become an Investor
 - b. Investor Reporting
6. Other Tools

DF² Portal

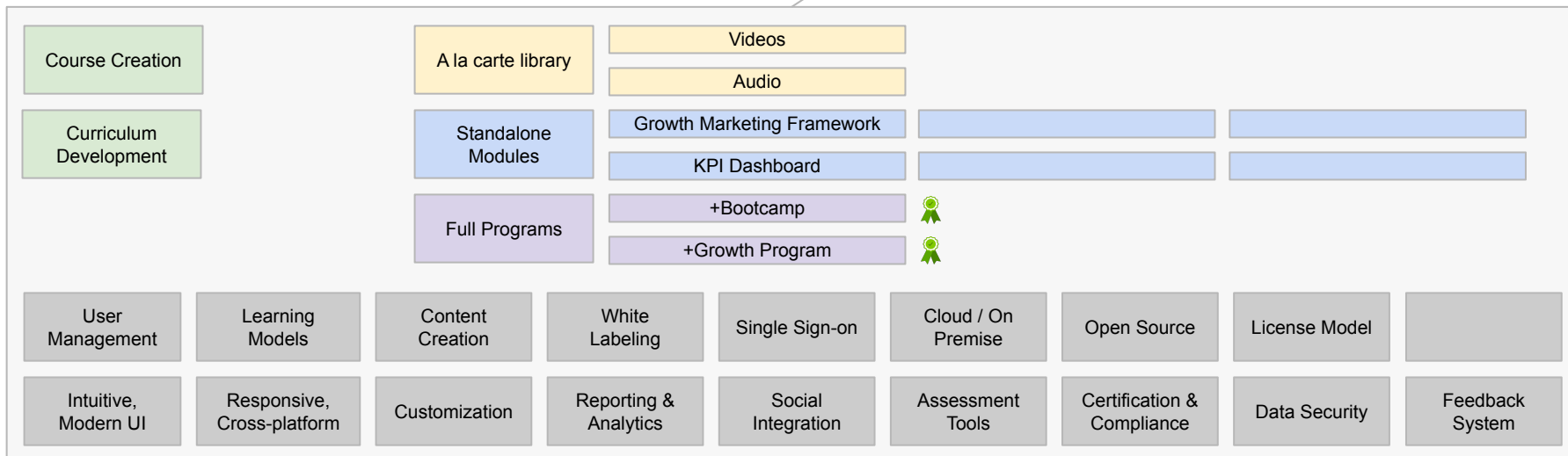
Founder Journey



Founder Journey



Academy - Functionality



Academy



LMS

Functional Wishlist

1. Video library
2. Custom Content Development
3. Branded Lessons
4. Assessment and Evaluation
5. Certification
6. Scheduling Office Hours
7. Submission of Weekly Projects
- 8.

+Community



Community Engagement

Functional Wishlist

- 1.

Communications



Communications

Functional Wishlist

- 1.

+Perks Hub



Perks Hub

Functional Wishlist

- 1.

Other Tools

1. Deal Sourcing
 - a. Allocate
2. Investment Operations and Portfolio Management
 - a. Aumni
3. Fund Admin
 - a. Quantium
4. AI assisted writing
 - a. Jasper
 - b. Brameworks
 - c. Peppercontent
- 5.