# MVP TeamPlate℠

## The Website You've been Waiting For… At a Price You Can Afford

## The Advantages of a Custom Website at Lower Cost and Expedited Development

Long a leader in custom website design for leading private equity firms and investment banks, MVP offers budget-challenged private capital firms many of the features and functionality of our award-winning custom sites but at **significantly lower cost** and faster **time-to-delivery**. And, yes, you can adapt, modify and add a variety of typography, videography, imagery, and navigational elements to differentiate your site and messaging from others.

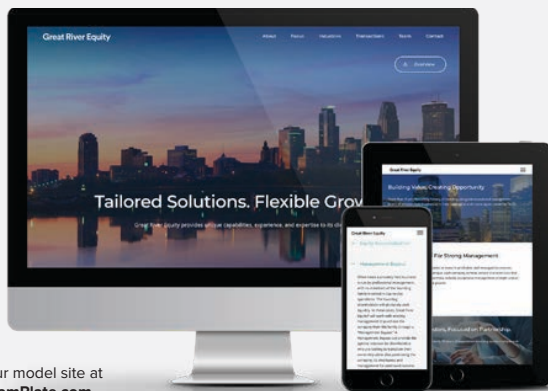### Experience the Advantages of MVP Growth Driven Marketing + Design

Whether you select Basic, Pro or Plus you'll always have the option to expand your site's features and functionality, based on your evolving needs and interactive customer behavior. By combining our WordPress technology software breakthrough with our user experience (UX) design expertise, you'll be able to accommodate many content, form and functional attributes on an as-needed basis. We call this Growth Driven Marketing + Design. For example, add new drop down menu navigation, filters, videos, data room connections, calculators and CRM connectivity and more without jeopardizing the security and load time of the underlying MVP WordPress TeamPlate℠ code.

(You simply can't do this with other themes, templates and SaaS solutions!)

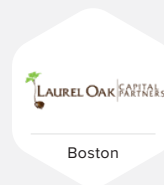### Better than a Template… A TeamPlate℠

Given that most lower cost WordPress themes and templates typically employ over 35 or more slow-loading and risky plugins, e.g., for drop down menus, home page sliders, filters, etc., which make calls to the threat prone worldwide Web, your MVP TeamPlate℠ site will load in less than a second as it avoids the use of such problematic extensions, which typically entail recurring maintenance expense, unless you want to risk site security.

As an added benefit, an MVP TeamPlate℠ website can not only be search engine optimized but offers the most user-friendly backend administration system available, as we don't use he "out-of-the-box" WordPress installation code but our own easy-to-use content admin system, about which our many clients rave.
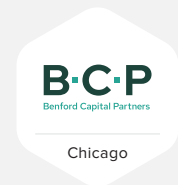
### Now Available in a Choice of Three Frameworks:

| LAUREL OAK CAPITAL PARTNERS | FIDUS Partners | B·C·P Benford Capital Partners |
|---|---|---|
| Boston | Charlotte | Chicago |
| **BASIC** | **PRO** | **PLUS** |

View our model site at
**MVPTeamPlate.com**

## MVP TeamPlate℠ Websites are Designed to Meet Your Needs:

**BASIC**
• Your choice of branding, colors, images, and fonts.*

**PRO**
• Your choice of branding, colors, images, and fonts.
• You have influence on homepage layout and moodboard.

**PLUS**
• Your choice of branding, colors, images, and fonts
• You have influence on homepage layout and moodboard.
• Customizations and tailoring**

*Layout alterations beyond section arrangement and page omission are not included and subject to additional charge.
**Available on time and materials basis.

marketing + design | 35 YEARS

*MVP Offers 20 Years of Award-Winning PE & MA Firm Branding & Website Design Experience*
*Limited Budgets, Unlimited Results!*

# Select the MVP TeamPlate℠ Approach that's Right for You

## BASIC

**MAIN PAGE**
- ✓ **Active counters** when scrolling down the page

**RIBBONS/NAVIGATION**
- ✓ **Top Ribbon:** Drop-downs appear when hovering over section header

**PORTFOLIO COMPANY PAGE**
- ✓ **Main layout:** Image banner at top, with portfolio company logos below
- ✓ **Portfolio Filters:** Current, Realized
- ✓ **Portfolio Company Detail:** "Pop-up" side panel with Logo, Name, Location, Description, and Portfolio Company Link

**TEAM PAGE**
- ✓ **Name, Picture, Title, Email**
- ✓ **Location:** "Pop-Up" Side Panel
- ✓ **Department**
- ✓ **Biographies**

## PRO

**MAIN PAGE**
- ✓ **Active counters** when scrolling down the page

**RIBBONS/NAVIGATION**
- ✓ **Top Ribbon:** Drop-downs appear when hovering over section header
- ✓ **Active counters/"pop-out" quotes** when scrolling down the page

**PORTFOLIO COMPANY PAGE**
- ✓ **Main layout:** Same as Basic
- ✓ **Portfolio Filters:** Same as Basic
- ✓ **Portfolio Company Detail:** Same as Basic

**TEAM PAGE**
- ✓ **Name, Picture, Title, Email**
- ✓ **Location:** Same as Basic
- ✓ **Department**
- ✓ **Biographies**

## PLUS

**MAIN PAGE**
- ✓ **Homepage background video** hero functionality
- ✓ **Active counters** when scrolling down the page

**RIBBONS/NAVIGATION**
- ✓ **Top Ribbon:** Drop-downs appear when hovering over section header
- ✓ **Active counters/"pop-out" quotes** when scrolling down the page

**PORTFOLIO COMPANY PAGE**
- ✓ **Main layout:** Picture with logo overlaid
- ✓ **Portfolio Filters:** Same as Pro, also includes companies seeking add-ons
- ✓ **Portfolio Company Detail:** Same as Pro, (Optional) Dropdown Menu including longer Description, Date of Investment, Fund, Industry, and Appropriate Contact

**TEAM PAGE**
- ✓ **Name, Picture, Title, Email**
- ✓ **Location:** Embedded onto the same team page, information drops down below picture/ title when clicked
- ✓ **Department:** Ability to filter by location and department
- ✓ **Biographies:** Additional Customization Options
- ✓ **LinkedIn / V-Card**

## Or choose a custom site like these award-winners from MVP
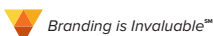
MERIT CAPITAL PARTNERS    PRESTWICK    CORTEC Group    THE HALIFAX GROUP    River Associates

COVEVIEW ADVISORS    Clearsight Advisors Investment Banking    MiddleGround Capital    ARGENTUM CAPITAL FOR GROWTH    SVOBODA CAPITAL PARTNERS

**"Demonstrating a deep knowledge and understanding of Private Equity industry communications and our business and marketing requirements, MVP lived up to their reputation as the 'PE MVP'."**

David Schnadig, Managing Partner, Cortec Group

*Branding is Invaluable℠*

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