Proposal

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for: 21.co

Together, we aim to refine 21.co's presence to embody your unique position - the trusted force quietly powering the future of crypto innovation.

We believe successful refinement comes from understanding what already works. Through our collaboration, we'll enhance your story while carefully preserving the trust you've built, creating a visual system that elegantly connects your ecosystem of products.

13.02.2025

What makes design great?

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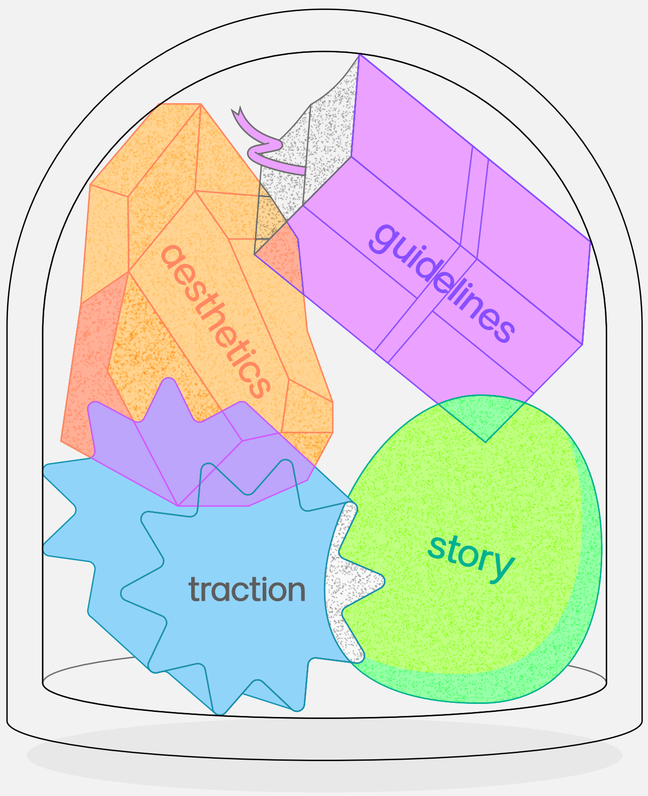
Four things to

Based on our experience — any product that dominates with the help of design has solved four critical things:

- a minimum viable story and strategy in place
- design aesthetics and visuals aligned with the story and strategy
- documentation clear and accessible for the team
- traction and consistency around the design

When people say **"they have a great design"** it usually means they've managed to figure out these four things.



Brand Sprint & Strategic Alignment

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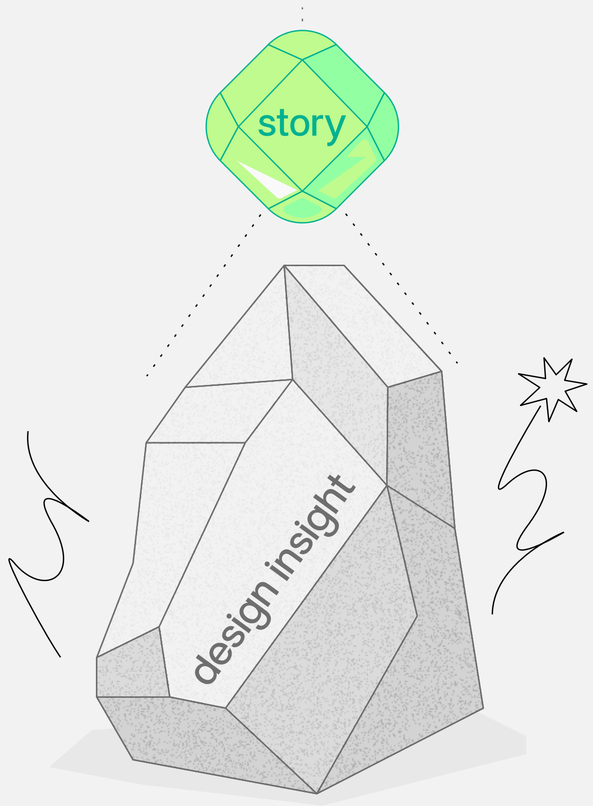
Stage 1

Goal:
Shape a clear brand core that expresses MW's key message:
"a trusted financial partner for expats, by expats."

What we do:

- Discovery with the team
- Visual audit: Feather, Ottonova, others
- Several creative directions (moodboards):
  → warm/human
  → clean/digital
  → blended approach
- Polishing and scaling final direction

Deliverables:
Chosen creative direction
MVP visual identity
Foundation for scalable and trustworthy brand



Marketing design system & website

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Stage 2

Goal:
Build a flexible design system that enables marketing to create pages and materials fast - and lets devs implement with minimal friction.

What we do:

- Atomic UI kit: buttons, forms, inputs, cards, chips
- Up to 10 high-fidelity page designs:
  - → Homepage with playful click-funnels
  - → Service page (e.g. health insurance)
  - → TBD
- Design modules that align with HubSpot CMS
- Figma UI-kit

Deliverables:
Mobile-first, conversion-ready pages
Reusable design components
Design system aligned with your CMS stack

Product Design: B2C Dashboard

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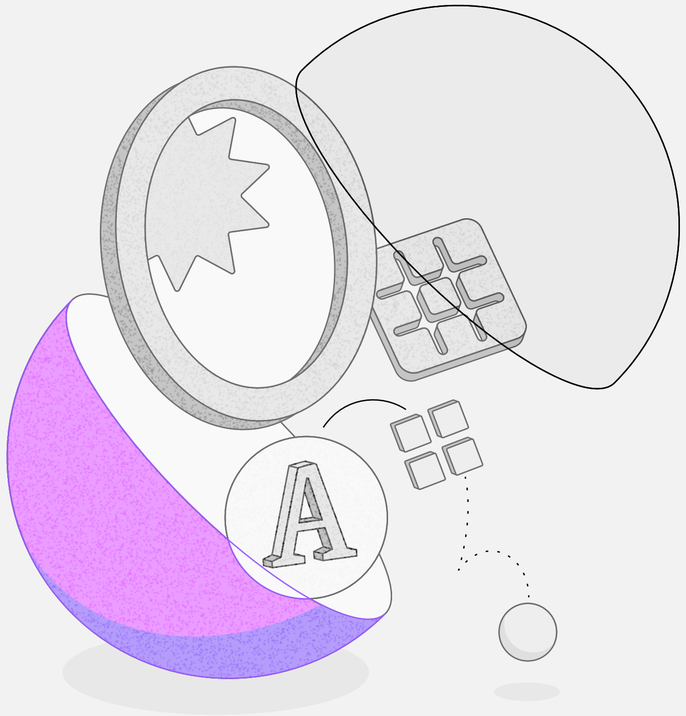
Stage 3

Goal:
Create a scalable, trustworthy interface for MW's digital product layer - starting with the B2C dashboard that helps users track and manage their insurance and financial services.

What we do:

- UX planning based on key user flows (post-signup onboarding, policy overview, advisor chat, claim progress, etc.)
- Design up to 10 high-fidelity product screens
- Adapt components from existing UI kit (or extend where needed)
- Prepare dev-ready Figma with clear states, redlines, and spacing

Deliverables:
Clean, accessible product UI
Consistent design language with marketing site
Ready-to-build screens for internal dev team



Design integration

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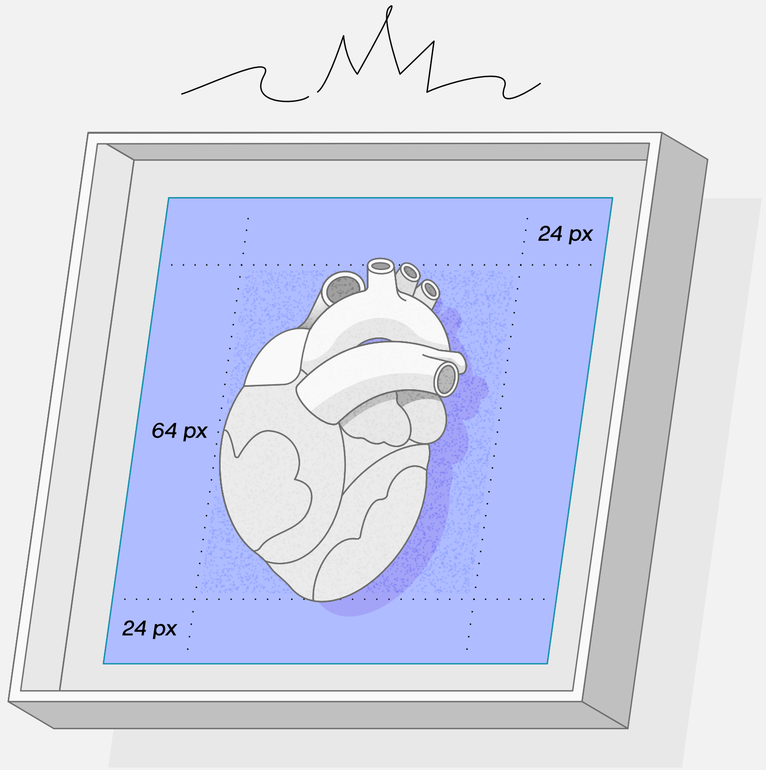
Stage 4

We work together on creating guidelines based on results from previous stages. We aim to ensure everyone loves the design and that the whole team knows how to work with it.

Otherwise — it was a worthless effort.

To do this, we'll prepare easy-to-use guides in collaboration with your team. Additionally, we will stay with you for two months for design direction. This is to ensure your team creates consistent assets and knows how to use our guidelines.



Engagement

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Essentials (sprint-like)

Month-to-month engagement where you control the pace and can work on anything you want

- Monthly engagement with no fixed scope
- We do everything you ask us to do
- Unlimited requests with everything covered

Monthly budget:

Growth

We deliver everything you asked and even more based on our signature process and deliverables

- Visual strategy + exploration
- Website and digital marketing asset design
- Marketing UI/UX library handoff
- Visual identity guidelines handoff
- Design integration / direction (2 months extra after main scope)

Total budget:

Approximate duration: 2-3 months

Partnership

If you need a dedicated design partner to dive deep and move towards a desired long-term goal

- Visual strategy + exploration
- Web and digital marketing asset design
- Card and packaging design
- Website design + implementation
- Card holder app v.1 core layouts UI/UX (mobile)
- Visual identity guidelines handoff
- Component based UI/UX library handoff
- Design integration / direction (4 months)

Total budget:

Approximate duration: 12 months

Deliverables

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- Visual identity exploration (Core + logo for Tintra research)
- Landing page concept
- 11 Internal web pages design
- Marketing pack (templates, covers and for social)
- Visual identity handoff with guidelines
- Component website styleguide
- *Design integration / direction (2 months)

Why us

There are all sorts of **"smart cookies"** in the design world who could potentially help you with this project. So why work with us? There are several reasons that I hope you find compelling:

- top-tier visual designers, awwwards jury creative director.
- we've helped 30+ companies successfully reinvent themselves. Among those are Y-Combinator alumni, US SaaS awards winners. Many were highlighted in Forbes, Business Insider, Daily Beast etc.
- our design system .pulse is listed on "Awesome Design System" among IBM, Atlassian, Adobe Spectrum and others.
- the total investment amount of the companies we worked is around $1+ bn.

The decision is yours.

19.04.2023