

<p><b>EM's GOALS:</b> (in order[ish] of importance [ish])</p>	<p><b>1. Improved discovery and suggestions of relevant articles user behavior such as:</b>          -browsing history (analytics [Lucky Orange])          -investment history (from sign-up process)          -user provided data (net-worth/income/experience [also from sign-up process])          -interactions with marketing emails (analytics [clickthrus])</p>	<p><b>1.5. Supporting new taxonomy of investment types and providing educational materials that educates and facilitates to the most appropriate investment types</b></p>	<p><b>2. Overall IA of the RESOURCES PAGE</b>          -currently a mix of public-facing and restricted content ("Track Record")          -do "Testimonials" and "FAQ" belong in the same category as "Articles"?</p>	<p><b>3. Consistency across primary nav pages</b>          -e.g. Testimonials and Articles look completely different          -solved by #2 potentially</p>
Competitors	General Notes	IA	Discoverability / findability of articles	Article page format / layout
<p><a href="#">CrowdStreet</a></p>	<p>Join the revolution in commercial real estate investing.</p>	<p>Primary nav          -secondary nav (dropdown menus)</p> <p>Primary nav: "Resources" --&gt; five secondary nav options          -All resources"          -"Marketplace performance"          -"Events"          -"Company News" (Press sorta equivalent)          -"Help Center" (FAQ equivalent)</p>	<p>Search field          -seems to work!</p> <p>Newsletter sign-up option</p> <p>Filters          -11 of them  <b>-help / how to / insights / investing / market trends / news / opportunity zones / risk / taxes / video / show all</b>          -some taxonomy issues with the filters. Wouldn't "Help" and "How to" be the same?</p> <p>No endless scroll          -10 results per page</p> <p>Featured Article (Hero-ish content below the filters and search)</p> <p>Each article is a CARD</p> <p>Hover states on article titles</p> <p>Redundancy in photos (lots!)</p>	<p>Title card with categories / author / post date</p> <p>No h1/h2 etc</p> <p>Persistent share links on the right side</p> <p>diamonds for bullet points</p> <p>ugly-butt charts</p> <p>highlighted terms give you a pop-up definition (link to glossary)</p> <p>Author profile</p> <p>Related articles (two)</p>
<p><a href="#">Cadre</a></p>	<p>Invest in private commercial real estate, vetted by industry veterans, now with the potential for liquidity.</p>	<p>Primary nav: Insights          -no secondary nav</p> <p>New page for insights, we lose the primary nav, replaced with "Topics" nav, drop down to reveal:          -Company News          -Market Views          -Opportunity zonez          -Product newz          -Secondary market</p> <p>Also: Get Started</p>	<p>Overlap with nav - categories are secondary(?) options in the drop down</p> <p>-landing page is a mix of all categories          -arranged in order of publication          -newest article is "Featured" (given more real estate)          -articles are on cards            - image / category (redundant)            -title, summary            -author / date / time to read</p>	<p>Title and summary sentence          -image          -H1          -body and more H1s          -share at the bottom          -DISCLAIMER</p> <p>-"more in market views" (3 articles)</p>

<a href="#">RealCrowd</a>	Build relationships with commercial real estate companies and invest directly in their investment opportunities.	<p>Primary nav: Offerings, How It Works, Learning Tools, Podcast. Secondary nav options for Offerings:</p> <ul style="list-style-type: none"> <li>-Featured</li> <li>-Popular</li> <li>-Currently Fundraising</li> <li>-Recent Past Offerings (repetitive meaning?)</li> </ul> <p>Secondary nav options for Learning Tools:</p> <ul style="list-style-type: none"> <li>-Learning Tools (repetitive)</li> <li>-Podcast (should go under the Primary Podcast nav option)</li> <li>-Articles (should be combined with blog)</li> <li>-Blog</li> </ul>	<p>Search field -doesn't work too well</p> <p>Categories: lots of them</p>	<ul style="list-style-type: none"> <li>-Main title</li> <li>-Author &amp; date</li> <li>-Main image, followed by Body copy</li> <li>-separated by larger secondary headers</li> <li>-no h1/h2</li> <li>-hashtags at bottom</li> <li>-no author bio</li> <li>-related articles on cards at bottom</li> </ul>
<a href="#">YieldStreet</a>	Not only real estate	<p>Primary nav: Invest / How It Works / Our Vision / Resources / Raise Capital -Resources has secondary nav -FAQ / Resource Center / Blog</p>	<p>Resource center --&gt;</p> <ul style="list-style-type: none"> <li>-<b>search field</b></li> <li>-Featured Content <ul style="list-style-type: none"> <li>-3 articles</li> <li>-with category labels</li> <li>-Basic overview / seems like they never change</li> </ul> </li> <li>-Then essential articles (help you grasp YieldStreet concepts</li> <li>-View More --&gt; another page of the same set up, getting more granular</li> <li>-also three instructional videos</li> </ul> <p>BLOG --&gt; like PRESS on EM</p> <ul style="list-style-type: none"> <li>-<b>Team spotlight</b></li> <li>-<b>Founder thoughta</b></li> <li>-product updates</li> <li>-Investing insights (takes you to the Resources Center)</li> </ul>	<ul style="list-style-type: none"> <li>-Share buttons on side (like CrowdStreet)</li> <li>-h1/h2</li> <li>-HOW HELPFUL WAS THIS CONTENT RATING</li> </ul> <p>Sign up option at the bottom</p> <p>Related content (2 articles)</p> <p>Blog missing from footer resources center -put under Company section instead</p>
<a href="#">RealtyMogul</a>	Diversify with thoroughly vetted commercial real estate, potentially generating income and growing value.	<p>Primary nav:</p> <ul style="list-style-type: none"> <li>-Invest</li> </ul> <p>Secondary nav: How It Works, Benefits of Investing, Investment Options, Auto Invest</p> <ul style="list-style-type: none"> <li>-Get Financing</li> <li>-Secondary nav: Financing Overview, Our JV Equity Process, Apply for Equity Capital</li> <li>-Our Story</li> <li>-Learn</li> <li>-Secondary nav: Knowledge Center, Why Commercial Real Estate, Why REITs, Why MultiFamily, 1031 Exchange, Retirement Investing, Due Diligence, FAQs</li> </ul>	<p>Knowledge Center --&gt; Choose a Topic Show articles based on filtering/category</p> <p>Articles laid out in card form with image, category, title, intro headline, read more --&gt; No h1/h2 in articles, just body copy and reference links at bottom of page</p> <p>Sign up CTA on main page on hero banner image</p> <p>Apply for Equity Capital--&gt; Sponsor</p>	<p>Site gets stuck on loading when trying to upload more articles, and only shows 6 at a time (rows of 3) --&gt; could be slow internet or site itself</p> <p>Share buttons at bottom of article page</p> <p>Footer reads Company instead of Our Story (this should go under Company, not instead of it)</p> <p>Is it necessary for Investing/Financing to have 2 separate tabs in navigation menu?</p>
<b>Comparators</b>	<b>General Notes</b>	<b>IA</b>	<b>Discoverability / findability of articles</b>	<b>Article page format / layout</b>

<a href="#">Wealthfront</a>	<p>Save, plan and invest all in one place.</p> <p>Earn more interest on your cash, get advice on how to manage your savings, and automate your investments at a low cost.</p>	<p>Primary nav: Plan -Secondary nav: Overview, Homeownership, Retirement, Time Off for Travel, College Invest Save Borrow Expertise -Secondary nav: Our PhD Team, Blog, Financial Health Guide, Home Buying Guide, Equity &amp; IPO Guide</p>	<p>Expertise --&gt; Blog Articles laid out 6 per category (3 per row)</p>	<p>Main image, title, headers (no h1, just printed headers) &amp; body copy, some graphics/charts/images, social media share buttons</p>
<a href="#">M1Finance</a>	<p>Smart Money Management - Take control and personalize your finances. Invest, Borrow, and Spend seamlessly, all in one platform.</p>	<p>Primary nav -secondary nav How it works / -Invest -Borrow -Spend -Plus Why M1 -earn more -M1 stories -Reviews -Comparisons Insights -FAQS -Blog -Education -Articles</p>	<p>M1 Stories --&gt; testimonials Reviews --&gt; press</p> <p>Blog --&gt; In house imagery for articles Mixture of news about M1 and more general investing articles No way to search around or filter -25 per page -featured article is the latest one</p> <p>Education: -different appearance / a real mess of links -lists of links separated by category -awful neon green color -persistent newsletter sign up box to the right no filterability</p> <p>Articles: similar to education; just a list of neon green links separated by category. no search, no filterability</p>	<p>Standard: h1 and h2s, images, blah blah blah</p> <p>persistent newsletter sign up box to the right</p>
<a href="#">Betterment</a>	<p>A smarter home for your money</p>	<p>Primary nav: Cash, Investing, IRA &amp; 401(K), FAQ</p>	<p>Articles all the way down in the footer, underneath Learn--&gt; wouldn't even know they were there unless you scrolled all the way down</p>	<p>Article layout: progress bar at top, main image, title, body copy with links interspersed in body copy, author bio at bottom, social media share buttons, 3 related articles at bottom in card layout</p>

Features	Equity Multiple		Competitors				Comparators		
Discoverability / findability of articles	Equity Multiple	Crowd Street	Cadre	Real Crowd	Yield Street	Realty Mogul	Wealthfront	Betterment	M1Finance
Beginners' guide	Y	Y	N	Y	Y	N	Y	Y	Y
		Contained under "Help" and "How to" filters - presented like other articles		Under LEARNING TOOLS (secondary nav) -podcasts / ebooks / course / articles / blogs	Sorta - some stuff under BLOG, featured content under RESOURCE CENTER		Under BLOG	Hard to find, but it's in the FAQs under "Not sure where to start? Here's our basic two-step starter recommendation"	Under EDUCATION - voluminous
Search bar	Y	Y	N	Y	Y	Y	Y	N	N
		Button reveals the input field					Yes but for the entire site, not just the resources		
Newsletter sign-up	N	Y	N	N	N	N	N	N	Y
		"Get the Updates" button at the top							Prominent card on right side that's persistent - looks trashy tbh
Filters	Y	Y	N	Y	N	Y	N	Y	N
		10 + "Show All" Categories are not semantically consistent (i.e. some are for topics others are for media type)	Categories(TOPICS) live in secondary nav	Yes, done in the old blogger style in a column to the left. Over 20.	Exists on BLOG, but not on RESOURCE CENTER	8 filters (1031 Exchange overlaps with secondary nav)	Articles are grouped according to category, but there's no filtering option	5 filters (all articles are under FAQ)	Articles are grouped according to category, but there's no filtering option
"Sort by"	Y	N	N	N	N	N	N	N	N
							See Filter notes		
Article summary	Y	N	Y	N	Y	Y	Y	N	N
			Varying lengths	The first part of the article only			On Essential Reading (3 main articles at top of page)	The first part of the article only	
Limited articles per page	N	Y	N	Y	Y	Y	N	N	N
		10 per page		5 per page	6 per page	6 per page			
"Time to read"	N	N	Y	N	N	N	Y	Y	N
			Contained in article card				In the article preview	Only in the article	
Secondary navigation	Y	Y	Y	Y	Y	Y	Y	N	Y
		ALL RESOURCES / MARKETPLACE PERFORMANCE (i.e. track record) / EVENTS / COMPANY NEWS / HELP CENTER	Lists the article categories: 5 in total - Company news / market views / opp zones / product news / secondary market  Nav bar changes when you go to INSIGHTS (i.e. RESOURCE CENTER)	Changes depending on the page you're on: LEARNING TOOLS / PODCASTS / ARTICLES / BLOG  But when you click on, say, ARTICLES, it changes to: ALL POSTS / PODCASTS / ARTICLES / EBOOKS	FAQ / RESOURCE CENTER / BLOG	KNOWLEDGE CENTER / WHY COMMERCIAL REAL ESTATE / WHY REITS / WHY MULTIFAMILY / 1031 EXCHANGE (also a filter) / RETIREMENT INVESTING / DUE DILIGENCE / FAQs	PLAN (primary) / OVERVIEW / HOMEOWNERSHIP / RETIREMENT / TIME OFF FOR TRAVEL / COLLEGE  EXPERTISE(primary) / OUR PHD TEAM / BLOG / FINANCIAL HEALTH GUIDE / HOME BUYING GUIDE / EQUITY & IPO GUIDE  Within BLOG there's a new navigation bar: Primary(?) is: PLANNING / INVESTING / SAVING / PRODUCT NEWS / INDUSTRY INSIGHTS Secondary(?) is: (under PLANNING) RETIREMENT / REAL ESTATE / TAXES / COLLEGE / COUPLES / CAREER		FAQS / BLOG / EDUCATION / ARTICLE
Article images	Y	Y	Y	Y	Y	Y	Y	Y	N
		Stock images / overlap with EM	Stock images	Stock images (larger and more rectangular than other sites) / podcasts have Real Crowd personnel photos	Stock images, mostly, some Yield Street graphics	Stock images	Stock images	Stock images and graphics/icons	

Equity Multiple	Competitors					Comparators		
Equity Multiple	Crowd Street	Cadre	Real Crowd	Yield Street	Realty Mogul	Wealthfront	Betterment	M1Finance