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Notifying

FRIDAY, NOVEMBER 21 2025

WP

Webtec

8:54am

Hey there! I'm Pontus, the CEO of Webtec — just wanted to pop in and give you a warm welcome 🙌

I'm so excited to have you with us, and I can't wait for you to see what we're about to build together! To kick things off smoothly, I recorded a quick video walking you through how we make sure everything runs like clockwork from start to finish: [Video](#)

Our first goal will be to get your new site live. From there, we can start optimizing and polishing things even further. And don't worry — if you ever want to tweak or grow your site later, our Business Package makes that super easy.

**Before we get started, please make sure to check out this important doc:**  
[Document: Key points for clients](#)  
*(It's a quick read but packed with must-know info!)*

And of course — if you ever have questions or need support, my team and I are always just a message away. We're here for you! Let's make something awesome 🙌+

By continuing this chat, you confirm that you've watched the videos, read the documents/links, signed the contract, and understand that billable work and hours starts now based on our communication and the signed agreement. Hours already completed can't be refunded.

I'll leave you in the safe hands of your project manager from here...  
All the best,  
Pontus, CEO, Webtec

By the way:  
This is the chat you will use to communicate with us. This way, you and other people from our organisation can pop in to see what's been said in chronological order. It will make everything very easy.

We don't do anything in emails really. It gets messy quite quickly.

This is also the chat that will be used when your website is live. We will just change the Project Manager out to a Customer Success Manager. Worth to say here is that if you're having a hard time deciding or finishing something on the website. You can always do it after the website is live too. We're always here for you in this chat.

Don't forget to tag whoever you want to notify with this symbol "@".

**Important Tip:**  
Do not get stuck in time-consuming design changes or tweaks. The more you alter our optimized layout, the worse the site usually performs. If you want to make changes, do not do them during the project based on gut feeling. Instead, let's make adjustments after the website is live, using A/B tests so we can base decisions on real data.

Our **least successful** projects tend to be with clients who make frequent changes based on gut feeling. They often end up unhappy with the result (because they are not designers), complain that the project took too long (due to their own changes), launch with poor performance, and then direct their frustration at us.

The **happiest clients**, on the other hand, trust our expertise and the data we've gathered from over 3,000 customers. They change only colors, text, and images within the optimized flow we've built, launch the website within 30 days, and then continue optimizing based on data. These clients usually see great results, generate many leads, and enjoy the process.

This approach leads to the best experience and the best performance. Please follow this path—for your own benefit and for your company's success.

WEDNESDAY, NOVEMBER 26 2025

Shay H.

7:07am

Mathieu

Hi Mathieu, have you been added to basecamp now?

Shay H.

11:56pm

Hi Mathieu, when should I expect the First Draft requirements to be completed? You can access it here: [To-do List](#)

THURSDAY, NOVEMBER 27 2025

7:25pm

Me

Hi Shay! I'm on! :)

7:42pm

Me

I'll be able to get to the list tomorrow. :) Also, we're going to start with the site map, correct?

Shay H.

10:12pm

Thanks Mathieu

And yes, we are going to start with a sitemap.

We usually don't go this route for projects below 10K. However, I was able to get this direction approved, specially for you. :)

👍

❤️

👋

FRIDAY, NOVEMBER 28 2025

3:17pm

Me

Awesome! Thank you! Let me know if you want to send over a link to the doc so we can begin collaborating on it. :)

SATURDAY, NOVEMBER 29 2025

Shay H.

2:15am

Hi Mathieu, I saw your comment to start getting UX doc up and going. This is still needed to filled by you

Mathieu

[https://form.typeform.com/to/horkL19#record\\_id=recDVKYDC6PuH8ImG&demo=https://txekybkuw3csj.projectwebtec1.com/starkventures-demo/](https://form.typeform.com/to/horkL19#record_id=recDVKYDC6PuH8ImG&demo=https://txekybkuw3csj.projectwebtec1.com/starkventures-demo/)

It gives all the info about your company. Also, you haven't shared the info that you presented on our onboarding call. Can you please send in that information too? About your user personas, services et al?

Cheers

TUESDAY, DECEMBER 2 2025

Shay H.

9:44am

Hi Mathieu, your UX blueprint is ready.

Let's schedule a quick call here to go through it together: <https://calendly.com/shay-trywebtec/30min>

4:46pm

Me

Hi Shay! Awesome! Scheduled some time in a few hours. Hope that is ok. Looking forward to see the blueprint.

Shay H.

7:27pm

Hey Mathieu, you have scheduled for 9 pm Pacific time?

7:30pm Me  
Yep! :) I won't have time tomorrow when you're free and don't want to be a blocker

Shay H. 7:31pm  
No problem!

Shay H. 8:19pm  
Hi ! Mathieu, here's your UX Blueprint:  
<https://drive.google.com/drive/folders/7SuwQxShp6ly5kEvn2MpXWK3RUJb6T4aT>

To be more productive, I would say you can go through it thoroughly and we can have a meeting on it tomorrow/day after tomorrow if you like.

What do you think?

MONDAY, DECEMBER 8 2025

Shay H. 3:00am  
Hi ! Mathieu, how have you been?

Can I get an ETA on the feedback from your side? Also, having premium copy for your business and industry is staple. Should I go ahead and include it? ! Mathieu

9:48am Me  
Hi ! Shay! I'm going thru the blueprint as I type. And will have feedback ready today. Sure, can you send over the quote so I can see how much before we add it? Thanks!

Shay H. 10:12am  
Hey ! Mathieu, the required funds for complete copywriting are \$4250

THURSDAY, DECEMBER 11 2025

Shay H. 1:37pm  
Hi ! Mathieu, can you please get back to me on the UX blueprint and the copy? We are losing time. Appreciate your swift response here.

WEDNESDAY, DECEMBER 17 2025

Shay H. 1:55am  
Hi ! Mathieu, its been a while since we connected. I understand that things can get busy. Can you please let me know when should I expect a response from your side? Appreciate your response. Cheers

MONDAY, DECEMBER 29 2025

Shay H. 7:53am  
Hello ! Mathieu, should we connect after New Years?

8:08am Me  
Hi ! Shay! Good morning! I'm back! Sorry, I had to take care of a few things, and I couldn't focus on this. My goal to launch the new site is the end of January/beginning of Feb. Do you think that's a reasonable timeline?

Shay H. 8:50am  
Based on your feedback that you would send > creation of First draft, writing the copy, and revising it again according to your feedback.

These are the steps needed to finalize and launch the website.

I believe given our pace right now, it won't be reasonable mate.

! Mathieu

As we are not even on our first step yet i.e. first draft. We are still on the Blueprint, which are yet to receive your feedback on.

8:53am Me  
What is a realistic time frame? ! Shay

Shay H. 8:54am  
Mid to end February.

! Mathieu

8:55am Me  
I don't think that works for me. Is there any way that we can just part ways and refund me the money? ! Shay

And I realize that I haven't been the most responsive. Lots of things are going on at the end of the year.

Shay H. 8:59am  
I can make it work in 30 days if you are prompt with me mate.

! Mathieu

How would you create a website in January if you part ways?

9:20am Me  
If we can get it done in 30 days, then I'm in. If we can't, then I need you to be honest with me and let's part ways.

Shay H. 9:30am  
Its totally possible in doing it in 30 days. Do I have your permission to move forward with the blueprint provided to you for creating the first draft? I would want you to be prompt with me on your feedbacks in order to achieve the requested timeline. ! Mathieu

Shay H. 3:26pm  
?? ! Mathieu

4:42pm Me  
Hi! :) ! Shay I dropped some feedback into the documents folder. Let me know if you have any questions. :)

Shay H. 9:57pm  
Thanks for this ! Mathieu

What about the copy for the entire website?

Would you write it?

TUESDAY, DECEMBER 30 2025

Shay H. 3:08am  
! Mathieu

8:34am Me  
! Shay, I thought copy was included, no?

And good morning!

Shay H. 8:36am  
Morning mate, yes it is. However, you mentioned that you would prefer premium over ai assisted.

Should we go with ai assisted?

Mathieu

8:36am Me

Yes, let's go AI-assisted for now. :)

Shay H. 8:37am

Cool

I'll move forward

8:37am Me

Awesome! Thank you!

WEDNESDAY, DECEMBER 31 2025

Shay H. 12:51am

The Blueprint has been updated. I am moving toward the First Draft creation. Thanks 🙏 Mathieu

Shay H. 1:02am

First Draft should be ready within the next 10 business days.

Shay H.

First Draft should be ready within the next 10 business days.

Shay Sounds good! If there's anything else in the meantime, please let me know. Also, the designer should have the brand guide and the logo files ready today. The site needs to be designed with this in the forefront.

Shay H. 9:07am

Sure. Please add them asap 🙏 Mathieu

SUNDAY, JANUARY 4

Shay H. 9:33pm

Thanks 🙏 Mathieu

Shay

Dropped the brand assets: <https://3.basecamp.com/5398889/buckets/4489384/uploads/9430266837>

THURSDAY, JANUARY 8

Shay H. 1:58am

Hi 🙏 Mathieu, homepage and about us pages are ready to be presented. Please schedule a meeting with me here: <https://calendly.com/shay-trywebtec/30min>

Shay Hi! Good morning! Sounds great! scheduled time for tomorrow.

10:00am - 10:30am, Friday, January 9, 2026

Pacific Time - US & Canada

HN

Harry Noorkoiv 10:48am

Hi Mathieu,

I hope you are well and had a great Christmas and New Year!

We have analysed the data and I have something really exciting to discuss with you with regards to driving traffic to the site, it's 100% proprietary and we know it's a perfect fit for your business. Please use this link to schedule at your convenience: <https://calendly.com/harry-noorkoiv-trywebtec/new-meeting>

I look forward to speaking with you soon.

Harry

FRIDAY, JANUARY 9

Shay H. 10:30am

Mathieu, here's the link to the website: <http://ceslszkokix2sj.projectwebtec4.com/>

TUESDAY, JANUARY 13

Shay H. 6:58am

Hey 🙏 Mathieu, can you please share your contact details and social media links?

WEDNESDAY, JANUARY 14

Hi 🙏 Shay! :)

Socials will just be LinkedIn: <https://www.linkedin.com/company/stark-fractional-group>

Stark Fractional Group | LinkedIn

Stark Fractional Group |

Contact: There will be a form connected to Apollo (apollo.io), Email: [hello@starkfractionalgroup.com](mailto:hello@starkfractionalgroup.com)

Shay H. 10:30pm

For Apollo Form, can you please share the embed code? 🙏 Mathieu

FRIDAY, JANUARY 16

Shay H. 2:57am

Morning 🙏 Mathieu, the remaining pages of the website have also been completed.

<https://ceslszkokix2sj.projectwebtec4.com/>

TUESDAY, JANUARY 20

Shay H. 9:49pm

Hi 🙏 Mathieu, how's it going? Did you have a look at all the other pages mate?

MONDAY, JANUARY 26

Shay H. 1:04am

Hi 🙏 Mathieu, can I expect a response this week on the website feedback?

TUESDAY, JANUARY 27

Webtec 10:01am

Hi Project Manager and Customer,

Here's a friendly heads-up: this project has been running for 60 days out of the 90-day timeframe.

It's important to remember that the website is just the first step of our journey together. Many get stuck on small

details like colors and text that rarely make a real difference in the end.  
What truly makes a difference is getting the site live and starting A/B testing to see what actually works. We want to start driving growth in conversions, traffic, and customers as soon as possible. Tiny changes are something we teach you once the site is live, or you can connect with our customer success team if you'd prefer help from a designer.  
Every day the new website isn't live is a missed opportunity to attract customers.  
  
To keep things on track and avoid any extra charges, I recommend wrapping it up as soon as possible.  
  
/Pontus Lenell  
CEO, Webtec

10:10am Me  
Hi! :)

I can give feedback today. Sorry! I've been in the hospital

Shay H. 10:37am  
Hey 👋 Mathieu, are you okay now?  
  
What happened?

10:38am Me  
Getting better. Was in a car accident.

Shay H. 10:42am  
That's good to hear!  
  
👋 Mathieu

WEDNESDAY, JANUARY 28

9:08am Me  
Hi! Overall feedback is that is VERY generic  
  
Not happy with it  
  
Need to dig into the site for but it's shit work  
  
The copy is horrible!  
  
👋 Shay

I don't think you guys know how to build a site from scratch, but know how to take an existing site and tweak it. Would love to hop on a call.

None of the feedback items are incorporated into the site  
Sorry, I'm getting super frustrated. Let's hop on a call today  
  
👋 Shay ^^^  
  
Scheduled a meeting for 9pm my time

Shay H. 9:12am  
Thanks for scheduling 👋 Mathieu. Eager to meet and understand what went wrong from the last conversation that we had in which you were really happy and excited to see the website that I presented.

9:14am Me  
Do my feedback write up as I type.

Shay H. 9:17am  
👋 Mathieu Stark  
None of the feedback items are incorporated into the site  
  
I was waiting for your feedback but never received it. Can you please let me know which feedback are you referring to here? 👋 Mathieu

9:18am Me  
👋 Shay H.  
I was waiting for your feedback but never received it. Can you please let me know which feedback are you referring to here? 👋 Mathieu  
  
Teh blueprint feedback  
<https://3.basecamp.com/5398889/buckets/44893841/messages/9420488590>

Working on a delta document that show's what's missing.  
  
And me feedback for the current site (It's not going to be good feedback)  
  
I had someone look at the site and laugh

Shay H. 9:46am  
I see. Lets have a conversation tomorrow to discuss this please.

10:08am Me  
👋 Shay Added design and copy critique: [Design & Copy Critique - Stark Ventures](#)

Shay H. 10:09am  
I'll take a look 👋 Mathieu  
  
Thanks!

Shay H. 9:08pm  
Hey 👋 Mathieu, are you joining?  
  
I am in the meeting room.

<https://meet.google.com/wjh-aids-bkv>

If you aren't able to join, that's totally okay!

I'll go through your feedback and revise the website accordingly. Then, we can schedule one more conversation.

9:36pm Me  
Hi! Sorry, I fell asleep ( It's 9pm here)

👋 Shay I'm on the call right now if you're still able to join  
  
I did give very thorough notes on design and copy. :)


Please go through the feedback (it's like 35+ pages) and let me know if you have any questions (I would hope there are some regarding the design and copy with that many pages) before making a bunch of changes, so we don't have to waste time in editing rounds.

Should I set up a call for tomorrow or the day after? (I promise not to fall asleep, LOL!)


👋 Shay ^^

Shay H. 10:18pm  
Hey 👋 Mathieu, sure. I am going through the feedback you have shared.  
  
Please set up a call tomorrow: <https://calendly.com/shay-trywebtec/30min>  
  
You can set up something for early morning your time if you'd like mate.

THURSDAY, JANUARY 29



 **Shay H.** 3:40am  
Also, please share all your HD headshots as you have mentioned to use them in the document. You haven't shared any headshots earlier and hence we used stockphotos.

We need to have a conversation to discuss your design critique document please.



 **Mathieu**

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**TUESDAY, FEBRUARY 3**


 **Shay H.** 8:19am  
Hey  **Mathieu**, how have you been?

Can we meet tomorrow?

 8:27am **Me**  
Hi  **Shay**! Good morning! Unfortuntnley I'm not available until Thursday. Does that work for you?



How's the progress on the changes coming?

 **Shay H.** 8:29am  
We have started doing the changes.



 **Mathieu**


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**THURSDAY, FEBRUARY 5**

 **Shay H.** 3:24am  
Hey  **Mathieu**, when should I expect your headshots?



High quality ones.

 4:02pm **Me**  
Hi  **Shay**! Those will be shot when the site is complete as I don't know what to shoot specifically for the site

 4:46pm **Me**  
How are the updates to the site coming? Ready for me to take a look?



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**FRIDAY, FEBRUARY 6**

 **Shay H.** 12:28am  
Hey  **Mathieu**, we are working on it. Not ready to see yet. I'll keep you posted



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**TUESDAY, FEBRUARY 10**

 **Shay H.** 6:16am  
Hey  **Mathieu**, the website has been completed now.

Can you please schedule a call with me to go over it together?

<https://calendly.com/shay-trywebtec/30min>

 8:05am **Me**  
Hi  **Shay**! Scheduled time for today (9 pm Pacific).



 7:19pm **Me**  
Hi  **Shay**. Here's my final feedback on the site. [Final Feedback - Stark Ventures](#)

I want to share some honest feedback on where I'm at with the project. The team has been responsive, and I can see real progress from where we started. The stats section looks great now, the speaking topics are right, and removing that stock photo from the case studies made a big difference.

I'm still struggling with the overall feel, though. When I look at the site, it reads more like a well-executed template than a custom build for my specific brand. For the kind of services I'm offering and the clients I'm trying to reach, that gap matters to me. I know some of this comes down to subjective design preferences, and that's a hard thing to fix through feedback alone.


I'm sending over this final list of items because I want to give the project the best chance to land well. The testimonial placeholders are the biggest issue and those need to come out before anything else. Once these items are addressed, we can move the site from your internal dev over to my hosted dev so I can add the final photography and prepare for launch.

Talk soon!



 **Shay H.** 8:41pm  
Hey  **Mathieu**

Good to hear this.

Should we then reschedule our meeting after these final changes are implemented?

 8:42pm **Me**  
Yes, please! Is that ok?



Please cancel the meeting in 20 mins, and please let me know when you're ready to do the final review. :)

 **Shay H.** 11:39pm  
Did it  **Mathieu**


Let me fix things according to the updated document shared.


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**WEDNESDAY, FEBRUARY 11**

 **Shay H.** 8:56am  
 **Mathieu** the website has been amended according to the final doc. Can you please have a look?



<https://cesiszkokiv2sj.projectwebtec4.com/>

 8:58am **Me**  
Thanks! Please move it to my instance of WP engine as a dev instance. Thanks!

 **Shay**



To be fully transparent, I don't intend to use this site, and I feel like you guys won't refund any portion of my payment, so I'm just going to take what was built and store it for now.

I'm going to cut my losses and move on. I might do a chargeback via AmEx, but haven't decided if I want to invest time or energy in that.

 **Shay H.** 9:09am  
 **Mathieu**, Its unfortunate to hear about a chargeback as we did everything according to your feedback. I have escalated the case to our resolutions team and one of the guys would reach out to see how we can potentially resolve this in a "win-win" situation for both.

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**FRIDAY, FEBRUARY 13**

 **Josh** 12:59am  
Hey  **Mathieu**,

I hope you are doing well - I'm Josh, Head of Project Management here at Webtec.

We have been struggling to find a design lead to run project and to help our customers with their feedback and needs.

I've been brought in to take a closer look at your project and to help ensure everything gets back on track and moving forward smoothly. My priority is to fully understand where things currently stand, what your expectations are, and how we can best support you from here.

I'd really appreciate the opportunity to connect directly so I can hear your perspective on the project so far - what's been working, what hasn't, and what you feel is most important to focus on next. From there, I'll work with our internal team to put a clear plan in place and help drive things to a successful outcome.

If you're open to it, could we schedule a quick call to go through everything together? You can book a time with me here:

<https://calendly.com/joshua-milligan-trywebtec/30min>

Thank you in advance, and I look forward to speaking with you.

Best,  
Josh

MONDAY

Hi 🙌 Josh! Thank you for reaching out! I think 🙌 Shay is the best to get where the project is at, as I've submitted over 30 pages of refinements and thoughts. I don't really have time to keep meeting, etc. (especially when your availability is only late at night (past 9 pm Pacific) or really early in the morning (7 am Pacific or earlier) for me.) Can handle this via messages? What specifically would you like to know? Honestly, the resolution I'd like to see is a refund of at least 50% of the project fee, which is at least \$2,700.

8:20am Me



YESTERDAY



Josh 11:31pm

Hi 🙌 Mathieu,

Thank you for your note and for taking the time to share your final thoughts on the project.

I want to acknowledge upfront that we understand this experience didn't land the way you hoped it would, and we appreciate the time and effort you put into providing detailed feedback throughout the process. While we stand by the work delivered and confirm that the agreed project scope has been completed in full, we also respect that the outcome ultimately wasn't the right fit for your expectations or brand direction.

At this point, we'll consider the website project **completed and formally closed**.

You're free to retain and use everything that has been delivered to date, and there are **no further actions, meetings, or obligations required on your end**. There will be no additional charges related to this project unless you explicitly request further work in the future.

For now, we'll consider the current scope complete and pause any further work. If at some point down the line you'd like support, refinements, or a fresh approach, we're always happy to help.

While it's unfortunate that this wasn't the outcome either side originally hoped for, we genuinely wish you the best moving forward and success with your business.

If you need any administrative assistance related to final access or project wrap-up, feel free to let us know via Basecamp.

Kind regards,

Josh  
Head of Project Management

