

Stark Ventures

Chat here

FRIDAY, NOVEMBER 21 2025

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 organization 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 Hi 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

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. :)

Me 7:25pm Hi Shay! I'm on! :)

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

Me 7:42pm 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 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

Me 3:17pm 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 be filled by you Mathieu : https://form.typeform.com/to/nork1i19#record_id=recDVKYDC6PvH8lmG&demo=https://txekybjkuw3csj.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 etc?

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>

Me 4:46pm 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/1SuwQxSHp6ly5kEvn2MpXWK3RUJb6T4aT>

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

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. 1:37am
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, it's 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?

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.

8:08am Me

What is a realistic time frame? 🤪 Shay

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

Mathieu

I don't think that works for me. Is there any way that we can just part ways and refund me the money?

8:55am Me

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
It's 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. 3:25pm
?? 🤪 Mathieu

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

4:42pm Me

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

Shay H. 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

Shay H. 8:37am Cool

I'll move forward

8:36am Me Yes, let's go AI-assisted for now. :)

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. 8:25am Me First Draft should be ready within the next 10 business days.

Shay H. 9:07am Sure. Please add them asap **Mathieu**

SUNDAY, JANUARY 4

Shay H. 9:30am Me Shay Dropped the brand assets: <https://3.basecamp.com/5398889/buckets/44893841/uploads/9430266837>

Shay H. 9:33pm Thanks **Mathieu**

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>

10:39am Me Shay Hi! Good morning! Sounds great! scheduled time for tomorrow. 10:00am - 10:30am, Friday, January 9, 2026 Pacific Time - US & Canada

Harry Norkov 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-norkov-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. 5:58am 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

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 10:07am 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

Hey  Mathieu, are you okay now?

What happened?

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

Hey  Mathieu

That's good to hear!

 Mathieu

WEDNESDAY, JANUARY 28

8:08am 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

The blueprint feedback
<https://3.basecamp.com/5398889/buckets/44893841/messages/9420488590>

Working on a delta document that shows 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. 9:40am
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.

9:39pm Me
 Shay H.
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

TUESDAY, FEBRUARY 3

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

Can we meet tomorrow?

Hi  Shay! Good morning! Unfortunately 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

THURSDAY, FEBRUARY 5

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

High quality ones.

Hi  Shay! Those will be shot when the site is complete as I don't know what to shoot specifically for the site

How are the updates to the site coming? Ready for me to take a look?

FRIDAY, FEBRUARY 6

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

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>

Hi  Shay! Scheduled time for today (9 pm Pacific).

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.

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://cesuszkojix2si.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, it's 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.

FRIDAY, FEBRUARY 13

Josh 12:59am
Hey  Mathieu,

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

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

8:20am Me



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.

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

