

**Purpose:** The purpose of the landing page is to drive sales.

**Target audience:**

**1. For Businesses:**

- a. UK only -
  - i. Collect visitor sales information—> send thank you with helpful links and link embedded to book demo
  - ii. Can buy MIMOSA trial for 100 users @£5.99+VAT per user.
    - 1. Confirmation of purchase sent to the business with access code and instructions.
    - 2. Information collected for sales outreach pipeline
- b. Outside UK -
  - i. Collect visitor sales information, send thank you with helpful links and link embedded to book demo
  - ii. Can book demo from the website
  - iii. The MIMOSA sales team contacts them within 24 hours for a follow-up demo.

**2. For Individuals: UK only**

- a. Download MIMOSA from app/playstore
- b. In-app purchase
- c. Collect demographic information
- d. Download MIMOSA for in-app purchase

**3. For Clinicians and Health Insurance Providers:**

- a. Recommend MIMOSA to your patients
- b. Contact the MIMOSA clinic team if you are a certified Menopause specialist in the UK and want to offer your services.

**4. About Us:**

- a. About the Founder
- b. Company mission and vision
- c. Team
- d. Testimonials (In addition to previous website copy, also see the sales deck that has testimonials from NHS buyers)

**5. How is MIMOSA different:**

- a. About MIMOSA product
- b. Benefits for business
- c. Benefits for individuals
- d. Benefit for clinicians

**6. Press, Awards and Recognition:**

- a. Innovate UK Winner
- b. NIHR R&D Award Winner
- c. [FemTech World Press](#)
- d. [Business Insider](#)
- e. [MSN](#)
- f. [Tampa Bay Tech](#):
- g. [FemTech World Podcast on Spotify](#)

- h. [Rizing Evolution Podcast on Spotify](#)
- 7. Others
  - a. Running sales promotions
  - b. Privacy Policy, data security credentials, etc.

Website visitor information.

- 1. Businesses
- 2. Individuals
- 3. Clinicians and Health Insurance Providers

PayCor has grown rapidly with their Go to market motion on website. Take a look. Don't like font etc.

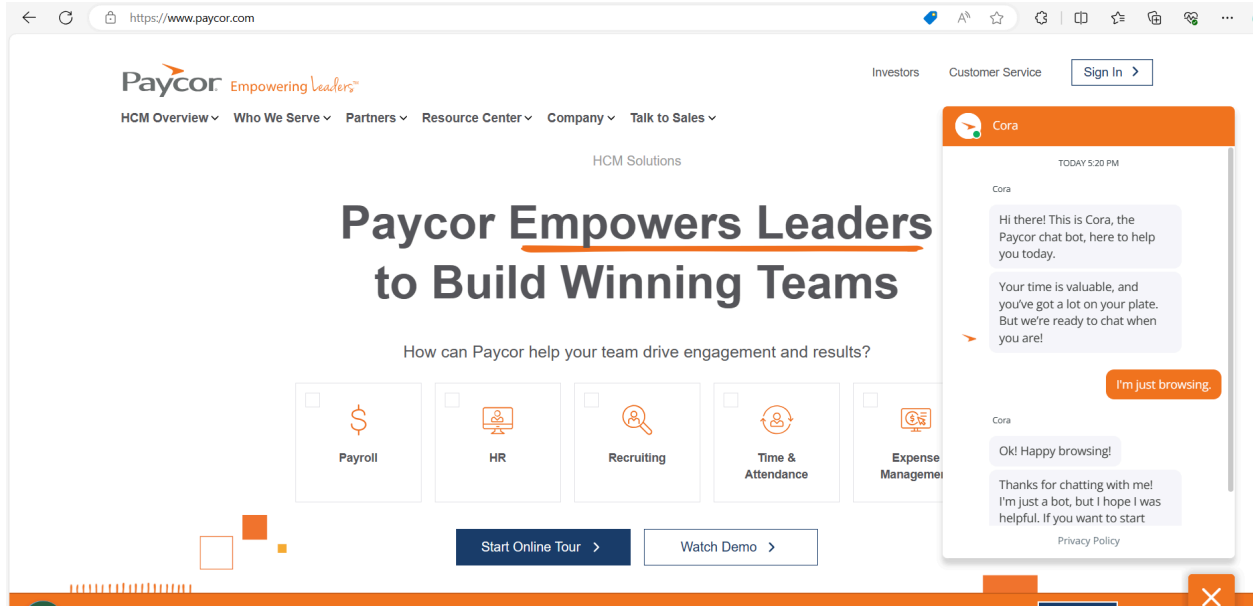
[HCM Solutions for Leaders and HR Teams \(paycor.com\)](https://www.paycor.com)

Can we design a chatbot? Even if we develop later if the budget does not allow for it.

The screenshot shows the Paycor website at <https://www.paycor.com>. The header includes the Paycor logo with the tagline "Empowering Leaders", navigation links for Investors, Customer Service, and a Sign In button. Below the header, there's a navigation bar with links like HCM Overview, Who We Serve, Partners, Resource Center, Company, and Talk to Sales. The main content area features the heading "HCM Solutions" and a large title "Paycor Empowers Leaders to Build Winning Teams". Below this, a subheading asks "How can Paycor help your team drive engagement and results?", followed by five icons representing Payroll, HR, Recruiting, Time & Attendance, and Expense Management. At the bottom of the main content, there are buttons for "Start Online Tour" and "Watch Demo".

Overlaid on the right side of the website is a chatbot window titled "Cora". The chatbot interface shows a timestamp of "TODAY 5:17 PM" and a message from Cora: "Hi there! This is Cora, the Paycor chat bot, here to help you today. Your time is valuable, and you've got a lot on your plate. But we're ready to chat when you are!". Below the message are three response buttons: "I'm ready!", "I'm still doing research.", and "I'm just browsing.". At the bottom of the chatbot window, there is a "Privacy Policy" link.

At the very bottom of the page, there is an orange banner with a green circular icon on the left. The text in the banner reads: "Looking for your W-2? All W-2s will be shipped by January 29. For more information on how to access your W-2, visit our Support Center." To the right of this text is a "Visit now" button. A close button (X) is located in the top right corner of the banner.



When you click watch demo



Call: 1-844-247-5144

## See Paycor's Product in Action

Software built to help HR leaders, recruit, manage, pay and develop their people.

- ✓ **Save Time** - automate routine tasks like payroll, recruiting, onboarding, scheduling and reporting.
- ✓ **Stay Compliant** - run payroll from anywhere while we take care of federal, state and local regulations.
- ✓ **Simplify Work Processes** - with one single source of truth for all employee data, you'll never have to switch platforms, log in to multiple systems, re-key information or open multiple spreadsheets.

Enter Your Email \*

Watch Demo Now >



Hi there! I am Cora, the Paycor Chatbot. What brings you here today?