

Clear and vibrant opening banner with a simple "what is this" statement.

Introducing Stripe Atlas. A new way to start an internet business anywhere.

[Request access](#) [Explore the FAQ](#)



Product tiles which create clearly defined content streams, allowing the audience to self-select their path through the website.



Incorporate your company

Atlas helps you incorporate a U.S. Delaware company in a couple of days. You just fill out a simple form; we generate the necessary paperwork and handle the rest.

[Learn more →](#)

Open a business bank account

Stripe Atlas opens a business bank account for you with Silicon Valley Bank, the world's leading bank for tech companies. There's no need to visit a bank branch in person to get set up.

[Learn more →](#)



Accept payments with Stripe

We set up a Stripe account that you can use to start accepting payments from customers in 100+ currencies right away. You can take advantage of the complete Stripe product suite, including [Connect](#) and [Relay](#).

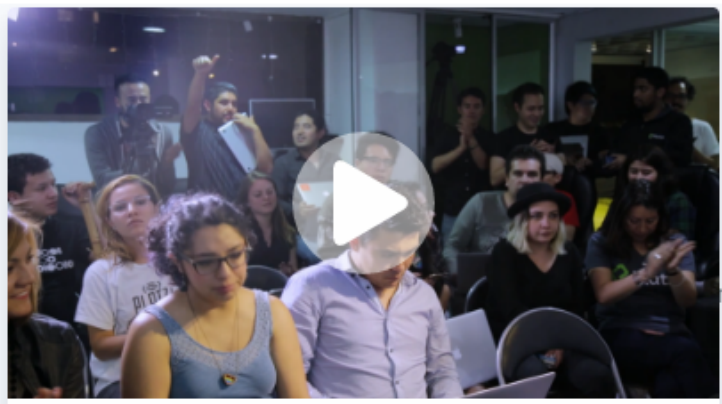
[Learn more →](#)



Get tax and legal guidance

Stripe Atlas entrepreneurs will have access to guidance on U.S. law and taxes from Orrick, the international tech law firm, and PwC, the global accounting firm. Every Atlas entrepreneur will be able to chat-for free-with an accountant or lawyer.

[Learn more →](#)



Interactive map with hover activated mini-stories

Started on Stripe Atlas

Entrepreneurs from around the world have used Atlas to build their business on Stripe. Hear their stories.



Platzi offers online educational content for aspiring entrepreneurs, developers, marketers and other professionals. By democratizing access to high-quality, technical courses, Platzi hopes to become the go-to platform for career advancement across South America.





Click activated map offering deeper insight into specific factory stories.

Southern California

LOS ANGELES, USA



The Garment-Dyed Tee Factory

[Learn More >](#)

Nearby Factories

SAN FRANCISCO, USA



The Belt Factory

[Learn More >](#)

[See all Factories](#)



The whole story begins with you

- 01
- 02
- 03
- 04

Shop

You buy a pair of Warby Parker glasses.

Their "About Us" page - clear timeline style formatting to hit on their main points.

Donate

We tally up the number of glasses sold and make a monthly donation to our nonprofit partners, which covers the cost of sourcing that number of glasses.

Train

The nonprofit trains men and women in developing countries to give basic eye exams and sell glasses to their communities at affordable prices.

Go forth

These men and women work hard to spread awareness and make eyecare available to their communities.

With your help, we've distributed **over two million pairs of glasses to people in need.**

Page supports mix of content types: text, formatted text, video, photos, etc.

[Watch the video](#) ▶



What's the impact of a single pair of frames?

Mix of illustration and photography adds personality to their story



A pair of glasses

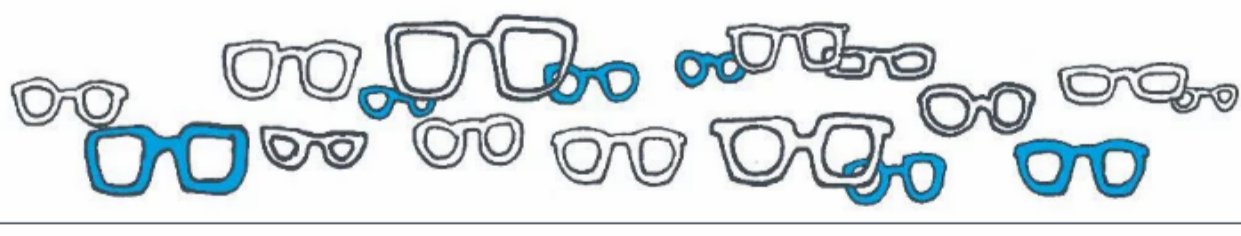


increases productivity by 35%

and increases monthly income by 20%



703 million people currently live without access to eyewear. Our work is cut out for us, our sleeves are rolled up, and we're excited to move forward together.



Sources: World Health Organization, VisionSpring
[Learn more on our culture page >](#)

Meet a few of the people we work with



Read time: 8 minutes

How to extend a brand from B2B into B2C

La Marzocco manufactures espresso machines. For 90 years they sold to cafés. We helped them renew their brand's focus and expand their cult loyalty to a new market segment.

This is their case study template. It's a pre-built template in the CMS they use, Craft CMS. However it's also highly flexible. Add/drop content blocks, mixed media, use icons to link to other sections of the site, add quotes, social media integration, etc.



1. Build cross-cultural consensus.

This project was rare in that the basic ingredients for a successful brand already existed—La Marzocco had an ownable position in the market, a



Brand Strategy

This icon links to the "Brand Strategy" services page.

TL;DR

Each case study has a tldr section (too long didn't read), a nice touch for people who can't commit to reading the whole article but want to get the gist of it.

Read time: 8 seconds

It takes a village to cross categories

All brands can benefit from outside expertise. Entry into a new market is an ideal time for an objective assessment of your company's reason for being, and to trim excess baggage from the brand's messaging and visual identity. It may feel like extra work but being secure in who you are will make it easier for your team and vendors to ensure a consistently on-brand experience in support of your go-to-market strategy.

Got it



3. Launch an instant classic.

- Website
- Print
- Messaging

After unveiling the La Marzocco Home website, we helped to launch another product line — the Linea Mini. The concept was a chip off the iconic block, with a bright yellow look exclusively for the offspring.



You may also be interested in:

Each blog post or case study contains a related articles section at the bottom, which is also hover-activated for more detail.



This site is a mix of public facing content and restricted/logged in only content. They call it a "platform" but it's nowhere near as robust as our education offerings.

Over 5 million people use our Business Model Canvas.

Join them by using our platform and services to clearly understand customers, create better products, and grow businesses.

Enterprise teams can train at our Cloud Academy and receive coaching through our Innovation Sprints. Learn more >

Smaller companies can take our Online Courses, use our Web App, and download free resources. Sign Up for Free >

These content blocks link to internal content, great for SEO, and act as content streams for users to self-identify and flow through the site. The use of color makes them quite distinct from each each. Also notice their "workshops" section, which makes me think of our "events"

Workshops Find one near you > [Illustration of a city skyline with various landmarks]

Best Selling Books Get a copy > [Illustration of business books]

Strategyzer - Blog Post

Strategyzer & Mastercard: How A Global Workforce Speaks A Shared Language

Share

Social share icon right at the top of the article.

Again, tying in their events to cross-pollinate offers and also showcase their global footprint, which makes their content seem much more credible.

Added on April 11, 2016 by Kavi Gupta.

MasterCard is a technology company with a workforce that spans borders. See how Strategyzer and MasterCard worked together to scale a shared language for business modelling to over 1,000+ people inside the organization. The result: a workforce that can discuss and create value for the company.

Note: Don't forget to RSVP to our next free webinar session at the end of this post. Dig deeper into the insights and learnings with Strategyzer co-founder Alex Osterwalder.

Upcoming Public Masterclasses

- Berlin March 16 & 17, 2017
London May 11 & 12, 2017
Boston June 1 & 2, 2017
Munich June 22 & 23, 2017



How A Global Workforce

+5Million people use

Working together is better

Clickable visual icon system to showcase their product library. These icons then get repurposed in multiple formats throughout the site to subtly help users identify relevant information.

Our products allow businesses to be more reliable, flexible, and scalable. They help improve communication and make sense of massive amounts of data. Above all, they work together to help turn interactions into lasting relationships.



[Watch the video](#)

zendesk message

[Join early access now](#)

Clicking on 'message' above takes you to this product page. Notice icon is front and center.

This helps to create sections of the website which don't make users feel lost.



MESSAGE IS THE MEDIUM

Messaging has evolved into something new



Go Where they are

Bring customer service to popular social media channels like Facebook and Twitter



Make it personal

Communicate with customers in a personal and intuitive way—on their favorite messaging apps



Don't fear growth

Scale support as you grow. Zendesk Message is purpose-built for real-time messaging.

Sortable filters right at the top of the blog. This could be used to sort by course category, region, student lifecycle, etc.

Zendesk Blog

Customer service tips, best practices, and Zendesk product news

Filter by:

Products



Best Practices



Zendesk Tips



News



Multi-channel support expectations are growing

Though it might seem like a contradiction, Customers simultaneously want the

MOST POPULAR



10 INTERVIEW Q'S FOR HIRING GREAT CUST SERV REPS



4 TYPES OF CUSTOMER SERVICE OPERATIONS



GOOD CUSTOMER SERVICE DEFINED

NEWSLETTER

Enter your email

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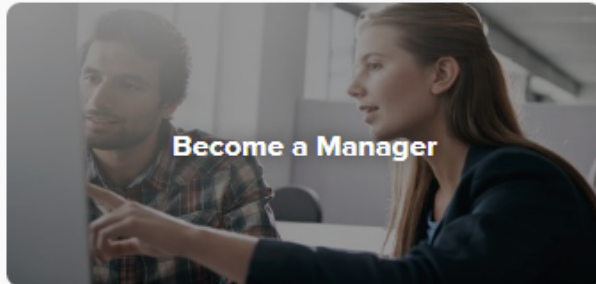
Stay Sharp. Get ahead with Learning Paths.



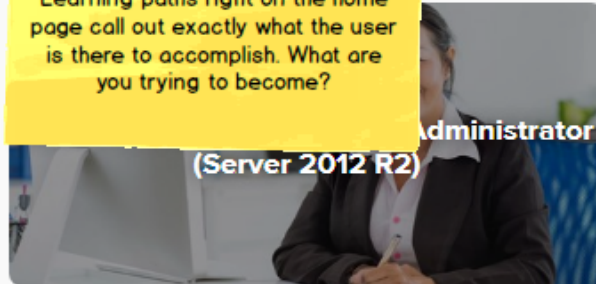
Become a Digital Marketer



Become a Front-End Web Developer



Become a Manager

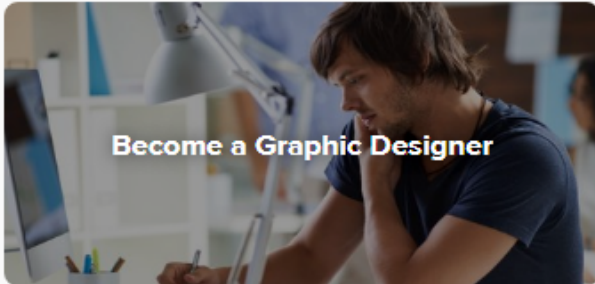


Learning paths right on the home page call out exactly what the user is there to accomplish. What are you trying to become?

Become a System Administrator (Server 2012 R2)



Become a Digital Illustrator



Become a Graphic Designer



Become an IT Security Specialist



Become a Project Coordinator

[Browse All Learning Paths](#)

Become a Digital Marketer

Use your analytical and tactical skills to help grow and develop new opportunities for businesses as a digital marketer. From marketing plans and content strategy to lead generation and SEO, this path guides you through the best practices and principles of digital marketing.

Learn the fundamentals of online, mobile, and content marketing.

Earn between \$44,000 and \$86,000.

Practice with hands on, essential training in Google Analytics.

[Try for free](#)

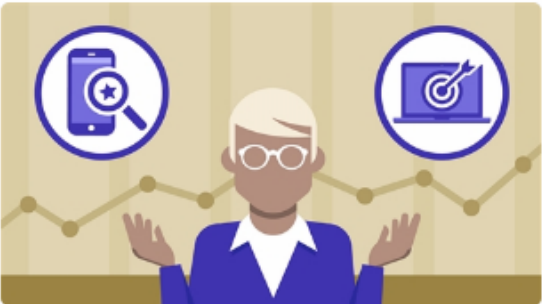
[▶ Preview the first video](#)

Part of your Lynda.com membership.

This is their "enrollment" landing page. Rather than focus on completing a single course, it focuses on the final outcome "become a digital marketer." Notice the intuitive layout below of the individual courses and how they fit together.

- ▶ **23 Hours** of expert-created video tutorials
- ✓ **Practice** to reinforce what you learned
- 🎯 **Certify** your achievement
- 🌟 **Advance** your career

1



Online Marketing Fundamentals with Brad Batesole
Learn today's online marketing techniques and find out how how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display.
3h 45m • COURSE



SEO Fundamentals with David Booth
Master the foundational concepts of search engine optimization. Learn the strategy