Pentaclay

COMPANY DECK 2026 · WEBSITE STUDIO FOR B2B AI COMPANIES

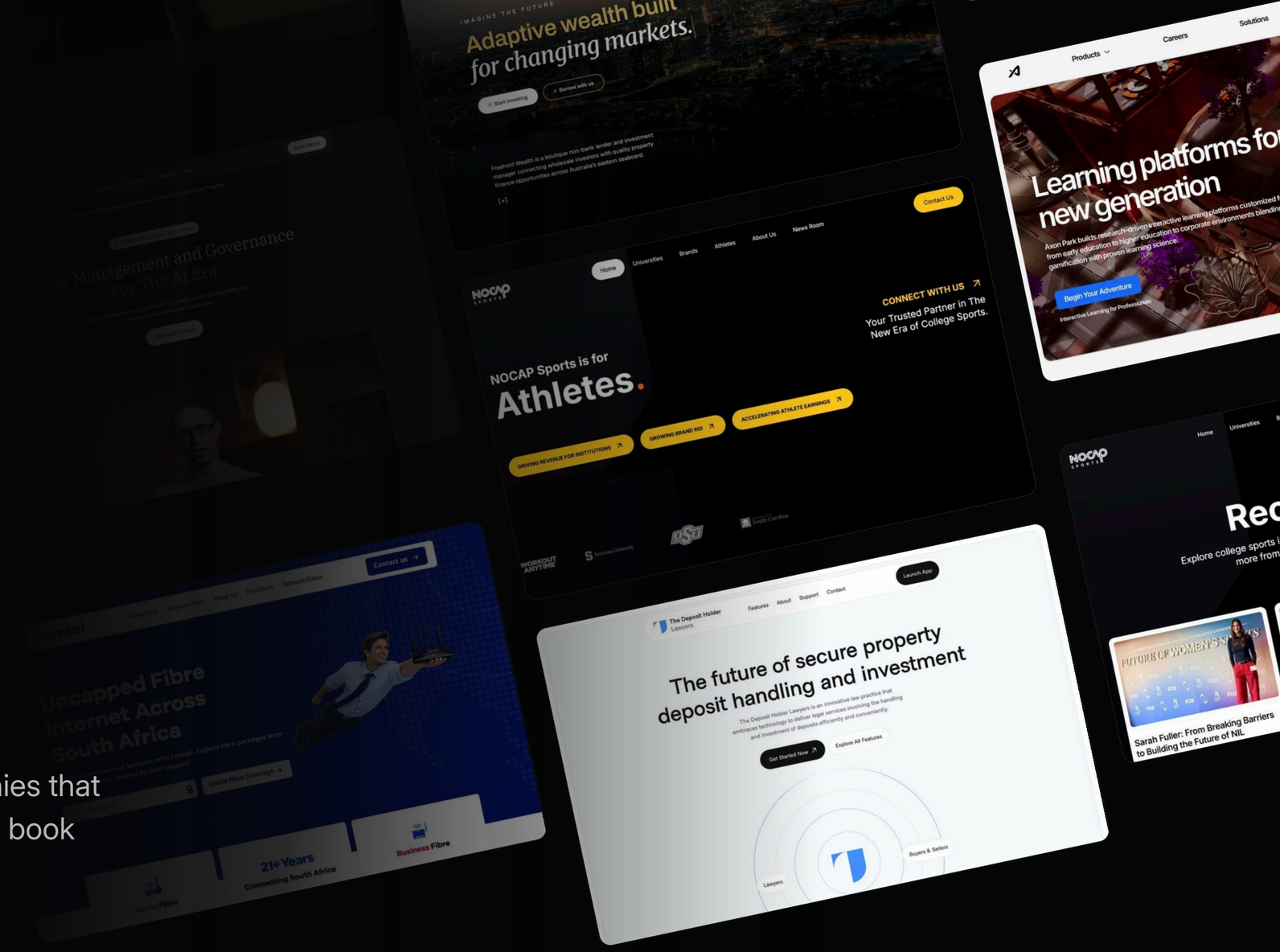
Websites enterprise buyers understand

We write, design and build websites for AI companies that sell to enterprises, so buyers get what you sell and book the demo.

5.0
Contra rating, hired 18 times

140+
clients in the US, UK, EU, Australia

12 yrs
of design experience



The 10 questions buyers ask us, answered in order

Every slide carries its question at the top left. Skip to the one you need.

01 Who are you? p. 3

02 What problems do you solve? p. 5

03 Who do you build for? p. 6

04 What do you do? p. 7

05 What do I get? p. 8

06 How long does it take? p. 9

07 Which platform do you build on? p. 10

08 Can I see your work? p. 11

09 What do clients say? p. 17

10 How do we start? p. 18

PENTACLAY, SINCE 2023

A website studio for B2B AI companies that sell to enterprises

One team writes the words, designs every page and builds the site, then stays to help after launch.



Kazi Mohammed Erfan
Founder. Runs every first call.

CONTRA RATING

5.0

From 7 reviews. Hired 18 times.

CLIENTS

140+

In the US, UK, EU and Australia

EXPERIENCE

12 yrs

Of design and web work

FINTECH SOFTWARE

225+

Banks and fintechs use software our founder designed

Albuquerque, USA
Pentaclay LLC, registered in New Mexico

Dhaka, Bangladesh
Where the team works. Calls until 12:30pm US Eastern.



Erfan runs every discovery call

No sales team in between. The person on your first call is the one who plans your site.

12 yrs
in design and web work

140+
clients served

5+ yrs
designing Banfico's open banking software

AI COMPANIES HE DESIGNED AND BUILT SITES FOR

Machine Football · FRONTERRA · AXON PARK

Kazi Mohammed Erfan

Kazi Mohammed Erfan, Founder, Pentaclay

Four things founders tell us on the first call, and what we do

FOUNDER

Our product goes live soon, and we don't have a website yet.

PENTACLAY

We plan a full website in 6 weeks, and confirm on the first call whether your date works.

FOUNDER

We built our site with an AI builder. It doesn't look ready for enterprise customers.

PENTACLAY

We design and build a real site that buyers, Google and AI search can read well.

FOUNDER

Nobody on our team has time to write the copy for our website.

PENTACLAY

We write every word for you. You approve it before we design.

FOUNDER

We need a fixed price and a date before we commit.

PENTACLAY

You get the scope, price and launch date in writing within 3 business days of the call.

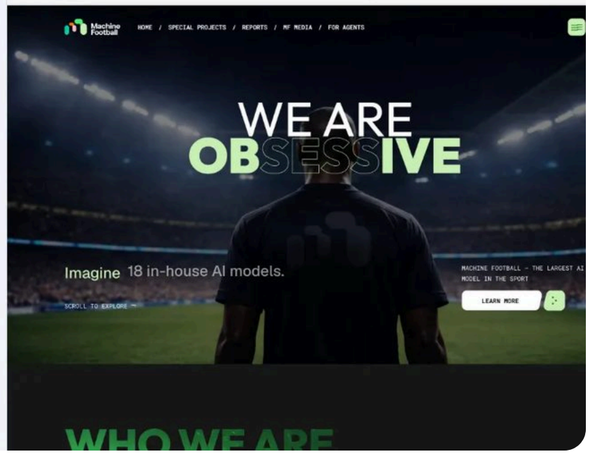
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B2B companies that sell to enterprises

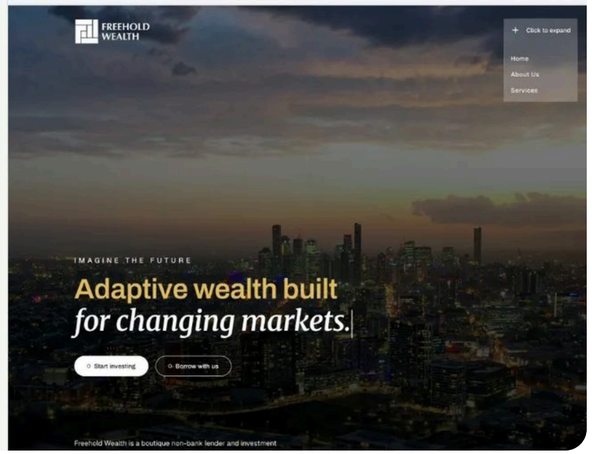
Mostly AI and software teams whose product is hard to explain on one screen.

AI agents · AI infrastructure · AI security · LLM platforms · AI data platforms · Developer tools · Fintech · Legaltech · Vertical SaaS · Healthtech · B2B marketplaces · Manufacturing · Construction · Professional services

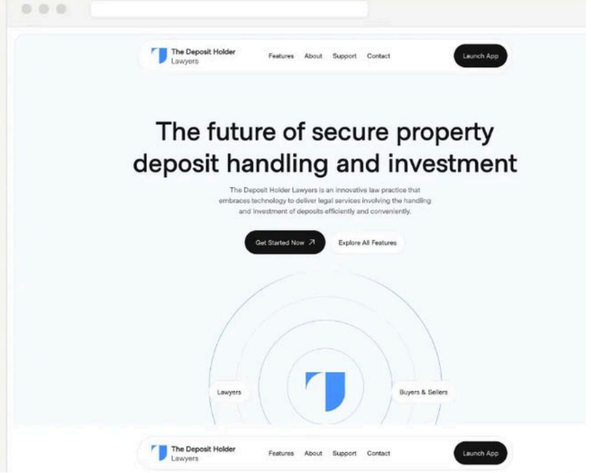
Sports AI · Machine Football AI



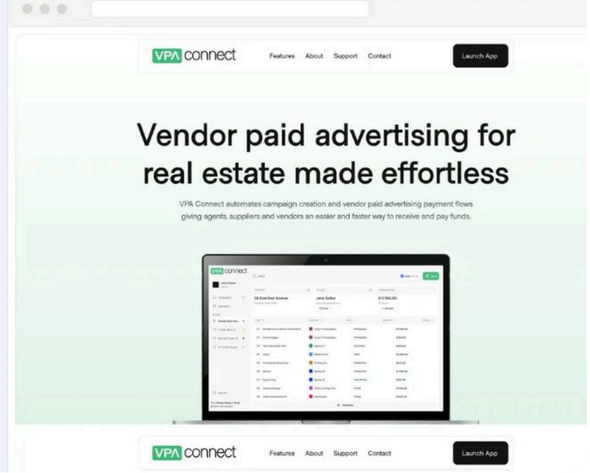
Property finance · Freehold Wealth



Legal tech · The Deposit Holder



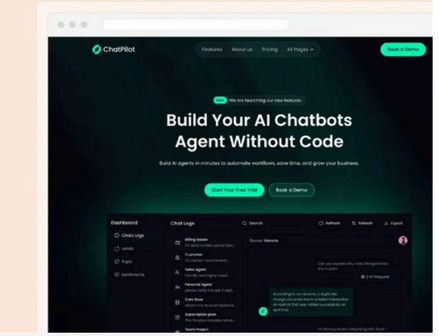
Real estate payments · VPA Connect



A page for each industry: pentaclay.com/industries

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Five services, from a new site to the care after launch

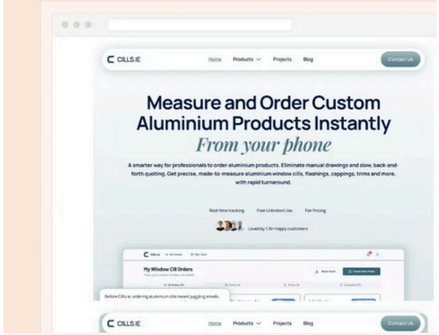


01

Website design

A new site, from the words to launch

- Copywriting, done by us
- Every page for desktop, tablet and phone
- Built on a platform your team edits

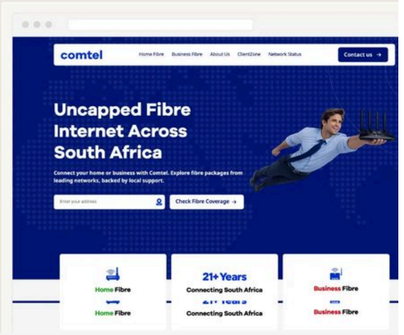


02

Website redesign

Make your site match your product

- An audit of your current site
- New copy and a new design
- Old links redirected

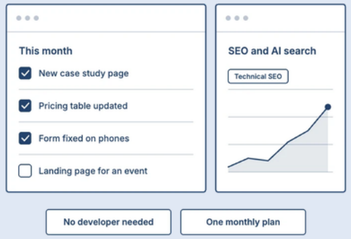


03

Website migration

Move platforms, keep your rankings

- Framer, Webflow or Next.js
- Every page and post moved
- Rankings and links kept

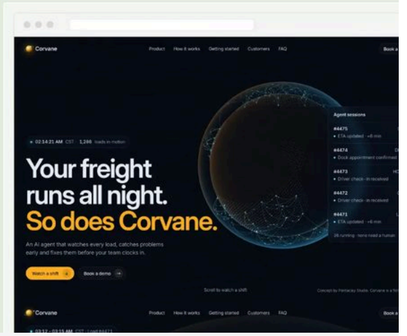


04

Website maintenance

Updates, fixes and new pages

- Content updates and fixes
- New pages that match your site
- Pause or cancel anytime



05

Custom development

Custom features and tool integrations

- Your CRM, forms and tools connected
- Custom features in code
- Your team can still edit pages

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Everything from the first word to launch

Research

Notes on your current site, how rival sites explain the same thing, and who reads your site.

The words

What you do and who it’s for, in plain words. Every word on the site, written for you.

Every page designed

Sitemap, page plan and wireframes, then every page for desktop, tablet and phone.

The build

Framer, Webflow, Next.js or another platform, picked by who edits the site after launch.

Search, forms and tracking

SEO basics on every page, readable by Google and AI search, every demo request tracked.

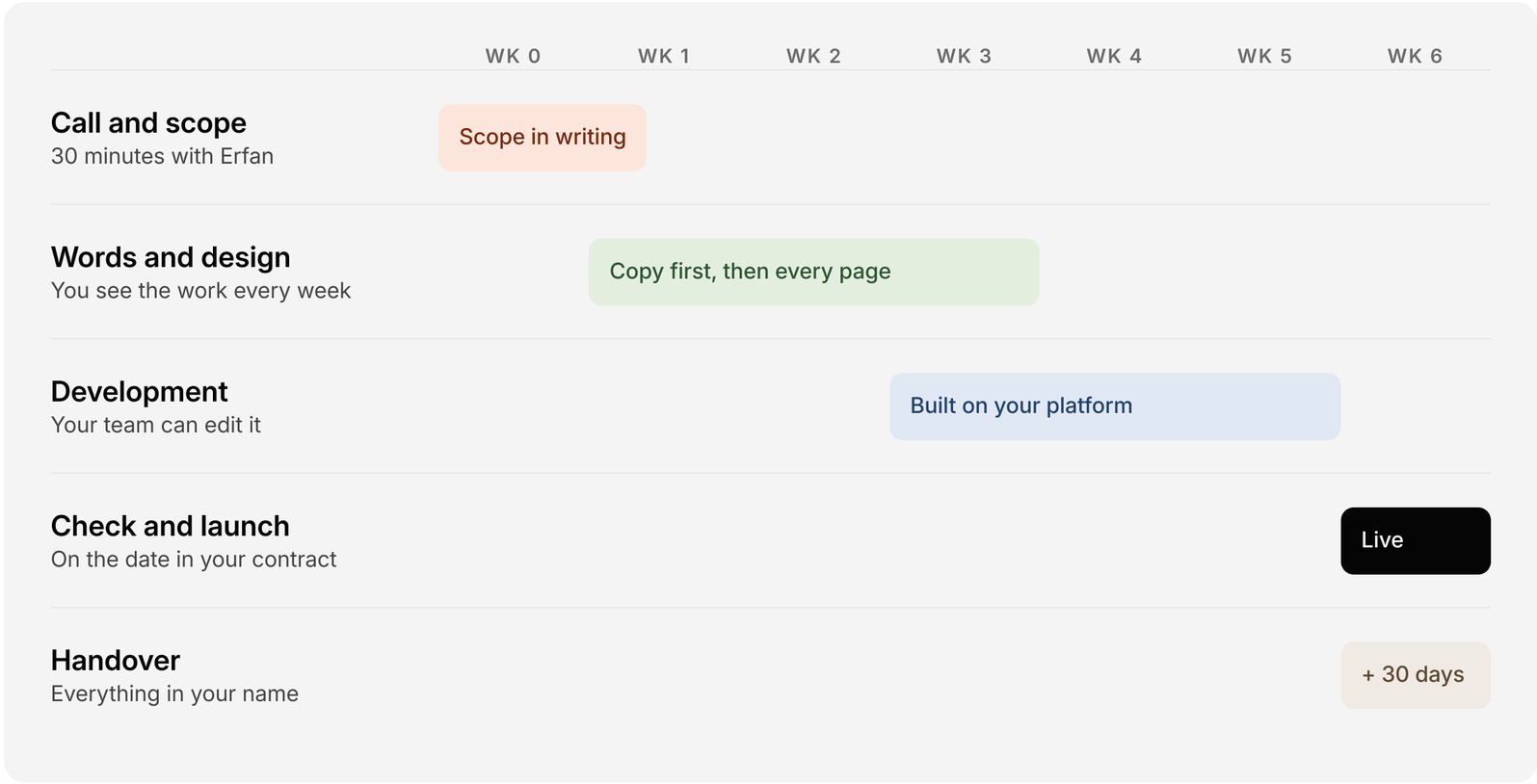
A handover in your name

A recorded walkthrough, every account in your name and 30 days of free fixes.

Yours to keep You own the site, the code and every account once it’s paid. We sign an NDA on request.

Pentaclay

A full website in 6 weeks, from the first call to launch



REAL PROJECTS, DATES FROM CONTRA

Fronterra redesign, 22–27 Jan 2026

6 days

Cills.ie 27 Jan – 9 Feb 2026

2 weeks

Machine Football AI 21 Jan – 19 Mar 2026

8 weeks

A single landing page takes 2 to 3 weeks.

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The one your team can run after launch

Framer

PICK IT WHEN

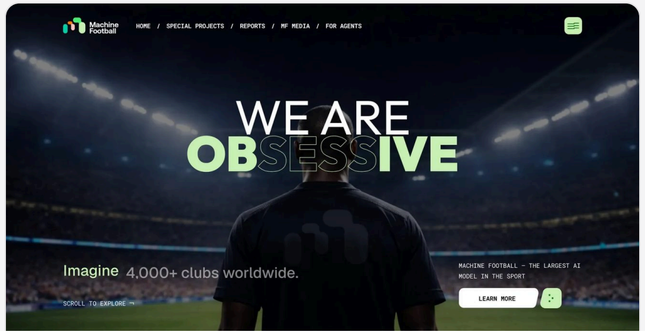
You want to launch fast and your marketing team edits pages itself.

YOUR TEAM EDITS

Pages, blog and CMS, without a developer.

OUR WORK ON IT

Machine Football AI, Fronterra, Freehold Wealth, Veridraft



Webflow

PICK IT WHEN

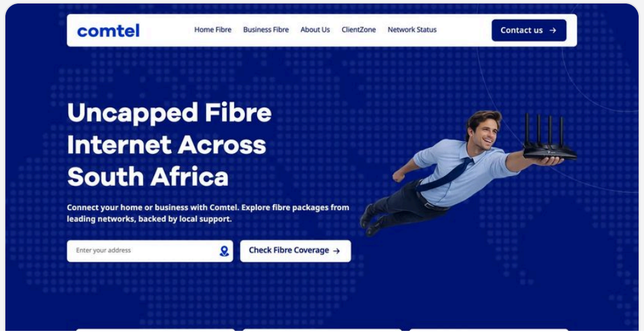
You publish a lot of content and need a strong CMS with roles.

YOUR TEAM EDITS

Collections, plan cards and news, in the Webflow editor.

OUR WORK ON IT

Comtel, NOCAP Sports



Next.js

PICK IT WHEN

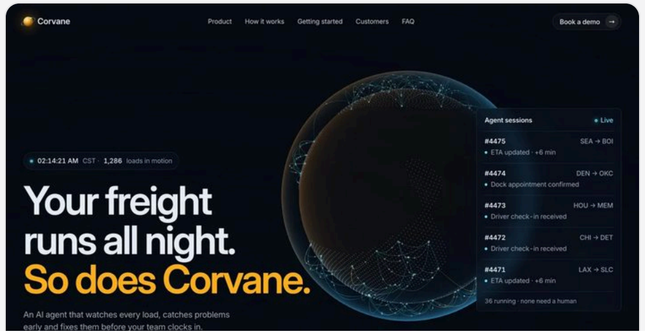
Your engineers want to own the code, or the site needs custom features.

YOUR TEAM EDITS

Through a headless CMS, or in code.

OUR WORK ON IT

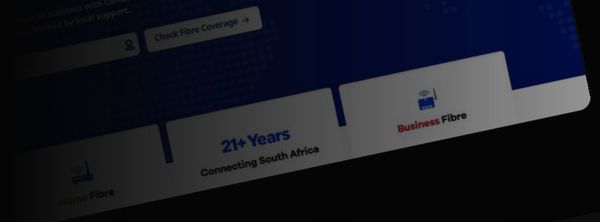
Corvane and Echolane, our own Next.js concept sites

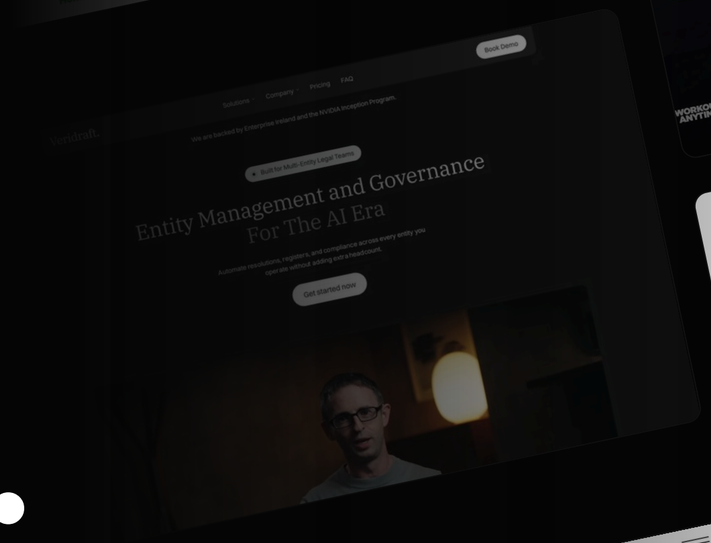


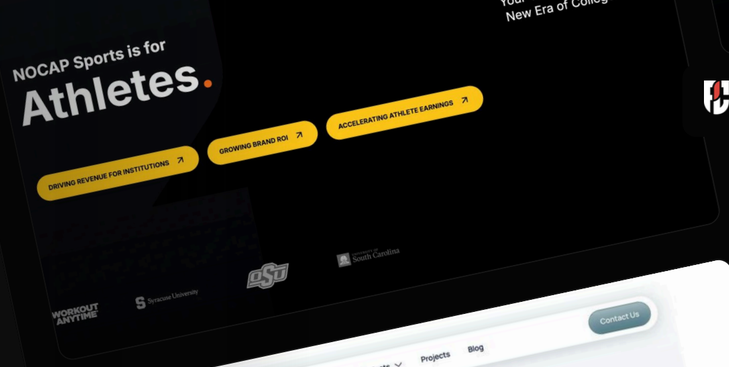
We also move sites from WordPress, Lovable, Bolt and more, keeping your rankings

Yes.
Here it is.

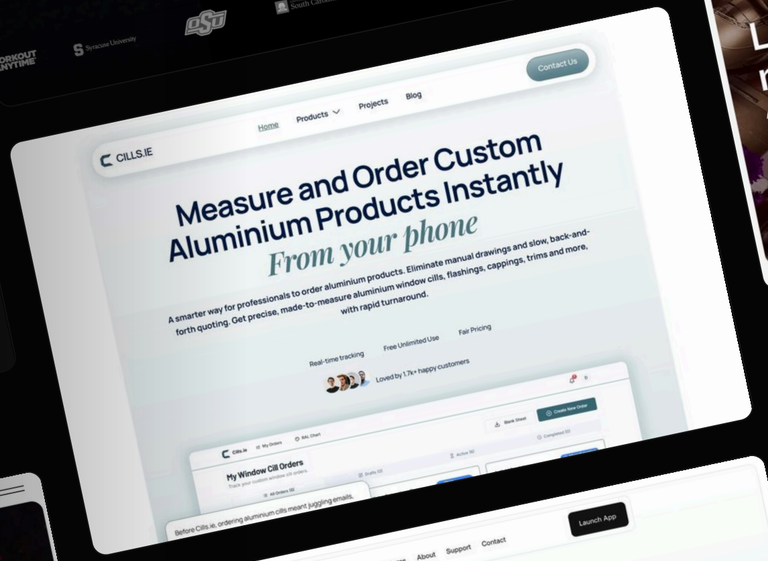
Four projects in detail, then six more. Each one has a full case study on our site.

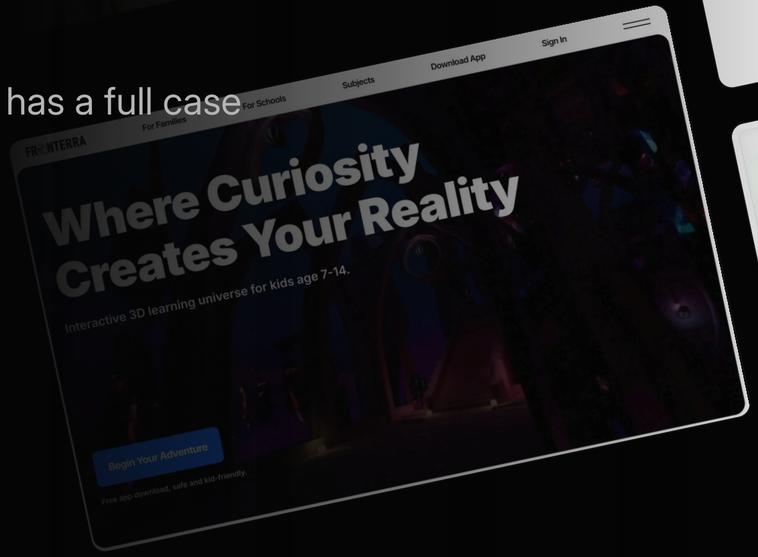


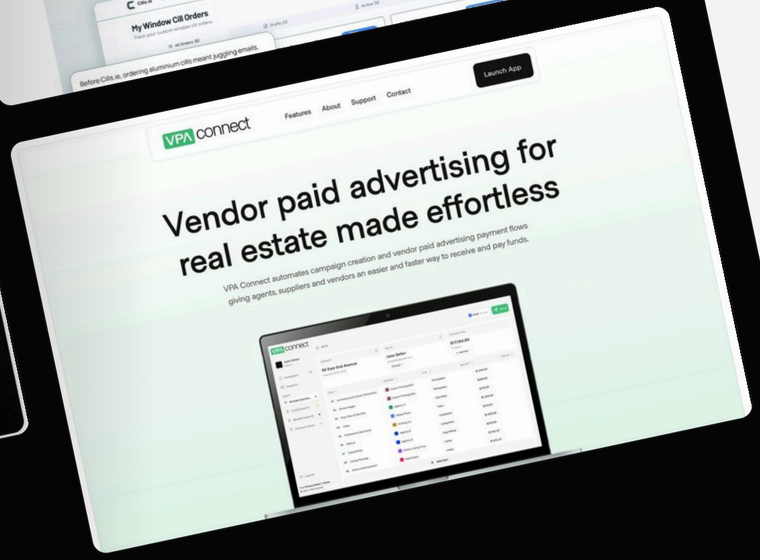


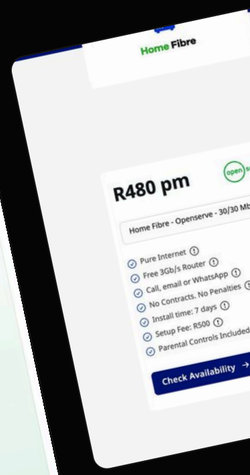












Machine Football

Sports AI | London | Designed and built | Framer

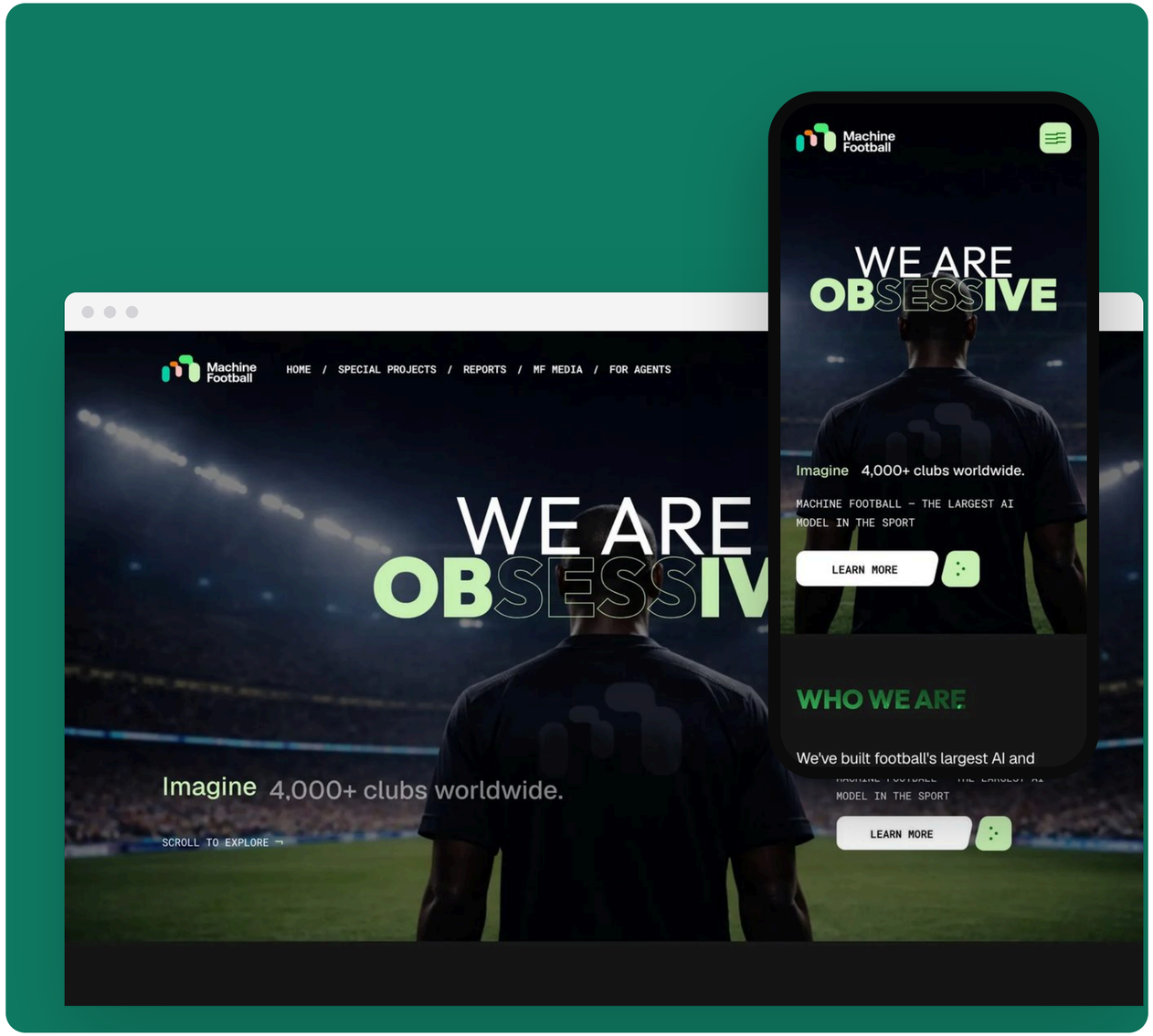
Clubs see the scale of the model before they read a word

THE JOB

Make an AI model of football easy to picture, and let the team publish without a developer.

WHAT WE DID

A first screen that leads with one number, 1.1 billion on-pitch events, and three CMS collections the team runs itself.



8 weeks
from kickoff to a live site

7 pages
designed in Figma, built in Framer

3 CMS
blog, media and glossary, run by their team

Pentaclay

FRONTERRA

AI learning | Made by Axon Park | Designed and built | Framer

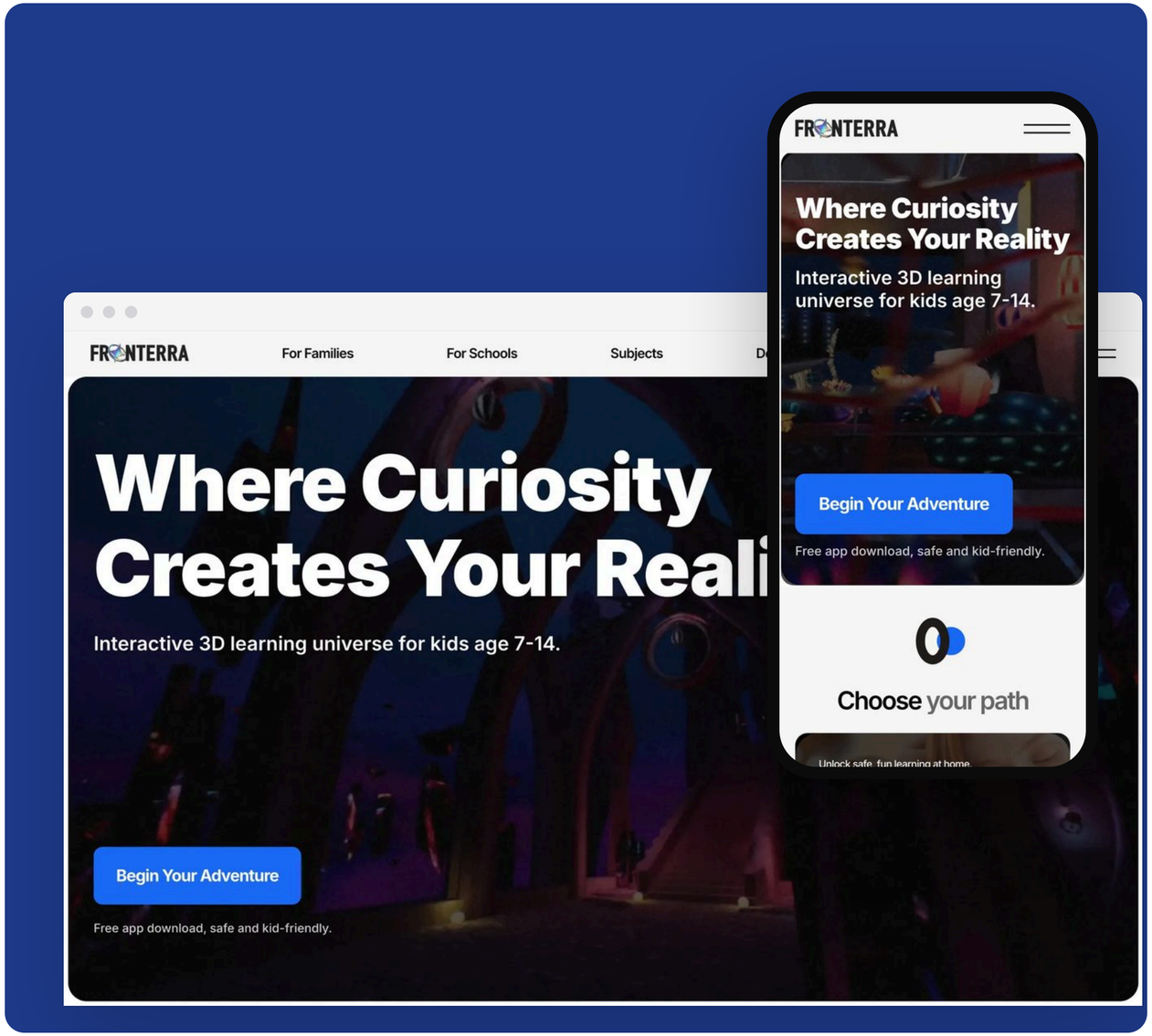
Families and schools each find their own way in

THE JOB

Speak to parents and to schools on one site, when each has a different next step.

WHAT WE DID

A “Choose your path” choice on the first screen: families go to the free app, schools book a demo.



6 days
from kickoff to a live site

2 paths
families and schools, from the first screen

3 CMS
Families, Schools and Subjects pages

NOCAP SPORTS

College sports | USA | $2.5M seed, 2021 | Built, from their design | Webflow

Universities, brands and athletes each get a page made for them

THE JOB

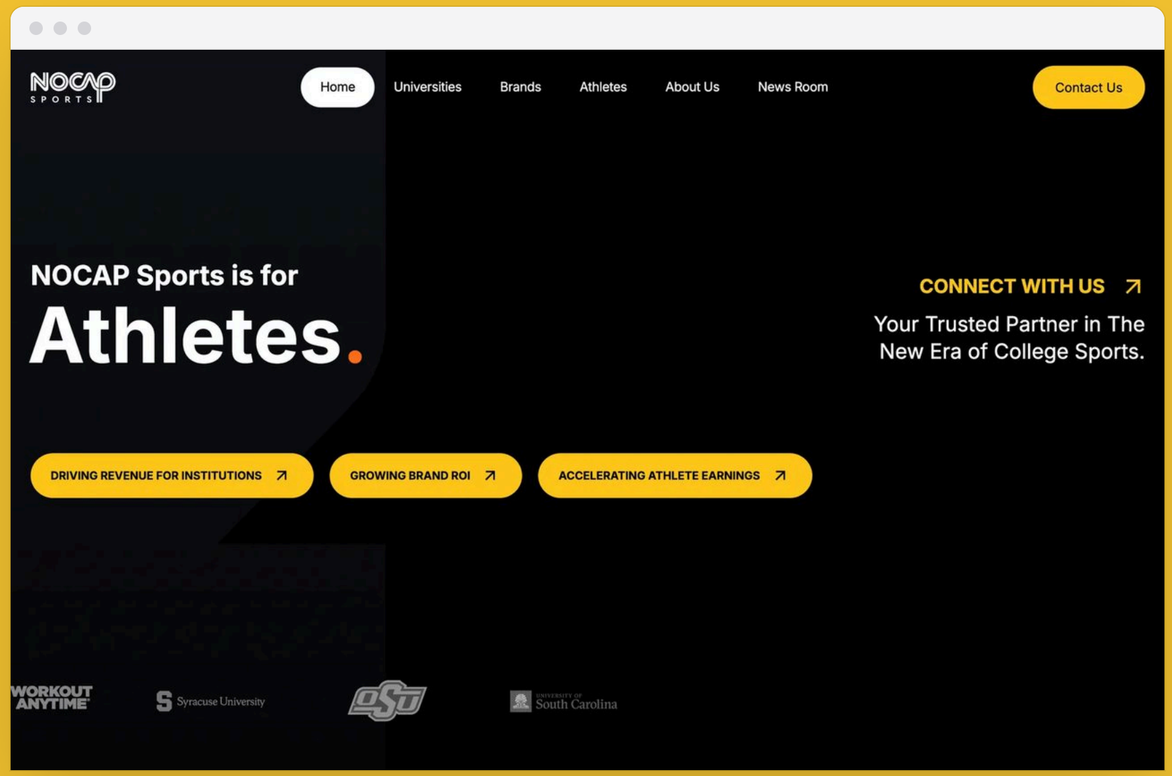
Give universities, brands and athletes their own pages and next step on one platform.

> “Working with Kazi was great, and we’re very pleased with the outcome.”
>
>  Nima Nejad, Chief Creative Officer, NOCAP Sports

12 weeks
Oct 2025 to Jan 2026

3
audiences, each with its own page

7 pages
built in Webflow, with a news room



FREEHOLD WEALTH

Property finance | Brisbane | Designed and built | Framer

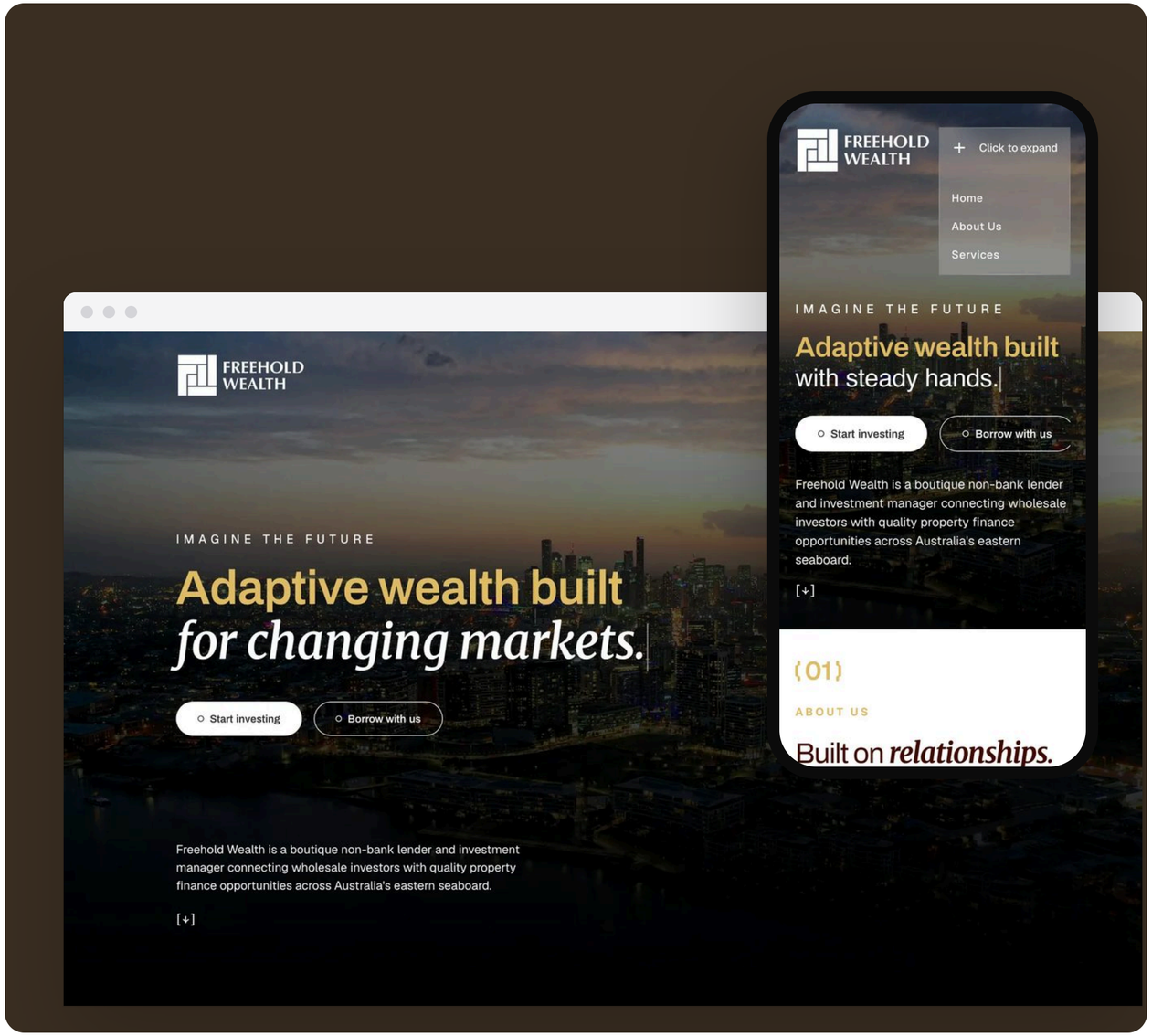
Investors and borrowers each get their own first step

THE JOB

Serve investors and borrowers, two audiences with opposite goals, on one site.

WHAT WE DID

A button of their own for each on the first screen, and a page for every recent deal from one CMS template.

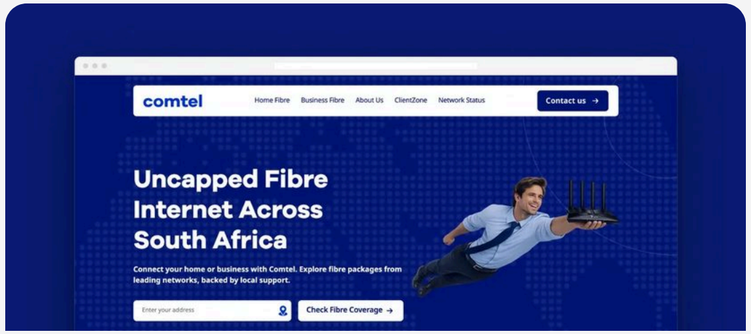


2
first steps: invest or borrow

10 pages
including four deal pages

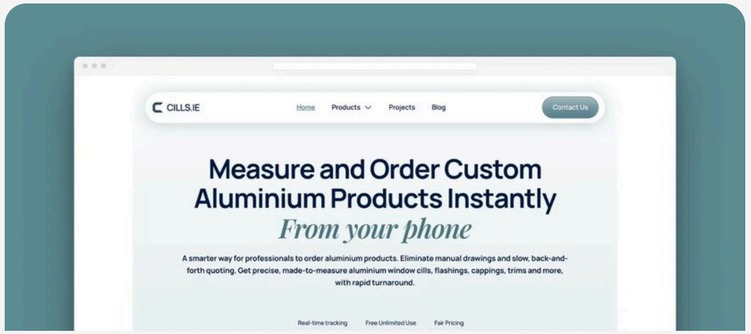
1
CMS template for every deal page

Six more, each with its own case study



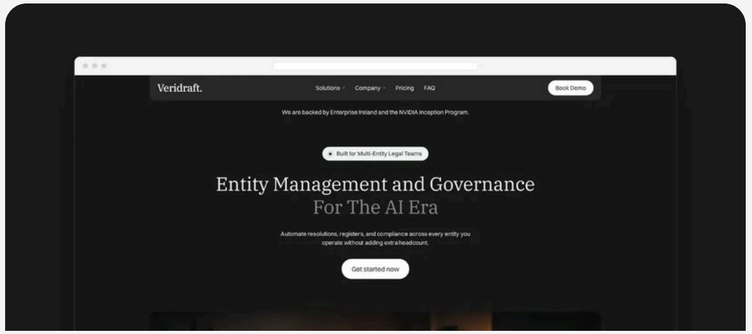
Comtel

Telecoms, Cape Town · Webflow



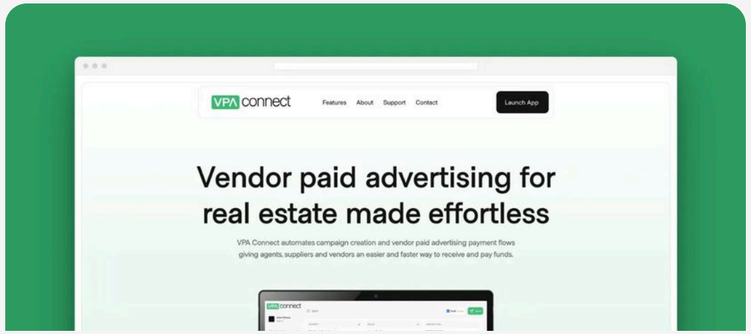
Cills.ie

Construction tech, Dublin · Framer



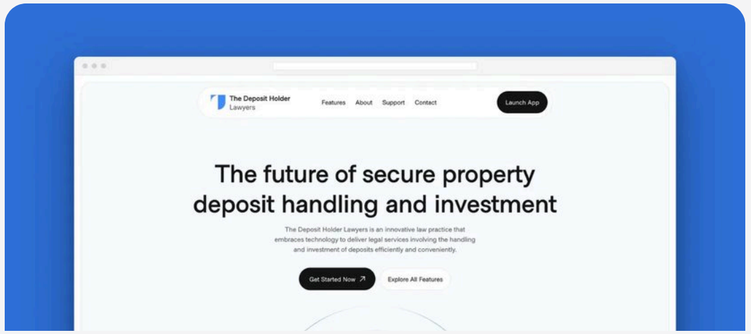
Veridraft

Legal tech, Ireland · Framer



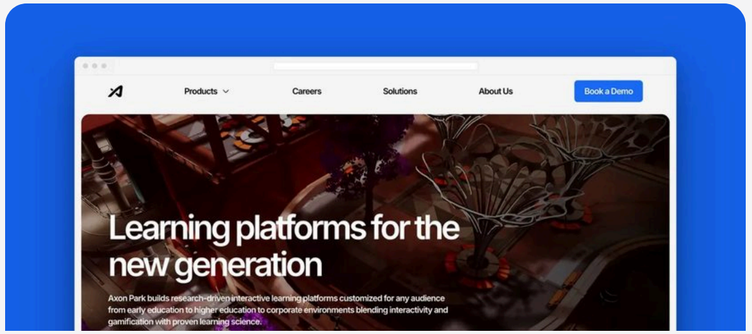
VPA Connect

Real estate payments, Australia · Framer



The Deposit Holder

Legal tech, Australia · Framer



Axon Park

AI learning · Framer

★★★★★

"Working with Kazi was great, and we're very pleased with the outcome."



Nima Nejad
Chief Creative Officer, NOCAP Sports

5.0 ★★★★★

From 7 reviews on Contra. Hired 18 times. "The experience was truly outstanding. … Every task was completed on time."

"Was always willing to assist to go above and beyond."

Comtel Communications · Webflow site, 2026

Machine Football · FRONTERRA · NOCAP SPORTS · comtel · FREEHOLD WEALTH · AXON PARK · CILLS LTD

Pentaclay

Three steps, then start with one page or the whole site

1 Book a 30-minute call
With Erfan. Tell him what you sell and your launch date.

2 Get it in writing
Scope, price and launch date within 3 business days.

3 We start
Words first, then design. You see the work every week.

Landing page

One page that explains your product and gets the demo booked.

- Copywriting, done by us
- Pictures of your product
- Desktop, tablet and phone
- Demo form and tracking

2 to 3 weeks

MOST BOOKED

Full website

Every page your buyers look for, on a CMS your team can edit.

- Audit of your site and rivals
- Copywriting for every page
- A CMS your team publishes with
- SEO basics and redirects

6 weeks

Monthly care

Updates, fixes and new pages after launch.

- Content updates and fixes
- New pages that match your site
- Pause or cancel anytime

Two monthly plans

Prices: pentaclay.com/pricing

Tell us about your launch

A 30-minute call with Erfan. You leave with a scope, a price and a date in writing within 3 business days.

Book a call →

contact@pentaclay.com

