

Bollong.ai Navigation: About vs Resources

Prepared for: Brent Bollong · June 5, 2026 · Status: Recommendation pending decision

The split most modern SaaS sites use

Marketing nav is usually split into **two distinct top-level items**, not one:

Menu	Purpose	Examples
Company (or <i>About</i>)	Identity. Who you are, what you believe, who's behind it, how to reach you. Short.	About, Philosophy, Team, Careers, Partners, Press, Contact
Resources (or <i>Learn / Library</i>)	Collateral. The marketing docs themselves — what you've written about the work.	Platform overviews, whitepapers, coverage maps, comparison guides, blog, case studies, docs

Mixing them under one "About" works for small sites but breaks down as your library grows. **Stripe, Notion, Linear, Vanta, Carta** all split this way. Vercel collapses them but uses a megamenu with section headers — same idea, different chrome.

The other thing you asked — **per-app marketing docs live inside the app** — is correct and standard. Stripe Docs, Notion Help, Carta Learn all live on the app subdomain because they're product-specific. The marketing-site Resources page links *into* the app for product-deep collateral.

How I'd structure it for Bollong

BOLLONG.AI HEADER (COMPANY-WIDE)

- Platforms (existing anchor)
- Free Tools (existing anchor)
- Philosophy (existing anchor)
- **About** ▾ ← *new dropdown, short*
 - About Bollong.ai (*the company narrative you'll write*)
 - Founder & Team
 - Partners (*links to /partner*)
 - Contact
- **Resources** ▾ ← *new dropdown, marketing library*
 - Med Journey AI Platform overview (*MJAI_Platform_v9.html*)
 - Coverage Map — Classifications (*MJAI_Classifications_v9.html — Attachment A*)
 - Entrepreneur's Journey overview (*when ready*)
 - Whitepapers (*future*)
- Sign in / Begin Journey

MJAI.BOLLONG.AI HEADER (ALREADY EXISTS — PLATFORM / CLASSIFICATIONS / WORKSPACE)

Add an **About MJAI** ▾ dropdown:

- About Med Journey AI (*short product story, not company story*)
- Platform overview (*existing*)
- Coverage Map (*existing*)
- Roadmap / Changelog (*when you want to show velocity*)
- Help / Docs (*later*)

WHY TWO ABOUTS

The two Abouts are **different documents** — bollong.ai/about explains *the company*, mjai.bollong.ai/about explains *the product*. They cross-link but don't duplicate.

What I'd recommend you write under each "About"

bollong.ai/about — 4 short sections, one page

1. **What we build** — one paragraph — premium tools for founders, FORM | PLAN | ACQUIRE | GROW
2. **Why we built it** — your "journeyman" thesis — you've made the climb
3. **Who's behind it** — you, advisors, partner network

4. **How we work** — pricing model, support, trust commitments (e.g. MedValidator stores nothing)

mjai.bollong.ai/about — narrower

1. **What MJAI does** — one paragraph — drafts the regulatory + design + clinical + submission docs for any FDA/EU pathway
2. **Who it's for** — medical device founders, RA consultants, small QMS shops
3. **What's drafted by AI vs. by you** — transparency
4. **Roadmap snapshot** — gives buyers confidence the product is alive

My recommendation

Go with **About + Resources split** rather than a single "About" megamenu. Reasons:

- Keeps About short and identity-focused — the page does emotional/trust work, not document-distribution work
- Resources can grow as you publish more (whitepapers, comparisons, MVB write-ups) without bloating About
- Mirrors the pattern medical-device buyers see at competitors (Greenlight Guru, MasterControl, Qualio all use this split)