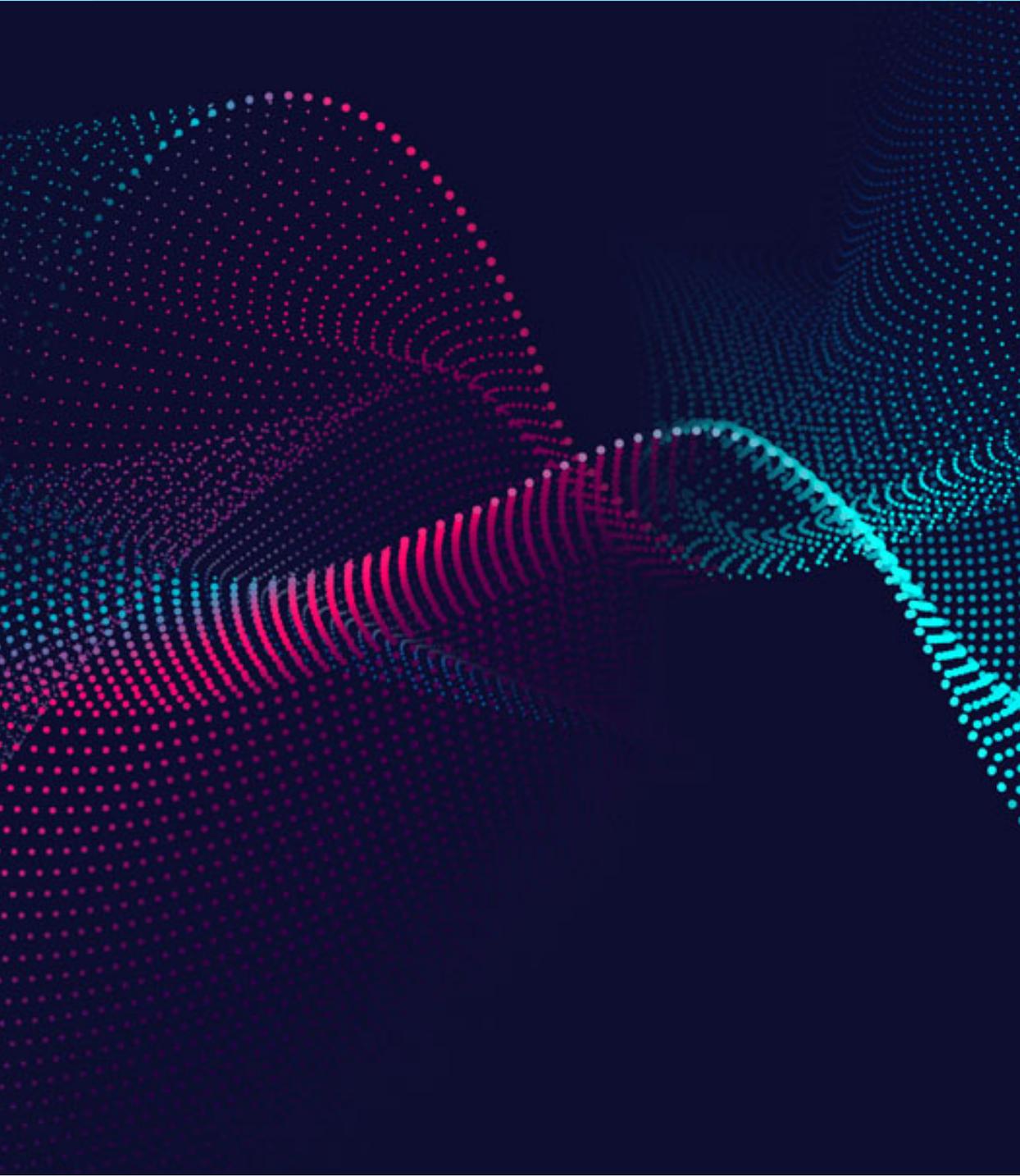




VISIONKWEST MEDIA

VIRTUAL ART DEPARTMENT



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VIRTUAL ART DEPARTMENT

Prepared by:

Winston Williams
VisionKwest Media
925B Peachtree Street NE
Suite 363
Atlanta, GA 30309

Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of VisionKwest Media, LLC. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

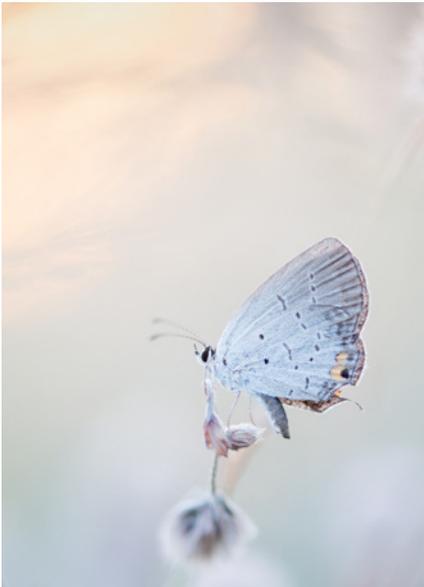
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INTRODUCTION

Our Cocoon Concept.



The concept is simple **“Let us do the work, while you grow the business.”**

In the butterfly cycle, eggs are laid in a protected location on or near a plant that the soon-to-be caterpillar will eat. The egg is placed in a position and location to set up the future caterpillar for success. It's placed in a position to grow. The shell of the eggs serves as protection from the elements and as a filter only allowing air and water to come in through a micropyle. There is a yolk inside each egg that nourishes the developing larva. In the larva phase the larva takes full advantage of all the careful planning and preparation, which enables healthy growth and stability.

As your company's business continues to have positive growth, it's vital to have the proper protection and solid foundation. VisionKwest Media will aid in continuing to stabilize your company's digital marketing initiatives and enable growth by presenting a strategic partnership to help develop your virtual business on a solid foundation. VisionKwest Media views this relationship as a partnership that will enable the continued positive growth of your company. Our concept is simple... Let us do the work, while you grow the business.

WHO WE ARE



VisionKwest Media is a forward thinking interactive design firm that believes with every client, an opportunity exists to push the boundaries of design and technology, ensuring we deliver a unique and progressive solution for our clients, every time.

Founded in 2008 and with over 20 years of experience in providing multimedia solutions, VisionKwest's team of creative professionals welcome the challenge to provide the best possible solutions for your project. It's your vision. Let's create it together.

Our approach to design



100%
User-centered design



100%
Working Sessions



100%
Agile Methodology



100%
Test & Maintain

ABOUT VISIONKWEST // VAD

Our/**Your** Virtual Art Department at a Glance: It's a partnership level experience.



VisionKwest Media will provide your company with a partnership level of service as well as outstanding and innovative products to help propel and maintain your brand as a leader within your industry. VisionKwest Media will help your company review what the needs are and determine the best strategic solution for each project on a daily basis. We will assign a dedicated team to handle your website design, development and maintenance needs. You will have a full team of professionals without the added cost and challenges of employing a full staff.

As an added bonus, VisionKwest Media will also share our vendor network with your company, so you can get custom rates on specialized services. As a VisionKwest Media client you will be able to utilize Our/Your Virtual Art Department on a daily basis to provide the strategic multimedia, web & technical support required by your company. Clearly stated, this is your art department to use as needed to complete your interactive projects year-round.

Services included in your Virtual Art Department's monthly service package:

VisionKwest Media will make our full bank of resources available on a daily basis, to help your company navigate the landscape of positive growth. VisionKwest Media will provide your company with monthly web, multimedia, strategic, and technical support based on the terms and conditions of this service.

1 Web Design & Development

2 Project Roadmap Management

3 Email Marketing Campaigns

4 Social Marketing Graphic design

5 Consultation

6 Multi-site Monitoring & Maintenance

OUR SERVICES

Virtual Art Department Service Package. A Visual Guide of Daily Tasks



Consultation

- Strategic Planning
- Assessing Future Project Needs
- Support & Analyze Client Goals
- Review & Suggest Best Options
- Open Line of Communication
- Feedback on Content Direction
- Vendor Suggestions
- Advice on Best Design Practices
- Advice on Best Development Practices
- User Experience Strategy
- Monitor Technology Trends



Project Management

- Client's Main Point of Contact
- Timeline Creation
- Project Planning
- Manage Project Plan
- Vendor Relations
- Site Architecture
- Manage Q/A Testing
- Manage all Communications
- Managing the VAD's Needs
- Asset Collection & Organization
- Manage Production Goals
- Project Progress Reporting



Web Design & Development

- New & Existing Site(s) Graphic Design
- New & Existing Site(s) Development
- New & Existing Site(s) Maintenance
- Graphics & Content Updates
- Micro-site Graphic Design
- Micro-site Development
- Image Production
- E-Commerce Development

“VisionKwest Media will make our full bank of resources available on a daily basis, to help your company navigate the landscape of positive growth.”



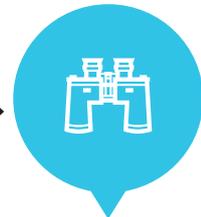
Digital Marketing Campaigns

- QR Codes Campaign Creation
- Landing Page Campaign Design
- Landing Page Campaign Development
- Social Media Graphics Creation
- Storyboard Creation
- Recruitment Marketing Design
- Recruitment Marketing Development



Email Marketing Campaigns

- Email Template Creation
- Email Campaign Development
- Eventbrite Campaign Creation
- Email Campaign Maintenance
- Image Production



Monitoring & Maintenance

- Maintain WordPress Updates
- Maintain WordPress Plugins
- Server Monitor
- Malware protection
- Server hardening

OUR DIRECTORS



Winston Williams
Dir. of Digital Solutions

Project Planning, Brand Management, Talent Allocation, Multimedia Consultation/ Management



20+ Years

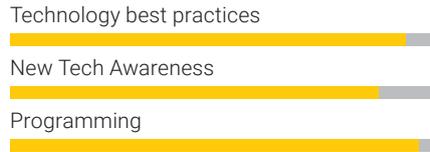
With over 20 years of design and management experience, I've had the opportunity to develop, grow and lead multiple cross-functional teams. I've developed interesting projects in numerous industries, including Non-Profit, Financial, Retail, Corporate B2B and more, and my creative background pushes me to inspire my team to think protectively and simultaneously about the brand, business and end user.

As a thought leader in the digital world, I believe technology needs to be infused with brand marketing and development. Creative talent needs to approach the work differently. We need designers who think about UX, copywriters who transform data into personal experiences and art directors who bridge that brand promise.



Nurudeen Asuni
Dir. of Technology

Development Strategic Planning, Technology Implementation, Consultation



12+ years

Leveraging over 12+ years of experience in web development, I focus on the delivery of UX through modern technologies. During my time with VisionKwest Media, I've shared the development perspective of design thinking and grown the front-end development of experience design into a community practice for Agile development.

Today, I lead the technology discipline for Visionkwest Media. We empower clients by developing intuitive solutions that are easy to use, manage and maintain. In addition to managing the front-end development for VKM, I also consult on UI development for projects in other business sectors (Service Design and E-commerce) and lead architectural initiatives on a number of internal projects.



Trace Patrick
Director of Client Care

Client Project Management, Roadmap Ownership, Talent Management



7+ Years

Over the past seven years, my experience has spanned over various elements of project management from website development to app platform delivery. I believe in providing the best quality experience on the projects I've managed over the years. With my management style, I foster a positive work environment focused on clear communication, team collaboration, data-driven, and building an intuitive and efficient work process to best scale.

Leading through empathy and active listening, I help bring our clients ideas and initiatives to life while providing a structure to scale and build their capacity. Working with various clients from small to mid-size business owners, I am able to apply the concepts of design, website development, and team management to increase accountability and efficiency. With positive energy and forward thinking, I can provide a proactive approach towards building a framework that centers the vision of the project.

VAD TEAM ROLES

Our Virtual Art Department production team is ready to work alongside your team.



Dir. of Digital Solutions

Project Planning, Brand Management, Talent Allocation, Multimedia Consultation/Management



Dir. of Technology

Development Strategic Planning, Technology Implementation, Consultation



Program Director

Client Project Management, Roadmap ownership, Talent Management



Creative Director

Direction, Design, Branding, Animation Design Direction



UX Strategist

User-centered design thinking, Journey Mapping, Personnas, Work Sessions



Design Manager

UI Visual Design



Frontend Dev.

WordPress, HTML, HTML 5, JQuery, CSS, PHP



Database Dev.

Server-side management. MySQL, React Native, Database Development



Mobile App Consultant

Discovery, Strategy, Project Planning

OUR VENDOR NETWORK

As a Virtual Art Department client, VisionKwest Media will make our Vendor Network available to your company. Your Virtual Art Department Project Manager will help you assess your needs and determine the best solution for each project. If there is a need for a Vendor to provide a specialized task, your VAD Project Manager will contact our vendor on your behalf to get the best rate possible for that particular task. Due to our ongoing vendor relationships, we are able to negotiate special rates for all our clients. In many cases the rates we get from our vendors are very competitive.



SEO



**Social Media
Marketing**



**Brand Awareness
Marketing**



**Content
Strategist**



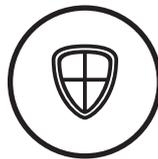
Video Production



Sound Production



Print design



Logo Design



**Mobile App
Development**

FEATURED PROJECTS

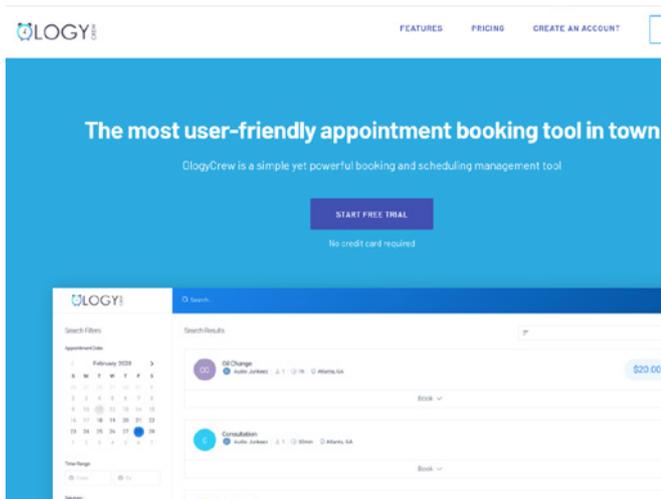
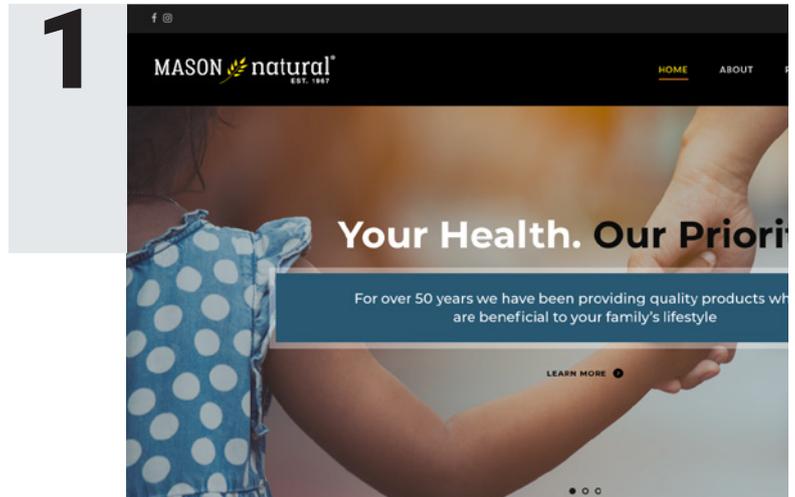
Mason Vitamins masonvitamins.com

Type

- E-commerce website

Service

- Virtual Art Department



Ology Crew ologycrew.com

Type

- SaaS online application

Service

- Virtual Art Department

Prattis prattis.com

Type

- SaaS subscription website

Service

- Virtual Art Department



COST BENEFIT ANALYSIS

In this cost benefit analysis scenario we are comparing the cost of employing only two (2) key creative personnel for a basic internal art department vs. utilizing our Virtual Art Department service to handle all your creative needs. As you can see below the cost benefit for having access to a full staff of personnel vs. only two internal employees is incomparable.

Virtual Art Department

Our/Your Virtual Art Department
Total Monthly Services

\$6,500/mo

// All included

Save money with Your Virtual Art Department

// VAD personnel & expenses included in service fee

1. Director of Digital Solutions
2. Director of Technology
3. Program Director
4. Creative Director
5. UX Strategist
6. Design Manager
7. Frontend Developer
8. Database Developer
9. Mobile App Consultant

Internal Art Department

Internal employees & expenses scenario
Estimated Monthly Cost

\$9,209+/mo

// Two (2) Internal Employees

1. Single Designer (Basic Web & Print
Base Salary = 45,500
2. Single Developer (User Interface
Programmer)
Base Salary = 60,000

// Equipment & Software

1. Two (2) Basic 15" MacBook Pro
Laptops
Base Price = 3,598
2. Two (2) Copies of Adobe Creative
Suite
Base Price = 700 p/yr
3. Two (2) Copies of Microsoft Office
Professional
Base Price = 700

Please Note:

*Health benefits have not been calculated
in this scenario*

Annual Savings

By utilizing our VAD service you can see
an estimated annual base savings

\$32,498

ACCEPTANCE OF QUOTE

Virtual Art Department	Monthly Retainer Cost
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VAD Team Roles

Dir. of Digital Solutions
 Dir. of Technology
 Program Director
 Creative Director
 UX Strategist
 Design Manager
 Frontend Developer
 Database Developer
 Mobile App Consultant

● Design services for all company websites	*Included
● Development services for all company websites	*Included
● Project management for all company websites	*Included
● Project planning and consultation	*Included
Monthly Service Fee (Incl. Tax)	\$ 6,500/mo

Print Name

Company Name

Sign here to approve

Current date



VisionKwest Media

Address

925B Peachtree Street NE
 Suite 363
 Atlanta GA 30309
 +1 404-622-7193
 www.visionkwest.com

Service Provider

VisionKwest Media, LLC

Contact

Winston Williams
 e: wwilliams@visionkwest.com



Thank You.

Prepared by
VisionKwest Media, LLC

Winston Williams
e: wwilliams@visionkwest.com