**For SUBSCRIPTIONS**

Email Number 1: Welcome email - June 2018

Welcome to our wishbone community! We’re glad you have taken the opportunity of not only partaking in, but as well showing interest to an application that will change the form of networking and personal development entirely within the Ottawa region.

***What is Wishbone?***

For the participants still confused as to what this app is about; it serves as a search engine for entrepreneurs on a location based fashion. Respectively - this app is unique in the sense of offering friendly competition by distinguishing talent through a ranking/rating basis. Popular creators will demonstrate their talent to the community; making their rating a mere reflection of the content they put out. In this manner - talent will be able to offer paid services if they wish. Higher ratings and profile clicks on your portfolio will lead our wishbone team to reward users on the app. This includes - but not limited to - discounts on future transactions, higher rating scores and more perks to be announced in the future. Within this application you will be able to organize your schedule according to your appointments, meetings and other credentials needed to excel in your craft.

Overall - Wishbone will continuously aim to become an application to connect local talent to network as well as act as a resource to attract the finest quality of work done within the city.

***Details:***

***What's Our Next Move?***

Currently we were able to successfully recruit our target for the number of talent we wanted to test our beta app. However, to ensure the success of our app, we will be launching a ***website*** prior to measure the stability, functionality and interest that Wishbone has onto the community. Our team will analyse the activity that you guys do on the website, where we will determine if we will pursue the app portion of our company to make it more accessible. The features on the website *will* be translated to the app once installed.

***When's The Launch Date?***

We are aiming to develop the best quality of work in regards to the numerous features on have planned. Due to this - we will be aiming to get the website up and running in about 2-3 months to launch the prototype for you guys to test. Be on the lookout for around ….  but in the meanwhile look forward to the updates we will be posting you guys with!

Thank you for your patience and we look forward to seeing the talent Ottawa is capable of. If you have any questions, don't hesitate to contact us.

**For BUSINESSES**

Hello!

My name is Daniel Dogbey and I am writing this email to offer a business proposition my partner and I have put together.

**What is our Business?**

In short - we were able to develop a concept called Wishbone where we aim on gathering both talent and venues onto a platform where desired services will be easily found upon request. Talent will include yet is not limited to photographers, dancers, DJs, Artists etc. We will operate our business through our website that is currently being developed and through our app which we will facilitate in the near future.

**Possible Benefits?**

This way, not only will your venue become more accessible in regards to booking booths, buying event tickets, and organizing a credible rep through our rating system - you will also have the possibility to filter through our hottest users to use as potential promoters for aspiring events in the future and gain clientele.

**Possible Sponsor?**

To my understanding, your venue serves the multi-purposeful use of hosting themed events throughout the year to ensure a fun yet comfortable experience to the young adult demographic. We believe the purpose of your venue will best suit the functionality of our business - which is why we urge you to consider becoming a possible sponsor for our business.

This will entail a two way interaction of promotional benefits between our business and your venue. We will give our talent the opportunity to potentially perform acts at your venue if you choose to host performing events while simultaneously giving you more exposure.

**Whats Next?**

We have prepared a 5 minute presentation to give you more details about how we plan on operating our business more into depth and would love to schedule a day to talk about the credentials.

On behalf of our company, I'd like to take the time to sincerely thank you for reading this email and considering our business as a potential tool to build a business relationship and achieve progressive innovation in Ottawa.

Best regards,

Wishbone

Daniel Dogbey

Willeme Moise

Call back number: 6136206814

**For WEBSITE**

On the **“Home”** Page:

1. **Discover Tab** - “Organize local talent on demand. Social icons will be respected through our rating system to offer the finest quality of work. Explore all desired services through our discover tab.

or

- With hundreds of local entertainers and creative developers who are ready to receive gigs and collaborations, Wishbone makes it easy for anyone anywhere to hire entertainment on demand.

\*Use **Ryan’s** photo\*

1. **Connect Tab -** “Network through our interconnected system of rated portfolios. Collaborate, contact and gain inspiration from similar profiles; progressing towards building your own brand.

or

- With our unique in messaging app, Wishbone eliminates the complicated booking process by  implementing the “One stop pit stop” approach which provides value towards entertainers and event planners by saving them time and energy through their talent search.

\*Use **Dom’s** Photo\*

1. **Book Tab -** “Ensure that your services are given the gratitudes they deserve. Charge for your services and organize clientele to manage future transactions.

Or

- With our cool calendar feature, event planners are now able to book entertainers based on their work availability which will be displayed throughout their talent profiles.

\*Use Another Picture\*

For “TALENT AROUND YOU“ Description

Wishbone is geared toward structuring talented entrepreneurs by offering their service on demand. Here you will have the leniency of finding local talent, booking venues or receiving services from well respected locals demonstrating their finest quality of work. Innovation, creativity, and exposure are key qualities we ensure our talent - giving our community group the needed resources to develop their brand. Use your talents and explore the amazing opportunities that are presented within our Wishbone community.

Or

We believe that the current talent booking process is complex and it favors managed talent. We democratizes the process by providing a consumer to provider solution that facilitates discovery and handing the entire booking process, including scheduling, agreement, communication, ratings/ reviews, and payments.  Wishbone uses an innovative way for both entertainers and consumers to communicate on a unique social level which making it extremely simple and affordable for anyone, anywhere to hire LIVE entertainment on demand via mobile and Web apps.

\*you can change the icons beneath to featured talent of the month with empty slots filled\* can use like a default picture?

Partnership details include:

1. Two way Promotion on our platforms - in regards to events and overall exposure
2. Using our application
   1. Must post content on our platforms
   2. Must use our app to do transactions (Recruiting DJ’s or other talent)

NOTE: **WHY CHOOSE WISHBONE? - WHAT WE ARE GIVING TO CLIENTELE**

USER ARE RECEIVING:

Through our partnerships, Wishbone gains a relationship with them to offer aid and assistance to our **MONTHLY PAID** users (14.99). This means users will receive the opportunity to work with marketers, production teams, venues, etc.

**Badge System Description:**

Translate your hard work and get rewarded. Wishbone incorporates a badge system to reward members that has achieved a notable rating that is redeemable for discounted services, fees, and more to be announced in the upcoming future!

**Market Planning Description:**

In regards to our partnership, Wishbone contains a service which provides members discounted rates to enhance a clientele base through our operated marketing services. Regulate your marketing strategies by working with experienced recruits at the touch of your fingertips.

Or

- Whether you’re starting out as a new entertainer, or an independent act, we’re here to help with the strategy, planning, executing, budgeting, and measuring your success.

**Production Description:**

Renting spaces has never been so easy - members will have discounted rates to rent halls, attend wishbone presented events and organize future event planning

Or

- receive exclusive access to organized events such as award ceremonies, concerts, networking events, and more. (Videography and photography)

**Media Description:**

Coverage through the community helps get your name out there; through Wishbones developed partnerships, we have partnered with well respected media sources to offer members credible insight and coverage based on the content you post.

- From blogs, interviews, articles, and more, we provide you with inclusive media coverage throughout numerous media outlets along your journey as an independent entertainer.

**Mission Statement:**

As leaders - we are able to guide our lives towards an innovative path by creating new forms of passions, opportunities and ideas. Wishbone favours the idea of unity as a determining factor for the success of any pursued organization. Our values lie on creating a platform where we will optimize networking amongst diverse groups; making it easily accessible to reach different crowds, and build relationships that benefit all individuals. Through our rating system, we propose that satisfaction will appeal to the wishbone community by encouraging our clientele to earn and strive for the finest quality of work - making their rating a mere reflection of their work.