



— *A design studio for a new era* —

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# The Statistics

- ❖ Minority owned business make up 28.6% of businesses but only bring in 10.4% of revenue
- ❖ Women own 36.2% of businesses but only 11.3% of the revenue

# Competition Analysis

- ❖ Wordpress
- ❖ Wix
- ❖ Squarespace
- ❖ Weebly

# Competitive Advantage

- ❖ Advertise to millennials
- ❖ Focus on SEO
- ❖ Focus on marginalized groups
- ❖ Face to Face client interactions

# Project Team

## Donovan Taitt

- ❖ CEO & CO-Founder
- ❖ Senior Developer
- ❖ Finds new clients
- ❖ Creation physical facilities and online presences

## Amidou Kante

- ❖ CDO & CO-Founder
- ❖ Lead Designer
- ❖ Junior Developer
- ❖ Consultants with clients

# Marketing Campaign

- ❖ Post flyers and host information sessions in target demographic area
- ❖ Offer trials and referral programs towards new clients
- ❖ Social Media intern to run blog and post on Facebook, Twitter, and Instagram
- ❖ Target HBCU schools and try to form programs with them to teach web development and design

# Project Scope Statement

## **Project Name**

Create a design company that specializes in building websites, apps and logos for minority and women-owned startup businesses.

## **Project Scope Statement**

Increase the revenue accrued for small businesses by using search engine optimization (SEO) to increase their publicity

## **Introduction / Background to project**

Minority owned businesses make up 28.6% of businesses but only bring in 10.4% of revenue. Women own 36.2% of businesses but only bring in 11.3% of the revenue. With better branding through websites, apps and logos; these percentages can increase.

## **Business Case**

Minority owned businesses make up 28.6% of businesses but only bring in 10.4% of revenue. Women own 36.2% of businesses but only bring in 11.3% of the revenue. With better branding through websites, apps and logos; these percentages can increase.

## **Deliverables**

A deliverable will be the increased traffic to the websites of the startup businesses. It would also be the creation of the websites, designs and apps.

## **Constraints**

A month to create the website, app and logo.

## **Key people / Key Stakeholders**

The client, the customers, the lead web designer / web developer, the app designer / developer and the lead logo designer.

## **In scope**

The project will cover logos, apps and websites.

## **Out of scope**

The project will not cover any financial and / or business planning for the startup clients.

## **Project administration, monitoring and reporting**

Once a week there will be updates to measure the progress of the development process.

# Project Plan

WBS	Activity	Baseline Start Date	Start Date	End Date	Duration	Assigned To	Status
	Begin self						
1	branding	5/1/2016	5/2/2016	5/8/2016	1 week	Donovan	Complete
1.1	Create name	5/9/2016	5/10/2016	5/12/2016	2 days	Donovan	Complete
	Create social					Donovan and	
1.2	media presence	5/12/2016	5/13/2016	5/20/2016	1 week	Amidou	Complete
1.2.1	Create Twitter	5/13/2016	5/14/2016	5/20/2016	6 days	Amidou	Complete
	Create						
1.2.2	Facebook	5/14/2016	5/15/2016	5/20/2016	5 days	Amidou	Complete
1.2.3	Create LinkedIn	5/15/2016	5/16/2016	5/20/2016	4 days	Donovan	Complete
1.3	Create logo	5/22/2016	5/22/2016	5/29/2016	1 week	Amidou	Complete
						Donovan and	
1.4	Make website	5/12/2016	5/12/2016			Amidou	In progress
	Spread						
2	awareness of					Donovan and	
	company	5/21/2016				Amidou	In progress
	Social Media					Donovan and	
2.1	Campaigns	5/21/2016	5/21/2016			Amidou	In progress
		4/21/2017(Tent				Donovan and	
2.2	Tech Day Booth	ative Date)	4/21/2017			Amidou	In progress
	Contact Tech						
	Day about						
2.2.1	getting a booth	6/1/2016				Donovan	Not Yet Started
	Online						
2.3	Advertisement	6/1/2016				Amidou	Not Yet Started
						Donovan and	
3	Hire Staff	6/15/2016				Amidou	Not Yet Started
	Conduct					Donovan and	
4	services	7/1/2016				Amidou	Not Yet Started
	Make websites					Donovan and	
4.1	for clients	7/1/2016				Amidou	Not Yet Started
	Make logos for						
4.2	clients	7/1/2016				Amidou	Not Yet Started
	Strengthen						
5	connections	7/15/2016				Intern	Not Yet Started
	Clientele						
5.1	Newsletter	7/15/2016				Intern	Not Yet Started



# Project Budget

Item #	Activity description	Labour Hours	Labour cost (\$)	Total Costs per Activity (\$)
Staff	2 employees	40 hours and possible overtime	20/hr	40k * amount of employees
Server Cost	Servers to maintain our site and client site	on going process	12 dollars yearly	((Number of clients)*12)+12 = total server costs
Marketing	Marketing Campaigns and Advertisments	on going process	Min 5 dollars	Amount of ads * 5
Marketing Intern	Intern to run marketing campaigns	15 - 20 hours	stipend of transportation and food	100-300
Research	Research market niche	10 hours weekly	free	free
Telemarketer	Finds new clients	20 hours weekly	15/hr	35000
Events	Host information sessions to gain more clients	20 hours monthly	2000	2000
Subtotal				127000
Indirect Costs				
Rent				2000
Utilities				500
Insurance				500
Supplies				100
Subtotals				130100
TOTAL Budget				200000
Remaining				69900