

# Kritika Bhunwal

Conscious Creativity | Problem Solving | Growth mindset

pseudo\_nova inc.

[www.kritikabhunwal.com](http://www.kritikabhunwal.com)

# Problem



# What are we lacking ?

1.

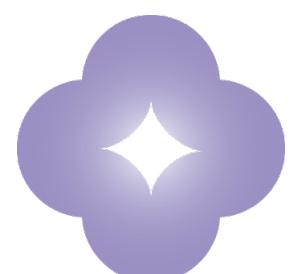
**Multiple Providers for Digital Services.. But,**  
Businesses **struggle to coordinate** multiple providers for web design, marketing, content, and software development.

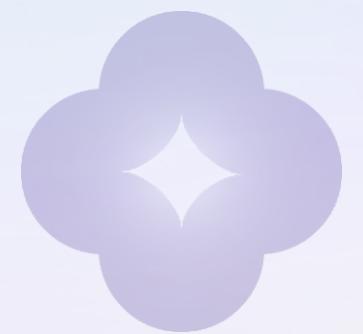
2.

**Limited Services to Choose from!**  
Many agencies offer only one or two services, causing fragmented branding and **inconsistent customer experiences**.

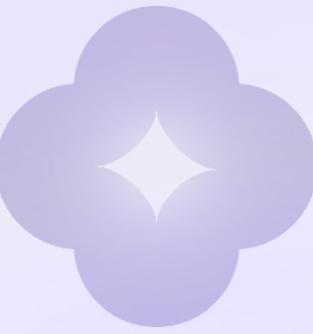
3.

**Lack of Overall Alignment & Cohesiveness**  
Lack of alignment between marketing strategies, creative execution, and technical implementation leads to **poor results**.





# Solution



# The Solution!

We want to help **our Local SMBs, Start-Ups and Global Brands** that provide valuable services to our community

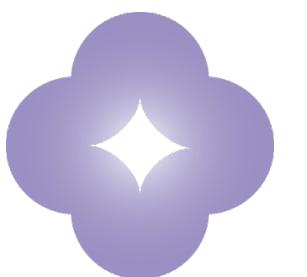
We are **A One-Stop Creative Agency** that integrates design, development and marketing for all your digital needs.

“That means our clients won’t have to juggle multiple vendors—as our studio will handle everything from product design and development to promotional strategies.

... And that’s where we come in!”

-Kritika Bhunwal

[www.kritikabhunwal.com](http://www.kritikabhunwal.com)



# We're pseudo\_nova inc.

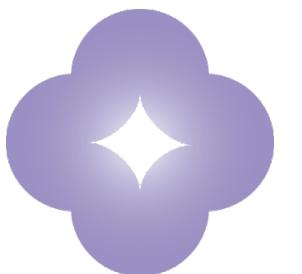
A One-Stop Solution for all your Digital Needs!

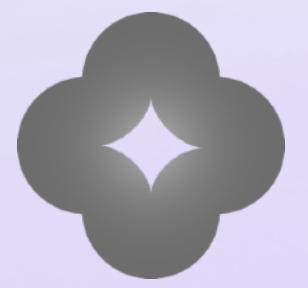
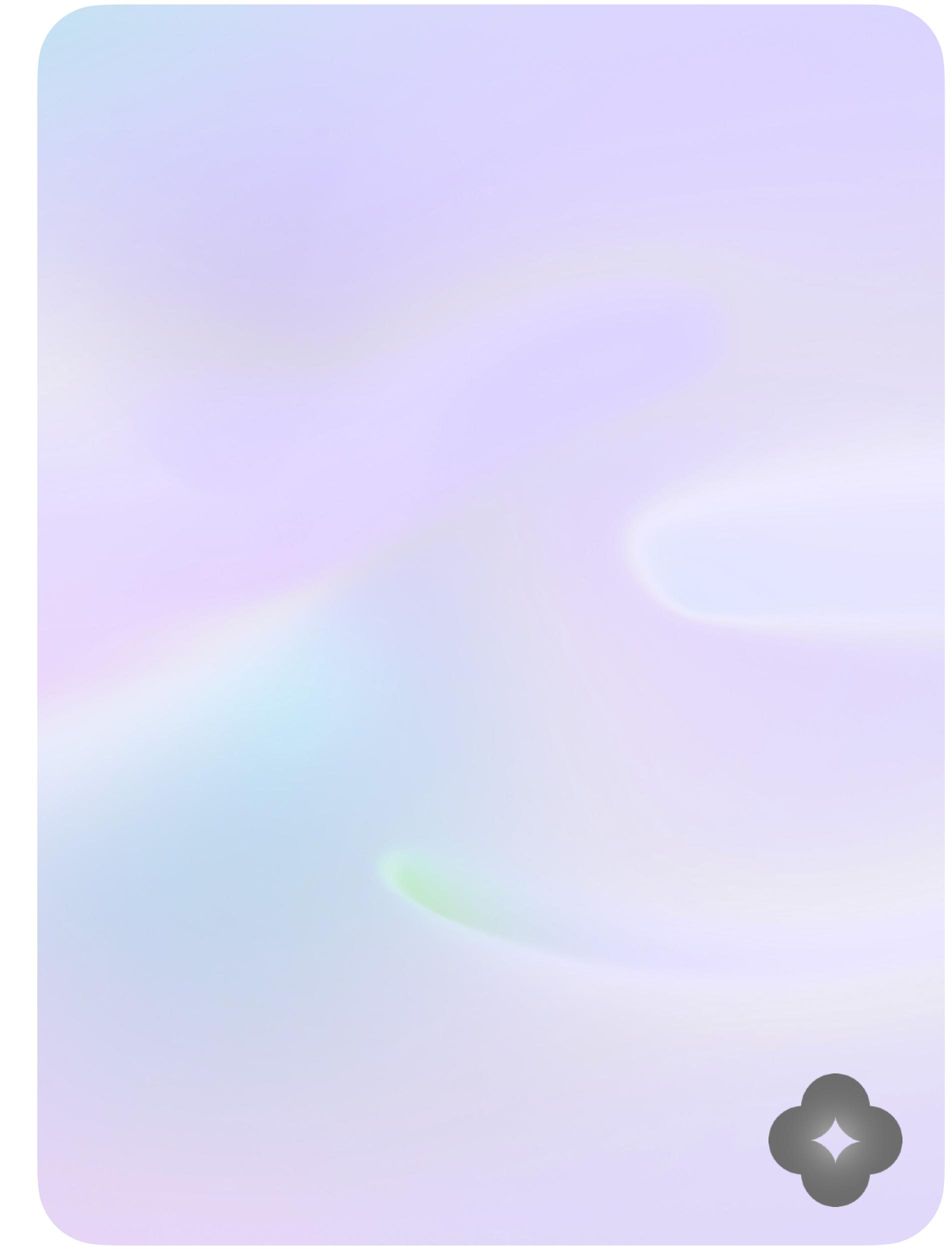
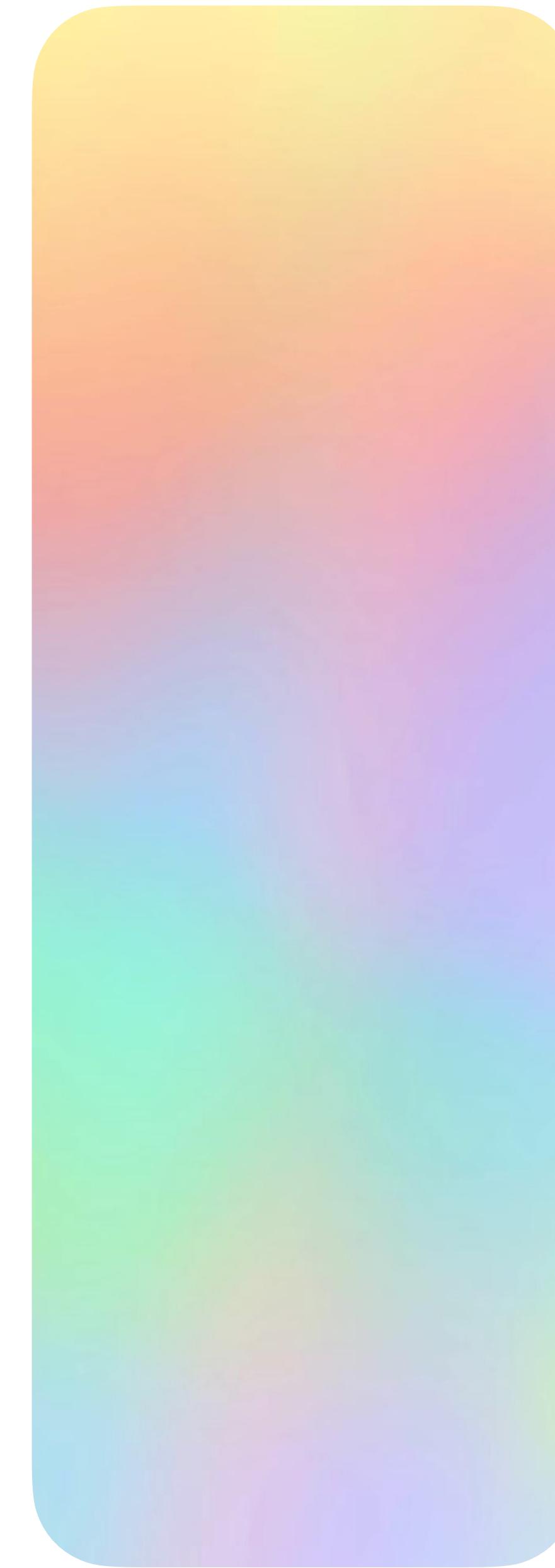
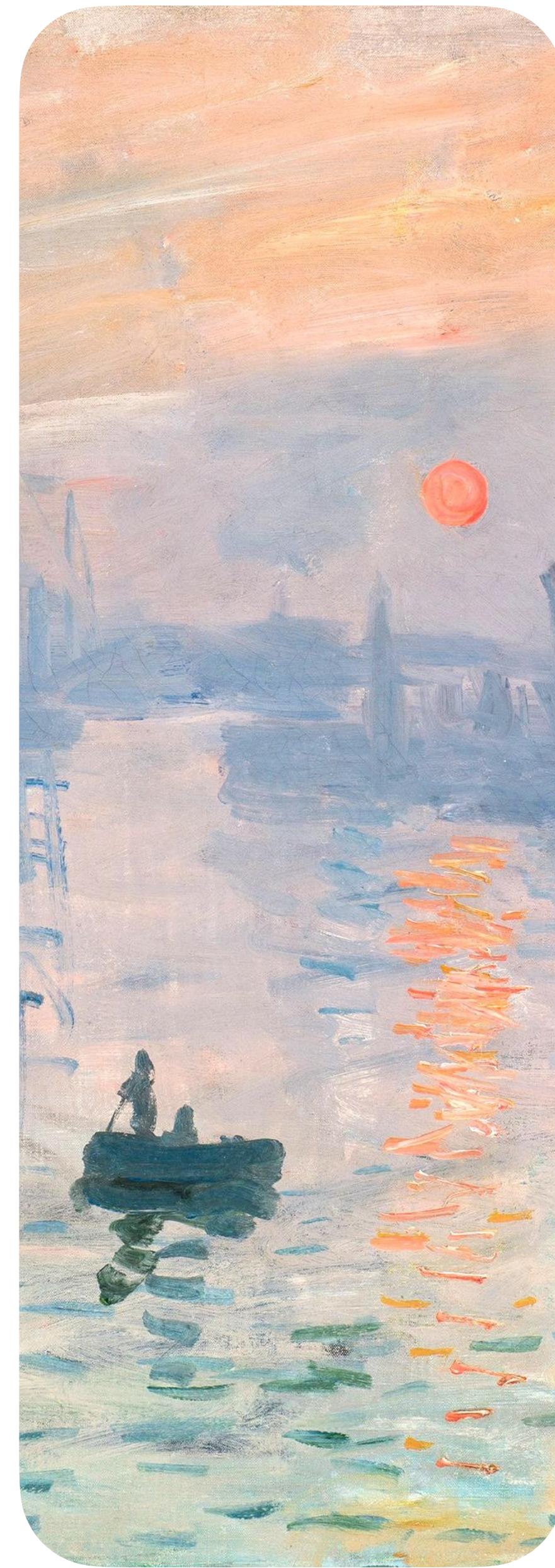


Derived from Latin, "**nova**" means "**new**." It symbolizes creation, innovation, and fresh, birth of something remarkable.

In Programming, a **pseudo-element** in CSS is a keyword added to selectors **that lets one style specific parts of an element while keeping the structure clean** without having to add extra markup in the HTML for a dynamic and engaging design.

At **@pseudo\_nova Inc.**, we transform ideas into digital experiences that motivate and inspire generations. Our **Creative Studio** weaves innovative visual narratives through beautiful digital products that resonate across the virtual world.





## My Goal as a Designer 🎨

- ❖ Design impactful visuals that spark creativity.
- ❖ Innovate beyond conventional boundaries.
- ❖ Create user-friendly designs with beautiful interfaces.

## My Mission as an Entrepreneur 🚀

- ❖ Empower individuals with skills, knowledge and experience.
- ❖ Drive impact with entrepreneurial spirit.
- ❖ Foster collaborative growth for everyone in every venture.

## My Vision as an Expert 🤝

- ❖ Shape future of innovation and collaboration.
- ❖ Deliver transformative digital experiences.
- ❖ Create smarter, faster and brighter solutions through expert insights.

# Business Values

Our design consultation services guide you from **initial vision to polished execution of your business idea**, blending creative brainstorming with in-depth research and industry insights.

We work collaboratively to tailor design solutions that not only reflect your brand identity but also captivate your target audience, ensuring every detail enhances your overall digital presence.



**Research Facilities:**  
In-depth insights that drive informed and strategic decisions.



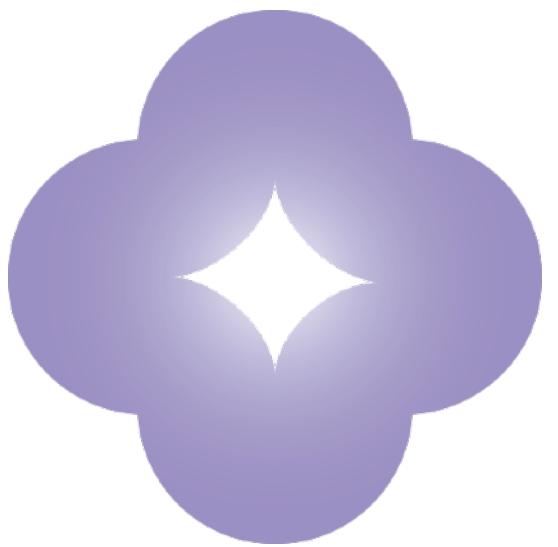
**Graphic Design Expertise:** Creative visuals that leave a lasting impression.



**Content & Marketing:**  
Tailored strategies so that you can tell your story to thousands.



**Business Development:**  
Strategic support to fuel your growth.



**Design Consultation:**  
Have an idea that you can transform into a business, let's connect!



**UX/UI Services:**  
Impactful, engaging and user-centric designs.



**Mobile & Web Projects:** built with React, JavaScript, HTML, and CSS.



**Reliable Web Hosting:**  
Your website's success Powered through Hostinger.

# Unique Selling Point

- All-in-One:** Design, marketing, and development under one roof.
- Creative + Tech:** Blend eye-catching design with solid software solutions.
- Data-Driven:** Focus on measurable results, not guesswork.
- Transparent:** Regular updates, open communication, and full client involvement.

# Competition





<https://wearezak.com/>

# Competition

Other **boutique studios** that specialize in either design or marketing (few do both effectively).

The screenshot shows a dark-themed website for 'pixelramen'. At the top left is the brand name 'pixelramen' and at the top right are 'LET'S TALK' and a menu icon. Below the header is a large white text area containing the slogan 'TRANSFORMING IDEAS INTO DIGITAL PRODUCTS'. Underneath this is a button labeled 'DISCOVER OUR SERVICES'. To the right of the text area is a small description: 'Product design, strategy and discovery, digital-first branding, and low-code development'. Below the text area is a circular image showing a colorful, abstract digital interface or design. At the bottom of the page is a navigation bar with links: 'ECSTATIC', 'OUR WORK', 'ABOUT US', 'CAPABILITIES', and 'CONTACT'.

<https://www.pixelramen.io/>

**Larger agencies** that may be out of budget for many SMEs.

The screenshot shows a light-colored website for 'ECSTATIC'. The main headline reads 'An Independent Creative Studio. Transforming Ideas, Inspiring Change.' Below the headline is a circular icon with a dot in it. At the bottom of the page is a section showing two devices displaying mobile versions of websites for 'WOLODE'.

<https://weareecstatic.com/>

Branding and Messaging  
Online Presence  
Social Media Content Marketing  
Networking and Partnership  
SEO and Lead Generation Tactics  
Client Relationship & Networking  
Collaborations

# For Reach

# Market Size



# Revenue Earned

For Market Evaluation Purposes

Graphic  
Design

**1.6 B**

[https://www.ibisworld.com/canada/  
industry/graphic-designers/1412/](https://www.ibisworld.com/canada/industry/graphic-designers/1412/)

Digital  
Marketing

**4.4 B**

[https://www.ibisworld.com/canada/  
industry/advertising-agencies/1433/](https://www.ibisworld.com/canada/industry/advertising-agencies/1433/)

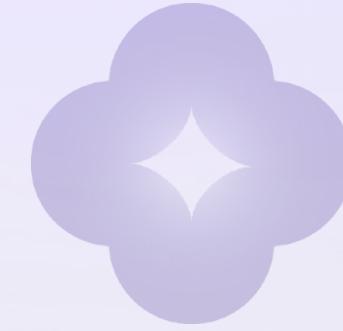
Software  
Publishing

**23.2 B**

[https://www.ibisworld.com/canada/  
industry/software-publishing/1239/](https://www.ibisworld.com/canada/industry/software-publishing/1239/)



# Milestones to Follow



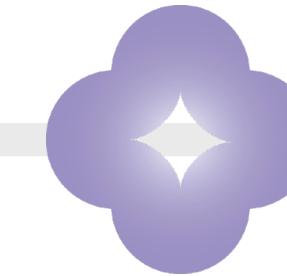
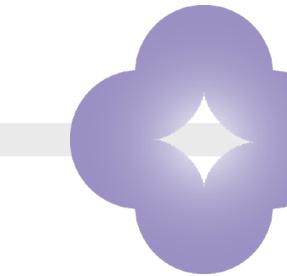
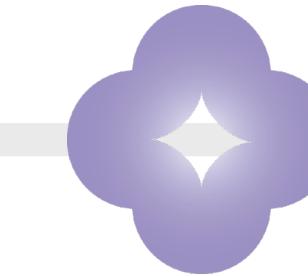
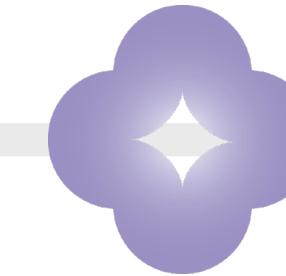
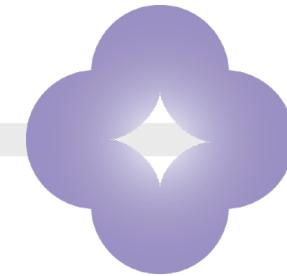
# Venture Timelines

2025

2027

2030

2035



Have a Website  
And 2-3 Clients

Focus on Client  
Acquisition & Brand  
Building

Home Setup

Have a Team of 3  
Members  
And around 10 clients

Scale and Expand

Rental Office Setup

Team of 9 Members  
And Up To 30 Clients

with over 70%  
retention rate

Incorporate Hybrid  
Working

Buy a House

Expand to Global  
Clients

Annual Revenue  
Increase Goal Set to  
20%

Build a Revenue  
Stream

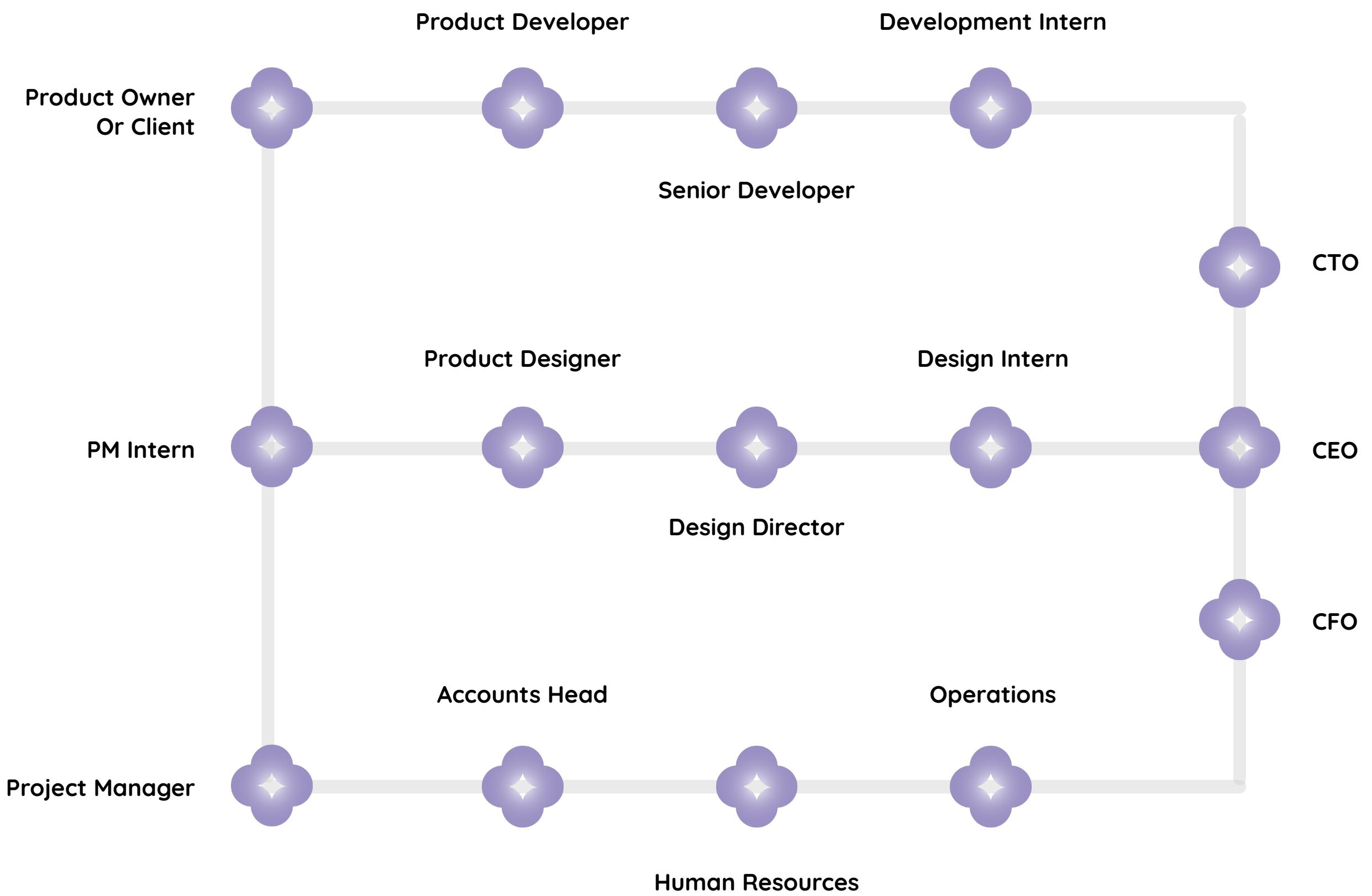
Own Office Space

Hand Over to the  
Next Eligible Expert

Retirement Plan and  
Pension

Permanent Vacation

# Future Team Structure





# Company Financials



# Research

Based on the research found, it seems apt to be charging an average of \$90 per hour for my design services as a senior designer with more than 7 years of previous work experience in Fashion and Graphic Design.

A screenshot of a Google search results page for the query "freelance rates in canada for web design and graphic design services". The results include several links and charts from various websites. One prominent chart from Thervo shows "FREELANCE GRAPHIC DESIGNER HOURLY RATES" with rates ranging from \$20 to \$150 based on experience level: Beginner/Entry-Level (\$20), Junior/Intermediate (\$35), Senior/Advanced (\$50). Another chart from Thervo shows "Graphic Design Prices & Hourly Rates (2025)" with various categories and their costs.

<https://thervo.com/costs/graphic-design-cost>

A screenshot of the Blu Cactus website, which provides a table of costs for various graphic design projects. The table includes columns for the project type and its corresponding cost range. The website also features a navigation bar at the top with links to Home, Services, Testimonials, Blog, Contact, and a search icon.

Junior or Senior Graphic Designer:	\$40 - \$50 / hour
Poster (70x90):	\$4,500 - \$16,500
Information poster (70x90):	\$2,500 - \$15,500
Diptych and triptych (letter):	\$750 - \$2,500
Flyer card (1/2 letter or less):	\$550 - \$1,950
Brochure (1/2 letter):	\$950 - \$5,600
Brochure (letter size per page):	\$450 - \$2,450
Calendar:	\$1,500 - \$14,500
Menu (letter size):	\$1,500 - \$10,000
Tag:	\$6,000 - \$24,500
Name creation:	\$10,500 - \$20,000
Corporate stationery:	\$15,000 - \$59,950
Packaging:	\$2,500 - \$14,900
Brand book:	\$1500 - \$7500
Box and disc (CD - DVD):	\$3,500 - \$14,950
Interactive CD (per screen):	\$450 - \$2,250
E-commerce site:	\$14,500 - \$30,000
Website (maximum 6 screens):	\$7,500 - \$24,95

<https://www.blucactus.ca/how-much-cost-a-graphic-design/>

### Hourly rate

This rate is the most common amongst beginner freelance designers or people who've recently transitioned into freelance design—and for good reason. First, it's incredibly simple: You charge a set amount for each hour of work. That's it. Coming up with your hourly rate is fairly simple, too.

Here's a handy back-of-a-napkin formula to help you figure it out:

- **Step 1:** Add up all of your monthly expenses (utilities, rent, taxes, insurance, etc.), with what you'd like to save up on the side (savings, a pension fund, etc.).
- **Step 2:** Divide that number by 52, for the number of weeks in a year.
- **Step 3:** Divide that number by 40, for the number of hours in a work week.

Let's say your goal salary number is \$50,000 per year. Your calculations should look something like this:

- $50,000 / 52 = 961.53$
- $961.53 / 40 = 24.0$

Which means that your hourly rate should be around \$24 an hour.

**Note:** This is only a rough estimate. It does not take into account taxes and other factors which are unique to each country, state, and individual.

Still don't know how much to charge? Here are a few good rates to start off with:

- **Beginner freelance designer (<1 year - 3 years):** \$20 - \$35 / hour
- **Intermediate freelance designer (3 years - 5 years):** \$35 - \$50 / hour
- **Advanced freelancer (5+ years):** \$50 - \$150 / hour

It's worth noting that most advanced freelance designers tend to move away from hourly rate. That's because they don't effectively capture the amount of work that goes into a project. Time isn't the only resource after all. There's also mental energy, sweat equity, and more.

<https://www.wix.com/blog/freelance-graphic-design-rates>

Most clients value transparent pricing based on clear deliverables and outcomes. As such, many freelancers offer tiered packages or retainer models instead of hourly billing alone. Offering value-based pricing tailored to the client's goals can better reflect the strategic and creative work involved in branding, UX/UI design, or content creation.

# Gathered Insights

Freelance graphic design rates typically range between \$25 to \$150 per hour, depending on experience, project complexity, and location. Beginners often charge \$25-\$50/hour, while experienced designers command \$75-\$150 or more.

Flat rates are also common—logo designs can cost between \$300-\$1,500, while full branding or website packages range from \$2,000 to \$10,000+. Monthly retainers for ongoing design services often start around \$1,500.

# Freelance Pricing hourly

I've structured my pricing to reflect the depth, complexity, & value of each service offered through @pseudo\_nova inc.

Whether it's about focused research, hands-on design work, or strategic consultation, each rate ensures quality, clarity, and care at every step.

This tiered approach also allows flexibility—so the client can mix and match services based on the project's goals, timeline, and creative needs.

**\$35/hr**

**Research:** User & market research and documentation, SM Planning & Scheduling

**\$50/hr**

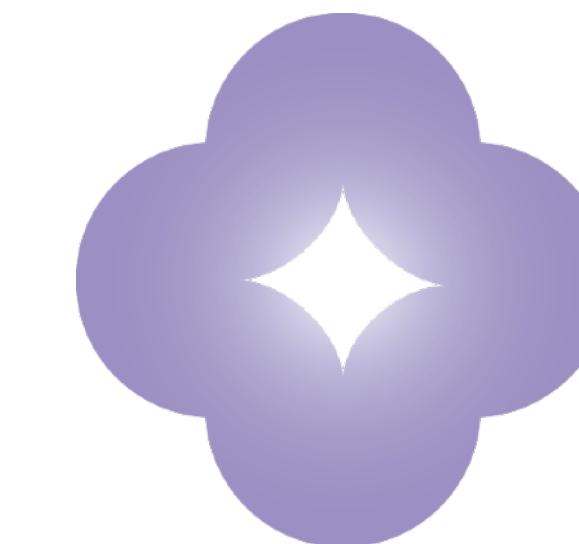
**Graphic Design:** Branding, Social Media Visual Creatives and Print Graphics

**\$75/hr**

**Content & Marketing:** Google & Facebook Ads and Creative Copywriting

**\$90/hr**

**Business Development:** Consultation for setting up a business and providing expertise



**\$90/hr**

**Design Consultation:** Business Rebranding Suggestions, Design strategies and advice

**\$75/hr**

**UX/UI Services:** Information Architecture, Wireframes, Prototypes, Figma and Web Design

**\$50/hr**

**Mobile & Web Projects:** Design & help build transforming mobile apps and websites

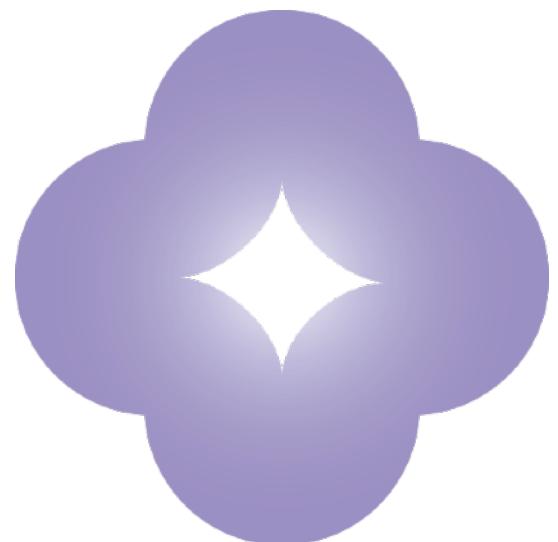
**\$35/hr**

**Reliable Web Hosting:** Your website's success Powered through Hostinger.

# Retainer Pricing

monthly

A retainer with **@pseudo\_nova inc.** gives you consistent, high-quality creative support from a team that truly understands your brand. It's a flexible, time-saving solution that ensures priority access and seamless collaboration as your business evolves.



**\$1500/month**

**Consultation:**  
Strategic support to  
fuel your growth.

**\$2500/month**

**SM Content Marketing:**  
Strategic support to fuel  
your growth.

**\$5000/month**

**Web Design and Hosting:**  
Strategic support to fuel your  
growth.

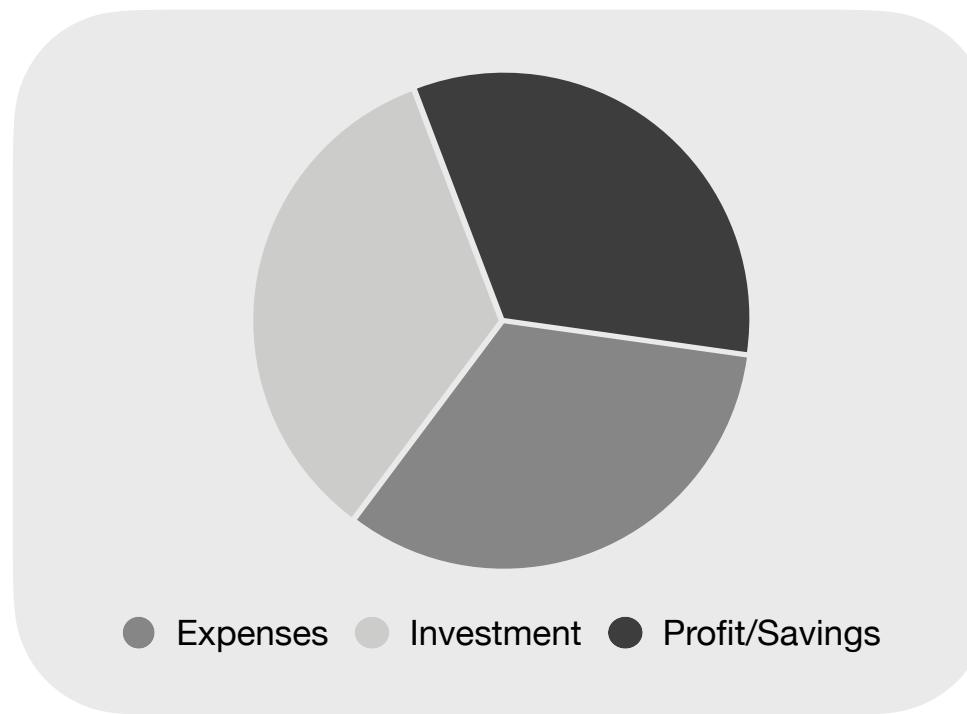
# Desired Salary

annually

My current desired salary as an individual consultant is \$100,000/year, which feels solid and sustainable based on my **\$90/hour rate and 1,500 billable hours**. If I want to scale, invest more into **@pseudo\_nova inc.**, or create more financial flexibility, I'll aim for \$120,000-\$135,000/year as my next milestone.

# Figuring Hourly Rate

At **@pseudo\_nova Inc.**, we transform ideas into digital experiences that captivate and inspire. Our creative studio weaves innovative visual narratives that resonate across the digital landscape.



**Annual Desired Salary : \$1,00,000**  
**Overhead Expense : \$25,000**  
**Taxes 25% : \$25,000**  
**Total : \$150,000 Annually**

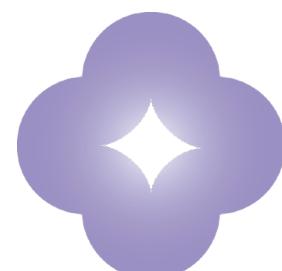
**Billable Hours : 1564 hours / year (30 hours per week)**  
**Hourly Rate : \$96 / hour (5 days a week)**

**Working for 20 hours per week at around \$96 per hour helps meet the desired income goal.**

## Overhead expenses:

- subscription fees for helpful technologies like:
  - Adobe Creative Suite Fee
  - LinkedIn Learning
  - ChatGPT or any other
  - AI subscriptions
  - Microsoft Office
  - Trello, Slack, Figma Premium

- project Insurance and investments
- rent for office space and
- other physical equipments



# Company Expenses

annual

36%

Design &  
Development

28%

Research &  
Marketing

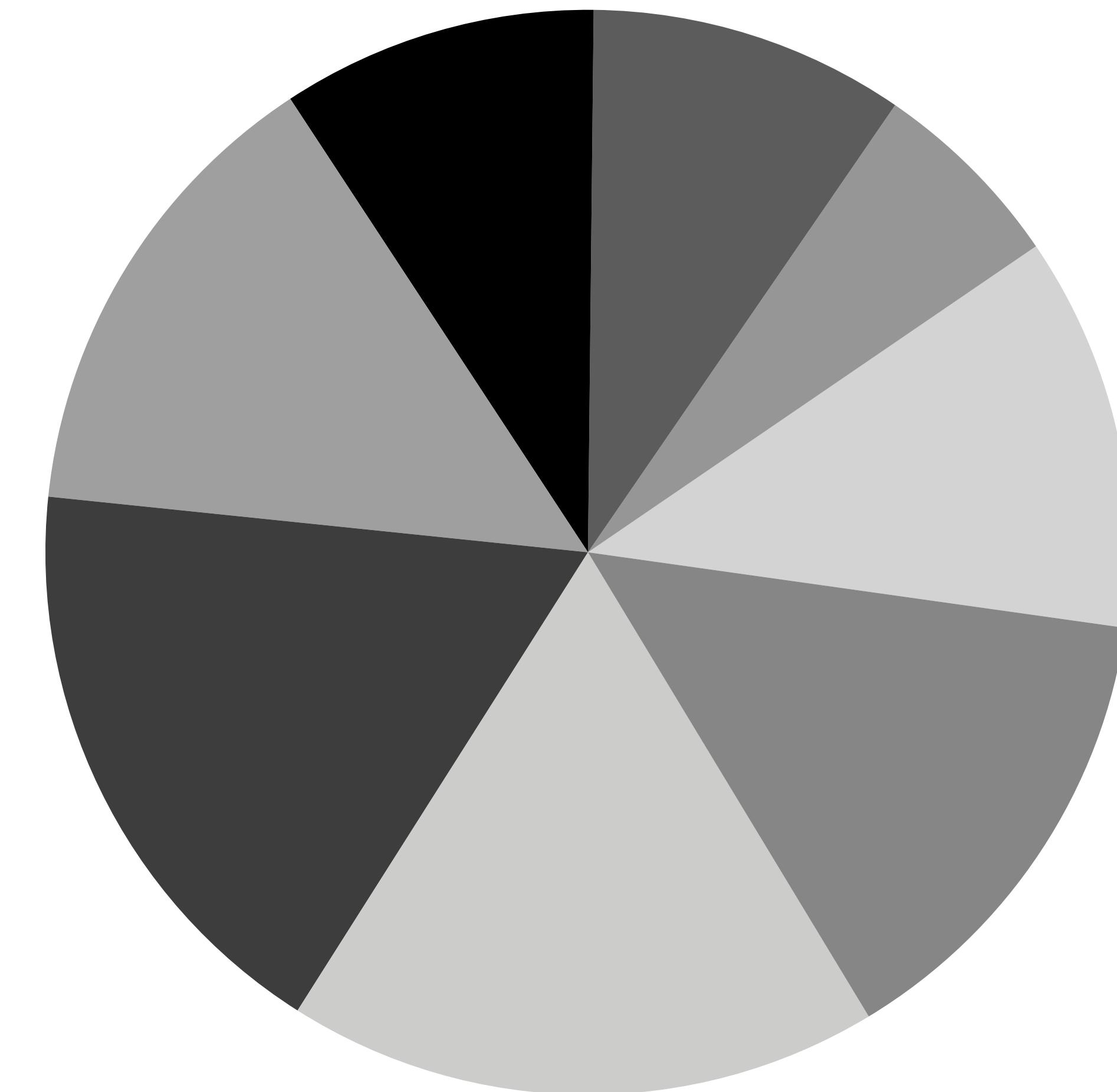
18%

Finance &  
Operations

20%

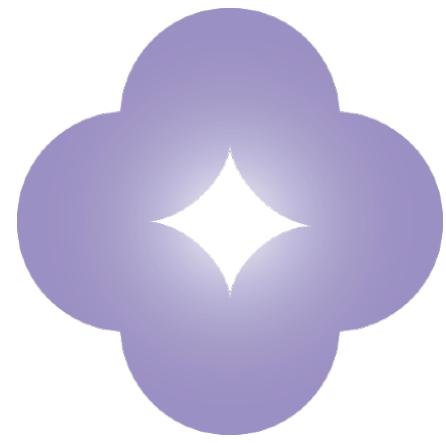
Investments &  
Emergencies

This is a detailed breakdown of the distribution of money in different parts of the company.



● Marketing   ● Design   ● Development   ● Research  
● Operations   ● Finance   ● Other   ● Emergency

A breakdown of Finance Distribution



@pseudo\_nova inc.

**Let's work together**  
Thank You

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