

Kritika Bhunwal

Conscious Creativity | Problem Solving | Growth mindset

pseudo_nova inc.

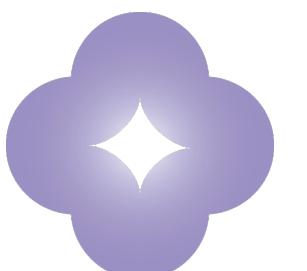
www.kritikabhunwal.com

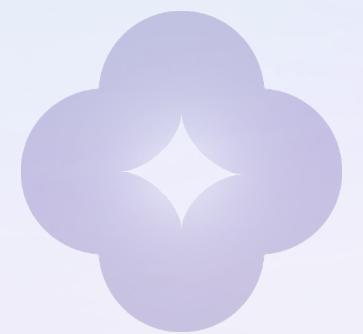
Problem



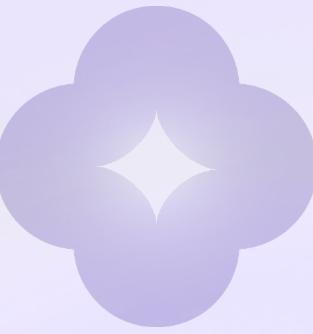
What are we lacking ?

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

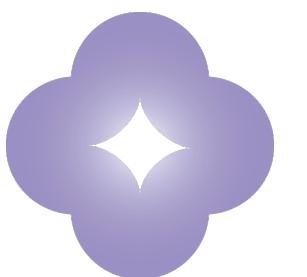
We are **A One-Stop Creative Agency** that integrates design, development and marketing for all your digital needs.

“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



We're pseudo_nova inc.

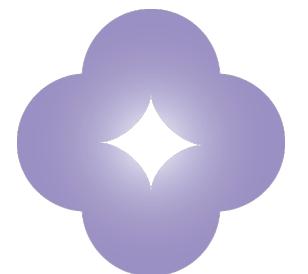
A One-Stop Solution for all your Digital Needs!

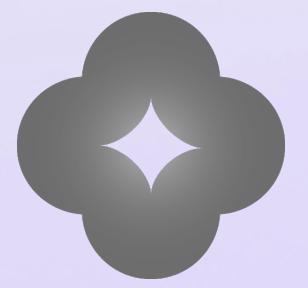
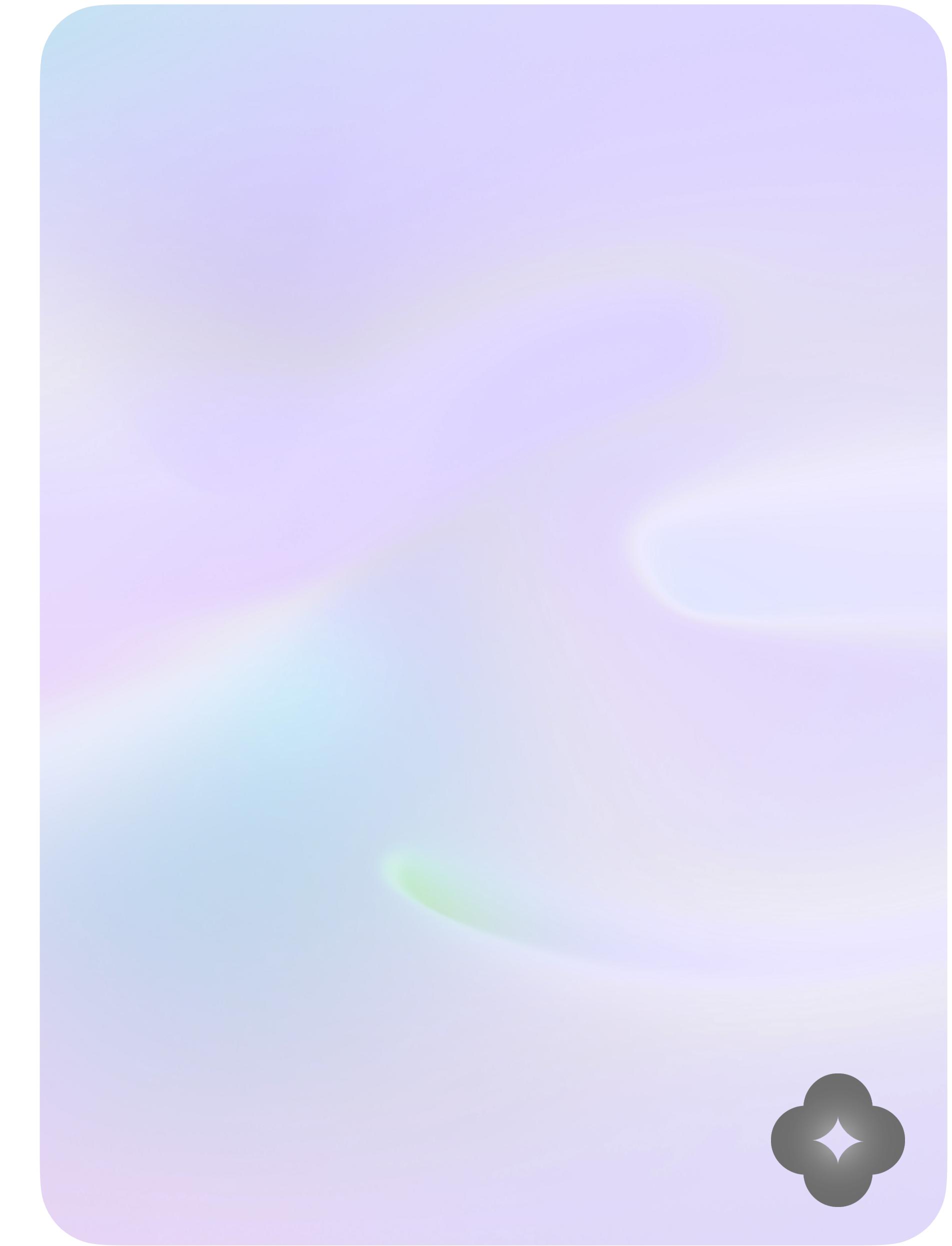
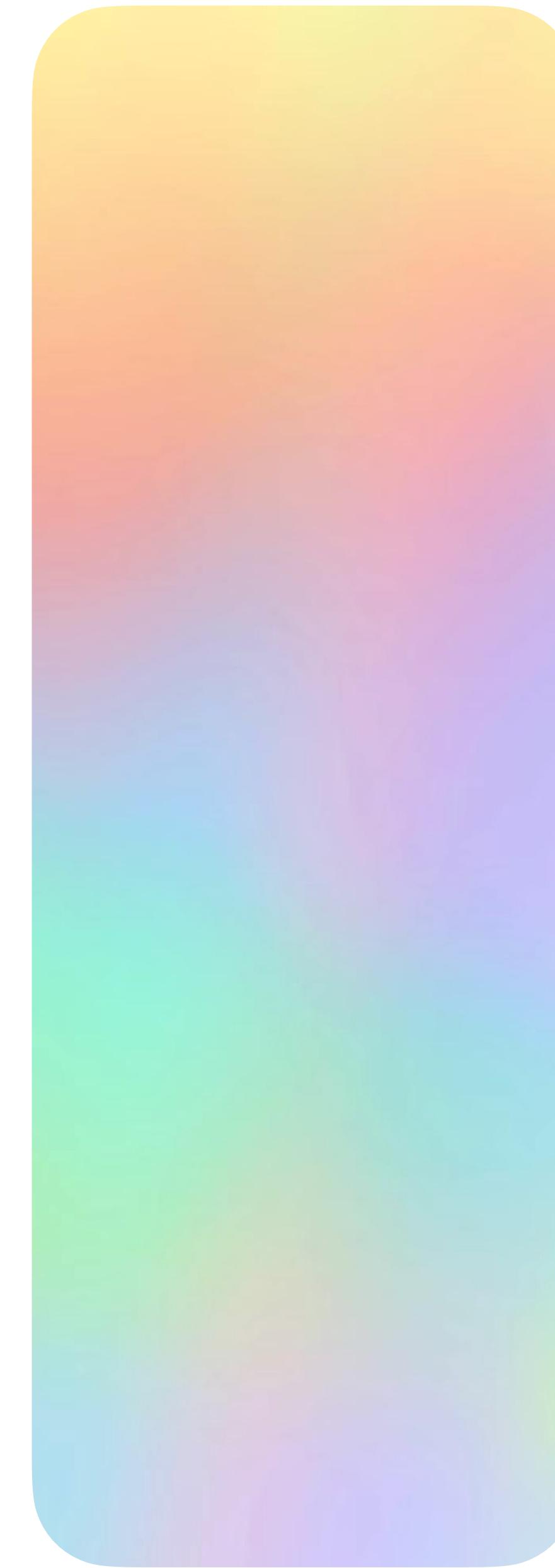
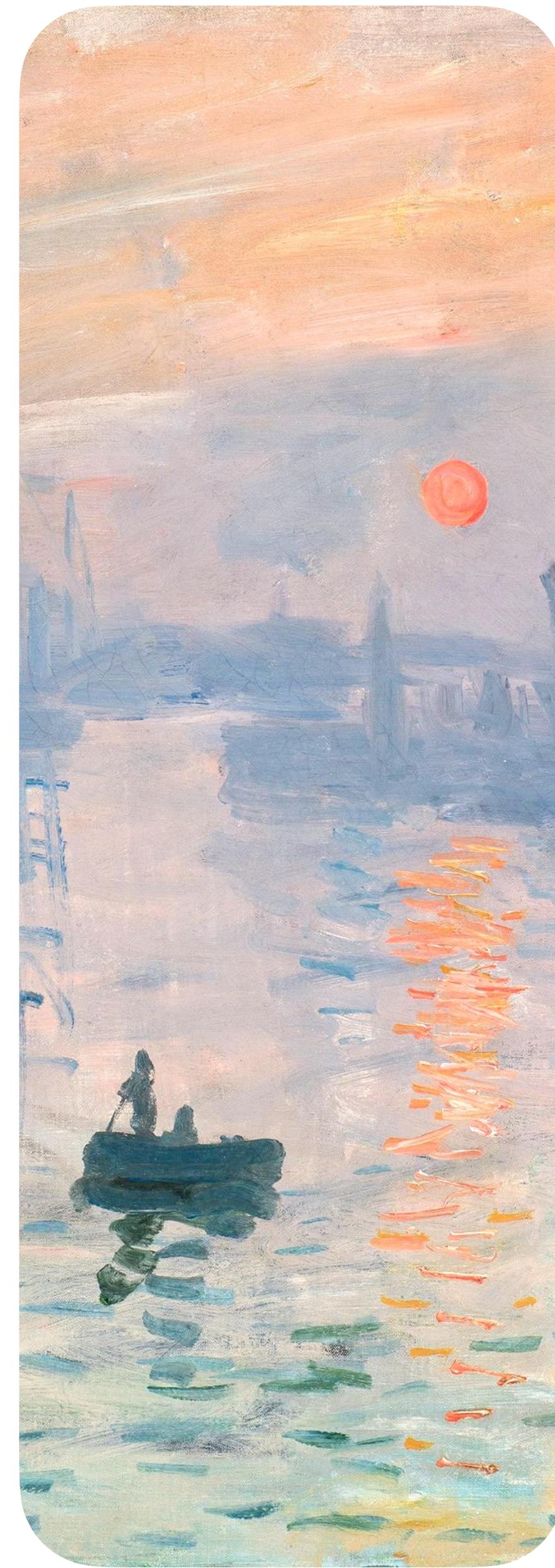


Derived from Latin, "**nova**" means "**new**." It symbolizes creation, innovation, and fresh, birth of something remarkable.

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.



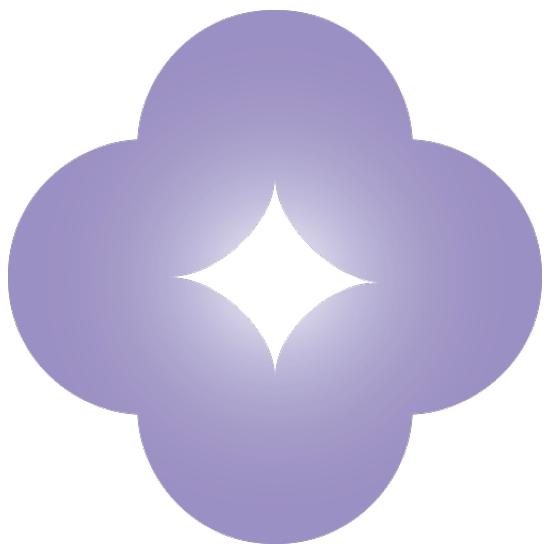
Graphic Design Expertise: Creative visuals that leave a lasting impression.



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).

pixelramen

TRANSFORMING IDEAS INTO DIGITAL PRODUCTS

LET'S TALK

DISCOVER OUR SERVICES

Product design, strategy and discovery, digital-first branding, and low-code development.

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

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

ECSTATIC

OUR WORK

ABOUT US

CAPABILITIES

CONTACT

An Independent Creative Studio. Transforming Ideas, Inspiring Change.

<https://weareecstatic.com/>

Freelancers who provide niche services but lack a full-spectrum approach.

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/)

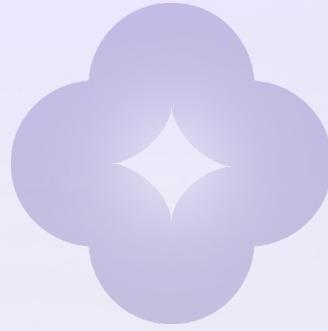
Software
Publishing

23.2 B

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



Milestones to Follow



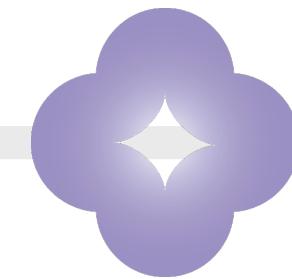
Venture Timelines

2025

2027

2030

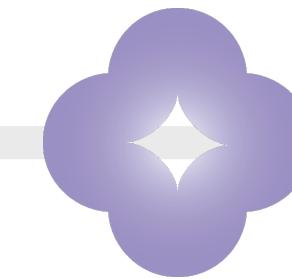
2035



Have a Website
And 2-3 Clients

Focus on Client
Acquisition & Brand
Building

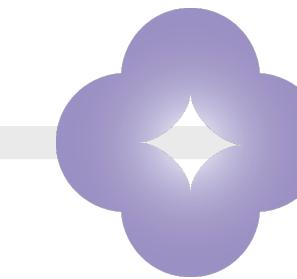
Home Setup



Have a Team of 3
Members
And around 10 clients

Scale and Expand

Rental Office Setup

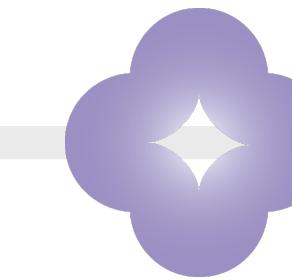


Team of 9 Members
And Up To 30 Clients

with over 70%
retention rate

Incorporate Hybrid
Working

Buy a House

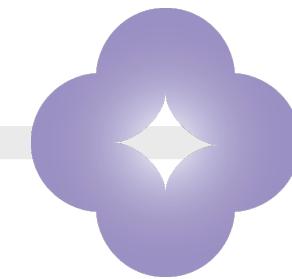


Expand to Global
Clients

Annual Revenue
Increase Goal Set to
20%

Build a Revenue
Stream

Own Office Space

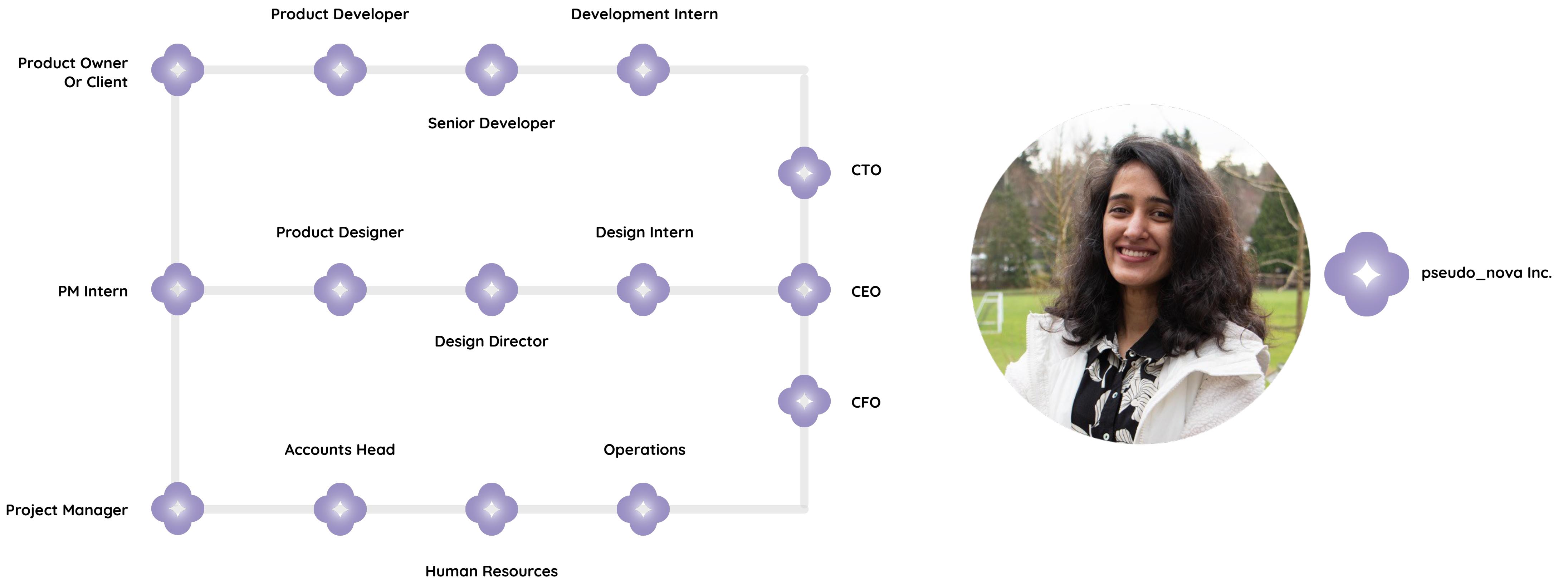


Hand Over to the
Next Eligible Expert

Retirement Plan and
Pension

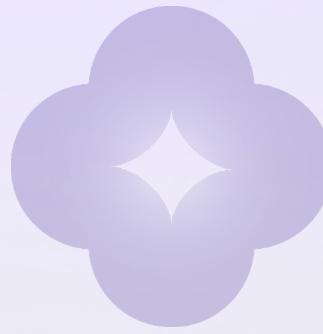
Permanent Vacation

Future Team Structure





Company Financials



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

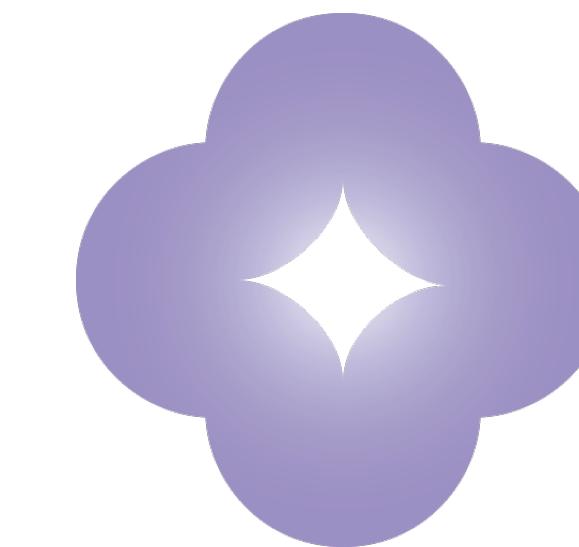
Graphic Design: Branding, Social Media Visual Creatives and Print Graphics

\$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

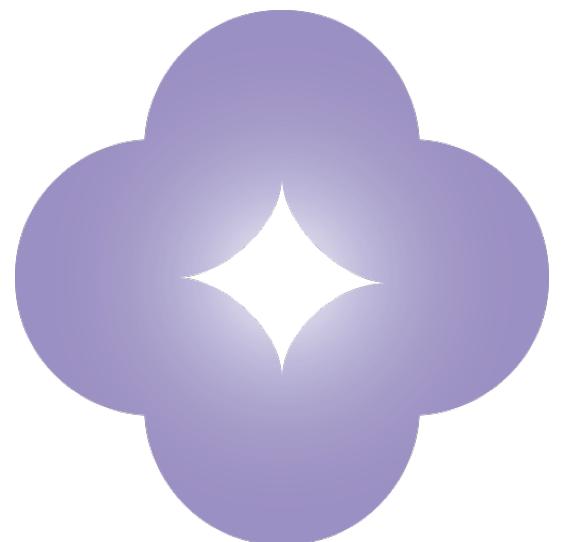
\$35/hr

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.



Desired Salary

annually

\$1500/month

Consultation:
Strategic support to fuel your growth.

\$2500/month

SM Content Marketing:
Strategic support to fuel your growth.

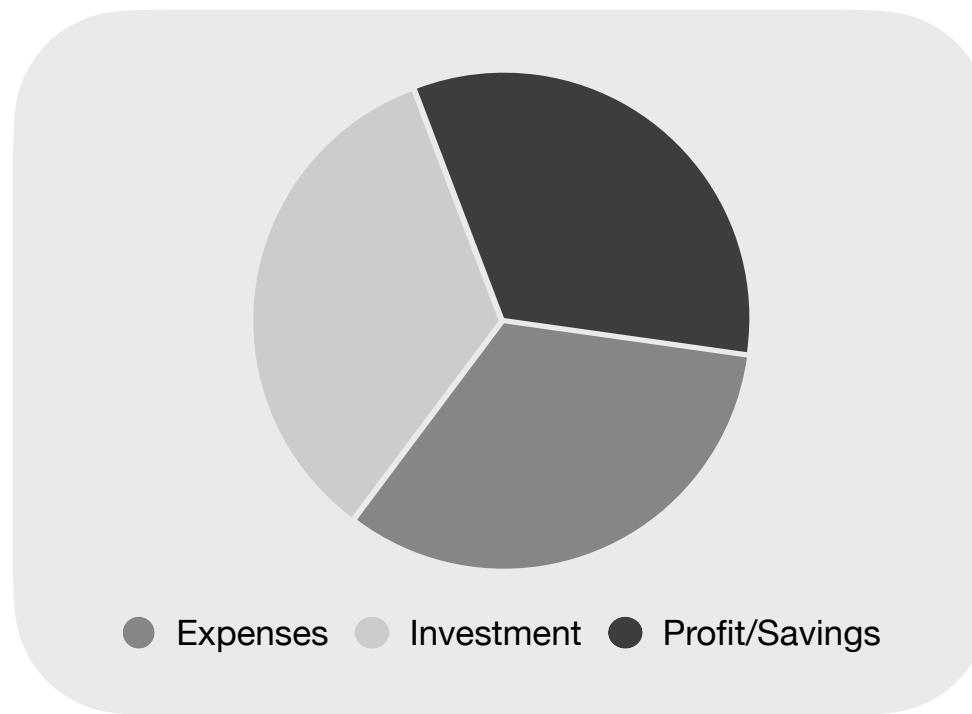
\$5000/month

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

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)

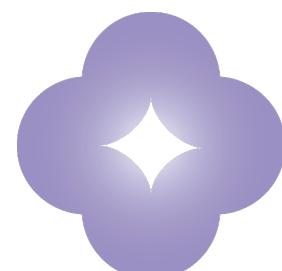
Working for 20 hours per week at around \$96 per hour helps meet the desired income goal.

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

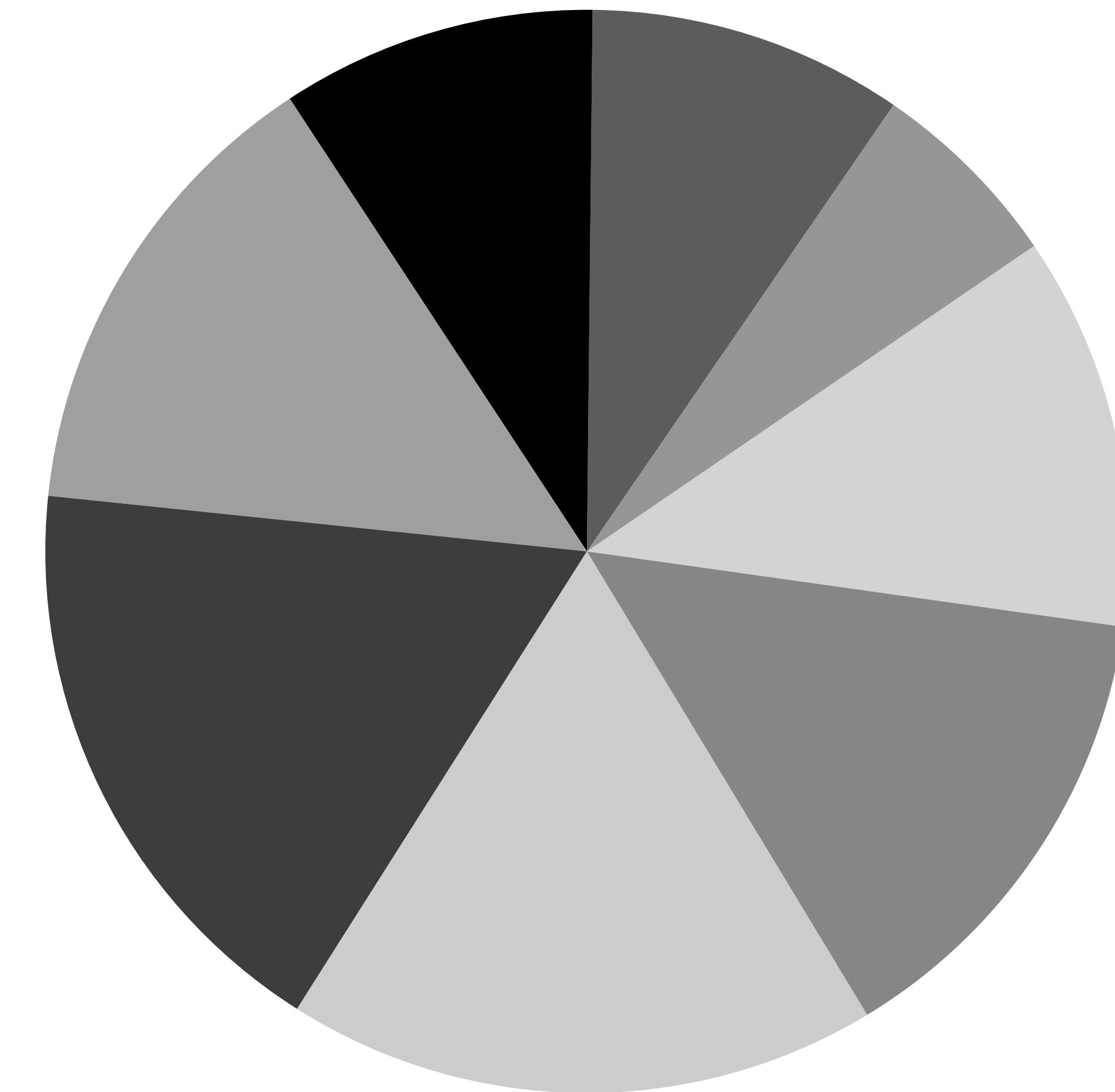
18%

Finance &
Operations

20%

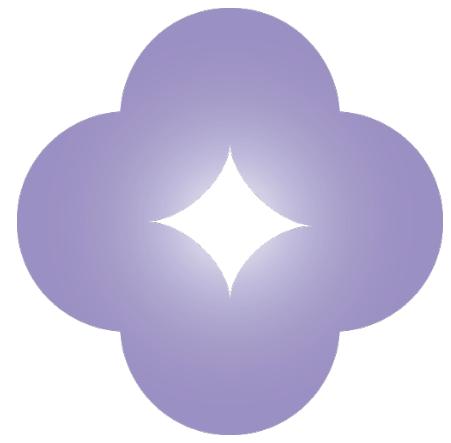
Investments &
Emergencies

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

kritikabhunwal@gmail.com

www.kritikabhunwal.com

Vancouver, BC

