

# **1.0 Executive Summary**

## **Company Profile Summary**

BigFont.ca is a technology and web solutions provider. We sell legible technology solutions that are easy to use and to read for people over the age of 50 year. Our team includes Shaun Luttin in technology, Tony Edwards in marketing, and Adrian Fletcher in design. Find out more at [bigfont.ca](http://bigfont.ca).

## **Market Research Summary**

We will be going after seniors. These are people who need technology to stay in touch with younger generations and to exist in a modern world. Currently, companies like Nurse Next Door provide care services, but there is an opportunity for providing technology services for this demographic.

## **Marketing Summary**

We have a website that keeps our promise of big font and usable technology. View it at [bigfont.ca](http://bigfont.ca). Further, we have business cards for our three staff members. We have advertised in the Welcome Wagon on Salt Spring Island. We also have a dedicated phone line and email address.

The start-up costs are marketing materials, office supplies, and web services. This includes business cards and posters, mobile phones and modern computers, and web site domain names and services. The start-up costs for a web-based business are nominal compared to those of a restaurant, for instance, because we do not need to rent an office or purchase fixtures.

## **Finance Summary**

The sales targets are in development. The expenses are for marketing, office supplies, and web server and domain expenses. Concrete targets and budgets are in development.

## 2.0 Company Profile

### Business Overview

BigFont.ca is a technology and web solutions provider, primarily for companies that do not have on-staff IT personnel. We also work with larger companies that may choose to sub-contract projects that may be beyond the scope or time constraints of their own IT staffers. We specialize in developing highly legible technology wherever the web will take us. One of our core specialties is 'Responsive Design,' a technology in which we focus, at inception of a web site project, on design that can be as readily assimilated on a small-screen mobile device as much as a desk-top computer. Additionally, we work with our customers on computer know-how training of whatever sort, upgrading technology and problem solving. BigFont.ca was established on 01/08/2012

BigFont is committed to technology solutions that are clearly legible and easy to use. We recognise the country's changing demographics towards aging citizens. For them the exponential growth in technology often outstrips their ability to keep up. Firstly know-how is an issue but so too is the simple ability to assimilate words and pictures due to the ever decreasing sizes of devices. For people adopting eye-ware and needing more light, this is a problem. We ensure that our clients are constantly reminded of the need to focus on this, their customers' issue.

BigFont.ca is a service business. Personal and smaller project web solutions: We create custom solutions tailored to our clients' unique requirements. Packaged web solutions: For simple, easily managed websites, customers may choose from our proprietary website packages, WordPress sites, and PrestaShop e-commerce payment system. Business Solutions: We analyze a given business prior to developing a web strategy. The resulting insight facilitates building a custom site that optimizes its value and leverages the best of the web. MLS® Integrated websites: Our agreement with the Victoria Real Estate Board lets us integrate MLS® listings into a website tailored for the REALTOR®. Local Technical Support: We can upgrade RAM, perform anti-virus checkups, and tutor customers or their employees in new software. We will make local house calls, or receive devices delivered to us for service.

### Company History

We have established the business, recruited ten customers in year one at present count, and are in process of preparing a direct mail campaign selling our services. We have engaged with Twitter and expect to use this product to advance our sales. Leads are responding well to our big idea for BigFont. The idea came about from listening to customers say, "So many websites are filled with tiny wording, small graphics and icons that I can't read or understand. Can you do something about that?" We noticed that our client prospects often hunched close to their computers trying to read the screens. We understand that eyes get tired, screens get blurry and this leads to frustration. Using large font all the time is one part of the solution. Responsive Design is another. And by no means least, graphics and icons must mean something and always explain their use when the cursor hovers over them. These observations were supported by our perception that there is a digital divide between those who are technologically savvy and

those who are not. For instance, the silver tsunami of people over the age of 65 needs technology as much as the younger generation does. As a result, creating legible, usable technology will make it easier for everyone to connect and be understood. BigFont's website delivers on the promise of legible technology. . BigFont has been creating web solutions for customers for a year now. This includes among others a website for a farming operation, a web app for a grocery store, and technical support for a number of retail customers. A current project involves creating a website for a blasting company. All our web solutions use cutting edge technology including HTML5, Responsive Design, and web services. As an incidental issue, BigFont recognises that capitalization and spacing of Internet related vocabulary is a point of contention online. BigFont uses the now widely accepted use of lowercase and single word form of terms such as website, webpage, and webmaster.

## **Management**

BigFont is currently a sole-proprietorship. Shaun Luttin is owner and head of technology. Adrian Fletcher is a technology expert and our design chief. Tony Edwards who has a lifetime of experience in the marketing, advertising and research industries is our marketing guru. **SHAUN LUTTIN** Born and raised in Vancouver. Completed post secondary education at the University of British Columbia. After receiving a Bachelor of Human Kinetics in 2008, he sampled careers in health care, leisure administration, and academic research. The latter included co-publishing a paper on Motor Learning with Dr. Nicola Hodges. In 2010 Shaun enrolled in an intensive software development program at the BC Institute of Technology. Since graduation he has provided Web development and technical support services to business. He is a Microsoft Certified Professional Developer. **ANTHONY (TONY) EDWARDS** Tony's marketing career spans a wide variety of major players that included Unilever, Barclays Bank, Ikea and J.M. Schneider. His work involved, among other things, business-building and retention, and budget control. He planned campaigns for the integration of clients' business strategies. These included packaged goods brand marketing; advertising; promotions; merchandising and public relations, as well as qualitative and quantitative research. Through BigFont, Tony is available as a marketing consultant to our clients. Rates are negotiable. **ADRIAN FLETCHER** Adrian Fletcher Design [adrian@bigfont.ca](mailto:adrian@bigfont.ca) Adrian's passion is designing intuitive and attractive web sites that are built on uncompromising user-centred information. Adrian studied Internet technologies at Capilano College, and Java programming and database design at Simon Fraser University in 1999. Later, he established his own business. He is skilled at web graphics and web page layout and design, content editing and print formatting. Adrian has experience as a REALTOR® and is a BCRPA Personal Trainer.

## **Location**

BigFont.ca will be store front. BigFont.ca will be located at #2103 - 115 Fulford Ganges Road, Salt Spring Island, BC, Canada V8K 2T9. Adrian Fletcher is the lessee at this address for his spouse's business and no rental cost to BigFont is to be levied at this time. This business frontage is located in central Ganges and allows us to market with street signage. Being in the centre of town permits ready access to most-likely business customers and presents a professional look for our company. Further, this location facilitates drop-in and walk-by traffic. It is within easy reach of public transit.

## **Legal Structure**

BigFont.ca is a sole proprietorship. The complexities of a partnership are unweildy and expensive at this time when BigFont is still getting to know its potential partners.

BigFont.ca is interested in securing trademarks.

## 3.0 Market Research

### Industry Profile & Outlook

BigFont.ca operates primarily in the Computer/Software Applications industry.

The industry contains hobbyists, small shops, medium sized business, and enterprise solution developers.

Entry into this industry is relatively easy for simple technology solutions. This includes Word Press websites and certain types of residential technical support. For more advanced solutions, entry requires expertise that may take years to develop. Further, at the enterprise level, the expertise necessary may take ten years to develop. Staying competitive involves continuous learning of new technology. It also involves marketing of services to cut through the noise of the hobbyists and smaller shops. Two of the main challenges are that 1. everyone has a nephew or an uncle who has some technological savvy and 2. people are starting to out-source to third- and second-world countries for inexpensive labor.

The technology bubble began in the 1980s and on into the 90s. From one family in a million owning a home computer in 1980 (check for actual number) the current rate of ownership has escalated to nine families in ten. (Source:?????) Thousands of people made millions of dollars being the first to develop desk top computers and hot technologies. In the dawn of the year '97, (1997) the world became alarmed about the fast-approaching Y2K (Year Two thousand) problem. It was believed that, due to a two digit year date that had been built into computer systems from the start (no one in the computer industry anticipated the year 2000 it seems) rather than a four digit date as we now have, computers around the world would shut down on the stroke of midnight, December 31st 1999 due to an inability to recognise the year 2000. Thus, the year 1900 would commence again. Deja vu. Since people typically do not foresee all the problems inherent in software development and may not understand how widespread the problem can be, it is important to hire qualified professionals who can mitigate, assess, and remediate risk. Recently, the industry has been inundated with microcomputers known as smart devices and with tablets that allow new user interaction such as touch. Apple has capitalized on this by selling more tablets than their cumulative personal computer sales over the history of the company. When a new product comes out, the first on the market can make millions in the same way that happened in the 1980's bubble. Currently, there is a wave toward 'cloud' computing (i.e. accessing and storing information using off-site browsers.) Email is one of the oldest cloud solutions. Now, though, people who are otherwise not technologically savvy are doing word processing in the cloud. Social networking is part of this wherein people are keeping and remaining within instant communication, 24/7, whether in business or in their social lives. This computer-savvy world now rapidly evolving isn't and largely will not be, technologically savvy. Few indeed will be able to keep up with the rapidity of change. A good example of this phenomenon is illustrated by harking back to the mid 1900s. At that time doing mechanical work and especially servicing of ones own automobile was commonplace. Few people tackle it now however because autos are too complex. For similar reasons there will be an exponential demand for IT services that may, for consumers, channel industry where they routinely retain off-site companies like ours to perform on-going IT service needs.

More people are going to be using the browser for their computing. More people are going to be wanting higher levels of security for their online computing. More people are going to want high levels of integration and synchronization among all of their devices and accounts. And more people are going to need IT services to help them navigate through the myriad problems and opportunities presented in the new techno-world

## **Local Market**

BigFont is located in downtown Ganges on Salt Spring Island. This location provides a passing-trade source of business. However, it has been long established that certain kinds of businesses, especially IT, can be run from any location, anywhere, (e.g. the outsourcing of communications technology around the world). For this reason we envisage few barriers to our development of business in our nearest major city, Victoria, B.C. and/or Vancouver. To get started, we have (free) access to a blue-chip mailing list and an introduction from an impeccable source, of businesses primarily in BC but which stretches across Canada. With this we will launch our Direct Mail (DM) program. We anticipate working with clients much further afield with the progress of time and favorable word-of-mouth recommendations.

## **Key Competitors / SWOT Analysis**

strengths - [imaginethatgraphics.ca](http://imaginethatgraphics.ca) - WordPress - graphic design - toll free phone number - #4 search result in Google for Salt Spring Island Web Site search string - client base  
weaknesses - - custom solutions - responsive design - mobile - Web applications  
opportunities - - application development - resizable font on Web site - website loads slowly and does not resize well  
threats - - might offer WordPress solutions that do the same thing as our custom solutions

strengths - [mobiuscommunications.com](http://mobiuscommunications.com) - graphic design - WordPress skills - client base  
weaknesses - - usability testing - functionality testing  
opportunities - - they could do more testing of the functionality on their sites, because Adi and I have noticed that several of their sites have broken functionality  
threats - - they might offer WordPress solutions that are less expensive versions of our custom solutions.

strengths - [floatingworld.ca](http://floatingworld.ca) - knowledge of Joomla  
weaknesses -  
opportunities -  
threats -

strengths - [saltspringwebdesign.com/](http://saltspringwebdesign.com/)  
weaknesses -

opportunities -  
threats -

strengths - [sky-valley-web-design.com/](http://sky-valley-web-design.com/)  
weaknesses -  
opportunities -  
threats -

strengths - [bytesizedwebsites.com](http://bytesizedwebsites.com)  
weaknesses -  
opportunities -  
threats -

## **Keys to Success**

Quality control. It is known in the industry that the constant rush to be first or simply to get things done consistently results in 'bugs' in the program or the application or the web site. An all too frequent refrain in business is: "This is just a beta. We need feedback from our customers to correct the glitches." Such an argument would not be tolerated with most products and services. It is our firm intention to see to it that our work does not come with glitches or bugs. To this end our marketing guru is in charge of ensuring that our product does what we say it will do, no ifs, buts or "that's weird".

## **4.0 Sales & Marketing**

### **Pricing Strategy**

There are no fixed standards across the industry. Individuals and companies appear to price at what the market will bear. While there are those who charge as little as \$30/hr for their work, close examination suggests those people usually offer an unsophisticated service. Our market intelligence suggests that a rate of \$60/hr is common with some companies charging considerably more. Developed companies in our business, responding to RFPs from large client prospects often quote an overall fixed price for the project and this may come in at many thousands of dollars. While this can always be reverse estimated to establish an hourly rate, the greater likelihood is that the quote is influenced by market reputation and perceptions. Big Font's current rate is \$50/hr. It is, in our judgment, a little less than the going rate for service from people with our level of knowledge and technological sophistication. We are somewhat under-charging in order to gain a competitive edge in the early stages of company development. Due to the ever expanding industry and its competitive nature, we envisage remaining on the lower side of market rate for the foreseeable future.

Barnyard Grafix charge \$60/hr Bibby Communications charge \$85/hr Iridophore Design charge

### **Marketing Strategy**

1. We have developed a corporate ID that is found on our website and business cards. We have developed an informative website that communicates who we are and what we do. Our website reflects our unique selling proposition (USP). The BigFont website provides easy, instant access to the company and its personnel by a ready reference to phone numbers, e-mail addresses, Twitter addresses and a Facebook address. We have developed our website in such a way that we expect it will show up early in any google search for a company like ours. 2. We will be kicking off our pro-active marketing initiative via a direct e-mail program from an exclusive e-mail list. It will include an introduction from a top business personality. We will open a dialogue with interested parties via Facebook and LinkedIn and we will commence a Twitter campaign. We will become listed in relevant phone books or their on-line equivalent on Salt Spring, Victoria and Vancouver. We will become a presence at any industry shows that are relevant in our two closest cities. 3. We will be networking on Salt Spring and will seek opportunities to engage in something similar in Victoria. We are signatories to Linked In and will be aggressive in pursuing this on-line networking facility.

To increase our customer count from the present ten per year to a minimum of twenty four per year by December 31st 2013 To diversify our business to include a minimum of twelve customers outside the Salt Spring market by December 31st 2013 To achieve sales of \$72,000/year by December 31st 2013



## **5.0 Financials**

### **Sales Forecast**

Year One Sales Forecast (Including Assumptions)

Year Two Sales Forecast

### **Income Statement**

BigFont.ca 's income statement can be found in the attached financial spreadsheet that has been included as a separate document in the Appendix.