

1.0 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

The idea for BigFont came about from listening to customers say, "Can you make the font bigger," and from seeing people hunched close to their computers in order to read the screens. It came from the knowledge that eyes get tired, which leads to frustration. The idea also came about from wanting to bridge the digital divide between those who are technologically savvy and those that 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 enable seniors to connect with the younger generation. BigFont has already set up a company web site that delivers on the promise of legible technology. You can view it at www.bigfont.ca. BigFont has also created web solutions for local customers on Salt Spring

Island. This includes web site for a small farm, a web application for a grocery store, and technical support for several residentail customers. Our next project involves creating a web site for an on Island blasting company. All of our web solutions use cutting edge technology including HTML5, responsive design, and web services. Some things that BigFont has learned is always to use a large typeset when building solutions. Customer feedback is that they really like the big font and that we can further increase its size! They want bigger. Further, BigFont recently learned that the capitalization and spacing of Internet related vocabulary is a point of contention online. Recently, BigFont decided to adopt the lowercase and single word form of terms such as website, webpage, and webmaster. We haven't decided yet about web-application. Hmm.

Management

BigFont is currently a sole-proprietorship. Shaun Luttin is the owner and head of technology. In addition, Adrian Fletcher is head of design and Tony Edwards is head of marketing. **SHAUN LUTTIN** I was born and raised in Vancouver and completed post secondary education at the University of British Columbia. After receiving a Bachelor of Human Kinetics in 2008, I 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 I enrolled in an intensive software development program at the BC Institute of Technology. Since graduation I have provided Web development and technical support services to small and medium-sized businesses. I am a Microsoft Certified Professional Developer. In 2011 my wife Kathryn and I moved from Vancouver to Salt Spring Island. Recently I decided to start BigFont.ca with two goals. The first is to assist businesses in need of sophisticated IT solutions. The second is to help residents in need of home technical support. In my spare time I study chess, practice sleight-of-hand, and am a prolific reader. View my complete vita on LinkedIn. **TONY EDWARDS** My life of experiences includes photography and film, exposure to diverse cultures, geographies, and cities, and work with the largest and smallest businesses. In photography and film, I was producer & director of TV commercials, cinema commercials, and radio spots. My life has been set in English, African, Mexican, and French Canadian, during which I have researched rural Africa, rural US, and countless other urban environments. My early life is documented in The Slope of Kongwa Hill. My marketing career spans case studies, budget building, account retention, branch building, integration of marketing, advertising, promotions, public relations, and qualitative research, business building, and new business consultations. Through BigFont, I am available as marketing consultant to your company. Marketing rates are negotiable and change with project requirements. **ADRIAN FLETCHER** Adrian Fletcher Designadrian@bigfont.ca My passion is designing intuitive and attractive web sites that are built on uncompromising user-centred information design. I studied Internet technologies at Capilano College, and Java programming and database design at Simon Fraser University in 1999. Later, I established my own business. I am also skilled at web graphics and web page layout and design, content editing and print formatting. I firmly believe that communication is key in everything we do, and I bring that to website development in every way I can. I have recent experience as a REALTOR® and am a BCRPA Personal Trainer. I enjoy the outdoors and exploring new terrain, as a hiker, runner and kayaker.

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 already owns the lease to the address. It is in central Ganges, which allows us to market by placing a large sign in the window. Further, it allows customers to come to us. It is also within range of public transit.

Legal Structure

BigFont.ca is a sole proprietorship. The complexities of a partnership seemed unweildly at the time, and BigFont was just getting to know its potential partners.

BigFont.ca is interested in securing trademarks.

2.0 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 web sites 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 is technologically savvy and 2. people are starting to out-source to third- and second-world countries for inexpensive labor.

The technology bubble happened in, say, the 1980s. Thousands of people made millions of dollars being the first to develop hot technologies. When the iron is hot there are millions to be made in the technology industry. In the dawn of the year 2000, the world became terrified about the Y2K problem, and that perhaps all the computers in the world will shut down when computers can no longer distinguish between the year 2000 and the year 1900. Since people do not foresee all the problems inherent in software development and also do not understand how widespread the problem is, it's 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 with the right implementation can make millions in the same way that happened in the 1980's bubble. Currently, there is a wave toward cloud computing and accessing computers through the browser in the cloud. 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 cloud moving, wherein people are living their social lives partly through the cloud.

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.

3.0 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.