



C R E A T E A M A Z I N G U X

BASIC INFORMATION OF THE BUSINESS

Name :	DigiSalad Limited
Address :	Unit 1001, 10/F, Miramar Tower, 132 Nathan Road, Tsim Sha Tsiu, Kowloon, Hong Kong
Tel :	+852 3928 5514
Mobile:	+852 6183 3531
Business Registration Number:	65864580 - 000 - 03 - 16 - 5
Website:	<u>www.digisalad.cool</u>

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DigiSalad Limited is 100% owned by Ng Yiu Chung Tony completely. The company will be mainly operated in Hong Kong.



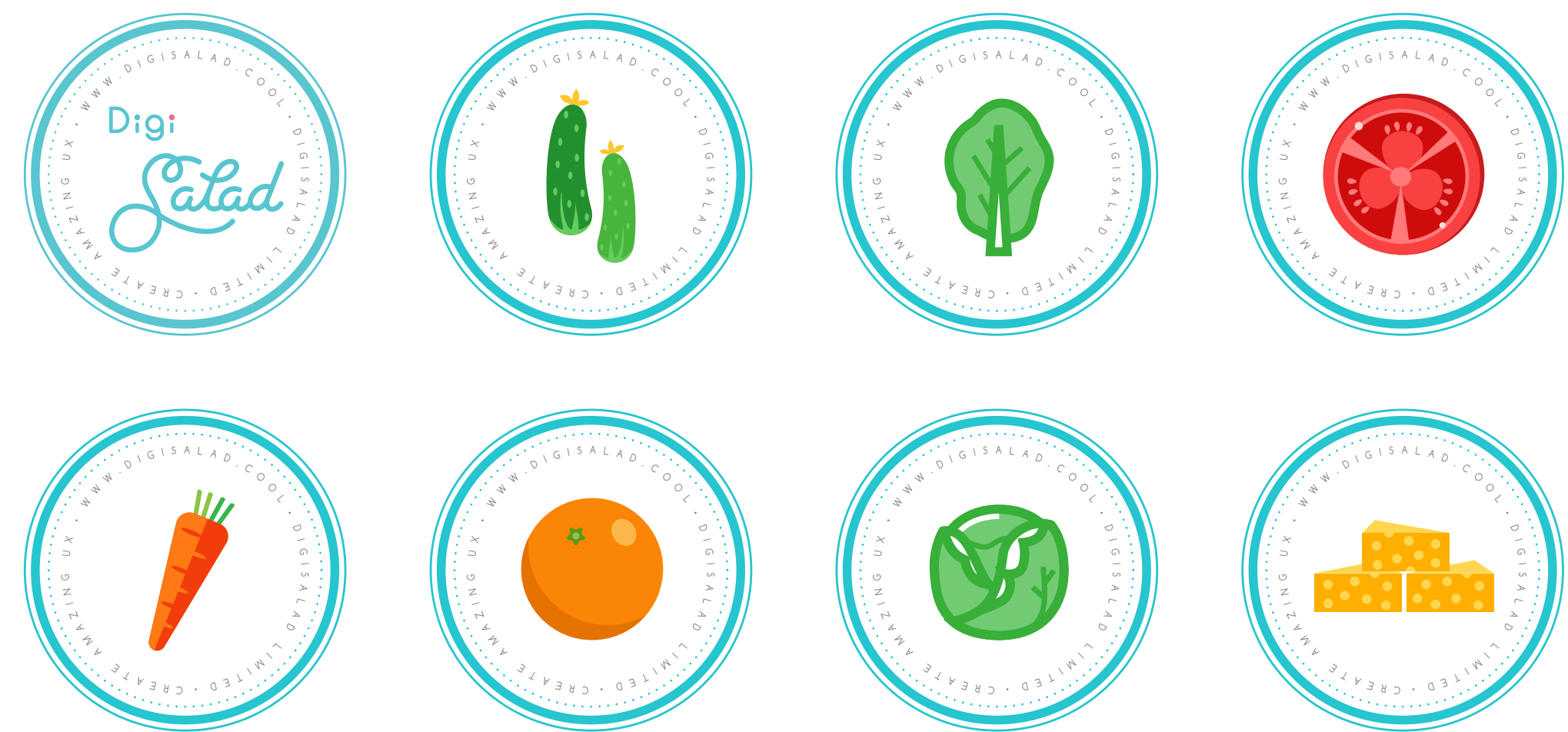
OUR BACKGROUND & INSIGHTS

DigiSalad Limited is a brand-new digital agency in Hong Kong.

We are very specializing in **User Experience (UX)**, User Interface (UI) design for all digital platforms, such as responsive web, mobile app and kiosk, in order to providing amazing user journey and experience for our client’s projects.

We insist that Digital Media is like a salad which mixed by different ingredients, e.g. UX, UI, front and back end coding, mobile app developing, animation, video, interaction, SEO, social media, location marketing, AR / VR, customer loyalty, advertising, digital strategies, email marketing...etc. And we believe that many new unknown “ingredients” will appear in the coming future. Therefore, digital is not only full of challenge, but also a kind of excitement to lead us keeping on learning.

DIGITAL INGREDIENTS



OUR FOUNDER



TONY, NG YIU CHUNG - FOUNDER & CREATIVE DIRECTOR

Tony Ng, Founder and Creative Director of DigiSalad Limited, has more than 8 years for digital solutions experience, especially in UX and UI design. In recent years, he strikes various digital awards such as “The Next Big Things” in marketing magazine and “Top Innovator” in City Mobile Challenge.

Tony indicates that a great digital work isn’t about designing beautiful pages. It is about context - how do we deliver the right experience to the right person at the right time. The most important thing is how to make your customers have an amazing digital journey and engage your product or website anytime anywhere.



ABOUT THE INDUSTRY, BUSINESS OPPORTUNITIES & BUSINESS MODEL

The competition in digital marketing industry is very high, but the quality of most of digital agencies is not high enough.

Nowadays, UX (User Experience) and UI (User Interface) design play essential role in different kinds of digital projects. Also, IoT (Internet of things) will be a hot trend in the market. How to interact with different kinds of devices, such as sensor, Virtual Reality glass, iBeacon, robotic..etc, is the talking point of the whole industry. It should be a great channel of digital marketing or advertising.

However many digital agencies in Hong Kong are lack of experience to handle that and their technology is step behind from the international.

Meanwhile, VR video has been viral in the western digital market in 2015 but there is no any digital agency in Hong Kong offer VR video services specifically.

I am working in digital media industry for 8 years. My strengths are handling UX and UI Design and it gained my client's appreciations on my effort and profession. In this period of works, I can see my clients are looking for UX driven company which can provide professional ideas for their projects. Also, they desire new technology can bring a gimmick in the market and great revenue for their company.

Therefore, I can see the high demand for providing UX driven and VR video services in this industry.



OUR STRATEGIES

90%

DIGITAL

10%

OTHERS

DigiSalad provides wide-range digital solutions and creative ideas. We understand users, their behaviours, what they need and the technology they are using. We believe that users play an essential role in the market, so our direction is to drive results through smart strategy and create amazing user experience.

Our business will be divided into five parts

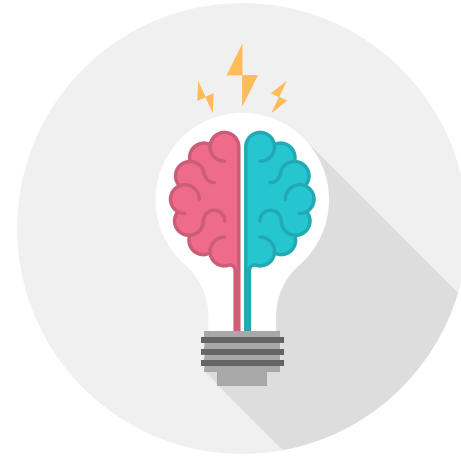
- 1 Provide UX consultancy services to our clients
- 2 All around digital solutions to our clients
- 3 Produce VR (Virtual Reality) video
- 4 Creative Products
- 5 Corporate Identity Design



OUR SERVICES



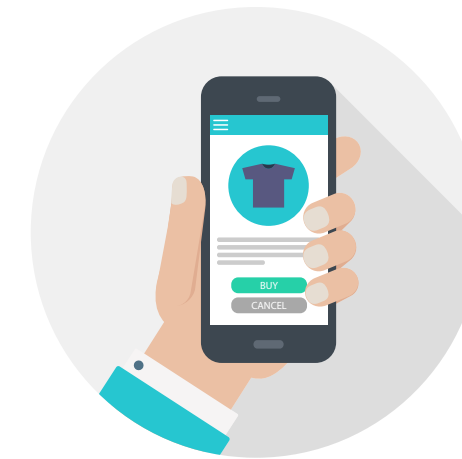
UX Design



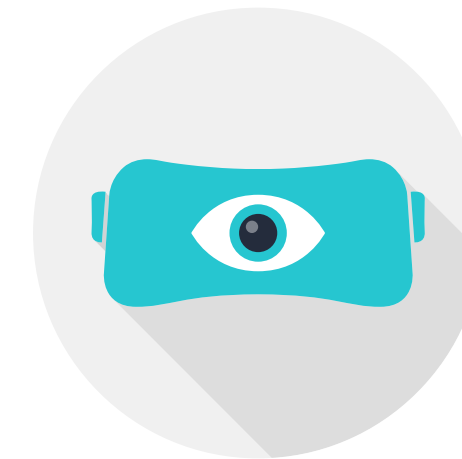
Strategic &
Planning



Responsive
Web Design



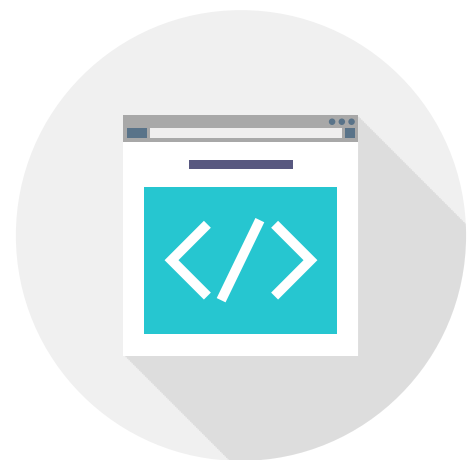
Mobile App
UI Design



Virtual Reality (VR)
Campaign



Motion Graphics
(Video & Animation)



Web Development



App Development



Social Media
Campaign



Email Marketing



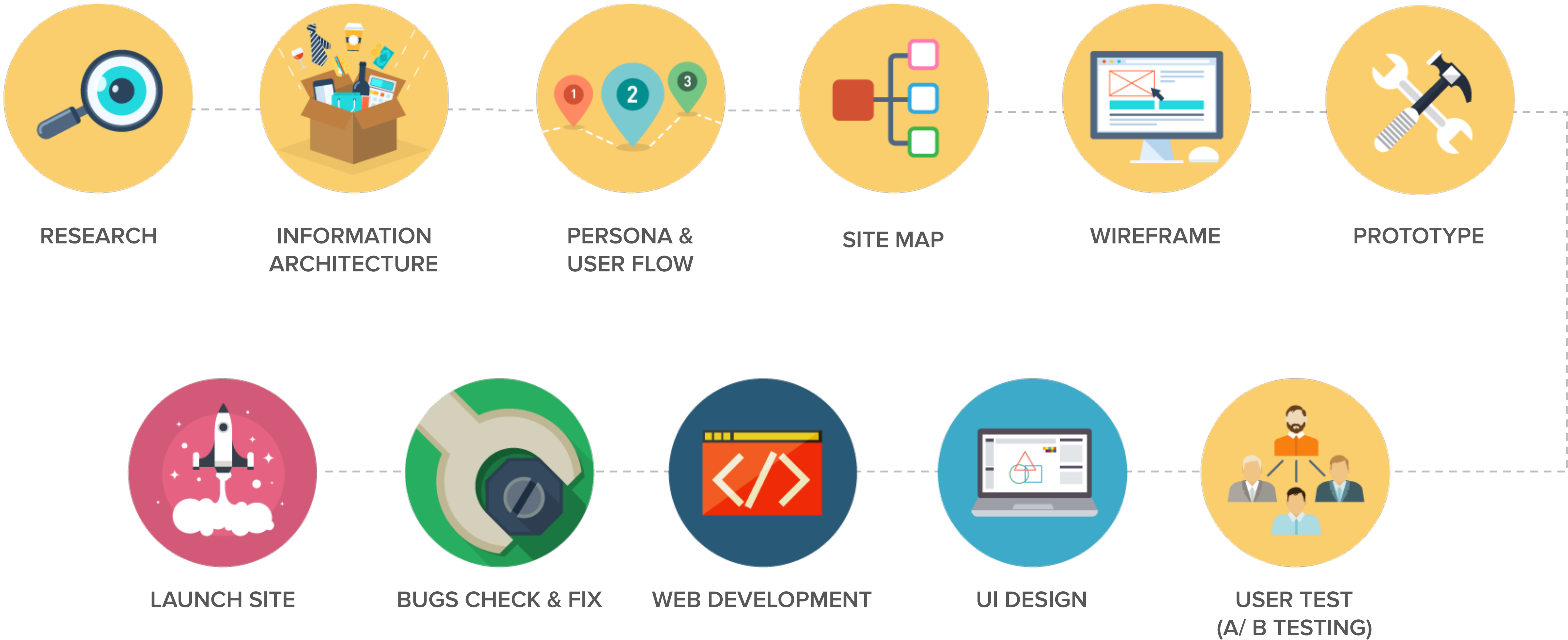
SEO



Brand Identity
Design



OUR WORK PROCESS



OUR BRAND EXPERIENCE



MARKET ANALYSIS

Who is our target customers?

Why our services meet our customer's specific needs and stand out from competition?

Our target client is a group of business companies who need a digital agency design and revamp their website, mobile app with high quality standard. Some of clients may be seeking a digital solution to solve their problems they are facing or enhance the overall performance of their business.

We understand that digital industry is high competitive. Therefore, we will provide wide-range services, such as e.g. Strategic and Planning, UX and UI Design, VR video production, Motion graphic production, SEO, Email Marketing...etc.

We have great experiences to serve well-known corporations which come from different industries, such as PCCW, Swire, SanDisk, Cathay Pacific, Adidas, Starbucks, Hong Kong International Airport, Bank of China...etc. We gained their appreciation on our effort and profession.

At the same time, we are developing our own products and target to reach the public users by App Store, Google Play Store and Responsive website. We are also looking at the possibility of VR mobile app as it is emerging hot technology and high potential marketing channels.

In the conclusion, UX and VR are hot trends of digital world in 2016. We will be the first digital agency which provide UX and VR driven services in Hong Kong market.



COMPETITORS IN THE MARKET

There are some agencies are our competitors in the market, such as Mirum, Fluid HK, Mtel, Heath Wallace, Pacific Link, Pixo Punch and Rice 5... etc. I was working in Mirum, Mtel, Pacific Link and Pixo Punch before and I understand the common weakness points of that scale agencies.

Those companies are having huge resources (Funds and Equipment), big office and loyalty clients base. But they are also facing same problem - they always have many projects on hand at the same time, it result to deliver low quality works to their clients because of time limitation and lack of human resources. Meanwhile, staffs always stay at office over night to finish the projects to meet the tight deadline, it leads to high turnover rate.

In view of this, we would like to form a small team and focus on each project with excellent quality. We insist that our staffs are not a machine to work under long hours every day with strict rules and they are not a pair of hands of clients. We hope that our loyalty clients choose to use our services because our works are high quality instead of high quantity.



OUR MARKETING PLAN

HOW CAN WE REACH OUT TO THE TARGET CUSTOMERS?

- 1 Reach the clients who served from my previous freelance projects
- 2 Reach the clients who served from my previous agency jobs
- 3 Search Engine Optimization (SEO) from DigiSalad official website
- 4 Google Ads to promote our company
- 5 Social Network referral - e.g. Friend Referral / Community Referral
- 6 Recruit and form a Sales Team to pitch different kinds of potential clients
- 7 Attend different startup events (e.g. CoCoon's startup events) and related exhibitions.

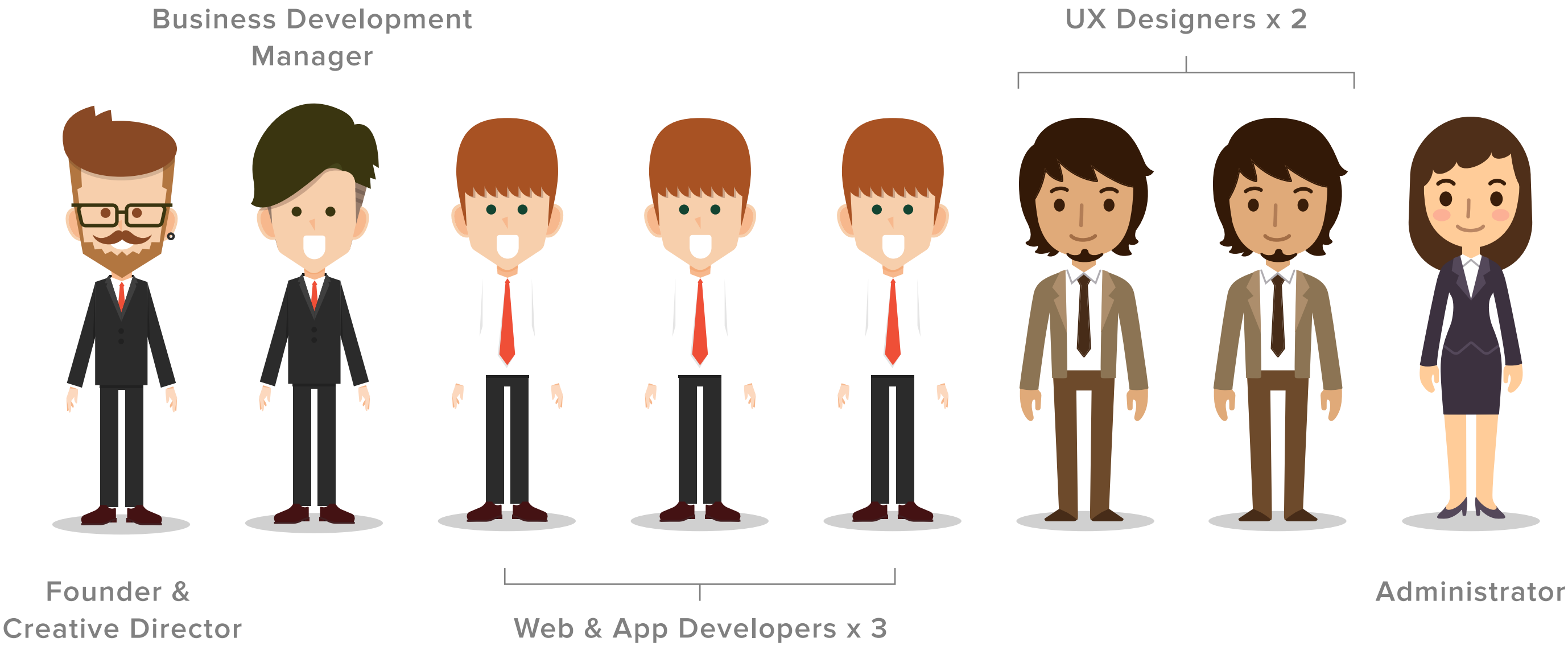


OUR INCOME

- 1 Client's Project
- 2 Company Products
- 3 Cash awards from participating design contest
- 4 Pitching



OUR TEAM STRUCTURE



- Founder & Creative Director x 1**
Oversee the team and provide the direction of every projects.
- Business Development Manager x 1**
Reach different kinds of potential clients
- Web & App Developer x 3**
Front-end development, Back-end development, App development.
- UX Designer x 2**
Provide strategy and planning for every projects.
Design tailor-made information architecture, user flow, persona, wireframe and UI design.
- Administrator x 1**
Handle paperworks and office general issue daily.



IMPLEMENTATION PLAN - SETUP

SETUP TIME - 2 MONTHS

For company registration and business registration, company branding materials design, startup loan application, open company bank account, rent office and equipment setting.

SETUP TIME COST: HKD\$56,967.00

Website Domain Fee - digisalad.cool	HKD\$838.00 for 2 years
Company Registration (include CR, BR, Green Box, Company stamps and other service charges)	HKD\$7,400.00
Office Rent	HKD\$13,900.00
HSBC Company Bank Account	HKD\$1200.00
Apple iMac x 1	HKD\$23,946.00
Apple Mac Mini Server	HKD\$5,288.00
Apple Time Capsule	HKD\$2,988.00
Company Google Mail	HKD\$9.00 per month
SSL	HKD\$1,138.00
Adobe License	HKD\$298.00



IMPLEMENTATION PLAN - EXPANSION

15th of April

Start business on 15th of April.
All branding and supporting materials
should be ready before this day.

8th of May

City Challenge, which
organized by HKSTP on 8th
of May

~June

Form Sales team
before June

~August

Get total 3 projects before
August

June

Form Programming team
on June

~June

Get our first client
before June

~December

Get total 6 projects before
December

~2017 April

Get total 10 projects before
next year April



COST FOR SALARY, OFFICE & EQUIPMENTS

ITEMS

Salary

Office - Over 800 sq ft for 8 ppl - 10ppl

iMac **x 6**

Mac mini for company server **x 1**

Airport Time Capsule **x 1**

Macbook **x 2**

Adobe licenses **x 3**

Microsoft office **x 8**

Stationaries
(Name Card, Letterhead. Envelope...etc)

COST

HKD \$85,000.00 - \$140,000.00

HKD 23,000.00 / month

HKD 100,000.00

HKD 5,288.00

HKD 2,988.00

HKD 25,000.00

HKD 1000.00 / month

HKD 5000.00

HKD 5000.00



POTENTIAL RISK FACTORS

Here are 4 potential risk factors on the business:

Bad Local Economics Environment

Many people foresee that Hong Kong economic environment maybe decline in this coming 2 to 3 years. Obviously, this situation is embarrassing retail industry and other industries today. Therefore, some companies may cut-off their budgets on digital solution or advertising.

Low Feedback from Client

DigiSalad will recruit a sales team to pitch our potential clients. However, the worse case is most of the potential clients may not giving us immediate feedback due on various reasons. It will lead to our business plan far from our expectation and unable to keep the income.

Insufficient funds

Our total funding is around HKD \$650,000. Although digital industry is cost-effective - we can do everything by handling a computer and accessing to internet only, our main cost is staff's salary and paying money for office rent. The funding is only enough for running the business around half year in case we don't have any income.

Failure on Team Recruitment

Organizing a dream team is exciting but it sometimes far from our expectation. DigiSalad is experiencing on UX and UI Design, but we are still seeking 1-2 programmers who can handle front-end and backend programming in web or mobile platform.

However, high quality programmer is high demand on the recruitment market no matter for in-house company or digital agency. It is very competitive to recruit some digital talents.

It will affect our entire performance if we are unable to recruit programmer member on time.



CONTINGENCY MEASURES

If our business is facing some difficulties, there are few measures we could execute:

Plan A - Find other potential investors

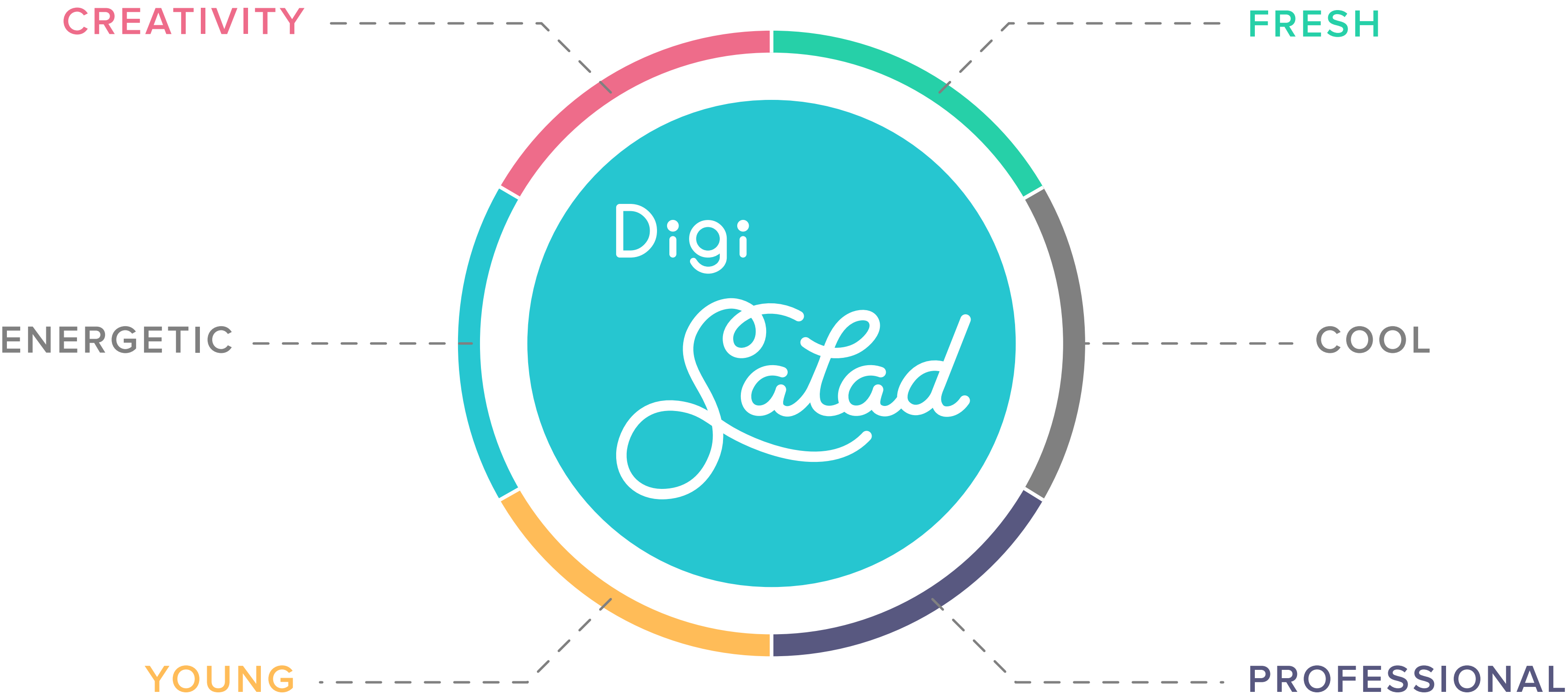
We could ask for investment from other potential investors who believe digital marketing industry can bring great revenue to them. Through HKSTP, Innocenter or Cyberport, we may gain some opportunities to connect and pitch our ideas to the investor. For example, Virtual Reality (VR) is definitely a hot trend of IoT (Internet of things) in the coming years, how can we make it being a new marketing channel for digital advertising? How can we bring significant revenue to our clients through amazing digital user journey?

Plan B - Adjustment for company direction

It would be a good chance to review our business and adjust the direction if we meet any difficulties. Is our performance not good enough? Is the competition of this industry is higher than our expect? For example, if we find that we are hard to reach the clients who seeking for digital services, we can put our attention to our own products, such as self-service mobile app or O2O platforms. It will take time for development but it may bring revenue to our business every month, instead of waiting the feedback from clients passively.



OUR IDENTITIES



OUR LOGOS

Logo Design



Variation



CREATE AMAZING UX

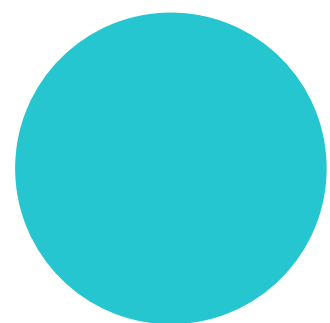


CREATE AMAZING UX



OUR COLOURS

Primary Colors

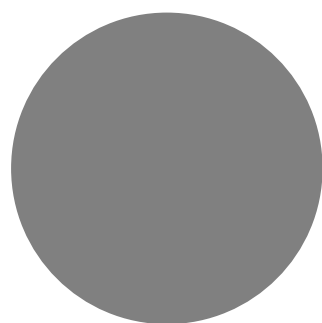


Pantone 319C

RGB:
38/198/208

HEX:
#26c6d0

CMYK:
60/0/20/0



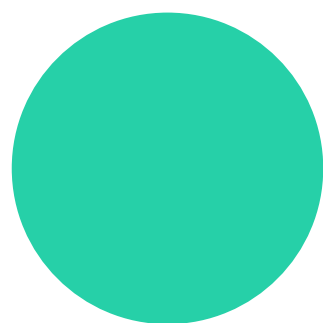
Pantone 9C

RGB:
128/128/128

HEX:
#808080

CMYK:
Black 68%

Secondary Colors

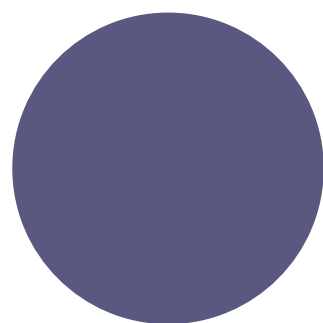


Pantone 3385C

RGB:
38/208/168

HEX:
#26d0a8

CMYK:
66/0/48/0

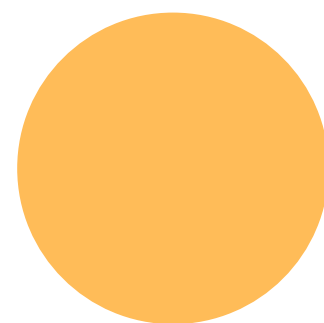


Pantone 7672C

RGB:
88/88/128

HEX:
#585880

CMYK:
75/70/30/10

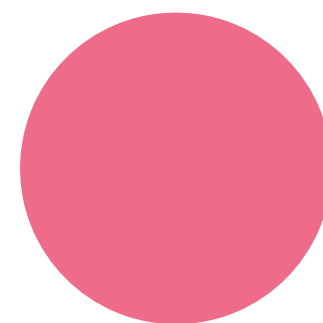


Pantone 135C

RGB:
255/188/8

HEX:
#ffbc58

CMYK:
0/30/75/0



Pantone 709C

RGB:
238/108/138

HEX:
#ee6c8a

CMYK:
0/75/25/0



OUR TYPEFACE

Fonts

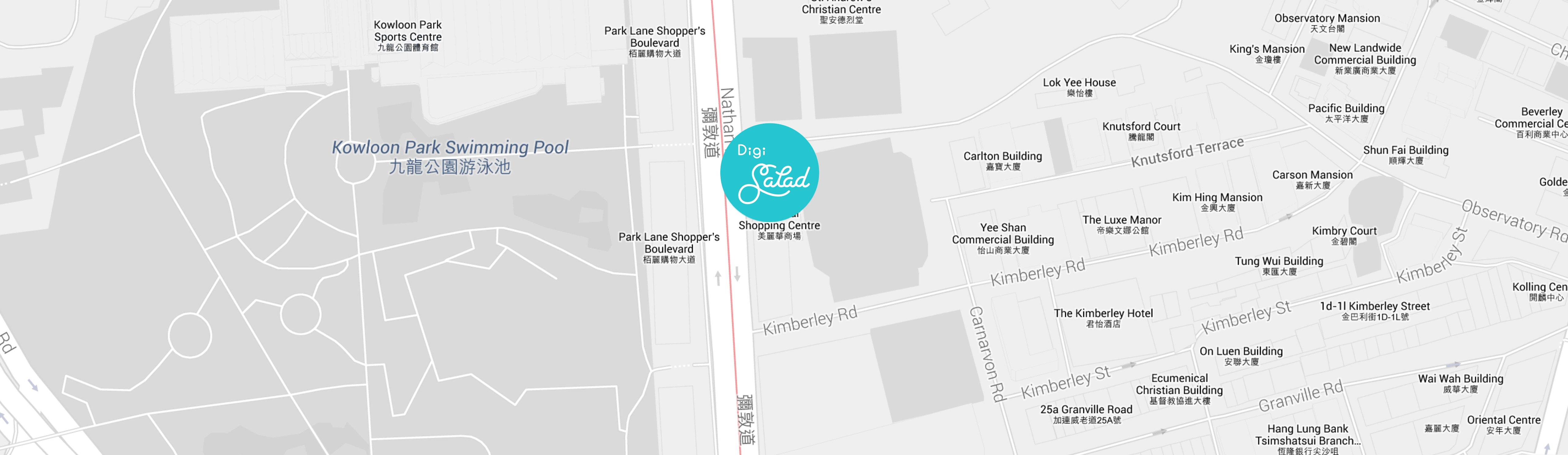
Proxima Nova - For Common Use

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Comfortaa - For Highlight Use

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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GET IN TOUCH.

We are always here to help



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hi@digisalad.cool