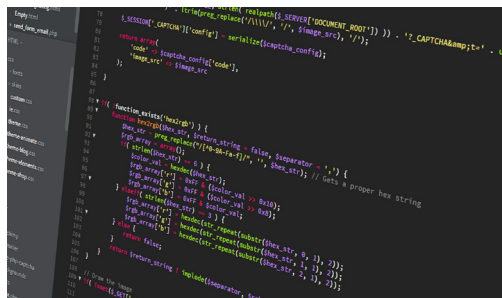
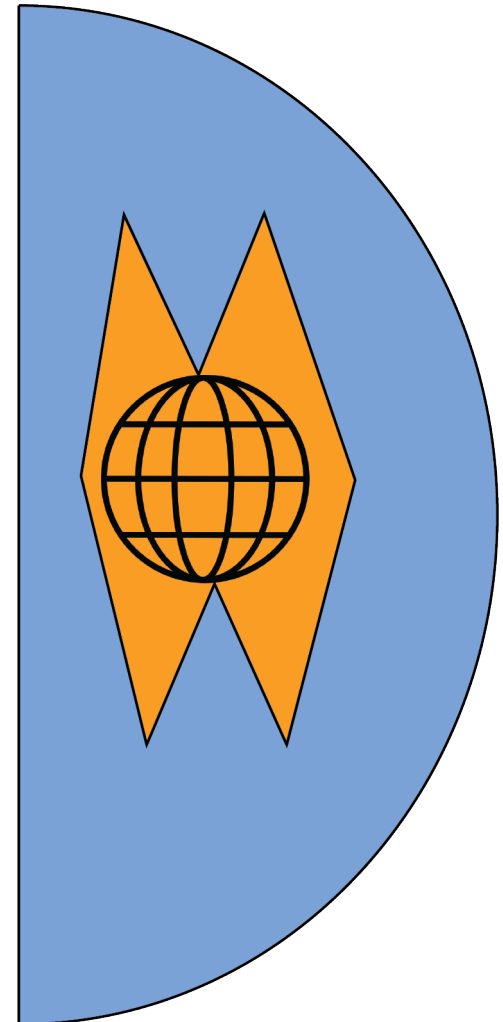




Maximized Web Design



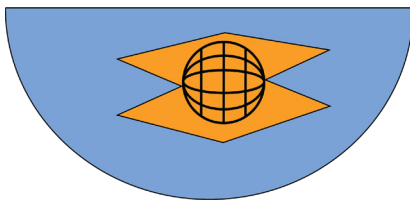
Maximized Web Design



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The Business

Maximized Web Design provides service in website design and technology support. It currently works as a partnership between Max Choate, business administration and computer science student at California Polytechnic University, San Luis Obispo with vast experience in website design and Jordan Davis, finance student at San Diego State University.



The Mission



We want to give small businesses who can't afford expensive web designers a method to get the same or better service at more affordable prices. This business is just getting started and has ambitious goals of expanding to provide social media management and various other services in the future. The client is small businesses who need website development or redesigns. These could be located anywhere in the world but are on the smaller side, and often work as non-profits or art-based organizations.



The Story

When Max Choate started the business he quickly realized how much competition there was. On the expensive end there are many experienced web designers providing in-depth services for tens of thousands of dollars, while cheap options exist for \$20. Some of the competitors have advantages in that they are offering their services for cheap prices, but these prices reflect the fact that the websites they design are far more replicable and less unique. On the other end, there are various experienced professionals who have advantages over Maximized Web Design, but they are often more expensive.



Thus, Max was challenged with finding and honing in on the target market of the business. He discovered that many small businesses struggle with their websites but either don't realize it or don't have time to work on it. Thus, Maximized Web Design was formed to serve this need and more services as well. They are small businesses located anywhere in the world who need website development or redesign services.