

A Nerd's World

DECEMBER 9, 2019

Website Design

As requested by John Doe

CHRIS A. HUGHES
CO-FOUNDER



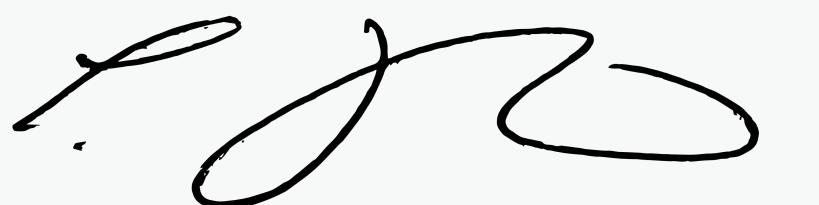
Ten years on, we're the hardest
working nerds in the game.

Nerd's World

Hello John Doe,

Thank you for giving us nerds the opportunity to better understand what you're looking for and truly explore, design, develop, and be a part of your new website design.

We've put together this custom deck to give you a better understanding of our capabilities and experience in design, marketing, and project execution in both the digital and print marketing space. If you'd like to discuss this project and/or any of your ideas further, our Nerds are standing by and ready to help.



CHRIS A. HUGHES
FOUNDER OF A NERD'S WORLD

About Us



Our History

A Nerd's World has been serving clients worldwide, from Toronto to Paris, New York to Hong Kong and beyond for over a decade. We pride ourselves on the ability to work with, and for, businesses of all sizes – from start-ups to multinational corporations, every aspect being completed in-house. That's right, no outsourcing!

We do this for two reasons. One, quality control. The concept isn't a difficult one to understand – when you do it yourself, you determine the outcome of the work. Two, passion... plain and simple. It's what lead us to establishing ourselves as an authority in the industry and what pushes us to go bigger and do more each and every day.

We're 3 offices deep and growing steadily (our willingness to go days without sleep to get things done certainly doesn't hurt). For some it's hyperbole, for us it's reality – we're the hardest working Nerds in the game.

WORLD
Famous
WEBSITE
DESIGN

986

Walk-Ins
Welcome
COME ON IN!



NERDSCOMMONS.COM

WORLD
Famous
WEBSITE
DESIGN

NERD'S
WORLD

SEO, LOGOS
PHOTO, VIDEO
WEBSITES

NERDSCOMMONS.COM





FLAGSHIP

986 BATHURST ST., TORONTO

Our first brick & mortar location was opened 6 years ago in the Annex neighbourhood of downtown Toronto. We spent months seeking out the perfect storefront to stake our claim within the industry, and this heritage space fit the bill perfectly. Countless vintage cameras & the charm of stained glass make it home.

BOUTIQUE

164A SPADINA AVE, TORONTO

A few years in it was clear that we needed a second location and where better than right in the thick of it, Queen & Spadina – the heart of Toronto’s downtown core. Continuing the brand base of vintage cameras and hand-painted signage, this little lower level gem has become a hub of ANW activity.

THE WESTSIDE

697 THE QUEENSWAY, ETOBICOKE

With a lot of our clientele coming from the GTA’s bustling west end, it only made sense that our newest location should reside there. The same, hand-painted signage you’ve come to expect coupled with a whole lot of sunshine courtesy of the space’s large windows and our nerds beaming smiles (cheesy, we know).

ABOUT US

Partial Client List

Anthlone Park Medical Centre	Corner Juice	Impakt	Petroff Architecture	Story Supply
Apple Chips	Daniel et Daniel	Indeed	Princess Margaret Cancer Centre	Sulon Technologies
Art on the Brain	Dass	Israel Fund of Canada	Purohit Vaid	TACC
BIO Pharma	Davies Howes	Joe Cressy	RAW Foods	TD Canada Trust
Baycrest Health Sciences	Doctor Car Wash	Jordan Peterson	RDHA	TEDx
Baynes & White	Educo Salon	Kato Matcha	Randy Quaid	THP Agency
Block Shop	Eh to Zed Preschool	Kornis Law	Rayman Beitchman LLP	Tim Hortons
Boniface Park Medical Center	Epic Meal Time	Laussen Labs	Rieker Canada	TSN
Boots & Hearts	Evergreen Brickworks	Leading MCW	Rikos	Taxi
Boulart Inc	Fathers Mental Health	Leica	Rise Townhomes	The Sweeney Agency
Brookfield Financial	Glasshouse Dentist	Logit	Royal Bank of Canada	Thoracic Surgeons of East Toronto
CHI Real Estate	Green Circle Salons	MarketTap	Rueters LLP	Toronto Financial District
CIBC	Greening Homes	Mike Layton	Rutherford Contractor	Toronto Gold
Call Me Fitz	Greenland	Net Staffer	SAAD Law	Toys R Us
Canada Gold	Hazel Black	Northern Maverick	Shelter Safe	University of Toronto
Cater Club	Highmark Interactive	Open Creative	Sick Kids Hospital	Venator
Central Tech High School	Hilcrest on the Park	Outclass	Solidifi F	Victoria Farms
Chapi Chapo	Hire Up	Oxford Properties	Soneil Electronics	Vukota
Chinese Consult of Canada	Home Depot	Palmerston Daycare	Soneil Investments	Wingmen
Clairhurst X-Ray	Hound House Resort	Panda Home	St. Michaels Hospital	WuTang Clan
College of Makeup Art & Design	ID Research & Development	Peaks & Rafters	St.George Dental	Zenporium



PARTIAL LIST

Press & Media

Annex Gleaner, BlogTO, CBC Radio, CTV News, Digital Rev, I am Torontonian, Inner Space TV, Inside Toronto, Metro Newspaper, NOW Magazine, PetaPixel, Storage Wars Canada, T.O.night, The Etobicoke Guardian, Toronto Star, Toronto Sun, Yahoo!

Meet the Team

Nerd's World



Chris A. Hughes

CO-FOUNDER – A NERD'S WORLD

Sometimes it's just in your blood. An entrepreneur from the 5th grade on, A Nerd's World founder Chris A. Hughes has had his mind on business for the majority of his life. While most were exploring traditional career paths, Chris was focusing on finding problems that needed solving in his native Toronto and around the world.

Pure passion and an unparalleled work ethic took him from selling candy bars as a youth, to t-shirts in a newly developed online world, garnering him his first million dollars in sales by his early twenties. It was this very same drive that led to the establishment of A Nerd's World in 2006.

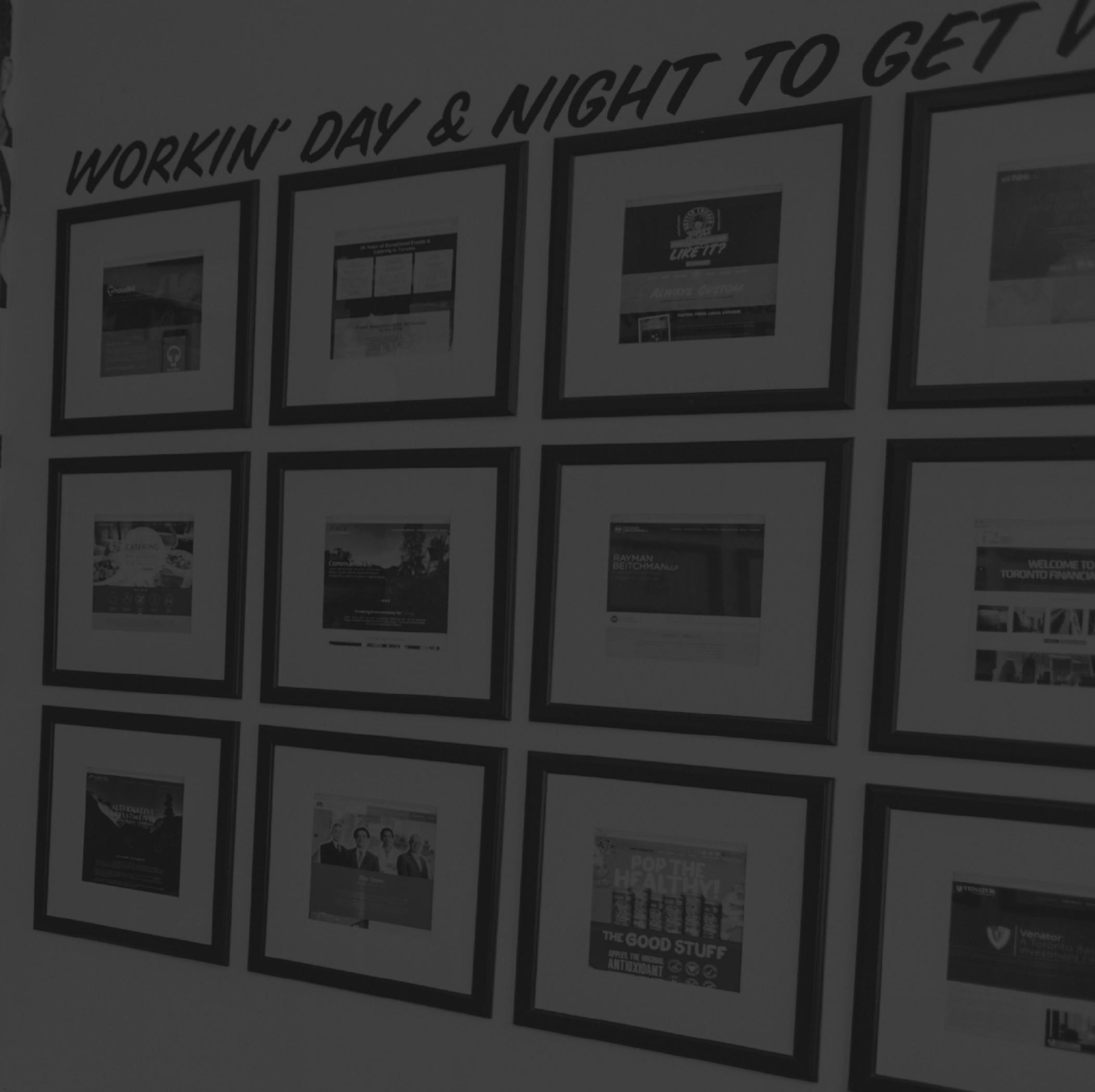
With the idea that success is only truly of worth when you have people to share it with, he's spent the last decade building an incredible team and an equally amazing roster of clients both locally and internationally. Stay open, stay driven, stay true.

MEET THE TEAM

Team Roster

Chris A. Hughes	FOUNDER	Chris isn't your regular CEO. Chris has helped thousands of companies build their brands online and he's not stopping.
Grace Hughes	CO-FOUNDER	Grace is the First Lady and Brand Ambassador of A Nerd's World. Ready to assist with your new brand's story.
Name 1	PROJECT MANAGER	Description goes here....
Name 2	CONTENT MANAGER	Description goes here....
Name 3	SEO EXPERT	Description goes here....
Name 4	SENIOR DEVELOPER	Description goes here....
Name 5	ART DIRECTOR	Description goes here....

Capabilities and Services



Nerd's World

Our Services and Capabilities

Looking for something specific? There isn't much that our nerds aren't capable of, which is why we're always open to brainstorming that best suits your needs (and yes, that includes in person). We just don't recommend feeding our nerds after midnight.

WEBSITE DESIGN & DEVELOPMENT

DISCOVERY & RESEARCH

UX & UI

BRAND STRATEGY & ARCHITECTURE

POSITIONING

CONTENT STRATEGY

MARKETING CAMPAIGNS

INFORMATION ARCHITECTURE

WIREFRAMING

WEBSITE MOCKUP DESIGN

BRANDING & GRAPHIC DESIGN

BRAND DEVELOPMENT & REBRANDING

CUSTOM LOGO DESIGN

BRAND STYLE GUIDES

COLLATERAL, PRINT & PACKAGING

ICONOGRAPHY

INFOGRAPHICS

TRADE SHOW BOOTH DESIGN

PACKAGE DESIGN

POWERPOINT

CONTENT CREATION

SCRIPT DEVELOPMENT

COPYWRITING

VIDEO PRODUCTION & EDITING

STORYBOARDING

ILLUSTRATION

MOTION GRAPHICS

PHOTOGRAPHY

EXPLAINER VIDEOS

SOCIAL MEDIA

MUCH MORE

KEYWORD RESEARCH

GOOGLE ANALYTICS

SEARCH ENGINE OPTIMIZATION

SEO AUDITS

SOCIAL MEDIA MARKETING

STUDIO HEADSHOTS

ON LOCATION PHOTOGRAPHY

STORE SIGNAGE

INFORMATION ARCHITECTURE

Our Approach

One of the greatest difficulties that a company tends to experience when seeking out creative help is a lack of true communication. It's for this reason that we make our in-house nerds available to meet and work directly with clients at any one of our offices (though phone and Skype meetings are certainly an option as well). It's not enough to work for you – we want to work with you.

Great creative exists in a place where our visions meet. Our experience and dedication guides us, but projects are only successful when they meet the needs of your business.

Sleep? Who needs sleep! Ok, maybe just enough to get by. But know that we won't stop until we get the job done.

Testimonials

“

We LOVED LOVED LOVED working with this group of nerds in Toronto!

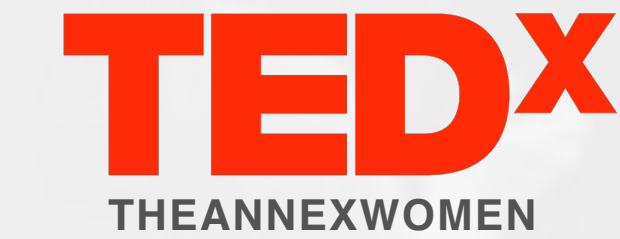
TEDxTheAnnexWomen is a local women's conference that brings the spirit of TED to your local community. We approached A Nerd's World to see if they could help us update our website to reflect the TED global branding standards along with capturing the spirit of the Toronto and its various neighbourhoods.

In a nutshell, they exceeded our expectations! Our project took a number of months to complete and throughout this process they were receptive to feedback, changes, ideas and various input. They took their time in helping us brainstorm website layout and helped with content production. Their turnaround time for changes was quick and they exceeded on all deliverables.

As a result, our community efforts have been positioned as both professional and on par with other private sector organizations (though we remain volunteer run).

We found the group of web designers to be dynamic, in touch with emerging design aesthetics and most importantly (or at least notably) fun to work with.

Highly recommend this team! Thank you again your for help and support!"



Price and Timeline

Nerd's World

BUDGET AND SCHEDULE

Total Investment

The estimated fees for your new website and SEO Jumpstart is based the details shared for your project will cost \$12,000 + HST for the project outlined in this proposal (service details on page 21).

The estimated professional fees are based on the objectives, scope of work, activities, deliverables and timeline as described herein.

As the pricing for projects heavily depends on scope and features, a final scope of work document will be crafted and delivered based on our mutually agreed upon terms.

Any changes in the scope of Services or Deliverables agreed upon by the parties shall be set forth in a Change Order.

#ANERDSWORLD

Our Quote

An estimated overview of your investment, paired with a detailed scope of work
and an approximate timeline of services

Our Quote

1.0	Gold Website Package Upon review of the mock ups presented - we feel that the Gold Website Package is best suited to achieve your requests. Your new website will be built with the mock up references and customized suitable to your vision which will include a website designed from scratch on a Wordpress CMS, social media integration, 3 rounds of revisions, contact form, photo sourcing, mobile responsiveness, and a 2 hour "How To" tutorial at the completion of your website at our 160 Spadina location. You will be responsible for providing content (text and images), we take care of everything else, from design and development to content implementation and testing.	\$8,000
1.1	Website Pages Based on the presented page breakdown in the mock ups, your new website will have the following pages: Home, About, Classes (4-7), Summer Camp, Special Events, and Contact (total of 10 pages). Each website page will cost \$300 per page, should you require less or more pages we will adjust your invoice accordingly.	\$3,000
1.2	Additional Note As stated in the mock ups, you will require a sort functionality for the dates for the classes. While we will do our best to achieve this functionality without the cost of a premium plug-in, should it run smoothly with a premium plug-in we estimate that the additional cost will be between \$30-\$100 if necessary. We will not proceed without your approval and you will be required to purchase of the plug-in for us to implement.	TBD
1.3	Payments and Terms To begin your project we will require the initial 50% payment as agreed upon in quote. The next 25% of your website payment will be due at upon the initial link review of your website prior to the first set of revisions and the final 25% payment of your website project will be due at the completion of your website prior to migration/launch. Plug-ins will be the responsibility of the client to purchase if/when required based on the requests of certain functionalities to the site that require plug-ins to achieve which will be addressed by our team. Payments made to ANW are non-refundable.	
1.4	TOTAL	\$12,000 + HST

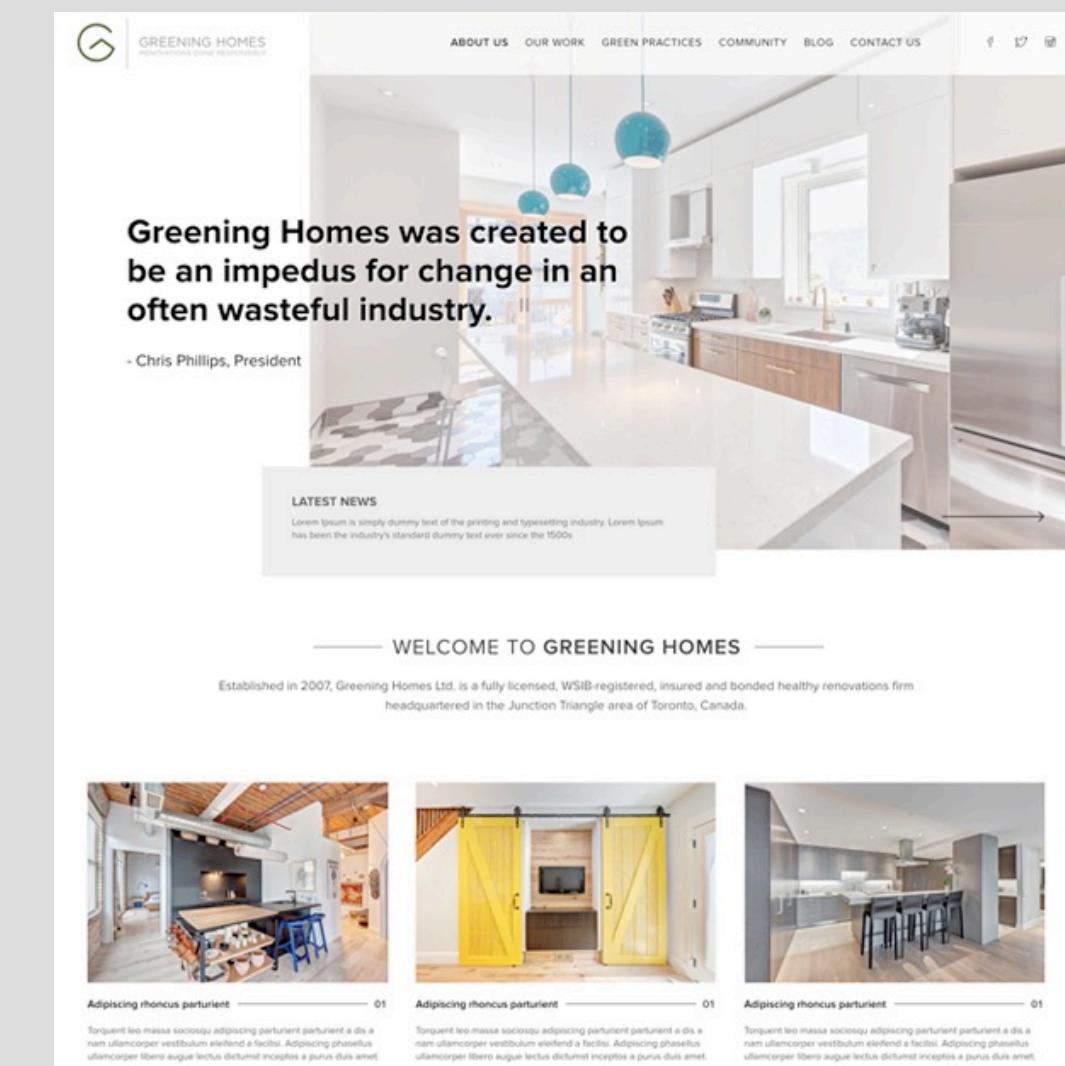
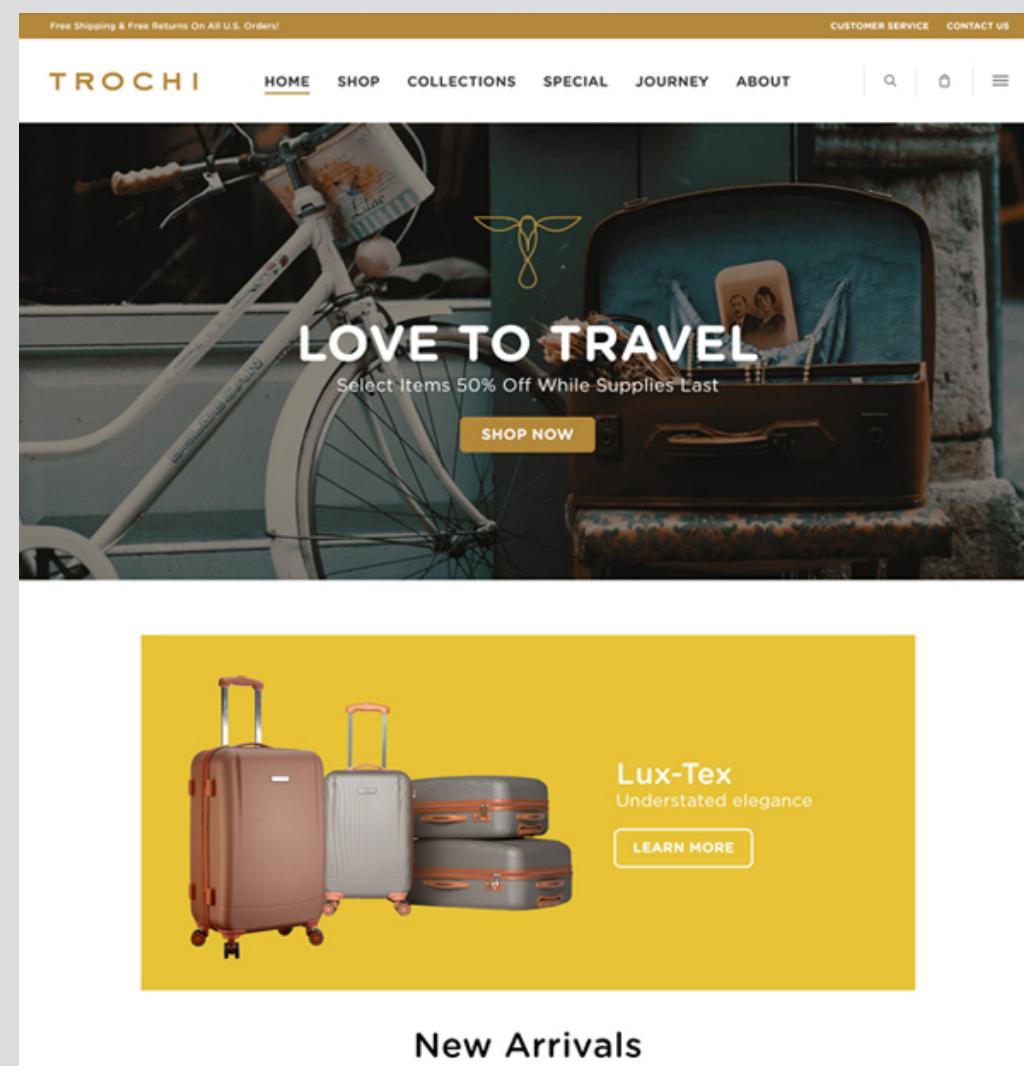
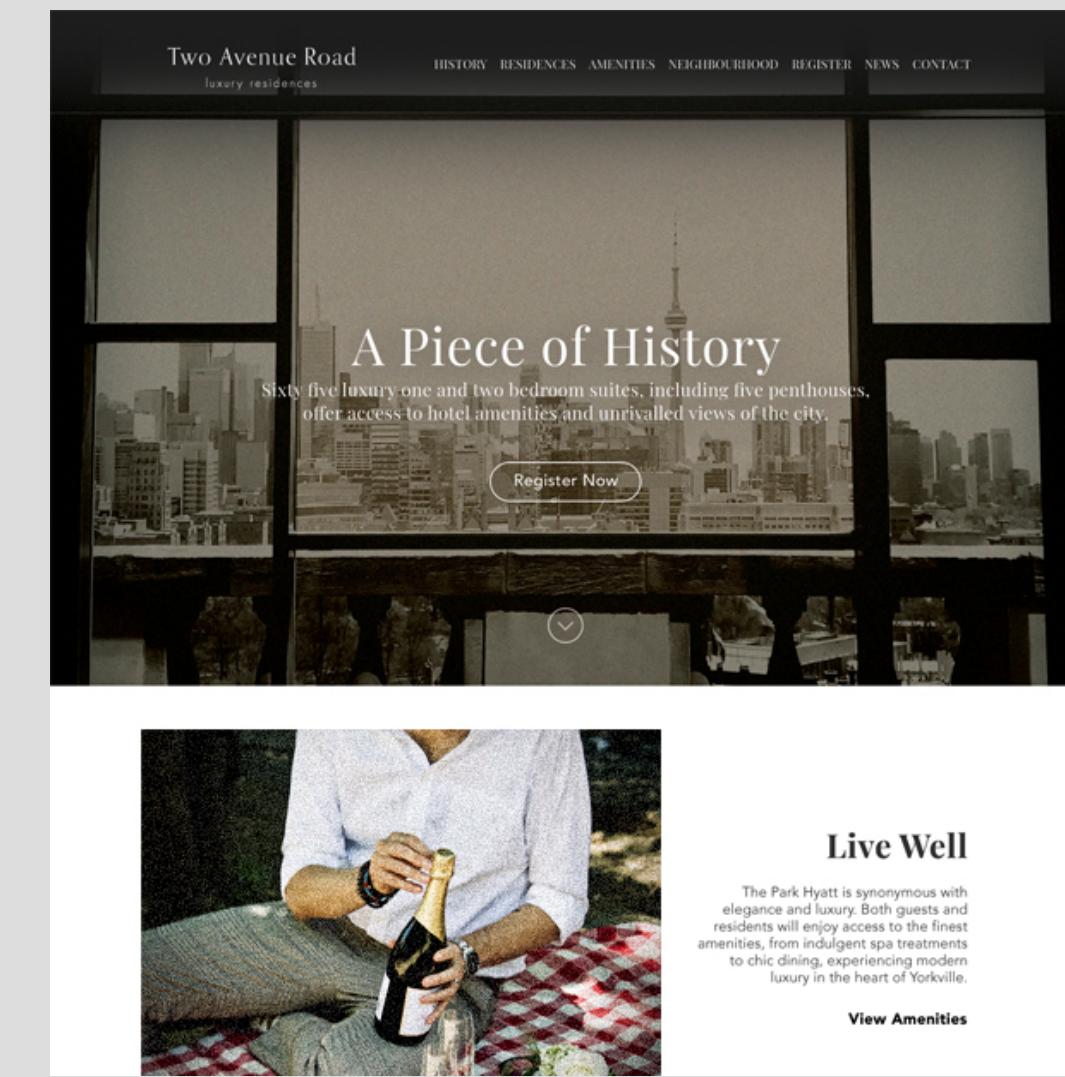
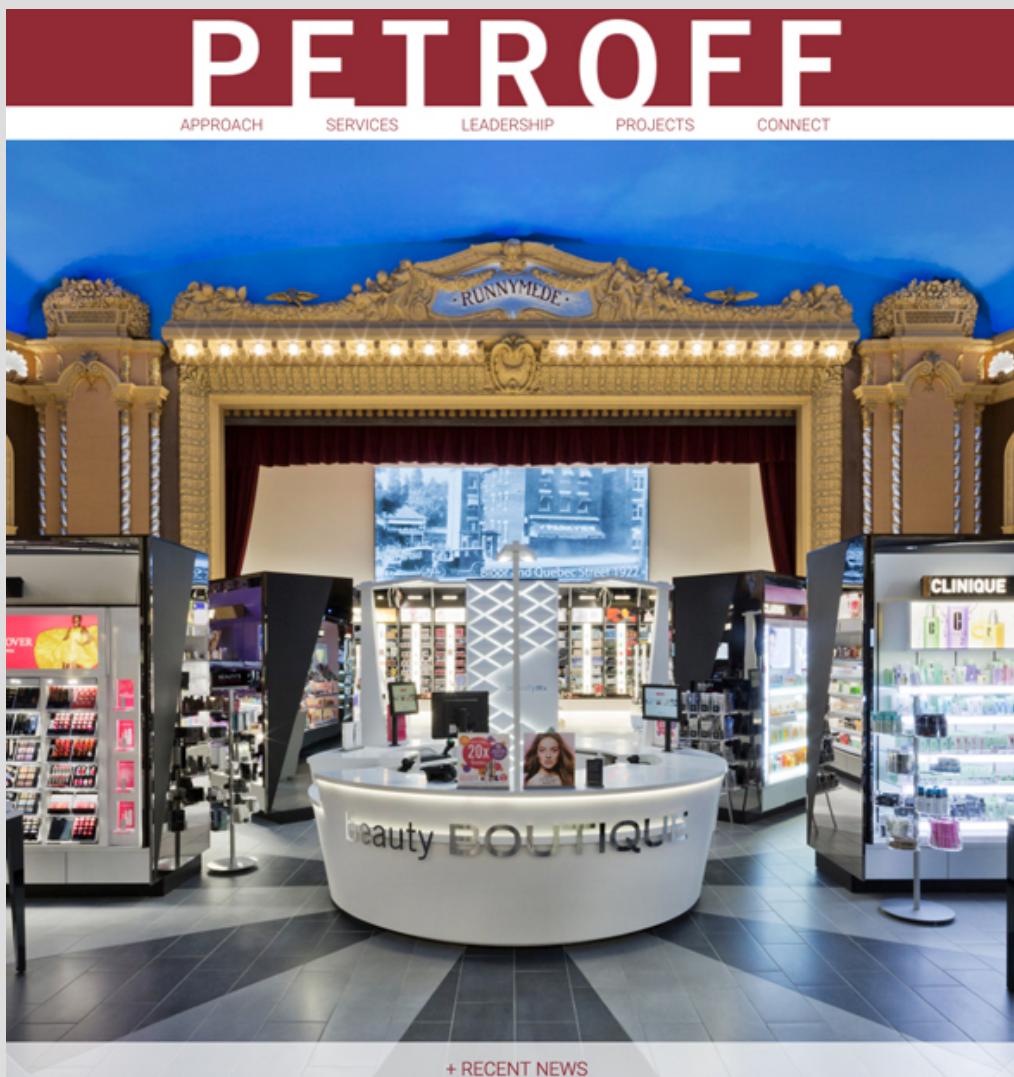
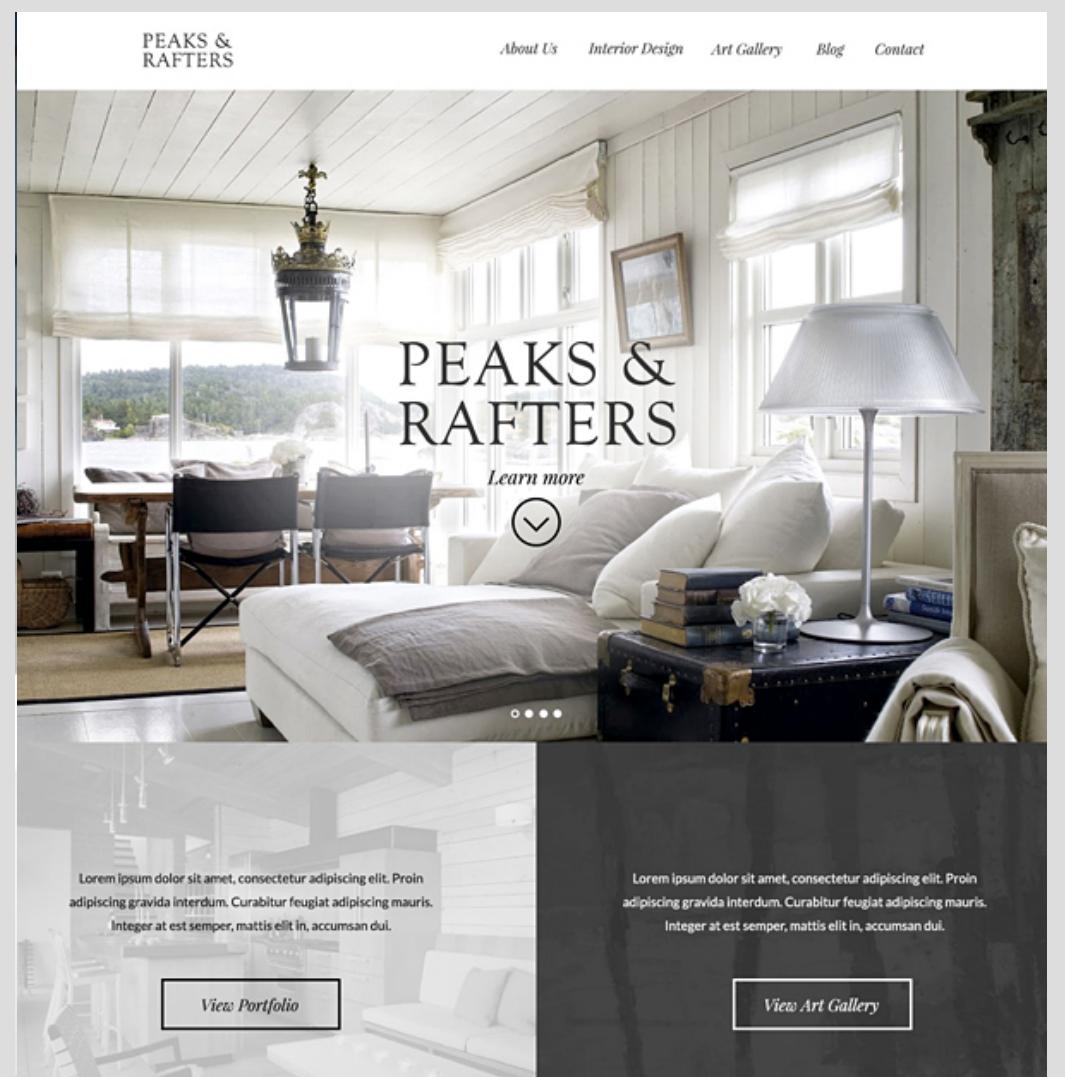
Portfolio

Check out our website for our portfolio.

Us Nerds take pride in our work. This section is comprised of our featured websites and those relevant to your project.

Portfolio

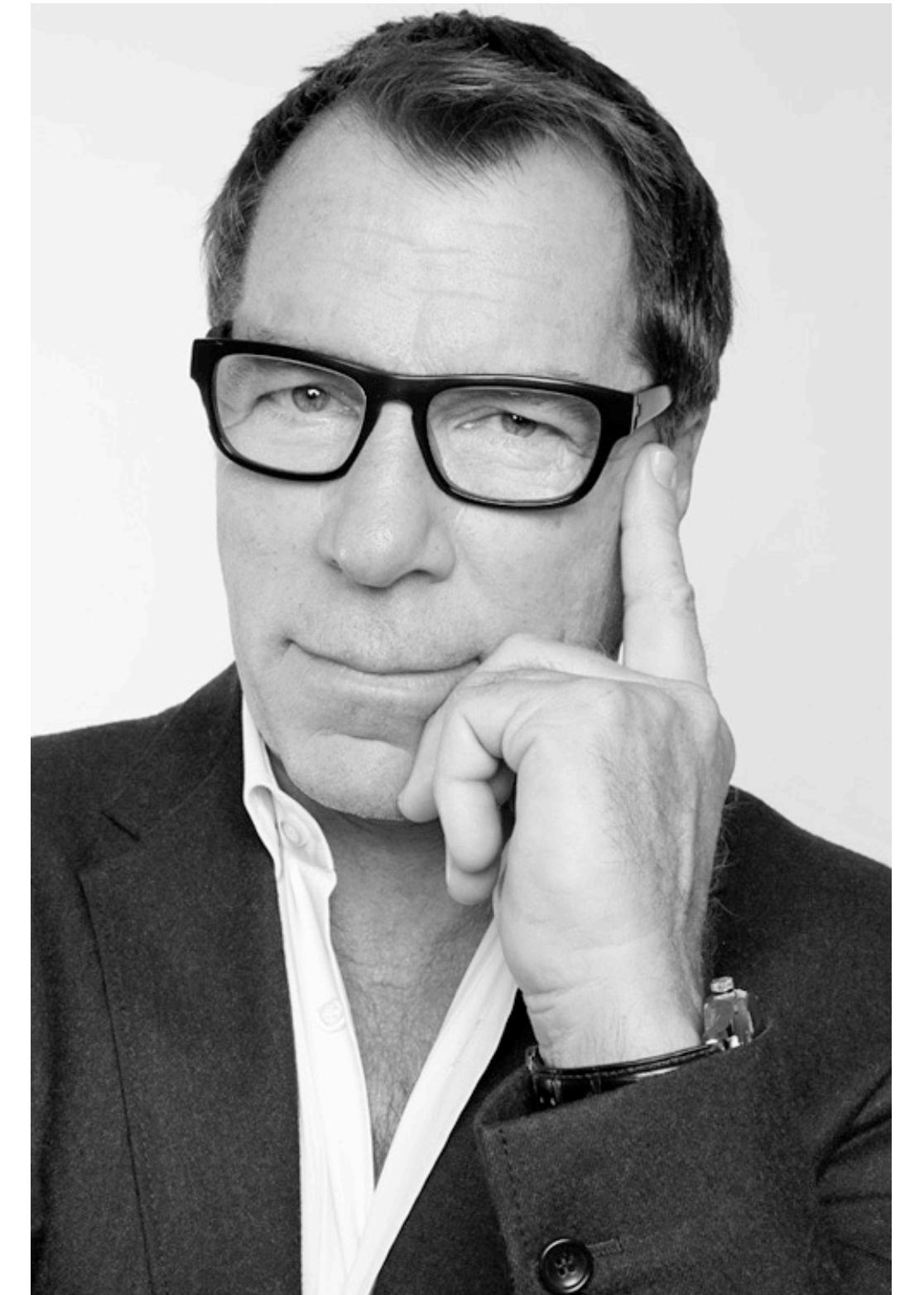
PARTIAL LIST - WEB DEVELOPMENT



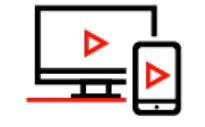
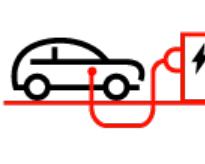
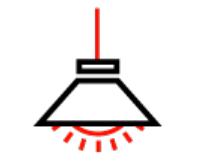
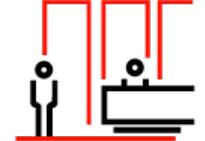
PARTIAL LIST - LOGO & BRANDING



PARTIAL LIST - PHOTOGRAPHY



PARTIAL LIST - ICON AND COLLATERAL



Thank you.