**Website Build Scope of Work**

**Escale Labs**

* **Project Overview:**

This document outlines the scope of work, a collaborative effort between Escale Labs and Digital Drums Website Development Services, on the creation of a new website that functions as a central hub, dedicated to receiving inquiries from entrepreneurs. Additionally, it will serve as an engaging showcase for investors keen on exploring successful ideas and businesses to accelerate.

we aim to create an easy to use and supportive online platform that encourages collaboration, promotes success stories, streamlines program engagement, provides valuable resources, and attracts investments for startups and entrepreneurs looking to establish their businesses in the UAE.

**Target Audience:** Startups, Entrepreneurs, Investors, Mentors, Trainers, CEOs Programs Seekers**.**

* **Project Key Objectives:**
  + Facilitate Seamless Networking:
    - **Objective:** Foster a dynamic online community by providing features that facilitate networking among startups, entrepreneurs, investors, mentors, trainers, and CEOs interested in establishing businesses in the UAE.
    - **Key Results:** Increased connections, collaborations, and partnerships within the startup ecosystem.
  + Showcase Success Stories and Opportunities:
    - **Objective:** Highlight success stories section of startups that have thrived in the UAE business environment and showcase investment opportunities.
    - **Key Results:** Inspire confidence in potential entrepreneurs, attract investors, and promote the UAE as an attractive business destination.
  + Streamline Program Discovery and Application:
    - **Objective:** Simplify the process for startups, entrepreneurs, and program seekers to discover and apply for incubator and accelerator programs in the UAE.
    - **Key Results:** Increased participation in programs, fostering innovation and supporting the growth of start-ups.
  + Provide Valuable Resources and Expertise:
    - **Objective:** Offer a comprehensive resource hub with expert insights, training materials, and mentorship opportunities to empower startups and entrepreneurs in navigating the business landscape in the UAE.
    - **Key Results:** Enhanced knowledge and skill development, leading to more successful and sustainable businesses.
  + Enhance Investor Engagement and Confidence:
    - **Objective:** Build a transparent platform that showcases investment opportunities, business potential, and success metrics to attract and engage investors.
    - **Key Results:** Increased investor confidence, higher investment inflow, and a thriving ecosystem of funded startups.
* **Design and User Experience:**
  + Design a modern and responsive user interface (UI) and user experience (UX) for optimal usability, platform used will be preferably **WordPress OR WIX**, digital drums will be responsible to build **Sitemap, Wireframe** to showcase the website and make sure the follow met.
  + **Front-End Development:**
    - Develop a fast-loading website to enhance user experience and reduce bounce rates.
    - Create an intuitive navigation structure for easy access to information.
    - Develop engaging and informative content that highlights the benefits of the incubator and accelerator programs.
    - Design up to 12 unique inner pages with high-quality visuals including home, about us, programs, success stories, resources, and contact us pages.
    - Support bilingual functionality for English and Arabic languages and regions.
    - Execute design to HTML conversion for a dynamic website built on WordPress.
    - Conduct site content creation from the client brief.
    - Build a live chat plugin like assistant ChatGPT preferred.
    - Ensure compatibility with various devices [Desktop, Phone, Tablet, TV…. etc] and browsers for a seamless user experience.
    - Incorporate interactive features to engage users effectively.
    - Embed social media or testimonial feeds to encourage community engagement and sharing.
  + **Backend Development:**
    - SEO friendly (Implement SEO best practices for content, meta tags, and site structure, Optimize the website for search engines to improve visibility).
    - Implement a secure and scalable architecture to accommodate future growth.
    - Develop a feature allowing investors and start-ups to upload and manage documents securely.
    - Implement version control and access management for uploaded documents.
    - Set up a backend system for efficient data management.
    - Oversee all third-party integrations, including and not limited to Social Media Pixels, Analytics tools, SEO Optimization, Speed Optimization, Retargeting Platforms, CRM…etc.
    - Provide hosting server management, ensuring seamless support for plugins or service providers as well as troubleshoot technical errors.
    - Implement analytics tools to track user engagement, conversion rates, and other relevant metrics.
  + **Functionality and Features:**
    - Design an easy-to-use application form for startups interested in joining the program integration requirement are necessary with CRM (TBD).
    - Implement [social media, google…etc] login options for streamlined user registration.
    - Implement an efficient registration process for mentors and investors.
    - Implement a member portal for startups, mentors, and investors with secure login functionality.
    - Integrate a dynamic events notifications calendar to promote workshops, seminars, and networking events.
    - Integrate automated confirmation emails upon successful registration, event participation, successful payments….etc
    - Include a blog section for updates, industry insights, and thought leadership.
  + **Landing Page Development:**
    - Craft landing pages as needed based on client requirements.
  + **Content Management System (CMS):**
    - Manage on-page SEO and speed optimization to improve website performance.
    - Utilize WordPress as a CMS for easy content updates.
    - Provide training for backend content management for in-house staff.
* **Ongoing Maintenance:**
  + Offer ongoing website maintenance services 6 Months at least.
  + Regularly update plugins, themes, and core WordPress files.
  + Monitor website performance and security.
* **Testing:**
  + Conduct thorough testing of the website for functionality, compatibility, and performance.
  + Address and resolve any bugs or issues identified during testing.
* **Timeline and Milestones:**
  + We define project milestones and deliverables on excel sheet attach in the email.
  + Digital Drums are responsible to establish a realistic timeline for the development and launch phases.
* **Website Launch Support:**
  + Digital Drums are responsible to post-launch support to address any unforeseen issues.
* **Approvals and Signoffs**
  + The project will be deemed complete upon receiving approval from Escale Labs management. Each phase will undergo a sign-off process, ensuring approvals and signoffs at key stages of the project. Final payment release is contingent upon this management approval.

**Branding**

* **Execution:**

Escale labs, full pack logo design plus brand visual identity guideline book additionally, branding concepts (3 Logo Options + Unlimited Revision)

* + Brand discovery and Competitor analysis
  + Brand identity understanding Brand Persona
  + Consumer profiling

Full Pack Logo Design and Brand Identity Include:

* + Logo Design
  + Corporate identity
  + Brand guide development Print Design Types
  + Brand Colour Pallet Code
  + Brand Typography
  + Brand Position Types
  + Brand Pattern Style
  + Brand Icon Style Set
  + Company Profile
  + Brochure
  + Rollup Stand
* **Marketing Material:**

• Posters • Letterhead • Folders • Envelops • Notebooks • Package • Email Signature • Signboard • Label • Business Cards • Stamp • Name Badge • Pin • Shopping Bag • Flag • Pen • Uniforms • Invoice • Payment & Receipt Vouchers • Vehicle Graphics • Web Banners • Social Media Template • Company Assets • Accessories

**SOCIAL MEDIA**

* **Monthly social media content**
* **Strategy and calendar Research and consultancy**
* **Target audience research and creation**
* **Keyword and hashtag research**
* **Monthly content calendar development**
* **Content creation in English and Arabic**
* **Posts for all channels (Different sizes as per the graphic type)**
* **Community management support**