



Creative Connect

Business Plan



Alicia Porras

Victoria Mata

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Business Plan & Market Research

Executive Summary

Product

Creative Connect is an online platform that assists in connecting creative individuals with those seeking visionary services such as graphic design, videography, photography, and print. Our service provides a forum where visionaries can create a profile and post their style, work, experience, price range, available times, and packages.

Individuals can then search and specify the service that fits their needs, browse through registered creatives, and ultimately hire an individual. We also will provide freelancers with branding development and advising from our own branding consultants to help the freelancers develop their aesthetics.



Client



Freelancer

Customers

Creative Connect's target audience includes computer savvy individuals who wish to find a creative professional that fits their needs. As well as freelance visionary professionals that are looking for a forum that showcases their services.

We will specialize in providing comprehensive lists of available freelancers within creative fields to those seeking specific services, as well as serving as a platform that exhibits said freelancers work and profiles.



Future of the Company

Over the next few years we plan to break past U.S. borders and expand into different countries. The goal is to connect individuals on a global scale, making it easier for one to find digital media specialists local to them.

Additionally, we hope to expand our services marketed toward freelancers by helping them unite and build teams to tackle larger, more extensive projects.



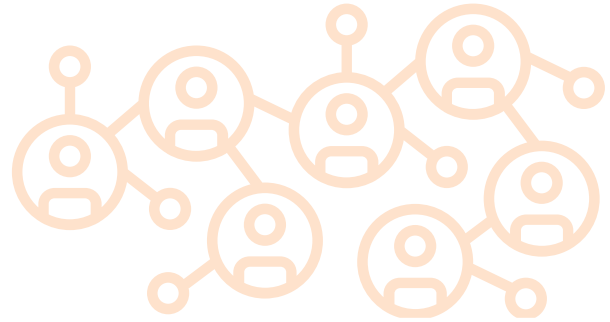
Company Description

Mission Statement

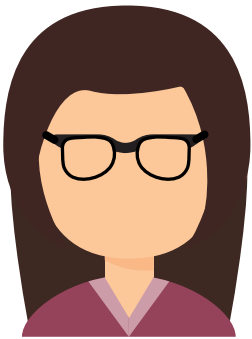
To connect visionary service seekers with creative professionals that fit one another's unique needs in a way that benefits everyone.

Legal Structure

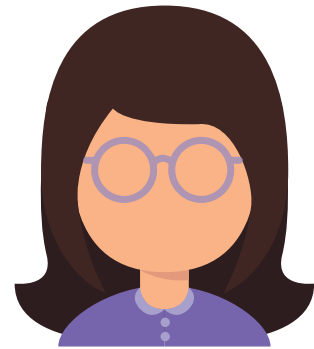
Creative Connect is a C. Corporation, incorporated in Houston, Texas.



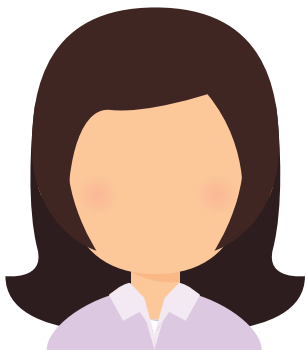
Principal Members



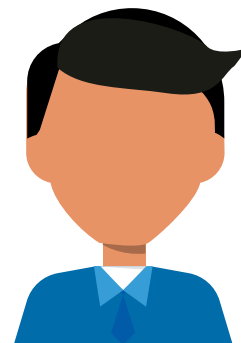
Alicia Porras
C.E.O.



Victoria Mata
Marketing Director



Ada Chan
C.F.O.



Gilberto Morales
Creative Director



Market Research

Industry

Creative Connect will be joining the freelance market and mix media industry. Other companies that currently partake in this trade includes Upwork, Toptal, Elance, and Craigslist. While large online platforms such as Craigslist deal with a variety of online posts, including freelancing and items for sale. More freelance driven sites such as Upwork focuses on freelancing professionals in any field. Both forums provide a place for an individual to post a service in need.

However, both lack customization based on one's style and compatibility between freelancer and client. Both Craigslist and Upscale have over twelve million registered clients and each earning no less than \$100 million annually with both ranking amongst the top 600 business on the Alexa rank chart. Additionally, projections show that by 2020 43% of the U.S. workforce will be freelancers. This indicates that the industry will have sufficient growth and room for success.

Regulations

Creative Connect must meet all Federal and state regulations concerning online media and freelance marketing.



Detailed Description of Customers

Creative Connect's target audience includes computer savvy individuals who wish to find a creative professional that fits their needs. As well as freelance visionary professionals that are looking for a forum that showcases their individual services. Both seeker and professional are individuals who are looking for a means to connect with someone that best suits their requirements whether it be style, price, location, time, or service.

Each party is comfortable with sharing information that includes their preferences and are open to online communication and payment. Creative Connect will focus on individuals within the United States that belong to the creative field and those looking for professionals within the industry.

Company Advantages

Creative Connect is unique in the freelance market industry due to its matching system and the focus on solely qualified creatives. Through the platform, we will be providing an easy and secure environment where individuals connect with those specifically tailored to their needs and wants. Not only is our company a service for clients to find a professional, but allows for creatives to showcase their work and create brand awareness.

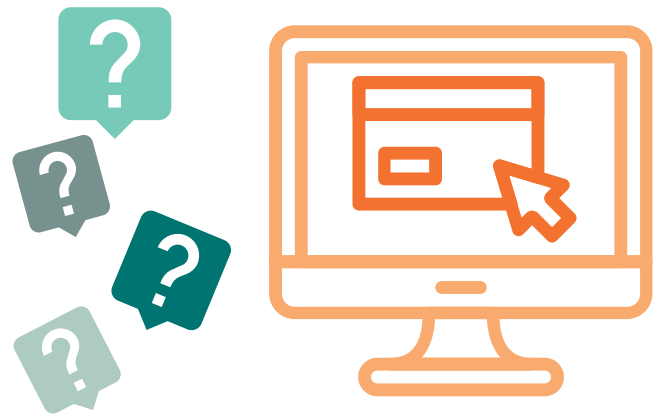


Service Line

Products/Service

Services include:

- ✦ Interactive Forums
- ✦ Content Analysis
- ✦ Digital Media Consulting
- ✦ Payment processing
- ✦ Branding Development
- ✦ Sponsorship
- ✦ Reliable Customer Care



Pricing Structure

Creative Connect will have membership fees for premium accounts, as well as a fixed fee of 2.25% per every match.

Membership Types:

- ✦ Monthly
- ✦ Yearly

Intellectual Property Rights

Creative Connect is expected to be trademarked in the state of Texas, and has filed for protection of our proprietary processes and other intellectual property, such as our logo and branding. We plan to register the domain and relevant social media accounts for future use to prevent the likelihood of someone impersonating one of our consultants. Creative Connect has a set tone and aesthetic we plan to uphold.

Product Life Cycle

All services will be offered once our website is built and functional. Our team of consultants and content analyzers are ready to go.

Research and Development

The company is planning to conduct the following research and development:

- ✦ Research to find clear and easy to understand questions that most unskilled clients will understand, to better narrow down the search for their needs.
- ✦ Develop webinars/resourceful information that our freelancers can view and reference to expand their knowledge.
- ✦ Develop a safe place that promotes positive and constructive criticism for the freelancers, where they can interact with each other as well as our consultants to get feedback and better their technical skills.



Growth Strategy

To grow the company, Creative Connect will do the following:

- ✦ Network at digital media conferences, attend university career fairs, and sponsor speakers/industry influencer's
- ✦ Promote business by placing targeted ads on relevant content, such as putting an ad before a YouTube Photoshop tutorial
- ✦ As the business grows, expand our service features and offer how-to videos for freelancers

Communicate with the Customer

Creative Connect will communicate with its customers by:

- ✦ Reaching out to small business, local vendors, and targeted clients
- ✦ Within our website via our Customer Care page and phone line
- ✦ Using social media

How to Sell

A great way to start selling our service to people is by branching out to small businesses that might need assistance growing their client base. This can be done by advising the firms to see what kind of freelancers can help them create eye-catching and intriguing content that could help attract more consumers.

Sometimes, small businesses don't know exactly what they need help for; so, by advising them to get a photographer to take professional shots of their products, they can come to our website and hire one. Once the small business owner's sales increase, they will be a returning customer of ours for when they need assistance in the future. This is a general example of how we plan to get clients to our site.

To attract freelancers, Creative Connect is going to use social media platforms, in particular, Instagram, Facebook, and Twitter to help spread the word about the awaiting opportunities on our site. For a more direct approach, we will attend social events such as career fairs held at Universities or Digital Media events.





Floor Plan & Work-flow

Location & Floor Plan

Location

We are located at 333 N Sam Houston Pky E in Houston, Texas. Our 1674 square foot space includes all utilities and costs \$10.00 per square foot a year.



Space Distribution

- ✦ Graphic Design: 240 ft²
- ✦ Brand Specialist: 129 ft²
- ✦ Marketing: 135 ft²
- ✦ Technology: 225 ft²
- ✦ Content Review: 125 ft²
- ✦ Customer Service: 125 ft²
- ✦ Collaborative Room: 137 ft²
- ✦ Break Room: 80 ft²
- ✦ Server Room: 15 ft²
- ✦ Creative Director: 109 ft²
- ✦ Marketing Director: 109 ft²
- ✦ Chief Financial Officer: 115 ft²
- ✦ CEO: 130 ft²

66.67% Productive
33.33% Unproductive

*Restrooms are located outside our office space

**Creative Hub includes:

- Graphic Designers
- Brand Specialist
- Marketer

**Technology includes

- Programmer
- IT Specialist

Floor Plan



Internal Work-flow

**Market:**

Marketing team creates content to reach potential freelancers & clients

**Need:**

Freelancer creates profile

**Consult:**

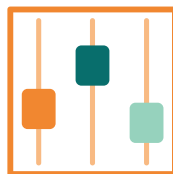
Brand specialist consults with freelancer

**Planning:**

Brand specialist creates an aesthetic brand that suits freelancer

**Create:**

Graphic designer creates logo for freelancer and executes brand specialist/freelancer vision

**Edit:**

Graphic designer adds edits if needed

**Review:**

Content review team verifies that freelancer meets Creative Connect's account standards

**Tech Check:**

Tech team assures that all things run smoothly on site

**Collect Payment:**

Finances receives payments and inputs in Creative Connect data

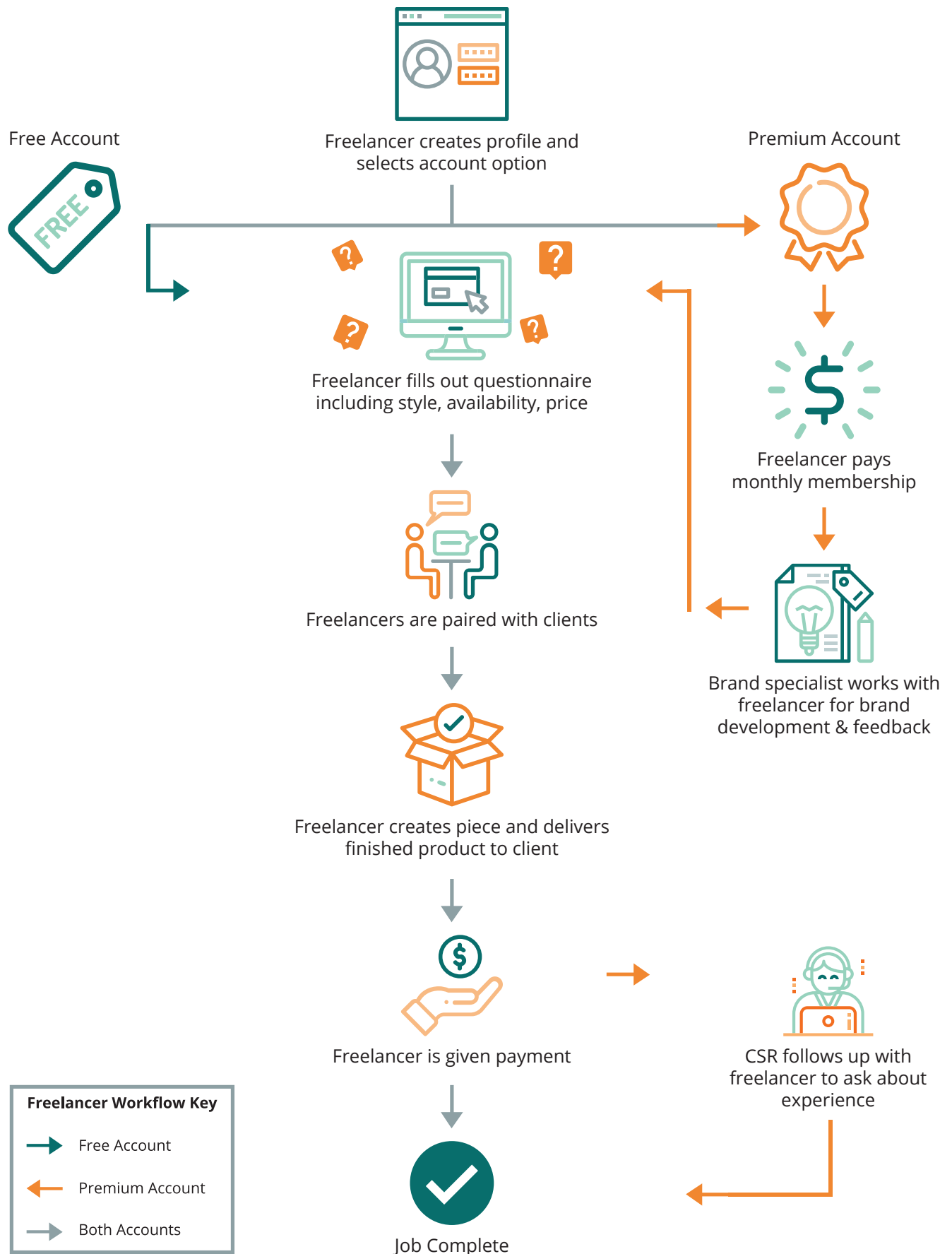
**Client Retention:**

CSR collect feedback for future improvements

**Archive:**

Completed service is stored in Creative Connect's records and appears on freelancer and client accounts

Freelancer Work-flow





Equipment & Personnel

Equipment

Mix Furniture/Equipment	Price	Qty	Total
Electrical Height Adjustable Standing Desk	\$362.99	8	\$2,903.92
Bill-ups Mid Back Mesh	\$108.39	12	\$1,300.68
Samsung 75" Class NU7100 Series	\$1,299.99	1	\$1,299.99
Eden 60000 Series Conference Table	\$765.00	1	\$765.00
ThinkServer TS150 Tower Server	\$1,199.40	1	\$1,199.40
Brother MFC-L8900CDW	\$525.00	1	\$525.00

Branding Department

Dell Optiplex Desktop	\$726.99	1	\$726.99
Dell SE2717HR 27" Monitor	\$189.99	1	\$189.99
IKEA Lack Wall Shelf	\$35.00	1	\$35.00

Content Review Department

Dell Optiplex Desktop	\$726.99	1	\$726.99
Dell SE2717HR 27" Monitor	\$189.99	1	\$189.99
Caimi Air Shelving System	\$64.00	1	\$64.00
Plant	\$15.00	1	\$15.00
Mat	\$19.99	1	\$19.99

Customer Service Department

Dell Optiplex Desktop	\$726.99	1	\$726.99
Dell SE2717HR 27" Monitor	\$189.99	1	\$189.99
Southshore Storage Shelf	\$55.00	1	\$55.00
Mat	\$19.99	1	\$19.99
Logitech H390 Headset	\$21.99	1	\$21.99

Graphic Department

iMac 21.5 Inch with 4k Retina Display	\$1,299.00	2	\$2,598.00
ClosetMaid Storage Cabinet	v\$55.00	1	\$55.00

Marketing Department

Dell Optiplex Desktop	\$726.99	1	\$726.99
Dell SE2717HR 27" Monitor	\$189.99	1	\$189.99
Ashland Metal Easel	\$5.00	1	\$5.00
Post-it Super Sticky Easel Pad	\$35.00	1	\$35.00
Baxson Studio Excel storage	\$70.00	1	\$70.00

Marketing Department

Dell Optiplex Desktop	\$726.99	2	\$1,453.98
Dell SE2717HR 27" Monitor	\$189.99	2	\$379.98
Mat	\$19.99	1	\$19.99
Shelf Box Wogg	\$40.00	1	\$40.00
IKEA Gallant Storage	\$125.00	1	\$125.00

GRAND TOTAL

\$16,674.83

Personnel: Management Team

CEO - Alicia Porras

\$100,000/ Year

Makes major corporate decisions and coordinates between all departments keeping creative connect running. Monitors all departments while bringing attention to future constraints on the company. Works directly with our officers to prevent mishaps.



Marketing Director - Victoria Mata

\$70,000/ Year

Strategizes and implements marketing campaigns, ensuring that Creative Connect maintains a growing flow of both clients and freelancers. Communicates directly to our client base about the services our freelancers offer and how it can be utilized to improve their business.



Creative Director - Gilberto Morales

\$65,000/ Year

Oversees the creative departments ensuring the content is up to standards. Approves brand decisions for the company, and develops designs for marketing campaigns.



Chief Financial Officer - Ada Chan

\$85,000/ Year

Guarantees that our freelancers get the pay they deserve and manages the financial actions of the company. Assures each transaction is approved after completion and adjusts rates as needed.



Graphic Designer

\$40,000/ Year

Designs for Creative Connect and keeps our content visually pleasing. Assists the Content Review Team and Brand Team to help provide freelancers with feedback on how to improve and shorten turn-around time. Creates logos and assists in account creation for premium members.

Brand Specialist

\$33,009/ Year

A premium service given to freelancers with a subscription. Provides brand development for freelancers and helps create an aesthetic for the individuals.

Marketer

\$50,000/ Year

Advertises to small business owners and startups. Showcases the level of talent we possess. Researches ways to bring in more traffic both from freelancers and clients.

Customer Service

\$32,884/ Year

Follows up with both client and freelancers about jobs completed. Notes suggestions and feedback for programmers and IT specialists. Ensures that our clients and freelancers are happy with our services to retain both parties as customers.

IT Specialist

\$52,811/ Year

Updates the matchmaker questionnaire based on job frequency and popular answers. Tailors the inquiry to each client's profile based on client's previous requests. Performs weekly checks on the server to make sure we stay up and running. Communicates with Programmer about possible bugs and updates.

Programmer

\$61,000/ Year

Writes and updates website coding, while ensuring the freelancer's profiles are updated frequently. They manage the profiles and give the freelancers traffic report based on their account.

Content Review Specialist

\$37,835/ Year

Ensures every freelancer is up to standards to be listed on our site. Overviews each job before completion for small minor errors before presented to the client.

We are
Creative
Connect



Production & Hourly Rates

Branding Department

Manufacturing Hourly Costs	
90%	\$24.24
85%	\$25.67
80%	\$27.27

All Inclusive Hourly Costs	
90%	\$48.01
85%	\$50.84
80%	\$54.01

Graphic Design Department

Manufacturing Hourly Costs	
90%	\$64.95
85%	\$68.77
80%	\$73.07

All Inclusive Hourly Costs	
90%	\$91.73
85%	\$97.12
80%	\$103.19

Technology Department

Manufacturing Hourly Costs	
90%	\$88.53
85%	\$93.73
80%	\$99.59

All Inclusive Hourly Costs	
90%	\$115.30
85%	\$122.08
80%	\$129.71

Content Review Department

Manufacturing Hourly Costs	
90%	\$27.40
85%	\$29.02
80%	\$30.83

All Inclusive Hourly Costs	
90%	\$51.17
85%	\$54.18
80%	\$57.57

Customer Service Department

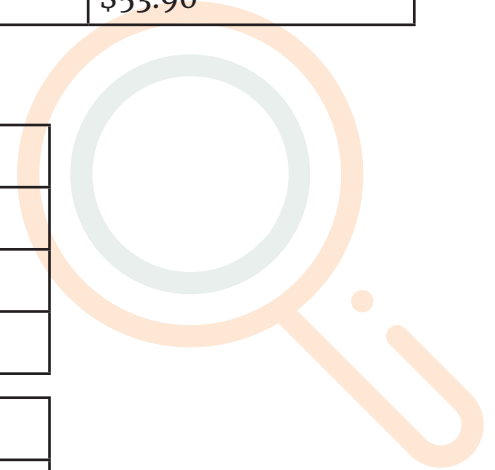
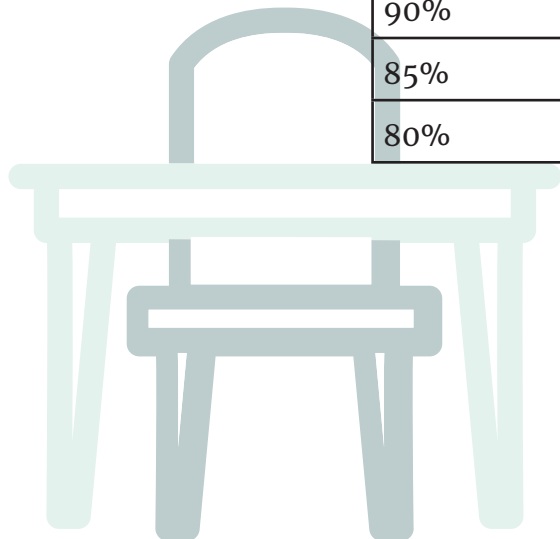
Manufacturing Hourly Costs	
90%	\$24.15
85%	\$25.57
80%	\$27.16

All Inclusive Hourly Costs	
90%	\$47.91
85%	\$50.73
80%	\$53.90

Marketing Department

Manufacturing Hourly Costs	
90%	\$35.48
85%	\$37.56
80%	\$39.91

All Inclusive Hourly Costs	
90%	\$59.24
85%	\$62.73
80%	\$66.65



Conditions of Sale

The Code of Fair Practice

ARTICLE 1.

Negotiations between the freelancer and all clients shall be conducted only through Creative Connect and will be documented through our communication channel.

ARTICLE 2.

Orders and agreements between a freelancer and client should be discussed and shall include the specific rights which are being transferred, the specific fee arrangement agreed to by the parties, delivery date, and a summarized description of the work. All of which must be communicated through Creative Connect

ARTICLE 3.

All changes or additions not due to the fault of the freelancer should be billed to the buyer as an additional and separate charge. This charge will still contain Creative Connect's Service Fee.

ARTICLE 4.

There should be no charges to the buyer for revisions or retakes made necessary by errors on the part of the freelancer.

ARTICLE 5.

If work commissioned by a client is postponed or canceled, a "kill-fee" should be negotiated based on time allotted, effort expended, and expenses incurred. This charge will still contain Creative Connect's Service Fee.

ARTICLE 6.

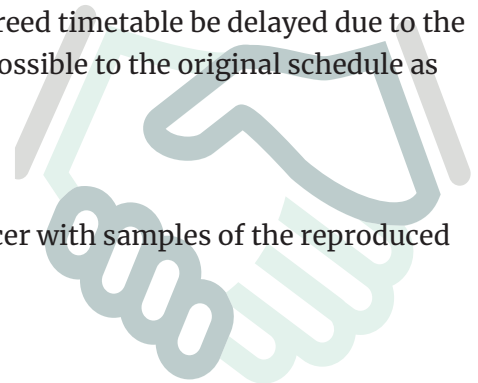
Alterations shall not be made without consulting the client and/or freelancer. Where alterations or retakes are necessary, the freelancer shall be given the opportunity of making such changes.

ARTICLE 7.

The freelancer shall notify the buyer of any anticipated delay in delivery. Should the freelancer fail to keep the contract through unreasonable delay or non-conformance with agreed specifications, it will be considered a breach of contract by the freelancer. Should the agreed timetable be delayed due to the client's failure, the artist should endeavor to adhere as closely as possible to the original schedule as other commitments permit.

ARTICLE 8.

Whenever practical, the buyer of artwork shall provide the freelancer with samples of the reproduced artwork for self-promotion purposes.



ARTICLE 9.

There shall be no undisclosed rebates, discounts, gifts, or bonuses requested by or given to client from the freelancer. The freelancer must set their rates on their profile, which will then be marked up with Creative Connect's Service Fee.

ARTICLE 10.

Artwork and copyright ownership are vested in the hands of the freelancer unless agreed to in writing. No works shall be duplicated, archived, or scanned without the freelancers prior authorization.

ARTICLE 11.

In case of copyright transfers, only specified rights are transferred. All unspecified rights remain vested with the freelancer.

ARTICLE 12.

When the price of work is based on limited use and later such work is used more extensively, the freelancer shall receive additional payment. This must be discussed between the freelancer and client thoroughly before the transaction is complete.

ARTICLE 13.

Art or photography should not be copied for any use, including client presentation or "comping" without the artist's prior authorization. If exploratory work, comprehensives, or preliminary photographs from an assignment are subsequently chosen for reproduction, the artist's permission shall be secured and the artist shall receive fair additional payment.

