



iCredor

Creative Partners Toward Success!



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.....● Who We Are ●.....

iCre8or is a multi-faceted digital solutions company that will cater to a wide clientele. We will run both proactive and passive business models that should ensure a steady stream of positive cash flow. We will cater to all clients in need of any digital services, primarily in terms of their web presence. We can work with clients who need as little as logo creation to those who need as much as a complete web-presence. To be able to accomplish this, we will employ a team of web development experts, well versed within all facets of web design, development, and promotion. Our secondary, and more passive business model is rooted in tending to a digital content library. Creatives and coders alike may upload their material to our library, at which point visitors may license anything they may need to supplement their web presence. Not only will we earn a percentage of every licensing transaction, we will also build traffic to our page through those visiting the library. As time progresses, our library will grow, and so will the resultant cash flow.



Mission Statement

We at iCrea8or strive to bring about a digital makeover to what's left of the analog world, providing transformative services for those looking to come online, as well as tending to an ever-expanding library of digital content.

Our Vision

Over time, iCre8or will be a premiere digital solutions agency, bringing a litany of web services to anyone and everyone in need. Also, our Creative Cloud will expand on its own over time, affording us a generous, passive income that will draw customers to our page routinely.

.....● Our Services ●.....

iCre8or's dual approach to web solutions guarantees that we can help almost anyone out with their web-presence needs.



Web Solutions



For those looking for web material, we will have a full team of digital experts who can help with everything from web design to full back-end coding. We can create and maintain web pages, properly representing the brands that need them. We can also be the supplementary team that can fill in any gaps a business has within their web presence, be it graphic design, coding, or marketing.



Creative Library



iCre8or will also host a cloud-based library of all digital content, including Website Templates, Web Coding & Plugins, Videos, Audio, Stock Photography, Graphic Design, Print Templates, and Flash & Animation. Our staff, as well as other creatives, may host their material on the library available for public licensure. iCre8or would receive a nominal cut of all transactions. This model would inherently grow over time, attracting a steady stream of the 3 C's: Creatives, Clients, and Customers.

.....● Our Location ●.....

iCre8or office is located in a great area for the business because it is in a growing sector of the Greater Houston Area, making it a prime location for up-and-coming businesses. Most importantly, the pricing in this area is significantly lower than a more centralized location while still providing easy access for those who wish to visit us in person.

Northwest Central Office Building

5600 Northwest Central Drive
Suite #172
Houston TX 77092-2060

Building

- Office Sapce: 2,261 sqft
- Rent: \$14/SF/Year
- contract: 2 years

Building Amenities

- Parking garage with covered parkway
- 24- hour secure key card access
- Security video surveillance
- On-site deli with outdoor seating with table
- FedEx & UPS dropboxes



Floorplan



.....● Our Target Market (Clients) ●.....

iCre8or will cater to a wide range of clients, solving both service needs as well as content acquisition. Our marketing reach will be aimed towards the following:



- Small-business owners who have not yet incorporated an online presence into their business plans. (B2B)



- Creatives in need of content for their web presence including, but not limited to, coding, imagery, video, and web templates. (C2C)



- Small-businesses that have a partial skillset in terms of their online presence, i.e, a company which has a website up but lacks a good aesthetic, OR a company with a good aesthetic but a clear deficiency in web functionality. (B2B)



- A separate arm of our marketing reach will be specifically towards creatives who would enjoy a supplementary income by licensing their content with our digital library.



- Companies or individuals in need of an online reboot including branding, social media creation, code development, web design, SEO, and other services. (B2B & B2C)

.....● Competition Factors ●.....

We will have to distinguish ourselves from our competitors by building a beautiful website and portfolio, showcasing our abilities. There are other web solution companies in the market so it will be our job to set ourselves apart from the competition. As far as the creative library is concerned, competition is less of a long-term problem because the content will come from individual creatives. No two libraries will hold the same material so as long as our library continues to grow, we will have residual traffic. The fact that our library exists means there will likely be stragglers from other library sites that were unable to find exactly what they were looking for there.

.....● Growth Potential ●.....

With the internet continuously growing in reach throughout the world, there will be a distinct need for companies and individuals to create a strong online presence. Those who lack a presence will need help getting and maintaining websites, while those who have a presence will need to be able to distinguish themselves from competition. We will be able to provide both direct and passive assistance in these matters, making our growth potential very high. - As far as the creative library is concerned, the growth potential is extremely high because once material is added to the library, it is likely to stay there (meaning the library will expound upon itself indefinitely.)

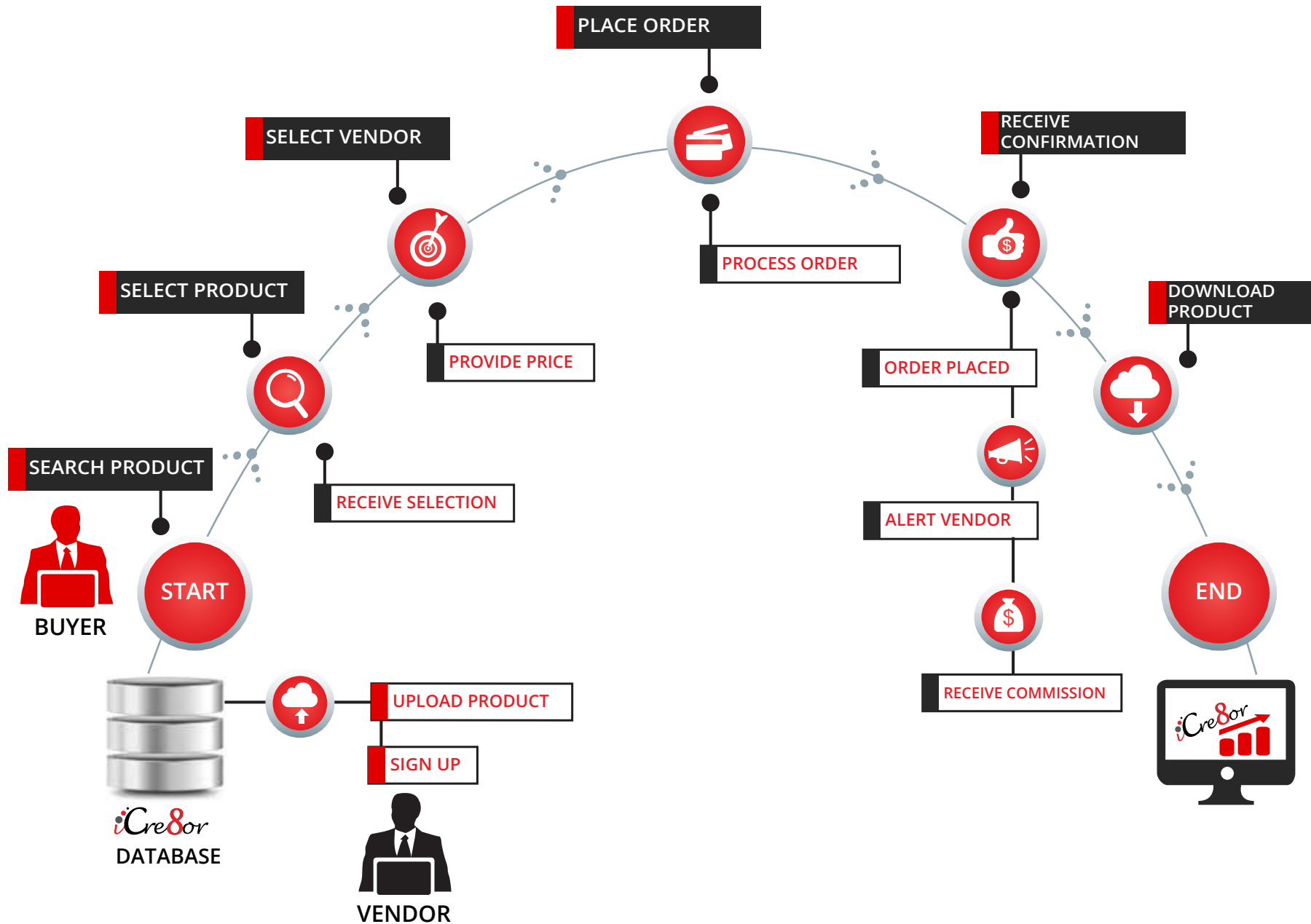
.....● Marketing ●.....

We will use search engine optimization, social media marketing, web press releases, blog activity, Craigslist marketing, and other online marketing strategies to reach those that might benefit from our services. The fact that our employees have a prerequisite marketing skillset will make the process rather efficient.

Workflow (Web Solution)



Workflow (Creative Library)



.....● Our Brand Identity ●.....

Within the logo of iCre8or, (pronounced iCreator), the left hand side of the logo features 3 dots above the lower case i, ascending towards the top of the logo. These three dots represent the three areas in which business can take place; Business to Business, Business to Consumer, and Consumer to Consumer. The 'i' is representative of the internet. The 8 is a call to the fact that we offer 8 sections within our creative library while also being a slight nod to the infinity symbol, alluding to an infinite potential in terms of the library's never-ending growth. We chose black and red as our branding colors for a couple reasons. Black holds all the colors in the visible spectrum, just as we can provide every service within the web development spectrum. Red represents a secret show of pride for the University of Houston, from which our company was born.



Creative Partners Toward Success!



.....● Our Team ●.....



.....●
Ranyah Alhebshi
Creative Director



.....●
Richard Cardozo
Director of Creative Services



.....●
Angela Cortez
Director of Design



.....●
Taylor Youngblood
Senior Web Developer

Web Designer

SIZE:	UNITS:	PRODUCT CLASS:	RESOLUTION:	SQ. FT.:	OTHER:
N/A	1	Web Designer Workstations	N/A	252	
PERFECTING:	COLORS:	INTERFACES WITH:	MAX. SPEED:	POWER:	
N/A	N/A	N/A	N/A	hp: N/A kW/hs: 0.5	

COMPLEMENT	WAGES-1 SHIFT
Web Designer	\$55,000
# Workers Per Shift: 1	Total: \$55,000

BASE COST OF EQUIPMENT:	\$4944.97
AUXILIARY EQUIP. COST:	\$1500
ESTIMATED INSTALLATION:	0
TOTAL INVESTMENT COST:	\$6,444.97

Equipment Shipped F.O.B.:

BASE COST ABOVE INCLUDES
Mac Pro, 2 27" Monitors, Keyboard, Mouse, Desk, Chair, Phone, and Floor Mat

HOURLY COSTS: ONE SHIFT - AREA B

Annual Manned Hours @ 100% Productivity: **1,960**

1. Depreciation.....	33 % (annually).....	\$ 2,127
2. Rent & Heat.....	\$21.00 (per sq. ft. annually)...	5,292
3. Fire Insurance.....	\$4.00 (per K of invest.).....	26
4. Direct Labor.....	from total wages above	55,000
5. Indirect Labor.....	23.5 % (of direct labor).....	12,925
6. PensionFund.....	3 % (of direct labor).....	1,650
7. Welfare Benefits...	\$80.00 (per wk./per employ.)	4,160
8. Payroll Taxes.....	8.3 % (dir. + indir. labor)	5,638
9. Workers Comp ...	\$2.90 (per \$1,000 of wages)	197
10. Power (hp).....	\$0.04 (your cost per kWh)...	0
11. Power (kWh).....	\$0.04 (your cost per kWh)...	24
12. Direct Supplies...	\$800 Annually.....	800
13. Repairs/Maint.....	2 % (of total invest.).....	129
14. Sub-total	sum of lines 1-to-13	\$ 87,967
15. General Factory.....	15 % (of line 14).....	13,195
16. Total Manuf. Costs	sum of lines 14 + 15	\$ 101,162
17. Admin./Selling Overhead....	46 % (of line 16).....	46,535
18. Total Costs	sum of lines 16 + 17	\$ 147,697

AUXILIARY EQUIPMENT INCLUDES

19. Manufacturing Hourly Costs @ These Productivity Levels	90 %	\$ 57.35
	85 %	60.72
	80 %	64.52
20. All-Inclusive Hourly Costs @ These Productivity Levels	90 %	\$ 83.73
	85 %	88.65
	80 %	94.19



Web Developer

SIZE:	UNITS:	PRODUCT CLASS:	RESOLUTION:	SQ. FT.:	OTHER:
N/A	1	Web Developer Workstation	N/A	252	
PERFECTING:	COLORS:	INTERFACES WITH:	MAX. SPEED:	POWER:	
N/A	N/A	N/A	N/A	hp: N/A kW/hs: 0.5	

COMPLEMENT	WAGES-1 SHIFT
Web Developer	\$57,000
# Workers Per Shift: 1	Total: \$57,000

BASE COST OF EQUIPMENT:	\$4,944.97
AUXILIARY EQUIP. COST:	1500
ESTIMATED INSTALLATION:	0
TOTAL INVESTMENT COST:	\$6,444.97

Equipment
Shipped F.O.B.:

HOURLY COSTS: ONE SHIFT - AREA B

Annual Manned Hours @ 100% Productivity: 1,960

BASE COST ABOVE INCLUDES
Mac Pro, 2 27" Monitors, Keyboard, Mouse, Desk, Chair, Phone, and Floor Mat

1. Depreciation.....	33 % (annually).....	\$ 2,127
2. Rent & Heat.....	\$21.00 (per sq. ft. annually)...	5,292
3. Fire Insurance.....	\$4.00 (per K of invest.).....	26
4. Direct Labor.....	<i>from total wages above</i>	57,000
5. Indirect Labor.....	22.5 % (of direct labor).....	12,825
6. PensionFund.....	3 % (of direct labor).....	1,710
7. Welfare Benefits...	\$80.00 (per wk./per employ.)	4,160
8. Payroll Taxes.....	8.3 % (dir. + indir. labor)	5,795
9. Workers Comp...	\$2.90 (per \$1,000 of wages)	202
10. Power (hp).....	\$0.04 (your cost per kWh)...	0
11. Power (kW/h).....	\$0.04 (your cost per kWh)...	24
12. Direct Supplies...	\$800 Annually.....	800
13. Repairs/Maint.....	2% (of total invest.).....	129
14. Sub-total	<i>sum of lines 1-to-13</i>	\$ 90,090
15. General Factory.....	15% (of line 14)....	13,514
16. Total Manuf. Costs	<i>sum of lines 14 + 15</i>	\$ 103,604
17. Admin./Selling Overhead....	47% (of line 16)....	48,694
18. Total Costs	<i>sum of lines 16 + 17</i>	\$ 152,297

AUXILIARY EQUIPMENT INCLUDES

19. Manufacturing Hourly Costs @ These Productivity Levels	\$ 58.73
	62.19
	66.07
20. All-Inclusive Hourly Costs @ These Productivity Levels	\$ 86.34
	91.41
	97.13



Graphic Designer

SIZE:	UNITS:	PRODUCT CLASS:	RESOLUTION:	SQ. FT.:	OTHER:
N/A	1	Graphic Designer Workstation	N/A	252	
PERFECTING:	COLORS:	INTERFACES WITH:	MAX. SPEED:	POWER:	
N/A	N/A	N/A	N/A	hp: kWhs: 0.5	

COMPLEMENT	WAGES-1 SHIFT
Graphic Designer	\$43,000
# Workers Per Shift:	Total:
1	\$43,000

BASE COST OF EQUIPMENT:	\$4,944.97
AUXILIARY EQUIP. COST:	1500
ESTIMATED INSTALLATION:	0
TOTAL INVESTMENT COST:	\$6,444.97

Equipment Shipped F.O.B.:

BASE COST ABOVE INCLUDES
Mac Pro, 2 27" Monitors, Keyboard, Mouse, Desk, Chair, Phone, and Floor Mat

HOURLY COSTS: ONE SHIFT - AREA B

Annual Manned Hours @ 100% Productivity:

1. Depreciation.....	33	% (annually).....	\$	2,127
2. Rent & Heat.....	\$21.00	(per sq. ft. annually)...		5,292
3. Fire Insurance.....	\$4.00	(per K of invest.).....		26
4. Direct Labor.....	<i>from total wages above</i>			
5. Indirect Labor.....	30	% (of direct labor).....		43,000
6. PensionFund.....	3	% (of direct labor).....		12,900
7. Welfare Benefits...	\$80.00	(per wk./per employ.).....		1,290
8. Payroll Taxes.....	8.3	% (dir. + indir. labor)		4,160
9. Workers Comp...	\$2.90	(per \$1,000 of wages)		4,640
10. Power (hp).....	\$0.04	(your cost per kWh)...		162
11. Power (kWh).....	\$0.04	(your cost per kWh)...		0
12. Direct Supplies...	\$800	Annually.....		24
13. Repairs/Maint.....	2	% (of total invest.).....		800
14. Sub-total	sum of lines 1-to-13		\$	129
15. General Factory.....	15	% (of line 14).....		74,549
16. Total Manuf. Costs	sum of lines 14 + 15		\$	11,182
17. Admin./Selling Overhead....	57	% (of line 16).....		\$ 85,731
18. Total Costs	sum of lines 16 + 17		\$	48,867
				\$ 134,598

AUXILIARY EQUIPMENT INCLUDES

19. Manufacturing Hourly Costs @ These Productivity Levels	90 %	\$	48.60
	85 %		51.46
	80 %		54.68
20. All-Inclusive Hourly Costs @ These Productivity Levels	90 %	\$	76.30
	85 %		80.79
	80 %		85.84



.....● Terms & Conditions (Web Solution) ●.....

1. Disclaimer

- a) We here at iCre8or will hold consultations on the intent of extending our business and time to our clients. Our clients must schedule a consultation online on our website prior to coming into our facility.
- b) Upon consultation, it is suggested clients bring imagery or examples of how they want iCre8or to help them bring their business vision to life. We encourage bringing materials such as your technology you utilize in your business and content you would like to use in your business website.
- c) If there is no content brought into the consultation, it is iCre8ors mission to help guide your business and brand to absolute top quality. iCre8or will research every business prior to visit, we will have suggestions and layouts made ready to go.
- d) We understand issues may occur upon consultation; if there are questions or concerns, contact our support team via chat or by phone. We are available business hours, Monday through Friday 9 am to 6 pm.

2. Billing

- a) We will dedicate time to our clients upon scheduling a consultation with us; however, every hour after the first free consultation will be \$100 per hour. You will be billed after the consultation occurs via Invoice.
- b) iCre8or has clients on our Creative Library, with your permission, we are able to license your website, imagery and video to our online clients.

3. Payment Terms

- a) You have the option when extending your content to the Creative Library to reduce the price of your website by 10%. If you prefer not to

use your content on the Creative Library, you have the option of paying full price.

- b) iCre8or accepts for you to pay us by PayPal, bank debit cards, Visa, MasterCard, American Express and Discover for your transactions and for you to receive payments the same.

4. Liability

- a) By agreeing to our terms and conditions, you understand that we own any intellectual property that iCre8or develops. If you want full control over your intellectual property, additional fees may occur.
- b) We hope you understand maintenance to our website may need to occur, lcre8or will work as fast as possible to get our site in order for your future transactions.
- c) iCre8or is not responsible for loss of information, it is your responsibly to back up your content prior to the upload process.

5. Support

- a) Customer satisfactions are of our utmost importance.
- b) Our services will be conducted in a professional, reasonable timely manner.
- c) If support is still needed to maintain your website, additional maintenance fees will be issued. We have 30 day's free maintenance and if further maintenance is needed, the charge will be \$95 an hour.

.....●Terms & Conditions (Creative Library)●.....

1. Disclaimer

- a) All content on our creative library is uploaded with the purpose of displaying your code, website, video, or logo content for the needs of other clients. Keeping in mind, you can share your work with others, you are able to use others work for your business needs.
- b) When uploading content, you are giving us, iCre8tor permission to license your code, website, logo, or video to our in house business clients.
- c) You as the artist, are responsible to test out your content prior to uploading. Once you upload, this content is for sale. If you need to update it, make sure you update prior to the content being sold.
- d) We understand issues may occur with your content, if there are questions or concerns, contact our support team via chat or by phone. We are available business hours, Monday through Friday.

2. Billing

- a) When uploading, you will have the choice to choose how much you want to sell your content for. With this in mind, iCre8or will be allowing you to license your content to others as well as you are licensing to iCre8or. iCre8or generates profit on half of what you are selling your content for.
- b) iCre8or has in house business clients as well. When you upload your content, with permission, you are allowing us to license your work to our in house clients. The end result is you making a profit. You will make 10% in royalties.

3. Payment Terms

- a) Full payment upon purchase will be made out to the client.
- b) iCre8or accepts for you to set up PayPal, bank debit cards, Visa, MasterCard, American Express and Discover for your transactions and for Icre8ors transactions.

4. Liability

- a) We at iCre8or are here to showcase your content to other creative people that are in need of great content. We understand an update to your content may need to occur after content is uploaded or after sold. If this is the case, it is our responsibility to inform the buyer of the updated content.
- b) We hope you understand maintenance to our website may need to occur, iCre8or will work as fast as possible to get our site in order for your future transactions.
- c) iCre8or is not responsible for loss of information, it is you're responsibly to back up your content prior to the upload process.

5. Support

- a) Customer satisfactions are of our utmost importance.
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Contact Us



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- **PHONE:**
832-456-6789
- **WEBSITE:**
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