

Sharing

knowledge

Building

community

Fostering

connections

a proposal by 10K Webdesign
Tuesday, May 4, 2010

Greetings,

Our company, 10K Group LLC dba 10K Webdesign, has a mission to empower, educate, and inform communities of users. We specialize in building complex, highly functional websites for green companies, progressive organizations, women in business, and membership groups.

We are a woman-owned, minority-owned, green certified web development firm that has been incorporated as a business since 2004. We take great pride in our work and are continually learning how to best support our clients.

We invite you to think of us as your technology partner-- we provide technical solutions to common issues that arise in your business.

You know your community best, so we offer you multiple options and opportunities to best integrate available technical solutions into your business process. We strongly encourage your organization to manage your own website: 90% of our clients go on to update their own websites and enter new content, events, announcements, and pictures using web-based data entry forms.

We are committed to our clients' success: our principals have been creating websites since 1999 and our current client base consists of small businesses, public agencies, local, state and national nonprofits, and entrepreneurs.

We look forward to supporting you in this project.

Sincerely,

A handwritten signature in black ink that reads "Monica S. Flores". The signature is written in a cursive, flowing style.

Monica S. Flores
Principal, 10K Webdesign

10k Webdesign

Toll-Free: 877-836-5105 :: Fax: 877-853-5276 :: <http://www.10kwebdesign.com>

Who We Are: Information about the Design Firm

History

Principals Monica S. Flores and Genesis Lodise started web design in 1999 while working for The Odyssey World Trek for Service and Education, the first global multimedia project using the Web to share stories of hope, leadership, and community-based action from locations around the world. The principals have been developing, designing, and coding websites since then. They incorporated as 10K Group LLC in 2004 with the plan of using their skills for the betterment of the world.

One of the first green-certified web design firms in the San Francisco Bay Area, our 10K Webdesign team is based in California, Hawaii, and NYC. We are a woman-owned, minority-owned company with a strong support team of professionals. We've used our skills to serve sustainable and green companies, progressive organizations, minority women in business, and membership groups. Our team includes designers, developers and programmers, content editors, communicators, and techies.



Genesis Lodise

genesis@10kgroup.com

<http://www.linkedin.com/in/genesislodise>



Monica S. Flores

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Portfolio

Our full portfolio is online: <http://www.10kwebdesign.com/portfolio.php>

Recommendations

Thanks to your help, AADP has registered over 13,000 donors in 2007 alone (that's 500 times more the number of people registered in previous years!)

*Asia Blume, Program Director, Asian American Donor Program
site redesign and common business processes moved online*

Yohanna and I would like to congratulate you on a job well-done. This is something we can all be proud of.

*Johnny Jones, Laser-Professionals (\$1m in sales within 5 years of launch)
site redesign, custom video registration and viewing, online course registration*

10K was the driving force behind our non-profit's website development.

As a small non-profit, we rely heavily on our website to support our effort and have been amazed at their expertise. An extremely easy recommendation to make.

*Doug Johnson, Board Member, Walk Oakland Bike Oakland
basic site installation, customization, and training*

Did they understand what you wanted and did they deliver what you wanted?

Because of their past experience, 10K was able to broaden our expectations as to what is needed for an effective website. So, in terms of deliverables, they have delivered more than what we expected.

Was it easy to work with them? Were there any cost overruns on the project?

They have been extremely easy to work with. Any enhancements that we needed were made. Fees were well within the projected budget.

Anything else we should know about working with them?

Monica and 10K are also very instructional. They have designed the administrative side of the website, so that we (as novices) can enhance our own website with uploads of past events, etc. We appreciate the ease with which we can do this. It allows us to give our site a "customized" appearance.

*Arnie Fong, Board Member, APA Caucus
basic site installation, customization, and training*

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References

Aka'ula School

Contact: Victoria Newberry

Project Description: Themed Drupal site, e-commerce, calendar

<http://www.akaulaschool.org>

808-567-6980

vickin@wave.hicv.net

San Francisco EOL

Contact: Nate Hinerman

Project Description: Redesign, conversion to Drupal: apply online, calendar, announcements

<http://www.sfeol.org>

415-422-2314

nphinerman@usfca.edu

Asian American Donor Program

Contact: Carol Gillespie

Project Description: Redesign, conversion to custom Content Management System

<http://www.aadp.org>

carol@aadp.org

Castro Valley Sanitary District

Contact: Naomi Lue

Project Description: Converted static website to custom Content Management System

510-537-0757

<http://www.cvsan.org>

naomi@cvsan.org

The Sperm Bank of California

Contact: Laurie Silverman

Project Description: Created custom Content Management System, online donor lists, blog, and donor application online

510-841-1858

<http://www.thespermbankofca.org>

laurie@tsbca.org

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Basic Ideas: How We Approach this Project

- We work with your existing communications team to identify top functional priorities for the site (orienting user to search and retrieval, easy download of available information, identifying distinct user audiences, directing specific groups towards specific actions), including design requests, layout/font/color ideas, page layout, and form specifications.
- We map out the types of users who will need information and resources from the site, and we help you identify a primary site map with navigation, sub-navigation, and specific usergroup needs.
- We create a functional requirements document mapping out specific actions required on the site (the “call to action” such as a form signup, search, social networking needs,etc.).
- We compose design concept graphics to show the potential site look-and-feel: designs include home and secondary pages, including two rounds of revisions.
- We install a basic content management system framework and lay out existing modules to match desired functional specifications.
- We then “overlay” the chosen design onto this framework.
- Testing and quality control commence before the rollout of the redesigned site.
- After rollout we conclude with documentation, training, and a roadmap for suggested additional development.

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Our Solution: A Project Proposal

Thank you for the opportunity to work with you to help develop your website. Attached you'll find our deliverable list (ATTACHMENT A). 10K Group LLC dba 10K Webdesign agrees to complete these services within a fixed timeline as agreed-upon by both parties. This estimate is valid from seven days of the initial inquiry.

In consideration of performance of these services, you agree to pay 10K Group LLC up to a contract amount not to exceed the amount specified in ATTACHMENT A. This not-to-exceed amount may be revised by mutual consent based on additional functionality. Any unpaid balance will accrue interest at 10% per annum. See payment plan attached (ATTACHMENT B).

We agree that in the event of dispute about any invoice or the quality of our work, we will arbitrate such a dispute before a mutually agreed-upon dispute resolution service. We agree that neither party will bring any lawsuit regarding this agreement or the performance of our work without making a good faith effort to request and participate in mediation of the dispute.

If this Agreement meets with your approval, please e-mail your response in the affirmative to monica (at) 10kwebdesign (dot) com to make this a binding contract between us. You may keep this copy for your records. By responding, you indicate that you have authority to sign in capacity as agent of your company/organization.

Sincerely,

A handwritten signature in black ink, appearing to read "M Flores".

Monica Flores, VP/Operations, 10K Group LLC

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ATTACHMENT A: Assumptions and Deliverables List

ASSUMPTIONS:

- 1) Organization to assign one person to act as Web Liaison to 10K Webdesign
- 2) Existing domain name to be used and existing hosting to be used if it includes PHP and mySQL.
- 3) Phone, E-mail, Web-based, and Info videos for training on site management, including documentation
- 4) We will provide a written estimate for additional functionality requests beyond this scope
- 5) Initial site sketch required from your org with major navigation, drop downs, and stand-alone pages, including CONTENT for each page
- 6) IMPORTANT: ALL PAGE CONTENT FOR LAUNCH to be prepared in advance and e-mailed as text or Word documents
- 7) No additional maintenance fees, you are only responsible for domain/hosting
- 8) During our process, if you find you require more different types of functionality, we will provide an estimate of overage fees and timeline. Project management is included in this estimate.

DELIVERABLE 1: CREATE WEBSITE PLANNING DOCUMENTS [Timeline: Week 1-3]

- a) Specify site map
- b) Detailed list of functional specifications
- c) Identify technical issues, if any
- d) Identify maintenance point of contact and abilities
- e) Start assembling pages for website launch, including source graphics, fonts, color palette, and stock photography.
- f) Unlimited additional page content may be added after launch
- g) Identify FTP, domain name, and hosting information
- h) Database information assembled.

DELIVERABLE 2: DESIGN [Timeline: Week 2-3]

- i) Depending on your budget, we recommend options from using a downloadable free theme for this site to choosing from our customized design options.

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DELIVERABLE 3: LANDING STAGE 1 -- BETA VERSION - Uploaded Back-end & Front-end
[Timeline: Week 4-7]

- j) Initial version of website installed: core modules + Priority A list
- k) First round of content data entry

DELIVERABLE 4: DESIGN OVERLAY ONTO Front-end [Timeline: Week 7-10]

- l) Overlay chosen graphic design
- m) check buttons, forms, photos, slideshows, content, functionality
- n) Contact form to e-mail of choice
- o) Custom forms developed and encoded
- p) Back-end administrator tool checked
- q) Beta test, Adding content, editing content as needed
- r) Sign up for a Google Analytics account and we install for tracking purposes
Sign up for spam catcher for additional e-mail protection

DELIVERABLE 5: LANDING STAGE - SOFT LAUNCH [Timeline: Week 10-12]

- s) Check modules and functionality
- t) QUARANTINE - no new content or functionality added at this point

DELIVERABLE 6: TESTING, QUALITY CONTROL, and LAUNCH Front-end [Timeline: Week 11-12]

- u) Beta test, Content revision (two rounds)
- v) Internet Explorer, Firefox, Safari check
- w) Sign off on website

DELIVERABLE 7: TRAINING & DOCUMENTATION [Timeline: post-launch]

- x) Training and Documentation to date

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Tasks	Low	Medium	High
Project Management	\$250	\$500	\$850
Site Design	\$0 (download theme)	\$450 (one custom design)	\$900 (two custom designs)
Installation	\$1,250	\$1,250	\$1,750
Themeing	\$0 (download theme)	\$500	\$500
Customization	\$450 Built-in blog Contact form User/pass access Up to 5 content types (e.g. Images, Pages, Announcements, Events, Videos)	~\$750 Built-in blog Ubercart pay online Contact form User/pass access Up to 10 content types + bookmarking, flagging, private messaging, etc. choose more functionality from available modules*	~\$1500 Built-in blog Ubercart pay online Contact form User/pass access Up to 15 content types + customized choice of modules + social networking enabled
Testing & Quality Control	\$400	\$600	\$850
COMPLETED WEBSITE	\$2,350	\$4,050	\$6,350

* we offer custom recommendations for modules related to your particular situation
Nonprofits and startups: review our discount policy

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Module List - Initial List, Final List To Be Determined

Recommend the (FREE) Acquia Drupal Pack, which includes many social networking features to enhance your users' experience of the website.

Recommended functionality:

Member-features -- User may login, discussion, downloads, PDFs, images

User Permissions -- levels of access to different membership roles

Administration Access to all content

Module List - INCLUDED in Acquia Distribution

Drupal is our suggested solution for your project, with a specific reliance on the Acquia Distribution, which “bundles” many of the common modules required to build an effective and engaging site.

The current Acquia Distribution is available online for your review:

www.acquia.com. We build in time to during our planning process to understand your organizational needs and requirements and assist you in finding technical solutions that fulfill those needs. For example, the Ubercart module allows you to collect membership dues or product payments online.

SITE SPECIFICATIONS

- Redesigned site implementing new navigation and UI design
- A Drupal 6.x - 7.x site. Nonproprietary, open source content management system.
- Theme from the existing menu of Drupal themes.
- Sample modules to be discussed (TBD) but to include the recommended Acquia Distribution pack of pre-selected modules.
- Suggested Ubercart integration for online payments
- Integration of Directory: registration, display all members, & display of single member
- Ability to efficiently approve memberships, to increase member base and generate income to support future endeavors
- Ability to integrate future technologies/services into the site to continue to provide value

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ATTACHMENT B: Payment Arrangements

We accept cash, checks, and credit cards.

We are open to arranging advertising or sponsorship on your site in return for a portion of the total purchase price.

To move forward with this proposal, we require

- 1) An e-mail response affirming that you intend to hire 10K Group LLC for the completion of the above deliverables
- 2) A deposit of 35% made out to 10K Group LLC online at:
<http://www.10kwebdesign.com> (click credit card logo at bottom)



- 3) A second payment of 35% is due after the beta version is installed
- 4) the balance is due directly before the launch of the site. Unpaid balances accrue 10% interest per annum.

ATTACHMENT C: Going Green

We are committed to greening our actions -- we are reducing our reliance on paper and we encourage teleconference via Skype, Webex, and chat. We offer phone, fax, e-mail support, documentation via written and video training. In-person training may be arranged.

Send large files via: Yousendit.com

Monica S. Flores, Principal 10K Webdesign

Toll-free: 877-836-5105, extension 10 (877-TENK-10K)

Fax: 877-853-5276

Tax ID: 10K Group LLC #202-21-5642

Billing Address: PO Box 1014, Kaunakakai HI 96748