Large Web Site and CD-ROM Project

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Mike Murphy
President
Sky Ski
1204 West Flint Street
Lake Elsinore, CA 92530

Mr. Murphy,

Thank you for taking the time to work with us to determine your multimedia needs. Cyberi, Inc. will be available to start work on this project as soon as possible. We look forward to working with you on this project.

Our proposal will outline how we will solve your problems. Our designs are based on years of experience with similar presentations tailored to the specific needs of Sky Ski.

Cyberi, Inc. is the right choice for the following reasons:

- Our staff has extensive experience with similar web site and multimedia CD-ROM development.

- Our staff is already very familiar with the sport of hydrofoiling and understands the watersports industry.

- Our staff has on file an extensive library of hydrofoiling still photography and access to hydrofoiling video.

- We have experience in tying both web site and CD-ROM projects together with additional marketing tactics for a complete solution.

Sincerely,

Ian Lauder
VP of Engineering
Cyberi, Inc.
(425) 555-5555
ian@CyberiCard.com
www.CyberiCard.com

PROPOSAL

Creating the Sky Ski Website and Interactive Marketing CD-ROM

Prepared for: Mike Murphy
                       President

Prepared by: Ian Lauder
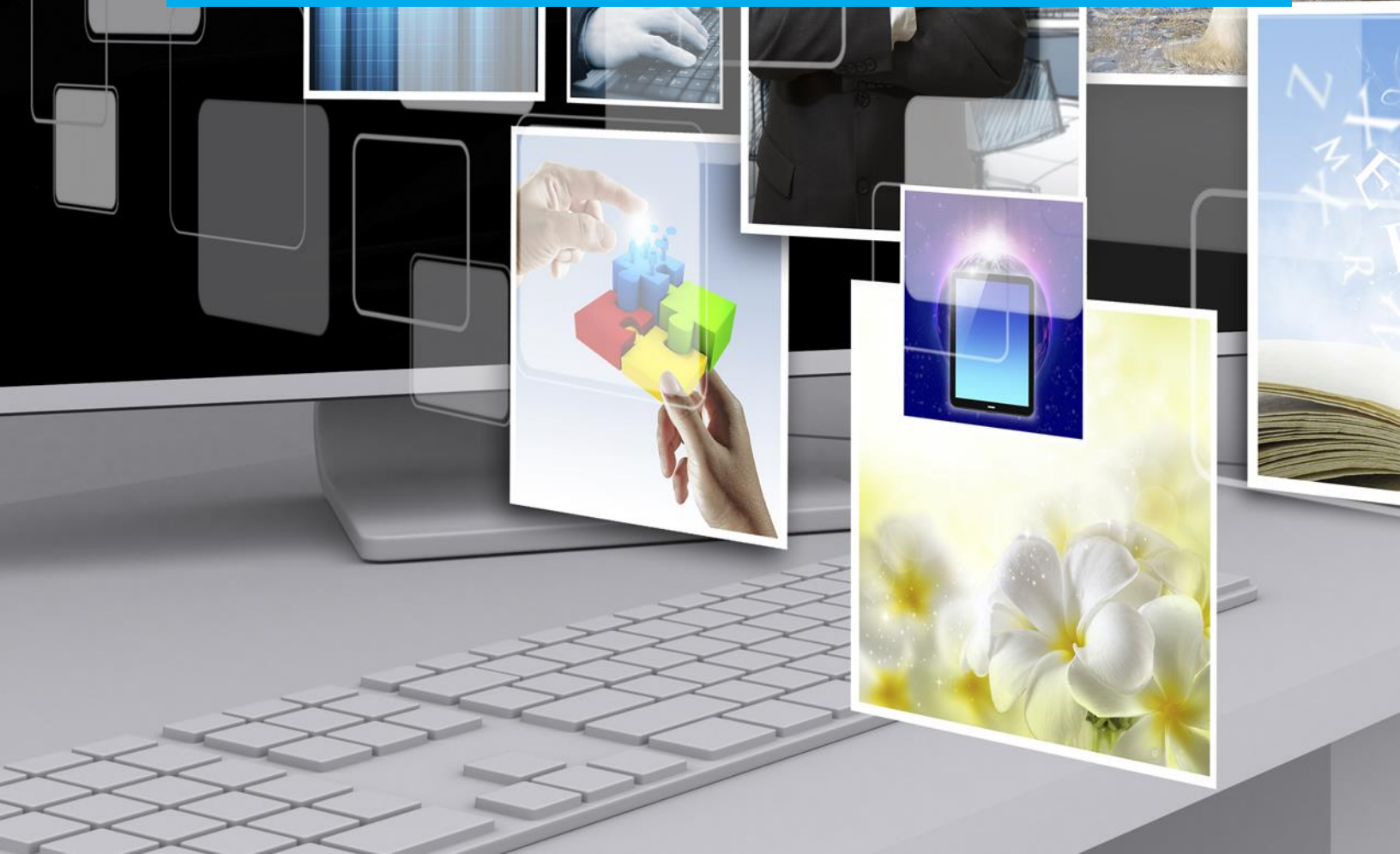   VP of Engineering

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EXECUTIVE SUMMARY

The Objective...

Sky Ski needs a major Internet presence to be the hub of the sport of hydrofoiling, create a community atmosphere and promote and sell their products and services. Sky Ski also needs an easy way to get dealers up to date dealer information and high-resolution images for use in dealer advertisements.

- ▶ An Internet Presence: Sky Ski needs a web site.

- ▶ A Dealer Media Kit: Sky Ski needs a dealer CD-ROM.

The Opportunity...

Sky Ski has the opportunity to dominate the Internet in the sport of hydrofoiling.

- ▶ Exposure: The goal of the web site will be to dominate the sport of hydrofoiling on the Internet with a large amount of content and imagery.

- ▶ Community: The site will also be used to build a large community of hydrofoilers by encouraging communication, team membership and events.

- ▶ Dealer Service: The web site will include a dealer locator for users and a mini CD-ROM will be created to include high resolution images for advertisement use, Sky Ski information and links to up to date dealer price lists.

The Solution...

As active members in the sport of hydrofoiling we understand the sport and have accumulated a large collection of extreme hydrofoiling media. We are also experts in the creation of all media and materials required for the project including but not limited to web site design, e-commerce, database design, photography, and CD-ROM production. We recommend using our production team to handle the creation of both projects.

- ▶ Site Creation: We recommend a full service web site solution including e-commerce, team rider automation, extensive photo galleries, product information, tips and tricks, dealer locator, autoresponder e-mail list manager, up to date event information and more.

- ▶ CD-ROM Creation: We recommend a small-scale mini CD-ROM for use with Sky Ski's dealers mass produced in small quantities and updated once a year.

- ▶ Ongoing Site Maintenance: We recommend the Sky Ski site be updated at least once a month with new information.

COST SUMMARY

The following is an estimate and summary of the costs associated with your project. These numbers are only to be used as an estimate, which has been based on the information provided to our company concerning this project to date.

Development Costs	Price
Project Development for dealer CD-ROM	$4650.00
Mass Duplication Costs of 1000 CD-ROM's	$1240.00
Project Development for creation of web site	$34,157.50
Total Development Costs:	**$40,047.50**
Ongoing Yearly Costs	
Domain Name Renewals	$35.00
Total Ongoing Yearly Costs:	**$35.00**
Ongoing Monthly Costs	
Maintenance costs	$400.00
Web Hosting	$40.00
3rd Party Services	$20.00
Total Ongoing Monthly Costs:	**$460.00**
Miscellaneous Costs	
Setup and media license fees (one-time costs)	$990.00
Total Miscellaneous Costs:	**$990.00**
Total Amount	**$41,037.50**

Standard Disclaimer: The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.

BENEFITS

You will realize the following benefits provided by this project:

The CD-ROM project will benefit Sky Ski as follows:

- ▶ Reduce printing costs
- ▶ Reduce bulky mailers
- ▶ Reduce postage costs
- ▶ Increase visibility
- ▶ Increase your response rates
- ▶ Increase brand awareness
- ▶ Help close more business deals
- ▶ Combine existing marketing material
- ▶ Improve customer service
- ▶ Track your marketing effectiveness
- ▶ Leave your information on customer's desktop

Increase the leverage of your existing marketing campaigns with the new and powerful tool you can track! Printed brochures are frequently tossed in the trash, CD-ROM presentations are more likely to be kept and passed around.

The Website project will benefit Sky Ski as follows:

- ▶ Increase visibility world-wide
- ▶ Stand out from the competition as the industry leader
- ▶ Increase brand awareness
- ▶ Conduct business easily anywhere in the world
- ▶ Promote the sport of hydrofoiling with Sky Ski as the most innovative company
- ▶ Improve customer service
- ▶ Track your marketing effectiveness

⟐ FEATURES

The products and services provided by Cyberi, Inc. to be used in this project include many useful and innovative features. Following is a brief synopsis of the major features which you will benefit from:

- ▶ **Enterprise Marketing ROI Tracking** - Capture more information about how your cards are used to determine how effective your presentation and marketing efforts are working.

- ▶ **Desktop Installation** - The installer effectively multiplies the number of actual business card presentations by leaving it behind on the user's computer.

- ▶ **Contact Followup** - Our CyberiCards are programmed with contact forms that gather visitor information when they fill out a request form on your card. Your users are immediately sent an automated thank-you e-mail, and you are sent their information request.

- ▶ **Artwork Advertising Free** - Our CyberiCards are designed for you to market yourself and your business. Unlike most other multimedia companies, we do not put our logos or marks on the face of your business card CD-ROM.

- ▶ **Custom Background** - We will create a custom graphic background of your choice which will match your corporate look and feel.

- ▶ **Background Music** - Your presentation will also include a background music track of your choice. We have a large selection of stock selections and custom tracks can be licensed or created.

- ▶ **Trade Show Autoplay Mode** - Let your presentation play by itself while letting your viewer take over at any time. Perfect for trade shows, kiosks and sales demonstrations.

- ▶ **IPIX Virtual Tour** - We specialize in 360 degree IPIX Virtual Reality Tours. An IPIX photograph is a single picture that shows an entire view of a room or location from floor to ceiling all the way around. IPIX is a unique type of photography only available on web sites and multimedia presentations.

- ▶ **Video** - Short video clips can also be included in your CD-ROM presentation. Video clips can be advertorials, location tours, etc. For mini CD-ROMs size and space is limited to a few minutes.

- ▶ **User Controllable** - Our presentations are designed for ease of use by beginners to experienced computer users. Audio feedback on buttons and clickable text, visual feedback on buttons and clickable text, navigation schemes consistent across presentation, pop-up help screens, animated visual buttons clues on each initial page view.

For more details see our web site at: www.CyberiCard.com/features.htm

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1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.

2) Click the Pick Documents button then click the View Samples tab.

3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.

4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.

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