PROPOSAL

for

FUJIFILM

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ORANGECOAT

OVERVIEW

We couldn't wipe the smile off our face after first meeting with Sam Lee. It is terribly exciting to hear how a company with the size and prestige of FUJIFILM is taking such an innovative approach to new business. Since that meeting we haven't stopped brainstorming ideas and thoughts on how to push the SCRAM screen forward. We get the technology, we understand the uses and markets and it is our goal to explain the technology and uses to the target markets in the most exciting and innovative ways possible.

Great things can happen when the right product meets the right marketing and we plan on making great things happen with the SCRAM screen.

We want to be associated with a company and projects like this. It's exciting and challenging. We want to help push FUJIFILM forward.

The following proposal is an overview of our process, specs, and pricing for making the SCRAM website and building the web foundation for future FUJIFILM product websites.

THE ORANGECOAT PROCESS

RESEARCH

The first goal of any project is to learn and understand as much about the product, market segment, and strategic goals as possible. The wonderful thing about the SCRAM project is that OrangeCoat and FUJIFILM has already had several meetings on the project and the goals. This foundation will kick-start the research phase allowing for a quicker project timeline and much better and deeper understanding of the overall project and goals.

That being said, each project demands and deserves a complete research phase. The research process begins with a kick-off meeting where all parties involved go through an extensive kick-off document. During this meeting, topics range from broad subjects such as the value proposition of the SCRAM screen to narrow ones such as individual features and every topic in between.

After this, OrangeCoat continues the research by studying competitors and other companies that sell to similar market segments and talking to as many vendors and potential clients as feasible.

From all the meetings, research and discussion, a **Project Blueprint** is developed. The Project Blueprint is a living document that guides the development of the entire site and includes two major sections

The Creative Summary

The Creative Summary succinctly explains the marketing message for the entire website and discusses broad design and marketing concepts. It's the foundation of all future creative work and becomes a reference guide for creating the look of the site and each of the individual marketing components found in the site.

Technical Specifications Document

The Technical Specifications document outlines all the technological and programming aspects of the project that are needed to achieve the project goals. This document goes into great detail on the Content Management System (CMS) specifications, options and also includes a timeline of all major project milestones and establishes defined to-do items for everyone involved.

CREATIVE

After the overall themes of the project and functional specifications are better understood, the attention turns to the site design and creative elements.

We story boards many of the key interfaces of the website. The term story board is used because more than just picture mock ups are created. Particular attention is given to the wording, message, navigation, and user interface of the entire site. Because a website is an interactive and dynamic product, the entire user experience is considered and addressed during this creative process.

Each screen in the story board is reviewed and discussed. From these discussions, changes and tweaks are made and then each screen is approved.

After the overall design themes and site look is story boarded, some of the major creative modules are developed. For the SCRAM screen this includes the concept and story boarding of the Flash demonstrations and introductory Flash movie. When these concepts and story boards are approved by FUJIFILM it's time to start developing.

DEVELOPMENT AND BUILD

Development

The development includes programming all the major functional elements of the website including:

- (x)HTML and CSS site template
- Content Management System (CMS)
- Multiple Flash elements
- Flash video player

Site Creation

Beyond developing the major functional aspects of the site a good amount of time is spent creating each page in the site map. Site creation is what separates a good site from a great site and is something that we take very seriously. This includes creating the proper look for each major section of the site and laying out the content in an attractive and easy to read manner. The site map, as it currently stands, is as follows:

I.   Home page
II.   Product page
      a. Screen comparison
      b. Screen usages
      c. Technical specifications
III.   Company page
IV.   Warranty page
V.   Site map

LAUNCH, SUPPORT AND MAINTENANCE

OrangeCoat doesn't believe in the "if you build it, they will come" marketing philosophy. Part of prepping the site for launch is developing a launch day marketing and PR strategy and creating a game plan for post launch marketing. The day of PR and marketing strategy includes developing a list of online publications to notify and determining the overall message that will speak to each publication.

Beyond that, OrangeCoat also provides a plan for future marketing and online PR strategy. This is a broad strategy document to help FUJIFILM think about how to best market online. Creating and implementing the strategy would be a separate project.

On the technical side, OrangeCoat also includes an insurance policy that includes

- Both phone and email support and training
- Weekly offsite backups of the entire site
- 24 hour monitoring of sites uptime. If the site goes down at anytime, three people at OrangeCoat gets an email and text message
- Security upgrades to the Drupal CMS when needed
- Inclusion of Google stats and webmaster tools

PROJECT SPECIFICATIONS

In hopes to not just copy and paste the specs from the RFP here's a list of some of the major specs on the list and some examples of OrangeCoat's work in that area.

INTERACTIVE FLASH ELEMENTS

- http://www.furmancliffscottage.com/virtual-tour
- http://widgetworksusa.com/products

MULTIPLE SITES RUN OFF OF A SINGLE CMS

OrangeCoat's best examples of this are the six websites for Confluence Water Sports running on a single CMS installs

- http://www.orangecoat.com/work/confluence-watersports

USER MANAGEMENT AND VIDEO MANAGEMENT

- http://www.swampfox.ws/
- http://www.athletefocus.com/

PRICING AND TERMS

PROJECT PRICE

Research
- Kick-off meeting
- Creative brief $1,500.00

Creative
- Story boards
- Interactive Flash elements (up to six) $8,000.00

Development
- (x)HTML/ CSS template
- CMS install and customization
- Flash video convertor $16,125.00

Site creation
- Up to fifteen pages $3,000.00

Total: $28,625.00

PAYMENTS TERMS AND SCHEDULE

All payments are Payment Due in 30

1/3 Due at sign on

1/3 Approval of creative

1/3 Site Launch

OrangeCoat estimates 12 weeks from initial meeting to site launch

* Price does not include original photography or purchase of stock photography

MAINTENANCE PRICING (OPTIONAL)

Maintenance includes

- Both phone and email support and training
- Weekly offsite backups of the entire site
- 24 hour monitoring of site's uptime. If the site goes down at anytime, three people at OrangeCoat gets an email and text message
- Security upgrades to the Drupal CMS when needed
- Incidental repairs that result from factors beyond our control (server upgrades, security patches, browsers, et cetera)
- Inclusion of Google Analytics and webmaster tools

$500 monthly fee or a $6,000 yearly fee for the hosting and maintenance of the site. This fee starts the day the site goes live.

CONCLUSION

Thank you again for sharing your idea with us. It is inspiring to know such ideas are still around. If you have any questions on the proposal or would just like to talk a little more feel free to give Adam Gautsch a call at 864 335 9161 or email him at adam@orangecoat.com.