

FREEVECTOR LAUNCHPAD™

DESCRIPTION OF SERVICES

Free Vector LaunchPad™ **\$4995**	Included
Business Formation ¹ :	
• Federal EIN filing	√
• Articles of Formation (LLC)	√
• State/local business licenses	√
• Articles of Incorporation (corporation)	√
Business Plan:	
• 3-year strategic plan	√
• Financial pro forma	√
• Go-to-market strategy	√
• Business “dashboard”	√
Website/Social Media:	
• Domain name 10 email accounts and hosting (1 year) ²	√
• Website/blog development ³	√
• Search-Engine Optimization ⁴	√
• Key word analysis ⁵	√
• Google Analytics integration ⁶	√
• Search engine sitemap submissions ⁷	√
• Facebook/Twitter integration	√
Software-as-a-service (SaaS) infrastructure technologies: ⁸	
• Customer relationship management (CRM) ⁹ (3 months)	√
• Email/newsletter campaign management ¹⁰ (3 months)	√
• Accounting ¹¹ (3 months)	√
• Workspace/collaboration ¹² (3 months)	√
Documentation and training	√
Three months business mentoring and support ¹³	√

¹We do not provide legal or accounting services. You should consult an attorney or accountant if you have questions regarding choice of entity, tax planning or other legal or accounting issues.

²We use GoDaddy® for our domain name registration, hosting, and email services.

³We build our websites using WordPress®. The LaunchPad™ offering includes a website/blog using your choice of the thousands of available WordPress® templates. E-commerce websites are not included but can be provided for an additional fee.

⁴We use a WordPress® plug-in for SEO. “SEO” refers to services that increase your website’s visibility to search engines such as Google®, Bing®, and Yahoo®.

⁵“Keyword Analysis” refers to the identification of key words used by your customers when looking for your products and services through a search engine. Key word identification is also used for search engine marketing (SEM) to purchase preferred placement on search engines.

⁶Google Analytics tracks website performance. We integrate Google Analytics with your website’s administrative dashboard.

⁷Sitemaps are maps of the pages of your website. Sitemap submission is a component of search engine optimization. Sitemap submission is integrated with your website’s administrative dashboard.

⁸We incorporate software-as-a-service (“SaaS”) technologies to run and manage your key business operations. SaaS providers typically charge a monthly subscription to use their service in lieu of paying up front for software. Other advantages include automatic upgrades, accessibility from any computer with an internet connection, and the ability to cancel the service or upgrade service at any time as your business dictates.

⁹Customer relationship management software allows you to track and manage your sales opportunity pipeline. We use Salesforce.com® for CRM.

¹⁰We use MailChimp® for list and campaign management. MailChimp is an “opt-in” service to regulate email “spam”.

¹¹We use Quickbooks Online® as our hosted accounting solution.

¹²“Workspace collaboration” refers to online document management, storage, and collaboration tools.

¹³two hours per month of mentoring and support services for 3 months.

Free Vector Advisors provides a full range of strategic business and management consulting services to entrepreneurs and established businesses. For more information regarding our services, please visit us at www.freevectoradvisors.com.